



# SMST2024

Shape Memory and Superelastic Technologies  
Conference and Exposition

**ADVANCES IN SUPERELASTIC & SHAPE  
MEMORY MATERIALS AND APPLICATION**

## EXHIBITOR PROSPECTUS

**MAY 6-10, 2024**

EXHIBIT DATES: MAY 6-8, 2024

HOTEL CASCAIS MIRAGEM | CASCAIS, PORTUGAL

---

## EXHIBIT TODAY!

NETWORK FACE-TO-FACE WITH THE SHAPE MEMORY  
& SUPERELASTIC TECHNOLOGY INDUSTRY!

ORGANIZED BY:



[smstevent.org](http://smstevent.org)

## SHAPE MEMORY/MEDICAL DEVICE INDUSTRY

Portugal's imports of medical devices and equipment are a fundamental component of this market. The health sector is a major, fast-evolving sector, which has experienced a remarkable evolution during the past two decades. In April 2021, Portugal's pharmaceutical products exports accounted for up to 116 million euros, and imports accounted for up to 327 million euros, resulting in a negative trade balance of 211 million euros.

## COMPANIES IN PORTUGAL AND CLOSE PROXIMITY

In 2019, the U.S. ranked 9th among the top 20 suppliers of medical devices to Portugal. The top countries that supply medical devices to Portugal are France, Germany, and Japan. Major U.S. companies with offices and distribution in Portugal include GE Medical Systems, 3M, and Johnson & Johnson medical. Siemens and Philips also have a strong presence in the country. Portugal has approximately 200 companies distributing medical products!

## TRAVEL ACCESSIBILITY, ETC.

Cascais boasts its own airport for easy travel. Cascais is also 16.5 miles from the Larger Lisbon airport, which is the main international gateway to Portugal. As of 2022, it was the 14th-largest airport in Europe in terms of passenger volume and carried 190,700,00 tons of cargo.

## HIGHLIGHTS OF CASCAIS

Found within Cascais are grand 19th-century villas, a picturesque harbor, fascinating museums and glorious beaches! Cascais was historically a minor fishing town, but this all changed in 1870 when King Luís I decreed that it would become his summer residence. This influx of nobility and the Portuguese elite transformed Cascais into a sophisticated and refined resort town, with impressive villas being constructed along the beachfront and within the town itself. Cascais offers an elegant blend of fishing heritage, 19th-century grandeur, and the excitement of modern tourism.



## FACE-TO-FACE WORKS

95%

Say face-to-face meetings are essential for long-term business relationships

---

85%

Build stronger, more meaningful business relationships during in-person business meetings and conferences

---

84%

Prefer face-to-face meetings

---

77%

Prefer in-person conferences due to the ability to read body language and facial expressions

---

75%

Prefer in-person conferences because they lead to more social interactions and the ability to bond with coworkers / clients

SMST 2024 is an outstanding opportunity to meet face-to-face with qualified global prospects looking to buy products or services.

### BY EXHIBITING, YOU CAN:

- Continue to build and enhance your company profile to hundreds of key industry stakeholders
- Connect with current customers, develop new business relationships, and increase sales
- Showcase the latest products, services, and trends to solve and support the materials community to be more efficient and cost effective

### EXHIBIT INFORMATION

Monday, May 6 ..... 5:30 – 7:00 p.m.  
 Tuesday, May 7 ..... 9:00 a.m. – 6:30 p.m.  
 Wednesday, May 8 ..... 9:00 a.m. – 12:00 p.m.

### TABLETOP PACKAGES INCLUDE:

- (1) Full Technical Conference Badge - Over \$1,000 USD in value!
- Company Listing in Online Show Directory with Link to Your Website
- Company Listing in Digital Final Program
- Post-Event Attendees List  
*(complete mailing address, name and title – No email addresses)*

### PACKAGE #1 – \$3200

All the exhibitor benefits listed above

### PACKAGE #2 – \$4200

Package #1, **PLUS:** Full page ad in the digital final program

### PACKAGE #3 – \$5500

Packages #1 & #2, **PLUS:** Company logo on event website and signage at the event listed as Corporate Supporter

**RENTAL RATES INCREASE ON NOVEMBER 6, 2023.  
 SECURE YOUR TABLETOP SPACE TODAY!**



# SMST2024

Shape Memory and Superelastic Technologies  
Conference and Exposition

The International Conference on Shape Memory and Superelastic Technologies (SMST) is the leading worldwide conference and exposition for the shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials. If you are looking to improve, design, or apply with Nitinol, you will find the preeminent experts at SMST! Each exhibit package includes one full conference registration to attend the technical program.

## **BE AMONG THE LEADERS OF SHAPE MEMORY AND SUPERELASTIC TECHNOLOGIES AND SIGN UP TO EXHIBIT TODAY!**

- Over 400 attendees
- Over 100 technical presentations, keynotes, and panel discussions
- Over 20 exhibits
- Four days of technical programming
- One day education workshop
- Two days of expo
- Multiple networking events, awards, and posters

## **WHO SHOULD EXHIBIT?**

- Actuation and novel applications
- Alloy development and future alloys
- Beyond alloys: Shape memory polymers and ceramics
- Elastocaloric potential in SMAs
- Fatigue and fracture
- Innovations in medical devices
- Microstructure characterizations and standards
- Modeling of shape memory alloys
- Phase transformations
- Production, processing, and advanced manufacturing
- Surface engineering, corrosion and biocompatibility

[smstevent.org](http://smstevent.org)

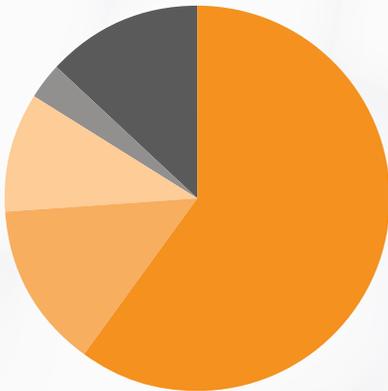
[exposales@asminternational.org](mailto:exposales@asminternational.org)

**48%** of SMST attendees in 2019 were from Europe

**79%**  
INDUSTRY

**16%**  
ACADEMIA

**5%**  
GOVERNMENT



### JOB FUNCTION

- 60%** Research & Development
- 14%** Manufacturing / Process Engineering
- 10%** Materials Selecting / Testing / Training
- 3%** Marketing / Sales
- 13%** Other

*\*Source: 2019 SMST Registrant Data*

**SPONSORSHIP BENEFITS:**

- **BRAND VISIBILITY:** To a targeted materials industry market segment
- **CONTENT STRATEGY:** Partner with the leaders in materials information
- **EFFICIENT LEAD GENERATION:** Meet face-to-face, build a customer database, and promote products
- **RELATIONSHIPS:** Find new collaboration partners, customers, and supplier relationships, as well as strengthen customer relationships.
- **ENGAGEMENT:** Increase your involvement within the SMST community
- **RECOGNITION:** Make your company stand out as a leader at the event

We offer exclusive or shared sponsorship opportunities — expand your reach and increase visibility **before, during, and after the SMST Conference!** Custom sponsorships are available to fit any trade show budget. The benefits of investing in sponsorships are invaluable!

**SMST Sponsorship Sales Contact: [exposales@asminternational.org](mailto:exposales@asminternational.org)**

SPONSORSHIPS		Full Page Ad in the Digital Final Program	Sponsor Logo on Event Website with URL	Sponsor Logo on Event Signage	Promotional Inserts for Registration Bags	Company Logo on Specialized Item	Email Tags: Company Logo on All Emails to Potential Prospects	Verbal Recognition of Sponsor During Event
<b>Shared Sponsorships (Non-Exclusive)</b> <i>\$2,500 – 4,000 USD</i>	<ul style="list-style-type: none"> <li>• Promotional Inserts Inside Registration Bags</li> <li>• AM/PM Refreshment Break Sponsor in Exhibit Hall</li> <li>• Supporter of the SMST Conference</li> </ul>	✓	✓	✓	✓			
<b>Exclusive Specialty Promotional Sponsorships</b> <i>\$5,000 USD</i>	<ul style="list-style-type: none"> <li>• Hotel Keys</li> <li>• Note Pads</li> <li>• Registration Pens</li> </ul>	✓	✓	✓	✓	✓		
<b>Exclusive Specialty Promotional Sponsorships</b> <i>\$7,500 USD</i>	<ul style="list-style-type: none"> <li>• Registration Bags – <b>SOLD</b></li> <li>• Name Badge Holders</li> <li>• Lanyards – <b>SOLD</b></li> </ul>	✓	✓	✓	✓	✓		
<b>Premium Networking / Technical Session Sponsorships</b> <i>Range: \$5,000 – 10,000 USD</i>	<ul style="list-style-type: none"> <li>• Welcome Reception with Exhibitors Sponsor</li> <li>• Social Event Sponsor</li> <li>• Luncheon Sponsor in the Exhibit Hall</li> <li>• Exclusive Technical Session Sponsor</li> <li>• Keynote Speaker Sponsor</li> </ul>	✓	✓	✓	✓	✓	✓ *	✓ *

*\*\$10k level only*

# SNAPSHOT OF COMPANIES WHO ATTEND SMST

ABBOTT LABORATORIES	MEDIZINTECHNIK MBH	MTS SYSTEMS CORPORATION	SYNCHRON
ACANDIS GMBH	ETO MAGNETIC GMBH	NASA	TERUMO CORPORATION
ACQUANDAS GMBH	EUROFLEX GMBH	NATL RESEARCH TOMSK STATE UNIV	TEXAS A&M UNIVERSITY
ADMEDES GMBH	EXPONENT, INC.	NEOLIX SAS	THE OHIO STATE UNIVERSITY
ANGIOMED GMBH & CO. MEDIZINTECHNIK KG	FLORALIS	NORDSON MEDICAL ISRAEL	THE UNIVERSITY OF TOLEDO
ATI SPECIALTY ALLOYS & COMPONENTS	FOOD AND DRUG ADMINISTRATION	NORMAN NOBLE, INC.	TOMSK STATE UNIVERSITY
BENTLEY INNOMED GMBH	FORT WAYNE METALS	NORTHWESTERN UNIVERSITY	TOYOTA MOTOR CORPORATION
BIOTRONIK	FRAUNHOFER IWU	NUST MISIS	TU CHEMNITZ
BOEING	FRIEDRICH SCHILLER UNIVERSITAET	PHENOX GMBH	UNIVERSITE DE LORRAINE
BOSTON SCIENTIFIC	FURUKAWA	POLITECNICO DI MILANO	UNIVERSITY OF KASSEL
CIRTEC MEDICAL	FZU	RESONETICS	UNIVERSITY OF LJUBLJANA
COHERENT	G.RAU INC.	RUHR-UNIVERSITY BOCHUM	UNIVERSITY OF MINNESOTA
COLORADO SCHOOL OF MINES	HARBIN INSTITUTE OF TECHNOLOGY	SAARLAND UNIVERSITY	UNIVERSITY OF NORTH TEXAS
COMCO INC.	HKUST	SAES GETTERS SPA	UNIVERSITY OF OXFORD
CONFLUENT MEDICAL TECHNOLOGIES	INGPULS GMBH	SAES SMART MATERIALS	UNIVERSITY OF TOLEDO
COOK MEDICAL	INSTITUTE OF THERMOMECHANICS	SAFRAN	VASCOTUBE GMBH
CORNELL UNIVERSITY	JOHNSON MATTHEY	SMARTERALLOYS	VERYAN MEDICAL
CORTRONIK GMBH	LUMENOUS	SMATEC BVBA	W.L. GORE & ASSOCIATES
EDWARDS LIFESCIENCES	MEDTRONIC	SORIN GROUP ITALIA	
ENDOSMART GESELLSCHAFT FUR	MEKO LASER MATERIAL PROCESSING	STRYKER	
	MEMRY CORPORATION	STRYKER NEUROVASCULAR	