



THE WORLD COMES HERE
TMS 2020
149th Annual Meeting & Exhibition

SPONSORSHIP PROSPECTUS

Meeting: February 23–27, 2020
Exhibition: February 24–26, 2020

SAN DIEGO CONVENTION CENTER • SAN DIEGO, CALIFORNIA, USA
www.tms.org/TMS2020Sponsor • #TMSAnnualMeeting





THE event for the global materials science and engineering professions

EVENT OVERVIEW

The Minerals, Metals & Materials Society (TMS) connects minerals, metals, and materials scientists and engineers who work in industry, academia, and government positions around the world.

TMS2020 will draw more than **4,000 attendees** from nearly **70 nations** and feature four full days of technical programming, **80 symposia**, two poster sessions, numerous networking opportunities, and lunch breaks in the dynamic exhibition hall.



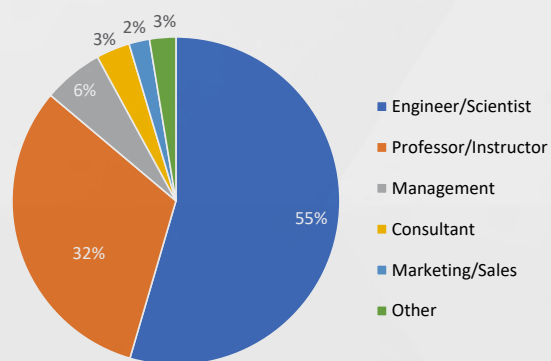
The meeting will be co-located with the 9th International Symposium on Lead and Zinc Processing (PbZn 2020)—considered the leading technical forum for the lead and zinc processing industries.

More than 80 symposia are planned in the following technical tracks:

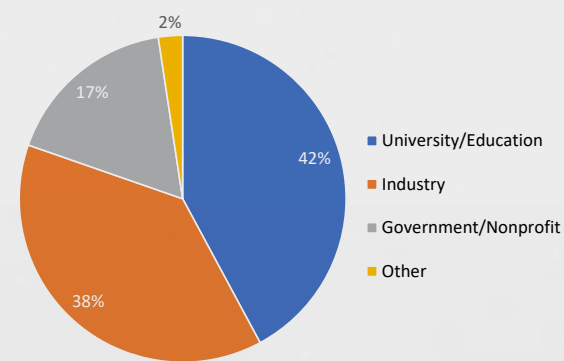
- Additive Technologies
- Materials Processing
- Mechanics & Structural Reliability
- Corrosion
- Nuclear Materials
- Physical Metallurgy
- Light Metals
- Characterization
- Nanostructured and Heterostructured Materials
- Advanced Materials
- Electronic Materials
- Energy & Environment
- Biomaterials
- Materials Design

**SEE WHO YOU WILL MEET AT TMS2020!
 OUR PROJECTED ATTENDEES BY...**

JOB FUNCTION



ORGANIZATION TYPE



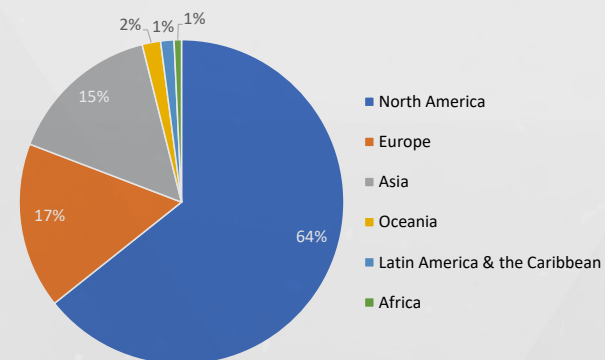
POPULAR TECHNICAL TRACKS

Some of the most popular technical programming tracks at TMS2019 included:

- Characterization
- Advanced Materials
- Additive Technologies
- Materials Design
- Light Metals
- All Others

In total, TMS2020 will feature 15 programming tracks.

REGION



Percentages may be inexact due to rounding.



SPONSORSHIP OPPORTUNITIES

PROMOTIONAL SPONSORSHIPS

Conference Bag – Investment: \$14,000

Presented to each TMS2020 full-conference participant at registration, these official conference tote bags are used during and long after the conference providing maximum marketing impact. Your company's logo imprinted on all bags (along with TMS2020 logo).

Additional Benefits

- One complimentary bag insert
- Logo recognition in the TMS2020 pre-registered attendee e-mail
- One full-page, 4/color ad in the TMS2020 Conference Guide
- Five (5) full-conference registrations

Official TMS2020 Conference Guide – Investment: \$12,500

The TMS2020 Conference Guide is one of the most popular and frequently referenced conference items. Issued to every attendee, the TMS2020 Conference Guide features the program-at-a-glance, exhibitor directory, convention center and exhibit hall maps, and more.

Additional Benefits

- One full-page, 4/color advertisement in a premium location of the conference guide and your company logo at the bottom of the front cover.
- Logo recognition in the TMS2020 pre-registered attendee e-mail
- One additional full page, 4/color ad in the TMS2020 Conference Guide
- Five (5) full-conference registrations

Lanyard – Investment: \$9,000

Lanyards provide highly visible recognition throughout TMS2020. Place your company logo prominently on the lanyard that is distributed to all conference participants. Badges are mandatory at TMS2020 and a clever way to get a prospect's attention—every attendee will see your company's logo for 10+ hours a day.

Additional Benefits

- Your one-color company logo (alongside the TMS logo) on the lanyard
- Logo recognition in the TMS2020 pre-registered attendee e-mail
- One full-page, 4/color ad in the TMS2020 Conference Guide
- Three (3) full-conference registrations



TMS2020 News Daily E-mails – Investment: \$2,500 per day

Cut through the noise with an ad in the *TMS2020 News* daily e-mail notification. E-mails are sent Sunday through Thursday during the conference to every attendee and can include a banner ad that links to your company's website or preferred URL. With one (1) advertising opportunity available per day, your brand will be featured prominently in front of more than 4,000 conference attendees.

Tote Bag Insert – Investment: \$3,000

Your promotional piece will be included in the TMS2020 conference bags given out to attendees at registration. Sponsor responsible for printing and sending inserts. Restrictions apply.



SAMPLE News Daily E-mail



SPONSORSHIP OPPORTUNITIES

TECHNOLOGY SPONSORSHIPS

Wi-Fi – Investment: \$10,000

Make sure TMS2020 attendees can stay connected to work and home at the San Diego Convention Center. Your company's ad will be the splash page as attendees connect to the TMS 2020 Annual Meeting & Exhibition Network.

Additional Benefits

- Signage in the registration area acknowledging your company sponsorship
- One full-page, 4/color ad in the TMS2020 Conference Guide
- Five (5) full-conference registrations
- Double-sided standing sign

Mobile App – Investment: \$8,500

The TMS2020 Mobile App will put all meeting details right at the user's fingertips. Your company's logo will be displayed on a splash page each time the app opens. Your company's ad will also be displayed as a "sponsored story" within the app's main newsfeed and will include a button that clicks directly to your URL.

Additional Benefits

- Exclusive banner advertiser on mobile app
- Logo recognition in the TMS2020 pre-registered attendee e-mail
- One full-page, 4/color ad in the TMS2020 Conference Guide
- Three (3) full-conference registrations

Mobile App Push Notifications – Investment: \$1,500

Two notifications available per day, limit one per company

Push notifications on the mobile app deliver value to your customers and prospects, right on their home screens. Push notifications are a proven, proactive way to drive engagement and brand awareness. Use push notifications through the TMS 2020 Annual Meeting & Exhibition app as an opportunity to get attendees to your booth or special events, or alert attendees to your company promotions and giveaways. Restrictions apply.

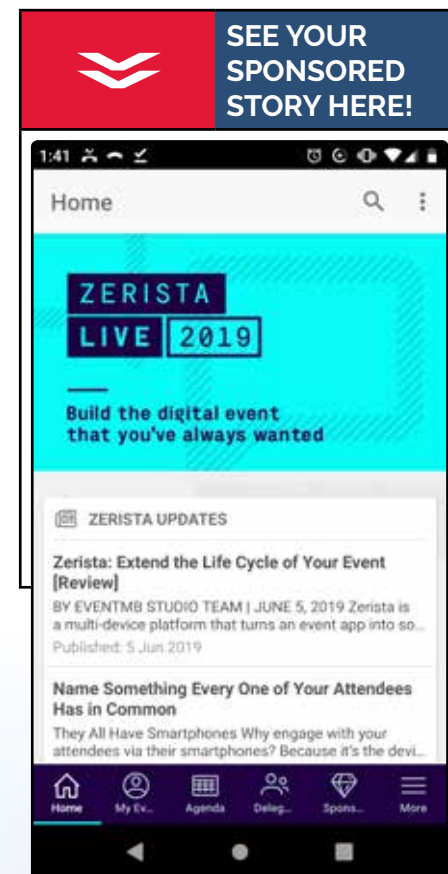
Please note that attendees who opt out of or turn off notifications within their phone settings will not receive push notifications through the TMS2020 mobile app.

Charging Station(s) – Investment: \$5,000

Enable attendees to power up their smart phones, laptops, and other wireless devices without leaving the San Diego Convention Center. Charging stations will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded "Low Battery" signal.

Additional Benefits

- Your company's artwork will appear on floor graphics in front of your station
- Logo recognition in the TMS2020 pre-registered attendee email
- One (1) full conference registration





SPONSORSHIP OPPORTUNITIES

EDUCATIONAL SPONSORSHIPS

Thought Leadership Sponsorships

Memorable, high profile speakers are a hallmark of TMS conferences. These sponsorships directly align your company with the thought leadership occurring during these well-attended sessions. Reach the decision-makers most closely aligned with your business interests by presenting your message within a specific technical programming session or event.

Investment Opportunities*

- All-Conference Plenary: \$10,000
- Materials Bowl Sponsor: \$7,500
- Light Metals Keynote: \$7,500
- Additive Manufacturing Keynote: \$7,500
- 9th International Symposium on Lead and Zinc Processing Plenary: \$7,500

Additional Benefits

- Brief speaking opportunity (2-3 minutes) from the podium to welcome attendees
- Prominent logo projection during event walk-in period and logo on entrance signage
- Opportunity to distribute literature at the end of the session
- Logo recognition in the TMS2020 pre-registered attendee e-mail
- One full page, 4/color ad in the TMS2020 Conference Guide
- Three (3) full-conference registrations at \$10,000 level
- Two (2) full-conference registrations at \$7,500 level

*Non-exhibitors will be charged an additional fee

NETWORKING SPONSORSHIPS

Event Sponsorships

Reach the decision-makers most closely aligned with your business interests by presenting your message within a specific breakfast, luncheon, dinner, or banquet. This gives your company an opportunity to meet and network with attendees within a more relaxed atmosphere.

Investment Opportunities*

- Diversity Breakfast: \$5,000
- Structural Materials Division Luncheon Lecture: \$7,500
- Light Metals Division Luncheon: \$7,500
- Materials Processing & Manufacturing Division/Extraction & Processing Division Joint Luncheon Lecture: \$7,500
- Coffee Breaks: \$3,500 each

Additional Benefits

Brief speaking opportunity (2-3 minutes) from the podium to welcome attendees

- Prominent logo projection during event walk-in period and logo on entrance signage**
- Opportunity to distribute literature at the end of the event
- Logo recognition in the TMS2020 pre-registered attendee email
- One full page, 4/color ad in the TMS2020 Final Program
- Two (2) full conference registrations at \$7,500 level
- One (1) full conference registration at \$5,000 level

*Non-exhibitors will be charged an additional fee

**When projection is available/provided for the event





SPONSORSHIP OPPORTUNITIES

ATTENDEE EXPERIENCE SPONSORSHIPS

Headshot Studio – Investment: \$12,000

Attendees receive a digital photo for their LinkedIn profile from a professional photographer. The Headshot Studio will be placed inside the TMS2020 Exhibit Hall.

Additional Benefits

- Logo recognition in the TMS2020 pre-registered attendee e-mail
- One full-page, 4/color ad in the TMS2020 Conference Guide
- Five (5) full-conference registrations

Make My Day – Investment: \$2,000

Make your brand more meaningful to your target market by enhancing their conference experience with simple pleasures sure to improve their TMS2020 experience! *Make My Day* vouchers are for discounted coffee, a value-added benefit that directly aligns your brand with attendees' positive event experience. Hand out a total of 50 \$5.00 Starbucks gift cards. Sponsorship includes a printed voucher with company logo to be handed out from your booth and a carpet decal in front of your booth recognizing your company as a *Make My Day* sponsor.

HOTEL SPONSORSHIPS

Hotel Keycard – Investment: Varies

Include your company's logo on room keycards for TMS2020 attendees staying at the Marriott Marquis & Marina San Diego—the TMS Headquarters Hotel. Contact TMS2020 sponsorship staff today for more details on pricing or similar sponsorships available at additional hotels in the TMS room block.

Hotel Door Drop – Investment: Varies

Deliver your company's promotional piece directly to TMS2020 attendees staying at the Marriott Marquis & Marina San Diego—the TMS Headquarters Hotel. Contact TMS2020 sponsorship staff today for more details on pricing or similar sponsorships available at additional hotels in the TMS room block.





SPONSORSHIP OPPORTUNITIES

GRAPHIC SPONSORSHIPS

NEW!

Window Clings at Top of Escalators – Investment: \$7,500

Place your company message on the glass clings at the San Diego Convention Center that all attendees will view as they ride up the escalator to TMS2020 technical sessions and more.

NEW!

5th Street Railing – Investment: \$7,500

TMS annual meeting attendees love to get outside and enjoy the San Diego weather between sessions and events. Attendees will pass by this railing at the main stoplight that takes everyone to the popular Gaslamp District. Put your company's message on this long, double-sided banner that measures 27' wide x 3' high.

NEW!

Window Graphics on Outside of Marriott Marquis Hotel – Investment: \$7,500

Put your company's message on the outside windows that attendees pass as they walk to the San Diego Convention Center from the TMS2020 headquarters hotel, the Marriott Marquis & Marina San Diego. These are high impact graphics that attendees will see first thing in the morning and the last thing at night. These window graphics measure 10' wide x 2' high.

NEW!

Rectangle Banner on 2nd Floor – Investment: \$6,500

Put your company message on 20' wide x 4' high double-sided banners directly outside of the TMS2020 technical session rooms at the San Diego Convention Center. These banners are on the 2nd floor and are highly visible from many different locations.

NEW!

Quantum Video Signage – Investment: \$4,000

Your brand in action! Place your company's 15-second video ad on the super-sized LED video screen, located in a prominent area at the San Diego Convention Center. The screen measures 16' wide x 9' high and will be seen by all! The video wall will run Sunday through Wednesday of the conference. Limited availability.

NEW!

Aisle Signs – Investment: \$1,000 (per sign)

Increase awareness of your company as the sponsor of the Exhibit Hall aisle signs in your aisle. Your company logo will be displayed on the aisle signs in your corresponding aisle.

All sponsorships will also include the following benefits:

- Company logo listed on conference website with link
- Company logo on Exhibit Hall entrance unit recognition signage
- Exclusive sponsorship has first right of refusal for 2021
- Priority points for 2021 conference
- Sponsor ribbons for booth personnel

**Please note that all non-exhibiting companies will be charged an additional fee for any TMS2020 sponsorship.*



READY TO BECOME A SPONSOR?

Book one of the opportunities listed in this brochure or customize a sponsorship to fit the needs and budget of your company.

CONTACT:

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