Why Exhibit at IMAC?

IMAC is a conference and exposition focusing on structural dynamics, and has evolved to encompass the latest technologies supporting structural dynamics. This broad focus on structural dynamics includes topics in simulation and modeling, nonlinear dynamics, sensors, signal processing and control spanning the full range of engineering disciplines.

Exhibiting at IMAC will allow your firm to promote your products and services, generate sales leads, network with current customers, and recruit new ones from leading firms and institutions in the world of Structural Dynamics.

In 2016, the tagline “It’s not just modal anymore” was added to the conference description. While IMAC’s origins initially focused heavily on the field of Experimental Modal Analysis, you will now find a mix of analytical and experimental topics. Traditional barriers are being removed, fostering constructive dialog between analyst and experimentalist, and between academics, government laboratories and industry.

Exhibitors of past IMACs and attendee breakdown by sector:

- Advanced Test Equipment Rentals
- AMETEK VTI Instruments
- APS Dynamics, Inc.
- ATA Engineering
- Brüel & Kjær North America
- Correlated Solutions, Inc.
- Crystal Instruments
- Data Physics
- DEWESoft LLC
- Dynamic Design Solutions
- Dytran Instruments, Inc.
- ETS Solution North America LLC
- IMV America, Inc.
- Instrumented Sensor Technology, Inc.
- Julight S.r.l.
- Kistler Instrument
- Los Alamos National Laboratory
- LVV, University of Sheffield
- m+p international
- Meggitt
- Morgan and Claypool Publishers
- NOLISYS
- OROS
- PCB Piezotronics, Inc.
- Polytect, Inc.
- Precision Filters, Inc.
- SAGE
- Shock and Vibration Exchange
- Siemens PLM Software
- SINUS Messtechnik GmbH
- Spectral Dynamics, Inc.
- SpectraQuest, Inc
- Springer
- Structural Vibration Solutions A/S
- TH Wildau
- The Modal Shop, Inc.
- The Univ of Sheffield
- Trilion Quality Systems, LLC
- Tritek/TEAC Data Recorders
- Vibrant Technology
- Vibration Research
- Vibrations Inc.
- VTI Instruments Corp.

Attendees representing over 30 countries!
Exhibit Pricing

One 8’x10’ exhibit space
$1,925.00

Each Exhibit Space has:

- 8’ High Back Drape and 3’ High Side Rails with floor markings
- 7” x 44” ID Sign

Each Exhibit Space includes:

1. Complimentary Conference Registration for each exhibit space purchased (valued at over $800!)
2. Pre-conference AND post-conference GDPR-compliant lists of attendees
3. The opportunity to run a FREE ¼-page ad in the IMAC Final Program (distributed to every attendee)
4. Your firm’s product or service listing will be published in the IMAC Advance Program, Final Program and on the SEM/IMAC website

Hyatt Regency Houston Floorplan
Sponsorship Opportunities

Platinum *(Exclusive)*
The following are included with your sponsorship: $7,000.00

- Registration Bags with your company's logo on the front of each bag. Guarantees additional exposure during the show and long after the show ends!
- 8' x 10' exhibit space
- Complementary Conference Registrations
- Items of your company's literature in EVERY IMAC ATTENDEE’S registration bag.
- Recognition in the IMAC-XXXVIII Final Program
- Recognition on the SEM/IMAC website
- Recognition on on-site signage
- Recognition in the SEM Newsletter

Gold *(Exclusive)*
The following are included with your sponsorship: $5,000.00

- Final Program 4 Color Outside Back Cover. Full-page, 4 Color ad on the outside back cover of the Final Program which is distributed at the show to your target audience and referred to all year.
- 8' x 10' exhibit space
- Complementary Conference Registrations
- Item of your company's literature in EVERY IMAC ATTENDEE’S registration bag.
- Recognition in the IMAC-XXXVIII Final Program
- Recognition on the SEM/IMAC website
- Recognition on on-site signage
- Recognition in the SEM Newsletter

Silver *(Exclusive)*
The following are included with your sponsorship: $4,000.00

- Final Program 4 Color Inside Front Cover. Full-page, 4 Color ad on the inside front cover of the Final Program which is distributed at the show to your target audience and referred to all year
- 8' x 10' exhibit space
- Complementary Conference Registrations
- Item of your company's literature in EVERY IMAC ATTENDEE’S registration bag.
- Recognition in the IMAC-XXXVIII Final Program
- Recognition on the SEM/IMAC website
- Recognition on on-site signage
- Recognition in the SEM Newsletter

Bronze *(Unlimited)*
The following are included with your sponsorship: $2,600.00

- 8' x 10' exhibit space
- Complementary Conference Registrations
- Item of your company's literature in EVERY IMAC ATTENDEE’S registration bag.
- Recognition in the IMAC-XXXVIII Final Program
- Recognition on the SEM/IMAC website
- Recognition on on-site signage
- Recognition in the SEM Newsletter

NOTE: The above opportunities must be selected and finalized no later than 45 days prior to conference start.
SEM/IMAC Website Banner Ad  (Exclusive)  $3,450.00
The following are included with your sponsorship:

- Recognition on the SEM/IMAC website with a vertical ad linking directly to your site! This ad will appear on all SEM/IMAC sub-pages! This is an excellent opportunity for exposure for your organization.
- Recognition in the IMAC-XXXVIII Final Program
- Recognition on the SEM/IMAC website
- Recognition on on-site signage
- Recognition in the SEM Newsletter

Registration Neck Wallets  (Exclusive)  $2,700.00
The following is included with your sponsorship:

- Your company’s logo on the front of each neck wallet name badge. Every attendee is required to wear a name badge which will have your logo prominently displayed. This is a great opportunity to have your company’s name in front of your target audience.

SOLD

SOLD
Exposition Passport $225.00

This Passport program will require IMAC attendees to visit participating booths and obtain proof of visit in order to be eligible for a drawing with very desirable prizes! (1st Prize: $1,000 Best Buy gift card!)

Each participating Exhibitor will have their company logo and contact information prominently displayed on a page of our pocket-sized IMAC Exposition Passport book. All IMAC attendees will receive a passport book and Exhibitors will need to place a sticker (provided by SEM) above their logo in the passport book.

Participation is limited to 20 Exhibitors, so pages will be reserved on a first-come/first-serve basis.

How to participate:
• Deadline to register originally September 1, 2019 extended to September 15, 2019
• To register, send an email with your intent to participate containing the following to Jen Tingets (jen@sem.org):
  ◦ Your company logo (as and art file: .eps or .pdf)
  ◦ Company Name
  ◦ Mailing Address
  ◦ Phone
  ◦ Email
  ◦ Web site

Technology Applications Session(s) $0.00

Due to positive response from both presenters and attendees, we will once again put on a “Technology Applications” session at IMAC-XXXVIII!

The goal of this session is to share, via a 10-15 minute presentation, the KEY aspects of your technology on display in the IMAC-XXXVIII Exposition – including how those key aspects pertain to the IMAC attendees’ areas of interest in modal analysis and experimental mechanics. You may present highlights of your latest hardware and software applications and services. After you provide a technology/applications-oriented overview and conceptual summary to this targeted audience in the session room, you are encouraged to invite attendees to obtain additional information (more sales-oriented) at your booth during IMAC-XXXVIII Exposition hours.

**It is imperative that your presentation is technology/application oriented (NOT sales oriented).**

How to participate:
To submit your abstract, visit the IMAC page: sem.org/imac
• You will see a blue button to “Submit an Abstract”
• Once you click that button, you will be prompted to log in or create an account
• Once you have created an account (if necessary) and logged in, you should be directed to the first page of the abstract submission form
  ◦ Choose “Highlights” as the “Track” and enter “Technology Applications” in the “Organizer Name” field
  ◦ Be sure to complete the abstract submission and click “Save and Finalize” at the end
  ◦ Title and abstract must be submitted NO LATER than August 1, 2019

Presentation slots will be assigned based the order in which the abstract has been received. Slots are limited, and once all slots are filled, we will not be able to accept any further abstracts for presentation.
# IMAC-XXXVIII Exposition Hours

* Break times are subject to change

<table>
<thead>
<tr>
<th>DAY</th>
<th>HOURS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td>Shepard Booth Install</td>
<td>Sunday, February 9</td>
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<tr>
<td>Exhibitor Move-in</td>
<td>Monday, February 10</td>
<td>8:30 a.m. - 6:00 p.m.</td>
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<tr>
<td>Show Hours</td>
<td>Monday, February 10</td>
<td>7:00 p.m. - 8:30 p.m.</td>
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<td>Tuesday, February 11</td>
<td>10:00 a.m. - 5:00 p.m., Coffee Break in the Exposition</td>
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<td>10:40 a.m. - 11:20 a.m., Dessert Break in the Exposition</td>
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<td>3:40 p.m. - 4:40 p.m.</td>
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<td></td>
<td>Wednesday, February 12</td>
<td>10:00 a.m. - 12:00 p.m.</td>
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<td>10:20 a.m. - 11:00 a.m., Coffee Break in the Exposition</td>
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<tr>
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<td>1:30 p.m. - 5:00 p.m.</td>
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<tr>
<td></td>
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<td>3:40 p.m. - 4:10 p.m., Coffee Break in the Exposition</td>
</tr>
<tr>
<td>Tear Down</td>
<td>Wednesday, February 12</td>
<td>5:00 p.m.</td>
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## Exhibitor Checklist and Dates

- Confirm participation as an Exhibitor (contact Jen Tingets)
- Submit abstracts for technical presentations
- Register for Passport Program
- Reserve Hotel Room(s)
- Obtain badges/Register for Conference (contact Shari Matthews)
- Sign up for lead Retrieval System
- Read Exhibitor Kit (will be sent from Shepard about 8 weeks prior to show)
  This kit will contain very important information regarding shipping, booth material rentals, power, and more.
Exposition Terms

Booth Space Assignment
Booth assignments will be made based on a first-come, first-reserved basis with preference given to exhibitors with the longest history of participation.

Exhibit Support Personnel
Each 8’x10’ exhibit space purchased entitles the organization to one complimentary IMAC-XXXVIII registration, which allows that registrant to attend technical presentations. Exhibit booth staff are allowed at no charge as long as they are not attending technical sessions. In order to attend technical sessions, a conference registration must be purchased.

Exhibitor Floorplan
SEM staff reserves the right to amend the floorplan, if, in its judgement, it is in the best interest of the exposition and overall needs of the conference. The Hotel and Show Decorator also reserve the right to change the floorplan based on local codes, ordinances, or construction requiring a change in the flow of the hotel.

Registration and Payment
To register, submit a completed and signed Exhibit Space Contract. Payment is expected within 30 days of booth reservation, or by September 15th. SEM accepts credit cards and corporate checks. Checks should be made payable to SEM, Inc. and mailed to 7 School Street, Bethel, CT 06801.

Cancellation and Refund
All cancellations must be received in writing and submitted to Jen Tingets. The following schedule will be used in determining penalties (dates listed are when notice is received of year prior to conference):

- Jan. 1–Aug. 31: 0% penalty. 100% refunded.
- Sept. 1–Oct. 31: 50% penalty. 50% refunded.
- Nov. 1–Nov. 30: 75% penalty. 25% refunded.
- Dec. 31 or after: 100% penalty. 0% refunded.

Shipment of Exhibit Materials
Shepard is the IMAC-XXXVIII Service Contractor. Service kits, containing important information about shipping, booth furnishings, power, rigging, etc., will be emailed (target=November 2019) to the point of contact supplied by your organization.

Contract for Space
The order for booths, upon acceptance by SEM assignment of space, and the partial payment of rental charges, constitutes a contract for rental of the space assigned. Any Exhibitor failing to occupy space is not relieved of the obligation of paying full rental price. This contract will not be binding upon SEM in the event of strikes or other circumstances beyond SEM’s control.

Deadline for Occupancy of Space
It is essential that all exhibits be completed and in place by 6:00 p.m. on February 10, 2020.

Closing Time
Final closing time is 5:00 p.m. on Wednesday, February 12. No dismantling or packing may be done prior to closing time. A $500.00 fine will be charged to any company beginning to dismantle prior to 5:00 p.m. on Wednesday, February 12. Booth reservations for future IMAC Expositions will not be accepted until receipt of $500.00 payment.

Exhibit Space
Each booth area is 10’ wide x 8’ deep. Displays may be 8’ in height, but may only extend 3’ at this height from back of the booth. The remaining distance to the aisle can not exceed 3’ in height. Exhibits must be constructed and arranged so as not to obstruct the general view of any other exhibit. Display material exposing an unfinished surface to neighboring exhibits or aisles is not permitted. In addition, sharing of exhibit space is not permitted, each company is solely responsible for their contracted space and will be the only company to receive the exhibitor benefits for that space.

Liability and Insurance
Exhibitor agrees to protect, save and keep SEM forever harmless from any damage or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as to strictly comply with, applicable terms and conditions in the agreement between Conference hotel and SEM regarding the exhibition premises. And, further, Exhibitor shall at all times protect, indemnify, save and keep harmless SEM against and from all losses, cost, damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anything or anyone, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said Exhibitor’s occupancy and use of the exhibition premises or a part thereof. SEM shall provide security service during times that the show is closed. Exhibitors desiring special security precautions should arrange for private guard service.

Hospitality Suites or Meeting Rooms
Hospitality suites or meeting rooms will be released to the exhibitor by the hotel with the permission of SEM. To qualify to receive a hospitality suite or meeting room the company must be a paying, participating exhibitor in the IMAC exhibits. Hospitality suites or meeting rooms maintained by exhibitors are to be open only before or after conference and exhibit hours and MUST not be used in a manner that will compete with any Conference sessions or that may otherwise pull attendees away from Conference related sessions, meetings or activities.

Treatment of Attendees
Exhibitors agree to abide by rules which forbid discrimination due to race, national origin, sex, age, physical impairment, social, political, economic, or religious conditions.

Local Compliance
Exhibitors must comply with rules and regulations of the Conference hotel as well as all city, fire and civil ordinances of the host city.
Exhibit Space Contract

In accordance with the terms of the Contract stated herein, the organization below contracts for exhibit space and services offered by SEM at IMAC-XXXVIII at the Hyatt Regency Houston in Houston, Texas February 10–13, 2020.

1. Name of Organization: ________________________________________________________________

2. Street Address: ________________________________________________________________

3. City: ___________________ State: _________ Zip: _________

4. Phone No.: ___________________ Fax No.: ___________________

5. Name of person to receive exhibit information: ____________________________________________

6. E-mail: __________________________________________

7. Web: __________________________________________

The basic cost of an 8’ x 10’ booth includes 8’ high back drapes and 33” siderails, and a one-line exhibitor’s identification sign.

8. Name of organization as it is to appear on booth identification sign and program:

___________________________________________________________________________

9. Name and email address of person to receive Exhibitor Kit:

___________________________________________________________________________

Exhibitor Acceptance:
I, the duly authorized representative of the undersigned organization, subscribe and agree to all the terms, conditions, authorizations, and covenants contained in this Contract including the Exposition Terms included in the Exhibitor Prospectus.

10. Typed name and date in the below space serves as authorized signature:

Signature: ___________________________________________________________________________ Date: __________

Confirmation and Payment
Payment is due according to terms stated on invoice. Please make checks payable to SEM, Inc. Master Card, VISA, and American Express accepted.

Email this completed and signed contract to Jen Tingets, Exhibit Manager at exhibits@sem.org.
Your Reliable Lead Management System
Smart · Simple · Secure

Lead Retrieval Solution
- Capture leads anytime, anywhere using your personal Android or iOS device
- Create custom qualifying questions
- Allows personalized note taking
- Instantly email leads to yourself
- Easily import leads into your CRM
- Generate lead reports and analytics
- No Wi-Fi required

System Requirements:
Apple iOS – compatible with phone, touch and iPad devices (iOS 10.0 or higher)
Android – compatible with phone and tablet devices (4.3 Jelly Bean or higher)

Purchase Now ➔ http://www.conftrac.com/SEMFEB20/exhibitor

Capture Every Prospect!

Engineerica is the official and exclusive lead retrieval supplier for IMAC XXXVIII conference.

Not everyone at the show will have a business card. However, everyone will have a name badge to scan. You have made an investment to attend IMAC XXXVIII conference. How do you maximize your opportunities? Provide your staff with Conference Leads to easily capture information. A simple scan guarantees accurate attendee contacts. Our system allows custom qualifying questions and notes to handle each lead and follow up in a timely manner.

With Conference Leads you’ll be able to capture lead information securely on your smart device and later sync it to the cloud. Regardless of the quality of the Wi-Fi connectivity available at the event, your leads will always be safe and accessible.

Conference Leads Pricing

<table>
<thead>
<tr>
<th></th>
<th>Early Registration On or Before 1/9/2020</th>
<th>Regular Registration 1/10/2020 – 2/9/2020</th>
<th>On-Site Registration 2/10/2020</th>
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<tr>
<td>FIRST LICENSE</td>
<td>$127</td>
<td>$149</td>
<td>$187</td>
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<tr>
<td>ADDITIONAL LICENSES</td>
<td>$89</td>
<td>$112</td>
<td>$149</td>
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</tbody>
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7250 Red Bug Lake Rd, Suite 1036 ● Oviedo, FL 32765 ● 888-249-7227