

TMS2014

143rd Annual Meeting & Exhibition

February 16-20, 2014 • San Diego Convention Center
San Diego, California, USA



Exhibit Dates: February 17-19

EXHIBIT PROSPECTUS



Visit www.tms.org/TMS2014 to reserve your booth space today!



What Is the TMS2014 Exhibition?

For 27 years, the exhibition at the TMS Annual Meeting has been one of the top global showcases for the latest products and services in the materials field. Visited annually by more than 4,000 materials scientists and engineers from nearly 70 countries, the exhibit exposes companies to an international audience of influential decision makers and company leaders.

An Established Event in the Materials Field

Now in its 28th year, the TMS Annual Meeting Exhibition is a recognized gathering place for influential materials scientists and engineers. A booth on the exhibit floor is a necessity for creating a strong, physical presence at this popular meeting and for reaching these leaders in the materials world.

An Engaged Audience of Materials Professionals

In 2013, 90% of all TMS Annual Meeting attendees reported spending a significant amount of time (from one hour to five or more) viewing the exhibits in the exhibition hall. Over the course of three days, materials scientists and engineers from around the world will view your display, talk with your representatives, and remember your products, services, and messages.

What Is the TMS2014 Annual Meeting?

TMS2014 offers a unique opportunity to be a part of a top technical conference attended by the world's foremost materials scientists and engineers while reaping the benefits of a dynamic trade show environment. Eleven technical topic areas are covered by this year's technical program:

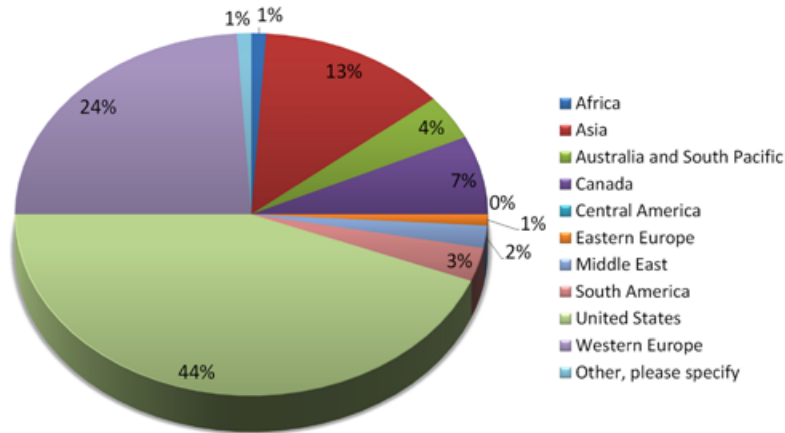
- Advanced Materials
- Advances in Mechanical Behavior and Characterization
- Advances in Processing and Fabrication
- Biomaterials and Biological Materials
- Computational Modeling and Simulation
- Extraction and Processing
- Light Metals
- Materials for Energy and Sustainability
- Nanomaterials
- Nuclear Materials
- Phase Formations, Transformations, and Stability in Advanced Materials

Why Should You Exhibit at TMS2014?

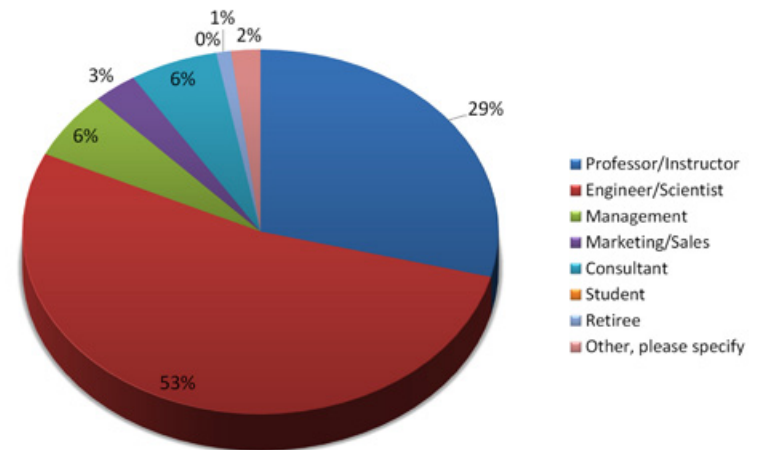
- **An Invested Audience.** TMS2014 attendees want to learn about the latest developments in materials, making this exhibition the ideal venue for introducing your newest products and services.
- **Abundant Networking Opportunities:** Network with attendees in session rooms and during session breaks. With some 3,700 presentations planned, you'll have plenty of opportunity to find related technology and introduce yourself to researchers looking for products.
- **An Ideal Location:** The San Diego Convention Center is in the heart of the city, providing a convenient and enjoyable landscape for attendees and exhibitors. San Diego is a consistently popular location for TMS Annual Meeting attendees.

Who attends the TMS Annual Meeting & Exhibition?

Geographic Areas Represented at the TMS Annual Meeting



TMS2013 Attendee Job Classifications



Did You Know?

- Roughly 54% of all qualified sales leads obtained at expositions are closed without an additional in-person visit. In contrast, if the first contact is made at the prospect's office, an average of 4.3 visits is required to close the sale.
- Some long-term business relationships start with an exhibit contact. On the average, company sales are influenced for two years after the show by the contacts made at that show. (Source: Nutmeg Exhibit Company)



Rates

Exhibit Rates:

Standard rate: \$25 per square foot. Corner Booth Surcharge: \$150 per corner

All booths are 10' x 10' minimum and include:

- 8' back drape and 3' side drape in show colors
- 44" x 7" identifying sign
- One full-conference registration
- Two exhibit-only booth personnel per 10' x 10' space
- Exhibit passes for clients and prospects
- Marketing e-toolkit to promote your presence at the event
- Listing in the exhibit directory in print and online
- Attendee pre- and post-registration lists

Show Hours

Monday

Noon to 6:30 p.m.

5:00 p.m. to 6:30 p.m.
President's Welcoming Reception
for all attendees

Tuesday

10:00 a.m. to 5:30 p.m.

4:30 p.m. to 5:30 p.m.
Exhibit Hall Happy Hour
for all attendees

Wednesday

9:00 a.m. to 1:00 p.m.

Reserve Your Space Today!

Contact	Caron Gavrish , Sales Specialist
Phone	(724) 776-9000, ext. 231
E-mail	cgavrish@tms.org or exhibits@tms.org

Visit www.tms.org/TMS2014 for a current floorplan and exhibitor list.



Additional Opportunities: Sponsorships and Advertisements

In addition to a booth on the exhibit floor, enhance your presence at the meeting by becoming a sponsor of the TMS 2014 Annual Meeting & Exhibition. Through sponsorship, you'll reach thousands of attendees representing the top corporations, laboratories, universities, and institutes in materials science and engineering.

Sponsorship packages ranging in value from \$2,500 to \$25,000 are available, each designed with the sponsor and the attendee in mind. Available sponsor options include:

- **NEW FOR 2014:** Power stations in the exhibit hall where attendees can re-charge laptops, smart phones, and other devices
- Attendee registration bags and lanyards
- Poster sessions, receptions, and other networking events
- Society luncheons and Annual Awards Banquet and Reception
- Print and Online Program Advertisements
- TMS2014 Mobile App
- **Or Create Your Own** – customized sponsorships are always available

Sponsor TMS2014 Today!

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***Sponsor an at-meeting product or
service that attendees need to cast
your brand in a positive light!***



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**New
for 2014:**

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COMIC-TANIUM!

THE SUPER MATERIALS OF THE SUPERHEROES

BROUGHT TO YOU BY:

TMS

FOUNDATION

TMS is planning an exciting, museum-quality display of the “super materials of the superheroes.” This display—of interest to anyone who has ever read a comic book, watched a superhero movie, or wondered at the possibilities of materials technology—is sure to generate interest and excitement on the exhibit hall floor, where it will be located throughout the meeting.



Exhibit will consist of 7 modules. Image is a prototype of a sample module

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