

PHOENIX CONVENTION CENTER • PHOENIX, ARIZONA, USA

# TMS 2018

147<sup>th</sup> Annual Meeting & Exhibition

THE WORLD COMES HERE.



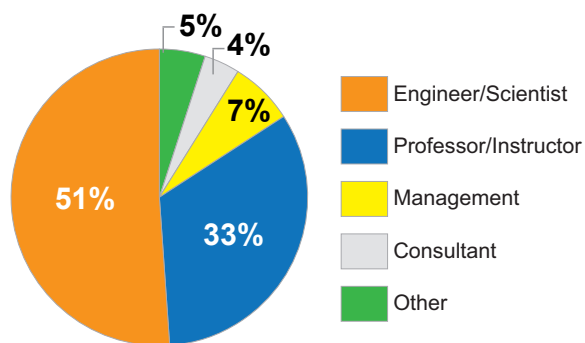
## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

MEETING: MARCH 11–15, 2018 • EXHIBITION: MARCH 12–14, 2018

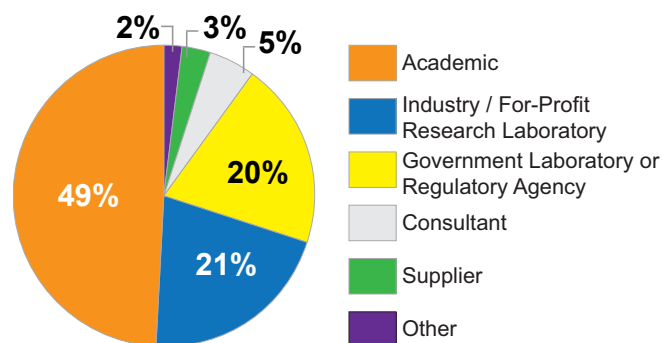
[www.tms.org/TMS2018Sponsor](http://www.tms.org/TMS2018Sponsor) • [#TMSAnnualMeeting](https://twitter.com/TMSAnnualMeeting)



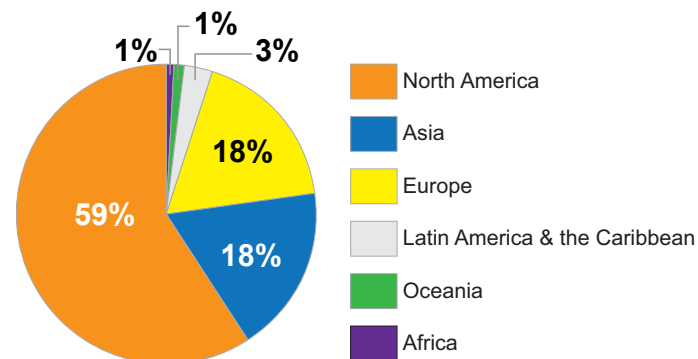
### Job Function



### Organization Type



### Region



### Primary Technical Track



Data from these charts was obtained from the TMS2017 attendee survey.



## REGISTRATION SPONSOR

This highly visible sponsorship will make sure all TMS2018 attendees see your brand. Your company's logo and booth number will be prominently displayed on every other kick panel at the registration counters in the TMS2018 Networking Hub.

**Investment:** \$10,000

### Additional Benefits:

- Exclusive sponsorship with right of first refusal for TMS2019
- Ad in the TMS2018 pre-registered attendee e-mail (sent one week prior to start of TMS2018)
- Logo with link to your company's website on the TMS2018 website
- Logo on Exhibit Hall entrance unit
- One (1) full-page, color ad in the TMS2018 final program
- One (1) full-page, color ad in the print issue of *JOM* (June, July, or August 2018 only)
- Five (5) full-conference registrations



## LANYARD

Lanyards provide highly visible recognition for your brand throughout TMS2018. Place your company logo prominently on the lanyard that is distributed to all conference participants. With mandatory badges for every TMS2018 session and event, lanyards are a clever way to get a prospect's attention for more than 10 hours each day of the conference.

**Investment:** \$7,500

### Additional Benefits:

- Exclusive sponsorship with right of first refusal for TMS2019
- Logo on lanyard (one color)
- Logo with link to your company's website on the TMS2018 website
- Logo on Exhibit Hall entrance unit
- One (1) full-page, color ad in the TMS2018 final program
- Three (3) full-conference registrations



## CONFERENCE BAG

Presented to each TMS2018 participant at registration, these official conference tote bags are used during and long after the conference to provide maximum marketing impact. With this sponsorship, your company's logo will be imprinted on all bags (along with the TMS2018 logo) and you will receive one (1) complimentary conference bag insert.

**Investment:** Up to three (3) opportunities available, sliding scale pricing: \$5,000 each with three (3) sponsors; \$7,500 each with two (2) sponsors; \$15,000 with an exclusive sponsor

### Additional Benefits:

- Exclusive sponsorship has right of first refusal for TMS2019
- Ad in the TMS2018 pre-registered attendee e-mail (sent one week prior to start of TMS2018)
- One (1) 30-second digital ad on the TMS2018 Networking Hub monitors (exclusive sponsor only)
- Logo with link to your company's website on the TMS2018 website
- Logo on Exhibit Hall entrance unit
- For sponsorship of \$10,000 and above: one (1) full-page, color ad in the TMS2018 final program and one (1) full-page, color ad in the print issue of *JOM* (June, July, or August 2018 only); for sponsorship of \$7,500 and above: one (1) half-page, color ad in the TMS2018 final program and one (1) half-page, color ad in the print issue of *JOM* (June, July, or August 2018 only).
- For sponsorships of \$5,000, two (2) full-conference registrations are included; for sponsorships of \$7,500, three (3) full-conference registrations are included; for sponsorships of \$10,000 and above, five (5) full-conference registrations are included.

## TMS2018 NEWS DAILY E-MAILS

Cut through the noise with an ad in the *TMS2018 News* daily e-mail notification. E-mails are sent Sunday through Thursday during the conference to every attendee and include one (1) advertising opportunity per day. With a mailing list of more than 4,000 and an average open rate of 42.6% in 2017, your brand will be featured prominently in front of conference attendees.

**Investment:** \$1,500 per day or \$1,000 per day for multiple days—five (5) opportunities available



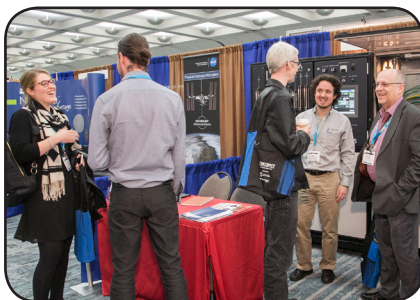
**NEW MOBILE APP**

The TMS2018 mobile app will put all of the meeting details right at the user's fingertips. Your company's banner ad will be displayed at the bottom of the screen while the app is open and will link directly to your company's website.

**Investment:** \$7,500

**Additional Benefits:**

- Exclusive sponsorship with right of first refusal for TMS2019
- Exclusive banner advertiser on mobile app
- Logo with link to your company's website on the TMS2018 website
- Logo on Exhibit Hall entrance unit
- One (1) full-page, color ad in the TMS2018 final program
- Three (3) full-conference registrations



**NEW DIGITAL ADVERTISING**

Reach the decision-makers most closely aligned with your business interests by presenting your message within a specific technical programming track. Only four companies per programming floor will have access to this advertising opportunity located in the convention center on multiple monitors.

**Investment:** \$2,500—up to four (4) opportunities available, with monitors located on first and second floors

**NEW WI-FI**

Gain valuable exposure while TMS2018 attendees connect to work and home. Your company's ad will be the designated splash page as attendees connect to the TMS 2018 Annual Meeting & Exhibition Network.

**Investment:** Up to three (3) opportunities available, sliding scale pricing: \$5,000 each with three (3) sponsors; \$7,500 each with two (2) sponsors; \$15,000 with an exclusive sponsor

**Additional Benefits:**

- Exclusive sponsorship with right of first refusal for TMS2019



- Ad in the TMS2018 pre-registered attendee e-mail (sent one week prior to start of TMS2018)
- One 30-second digital ad on the TMS2018 Networking Hub monitors (exclusive sponsor only)
- Logo with link to your company's website on the TMS2018 website
- Logo on Exhibit Hall entrance unit
- For sponsorship of \$10,000 and above: one (1) full-page, color ad in the TMS2018 final program and one (1) full-page, color ad in the print issue of *JOM* (June, July, or August 2018 only); for sponsorship of \$7,500 and above: one (1) half-page, color ad in the TMS2018 final program and one (1) half-page, color ad in the print issue of *JOM* (June, July, or August 2018 only).
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**NEW CHARGING STATION**

Enable attendees to power up their smart phones, laptops, and other wireless devices without leaving the convention center. A charging station in the Exhibit Hall will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded "Low Battery" signal. Your custom artwork will appear on the charging station.

**Investment:** \$7,500

**Additional Benefits:**

- Exclusive sponsorship with right of first refusal for TMS2019
- Ad in the TMS2018 pre-registered attendee e-mail (sent one week prior to start of TMS2018)
- Logo with link to your company's website on the TMS2018 website
- Logo on Exhibit Hall entrance unit
- One (1) full-page, color ad in the TMS2018 final program
- Three (3) full-conference registrations



## PROGRAMMING AND EVENTS

High-profile speakers and memorable networking events are a hallmark of TMS annual meetings. Align your company with the thought leadership occurring during these well-attended technical sessions, luncheons, and other events. These sponsorships can give your company the opportunity to meet and network with attendees in a more relaxed atmosphere.

### Investment Opportunities:

- Sunday Materials Bowl: \$7,500
- Monday Plenary Event: \$10,000
- Monday Light Metals Keynote: \$7,500
- Monday Structural Materials Division Luncheon Lecture: \$7,500
- Monday Additive Manufacturing Keynote: \$7,500
- Tuesday Materials Processing & Manufacturing Division/Extraction & Processing Division Joint Luncheon Lecture: \$7,500
- Tuesday Young Professional Tutorial Luncheon Lecture: \$7,500
- Tuesday Material Innovation Keynote: \$7,500
- Wednesday Fresh Coffee, Fresh Ideas: Diversity and Inclusion Breakfast: \$5,000
- Wednesday Light Metals Division Luncheon Lecture: \$7,500
- Wednesday TMS-AIME Awards Reception, Ceremony, and Banquet: Exclusive sponsorship at \$15,000

### Additional Benefits:

- Exclusive sponsorship has right of first refusal for TMS2019
- Brief speaking opportunity from the podium to welcome attendees
- Prominent logo projection in event room during event walk-in period and logo on entrance signage
- Opportunity to distribute literature at the end of the event
- Logo and/or company name on all TMS promotions about the event, including, but not limited to: e-mails, *TMS News* stories, brochures, and final program
- Logo with link to your company's website on the TMS2018 website



- For sponsorship of \$10,000 and above: one (1) full-page, color ad in the TMS2018 final program and one (1) full-page, color ad in the print issue of *JOM* (June, July, or August 2018 only); for sponsorship of \$7,500 and above: one (1) half-page, color ad in the TMS2018 final program and one (1) half-page, color ad in the print issue of *JOM* (June, July, or August 2018 only).
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## FRIENDS OF TMS

A key benefit for TMS2018 attendees is the ability to meet face-to-face with others in their area of interest and expertise via Friends of TMS.

**Investment:** \$2,500—hotel suite and meeting room prices vary per day and venue

### READY TO BOOK YOUR SPONSORSHIP?

Want to customize a sponsorship to fit the needs of your company? Contact:

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