

TMS2021 VIRTUAL

EXHIBITS + SPONSORSHIP

A promotional banner for the TMS2021 Virtual event. The central focus is a gold-colored plaque with a red border, featuring the text 'AIME-TMS 150th CELEBRATION TMS2021 Annual Meeting & Exhibition SINCE 1871'. To the right, a laptop screen displays three video call participants: a woman at the top, a man in the middle, and a woman at the bottom. The background is a vibrant blue and purple gradient with abstract light patterns and several large, semi-transparent blue arrows pointing to the right. Below the plaque, the text 'TMS2021 VIRTUAL' and 'MARCH 15-18, 2021' is displayed in white. At the bottom of the banner, the website 'www.tms.org/TMS2021' and the hashtag '#TMSAnnualMeeting' are provided in white.

TMS2021 VIRTUAL
MARCH 15-18, 2021
www.tms.org/TMS2021 • [#TMSAnnualMeeting](https://twitter.com/TMSAnnualMeeting)

EXHIBIT MANAGER
Gavin McAuliffe
gavin@corcexpo.com
312.265.9649

SPONSORSHIP COORDINATOR
Emma McElherne
emcelherne@corcexpo.com
708.207.3213

**TMS2021 VIRTUAL
MARCH 15-18, 2021**

EXHIBIT PACKAGES	BASIC \$2,000	ENHANCED \$4,000
Full-Conference Registrations	2	4
Half Page Ad In JOM Post-Show Issue		●
Prominent Placement on Virtual Exhibit Hall		●
Pre-Show Attendee List For one time use (opt-ins, name, company, mailing address, email)		●
One (1) Social Media Post on Facebook or Twitter With increased exposure on Social Wall		●
Priority Points for TMS2022	1	2
Post-Show Attendee List For one time use (opt-ins, name, company, mailing address, email)	●	●
“Meet Now” Video Chat On-demand attendee-exhibitor virtual video chat	●	●
Five (5) Scheduled Attendee Meetings Access to five (5) potential private video meetings set by the attendee	●	●
Exhibitor Listing: <ul style="list-style-type: none"> • Company name, contact information, address, website, description, keywords & social media links • Designated Expo Hall Hours • Direct messaging (attendee to exhibitor) • Exhibitor Analytics: access visitor contact information & activity within your booth (types of materials viewed & downloaded) • Post-Show Value: access to booth, networking, & sessions until May 31, 2021 	●	●
Marketing Materials: <ul style="list-style-type: none"> • Downloads: PDFs, articles, infographics, & other documents • One (1) Embedded Video plus links to websites, videos, surveys, & webinars • Product Listings: product name, description, & image 	●	●
BOOTH UPGRADES		
“Meet Now” Video Chat Upgrade Two (2) additional exhibit staff passes for the virtual video chat room	\$150	
Scheduled Meeting Upgrade Access to an additional 5 potential video meetings set by the attendee <small>*Booth upgrades purchased from virtual platform provider</small>	\$150	

PROMOTIONAL SPONSORSHIPS

Registration Confirmation Email - \$7,500 (Exclusive Sponsorship)

Place your banner ad on registration confirmation emails to attendees. Reach attendees before the conference with your company message. Sponsor receives a block of content at the bottom of the registration email distributed to registered attendees. Includes logo and 200-300 words.

Know Before You Go Email Banner Advertisement - \$7,500

An exclusive opportunity to reach attendees with your Banner Ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the online virtual conference. Your message will reach all of the registered attendees just before the conference.

Sponsorship Banner on Lobby Page - \$6,500 (Limited)

Receive worthwhile impressions with an ad on the TMS2021 Virtual Platform Landing Page, placed among all major destination buttons. Your ad will include a hyperlink to your exhibit booth or preferred URL. No more than ten ads will rotate on this tile. Banner rotates every 10 seconds.

Banner Ad on TMS2021 Virtual Attendee Promotion Blasts - \$5,000 (Exclusive Sponsorship)

Include your banner ad in the TMS2021 Virtual promotional eblasts. TMS will send out a total of three (3) emails counting down to the TMS2021 Virtual Annual Meeting & Exhibition. Your company message can reach over 40,000 TMS contacts just before the conference.

TMS2021 Virtual Daily Newsletter – Investment: \$2,500 per day

Include your logo with hyperlink and up to 40 words of text in the TMS2021 Virtual Daily Newsletter. TMS will send out an email newsletter each day during TMS2021 Virtual. Your logo and company message can reach over 4,000 TMS attendees each day, during the conference.

Sponsored Attendee Announcements - \$2,000

Reach attendees directly at the conference with a sponsored notification. Attendees will be notified of your custom message by a megaphone icon at the top of the page, at a prominent time of the event. Available: 5 per day. 4,000 character limit. Includes company website link.

EDUCATIONAL SPONSORSHIPS

Lunch Tutorials at TMS - \$7,000 (4 available)

Take your presence at TMS further by broadcasting a 30-minute product demo during prime-time conference hours. With only 4 spots available, attendees will be encouraged to visit your booth during the lunch hour to watch your live demo, ask questions live, and engage with exhibit staff--mirroring the live exhibit experience. These demos can be recorded for further sponsor use and promotion. Tutorials will be held Monday through Thursday, 12:00 – 2:00pm. (Except Wednesday from 12:00 – 1:00pm)

Student Trivia Competition: \$5,000

The Student Trivia Competition is a materials-themed knowledge and trivia competition held at the Annual Meeting & Exhibition for materials science and engineering students. Includes two (2) full-conference registrations. Sponsorship includes one (1) banner ad with a link to your preferred URL.

Thought Leadership Sponsorship

TMS works to bring thought leaders from across the globe to present their research and insights to an audience primed for innovation. Reach the decision-makers most closely aligned with your business interests by presenting your message within a specific technical programming session. Includes: Two-minute sponsor company video to be played at the beginning of the presentation. Sponsorship includes two (2) full-conference registrations unless otherwise indicated.

Investment Opportunities:

• Plenary* (includes three (3) full-conference registrations)	\$10,000
• Light Metals Keynote*	\$7,500
• The Fifth International Symposium on Nickel and Cobalt*	\$7,500
• TMS-DGM Symposium on Light Weight Materials	\$7,500

*Denotes Exclusive Sponsor Opportunity

Education Tracks - \$6,000 per track

To paraphrase Shakespeare, “The Program’s the thing...” and it couldn’t be more true at the TMS2021 Virtual. Attendees will login from around the globe to hear talks given in the 13 educational tracks held at TMS. TMS2021 Virtual represents the culmination of many months of strategic content curation with a program that brings top experts in the minerals, metals and materials community. Conference educational tracks address timely and important areas of interest. Includes banner ad on all sessions within the Education Track of your choice.

TMS Tracks include:

- | | | |
|-------------------------|------------------------|----------------------------|
| • Additive Technologies | • Corrosion | • Materials Processing |
| • Advanced Materials | • Electronic Materials | • Nanostructured Materials |
| • Biomaterials | • Energy & Environment | • Nuclear Materials |
| • Characterization | • Light Metals | • Physical Metallurgy |
| | • Materials Design | |

NETWORKING SPONSORSHIPS

Event Sponsorships

Reach the decision-makers most closely aligned with your business interests by presenting your message within a specific lecture. Position your company's brand alongside the importance and messaging of these prominent Awards Ceremonies and Lectures.

Additional Benefits:

Includes sponsor banner ad and verbal acknowledgement at the beginning of the session during attendee welcome. Sponsorship includes one (1) banner ad with a link to your preferred URL, and one (1) full-conference registration (unless otherwise indicated).

Investment Opportunities:

• Diversity, Equity, and Inclusion Committee Networking Event (Includes two (2) full-conference registrations)	\$5,000
• Structural Materials Division and Functional Materials Division Joint Awards Ceremony and Lecture	\$3,500
• Light Metals Division Awards Ceremony and Lecture	\$3,500
• Extraction and Processing Division and Materials Processing and Manufacturing Division Joint Awards Ceremony and Lecture	\$3,500

Networking Session Rooms - \$5,000

Connect with attendees by hosting a networking session room. Topics are chosen by TMS, sponsor can choose the session room that fits your company best. Includes sponsor banner ad at your Session Room and verbal acknowledgement at the beginning of the session.

Morning Buzz - \$5,000 - 2 Opportunities Available

Drive traffic to your booth by treating attendees to coffee! Give away \$5 Starbucks e-gift cards to the first 50 booth attendees of the day and start your morning generating 50 leads. Host an optional 5-minute introduction or demo and post the giveaway link at the end. Sponsorship includes promotion from TMS via social media and as an agenda item to alert participants of your giveaway.

Scavenger Hunt - \$1,000

A fun new way to engage attendees! Participate in this booth traffic game! Attendees can play the TMS2021 Virtual Scavenger Hunt game! As a participant your booth will be designated as a Scavenger Hunt destination. Sponsors have the ability to create a short survey that attendees must complete to receive credit for the virtual booth visit. Five lucky winners will go home with a \$100 VISA gift card.

Social Media Outreach- \$5,000

Reach the TMS audience on social media and maximize your visibility. The social media package is a great way to stay in touch with TMS2021 attendees before, during, and after the conference. Social media posts get additional exposure with visibility on official TMS2021 Virtual social media wall.

Twitter: -3 tweets exclusively about your organization
-1 tweet before the event, 2 tweets during

Facebook: -1 Facebook post about your organization to TMS's followers