

Exhibitor Prospectus

OCTOBER 1-2, 2024 | CLEVELAND, OHIO



INTERNATIONAL MATERIALS,
APPLICATIONS & TECHNOLOGIES
2024

MATERIALS FOR ENERGY STORAGE

imatevent.org

IFHTSE
World Congress

THE INTERNATIONAL FEDERATION
FOR HEAT TREATMENT AND
SURFACE ENGINEERING
WORLD CONGRESS

*INNOVATIONS IN HEAT TREATMENT AND SURFACE
ENGINEERING FOR A SUSTAINABLE FUTURE*

ifhtseevent.org

ORGANIZED BY:



ASM
INTERNATIONAL

HTS
Heat Treating Society
ASM INTERNATIONAL

PARTNERS:



MEDIA PARTNERS:



WHY CLEVELAND?

ASM INTERNATIONAL WORLD HEADQUARTERS

ASM International is the world's largest association of materials-centric engineers and scientists. We are dedicated to informing, educating, and connecting the materials community to solve problems and stimulate innovation around the world. Built on a 45-acre campus known as Materials Park, the "Dome" is located 20 miles east of Cleveland. ASM International World Headquarters at Materials Park symbolizes humanity's technological mastery of materials.

METAL PRODUCTION & FABRICATION INDUSTRY

Northeast Ohio is a leading center for steel and metals production and accounts for 10% of overall U.S. output, with integrated mills and mini-mills producing sheet, bar, and tubing, as well as more than 3,000 fabricated metal product and machinery manufacturing companies. Northeast Ohio has 200% more employment in Metal Production & Fabrication than the national average.

EFFICIENT & COST-EFFECTIVE

Businesses find that it costs less to do business in Cleveland than in most other major U.S. cities. Ohio is among the top three states for favorable business tax rates on new investments. Cleveland's strategic location and proximity to major markets reduces shipping time and rates to make it a cost-efficient alternative to many other regions.

GETTING HERE IS EASY

Cleveland sits within a 500-mile radius of nearly half of the U.S. population — only six hours from similarly awesome cities like Chicago, New York, and Philadelphia. Cleveland Hopkins International Airport (CLE) is 12 miles from downtown and offers an abundance of nonstop flights around the country and internationally via all major carriers. Located just 50 miles southeast of Cleveland, Akron-Canton Airport (CAK) boasts the lowest average airfares in the state of Ohio.

HEALTH-TECH CORRIDOR

The heart of Cleveland, the Health-Tech Corridor is a three-mile thoroughfare that is home to more than 170 biomedical, healthcare, and technology companies that take advantage of close proximity to healthcare institutions, including the Cleveland Clinic and University Hospitals, business incubators, and academic centers, including Case Western Reserve University.

\$100 MILLION

Recent increase in the research base for the biotechnology and biomedical industry

11

Fortune 500 companies headquartered in the area

168

Engineering companies located in the Cleveland metro area

\$5.6 BILLION

Biomedical Industry

WHO SHOULD EXHIBIT?

If you sell or provide the following services, you need to exhibit at IMAT 2024!

- Additive Manufacturing
- Brazing
- Casting
- Ceramics
- Characterization, Quantification, and Analysis of Materials
- Coatings
- Commercial Heat Treating Services
- Core Metals, Alloys, and Materials Topics
- Digital Materials, Definition, and Informatics
- Emerging Materials Technologies
- Engineering Applications and Related Interests
- Forging
- Furnaces
- Heat Processing Atmospheres and Generators
- Heat Processing Auxiliary Equipment and Sales
- Heat Processing Auxiliary Equipment, Supplies, and Sales
- Heat Treat Process Controls and Instrumentation
- Machining and Metal Cutting Equipment
- Materials and Processes for Automation
- Materials Testing / Characterization Equipment and Supplies
- Medical / Biomaterials
- Metal Forming Equipment
- Metals and Alloys
- Modeling Processes
- Nonferrous Metals
- Plastics
- Processes
- Publications (Journals, Business Magazines)
- Refractories / Furnace Insulation
- Rolling
- Renewable and Unconventional Energy
- Stamping / Shaping
- Surface Treating / Coating Equipment
- Sustainability
- Thermal Spray
- Trade Associations / Professional Societies
- Vacuum Equipment
- Welding and Joining Equipment

150

International companies from 25 different countries

500K sq ft

Healthcare Corridor

8 OF 10

Cleveland's Ranking on a list of the 10 best cities for entrepreneurs within the 50 most-populated American cities

\$29 BILLION

Value of exports in 2014 from the region's 18 counties

95%

SAY FACE-TO-FACE MEETINGS ARE ESSENTIAL FOR LONG-TERM BUSINESS RELATIONSHIPS

85%

BUILD MORE MEANINGFUL BUSINESS RELATIONSHIPS DURING IN-PERSON EVENTS BECAUSE THEY LEAD TO MORE SOCIAL INTERACTION



2 EVENTS • 1 LOCATION

REACH ALL MATERIAL SEGMENTS **UNDER ONE ROOF!**



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This co-located event is an outstanding opportunity to meet face-to-face with qualified global prospects looking to buy products or services. For the price of exhibiting at one exposition, you get exhibitor exposure to **TWO** distinct audiences!

- Over **1,000** attendees
- Over **300** presentations across **20** symposium topics.
- Programming on the show floor - Keynotes, panel discussion, student contests, Poster sessions and more!
- Over **200** students
- **Four days** of technical programming
- **2 days** of expo
- Multiple **networking events**, awards, and competitions
- **Career connections** with access to qualified candidates

Top 5 countries represented in 2023:

USA, Canada, Germany, India, and Mexico



INCREASE BRAND VISIBILITY... **SPONSOR!**

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

HEIGHTENED BRAND VISIBILITY: Inclusion in pre and post-show promotion to targeted materials industry market segments

CONTENT STRATEGY: Partner with the leaders in materials information

RECOGNITION: Make your company stand out as a leader at the event — before, during, and after

RELATIONSHIPS: Establish new relationships with collaborative partners, customers, and suppliers

MEMBER DRIVEN: ASM the only media backed by an association that is dedicated to quality content and industry growth for Heat Treat and Materials.

TRUSTED AND ESTABLISHED: for over 100 years, ASM has been committed to the advancement of the materials industry and thermal processing with targeted content and editorial writers.

PARTNERSHIPS PROVIDE ROI: NEW prospects, MORE opportunities, and INCREASED visibility.

LEAD GEN & BRAND AWARENESS: ASM's integrated marketing approach offers highly visible and custom opportunities in digital, online, sponsorship, and print.

ESSENTIAL TARGET AUDIENCE: ASM is where materials and heat treat professionals go for networking, industry news, events, products, and services.

Most popular Sponsorship opportunities:

- Registration bags
- Badge Holders
- Welcome Reception
- Keynote Session
- Social Event
- Mobile App
- Refreshment Breaks

SPONSORSHIP BENEFITS

ACCESS TO MORE THAN **17,000 MEMBERS**,
GLOBAL REACH FROM THE UNITED STATES TO **26 COUNTRIES+**

EXHIBIT SPACE RATES

EXHIBIT INFORMATION

BOOTH PACKAGES START AT \$3,150 USD AND INCLUDE:

- Full technical conference registration to **TWO** technical programs
- Post-event attendee lists from two events
- Unlimited booth personnel badges
- Complimentary Expo-Only pass for customers
- Access to the Exhibitor Lounge

PACKAGE #1 — \$3,150 USD

All the exhibitor benefits listed above **PLUS:**

- A 10 ft x 10 ft booth space with draped 8 ft high back wall and 3 ft side rails
- Booth ID sign: 7 in x 44 in

Note: Price increases to \$3,300 on March 15, 2024

PACKAGE #2 — \$4,200 USD

Package #1, **PLUS:**

- Full-page ad in the Digital Final Program

PACKAGE #3 — \$5,500 USD

Packages #1 & #2, **PLUS:**

- Company logo on event website and signage at the event listed as a Corporate Supporter

TURN-KEY BOOTH — ADDITIONAL \$1,500 USD

Price Includes: 10 ft x 10 ft grey carpet, one 6 ft table with black skirting, two chairs, wastebasket, and 120V electricity (Up to 20 AMPS)

*Note: Each additional booth space is \$3,150 USD
All corner charges are an extra \$100 USD*

FOR MORE INFORMATION ABOUT EXHIBIT AND SPONSORSHIP OPPORTUNITIES, CONTACT:
exposales@asminternational.org

EXHIBIT SCHEDULE-AT-A-GLANCE

Exhibitor Set-up:

Monday, September 30 8:00 a.m. – 5:00 p.m.

Exhibit Hall Hours:

Tuesday, October 1 9:00 a.m. – 6:00 p.m.

Wednesday, October 2 9:00 a.m. – 5:00 p.m.

Exhibitor Move-out:

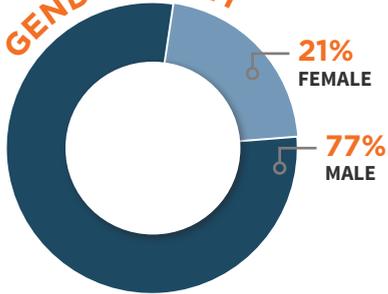
Wednesday, October 2 5:00 – 9:00 p.m.

Thursday, October 3 8:00 a.m. – 12:00 p.m.

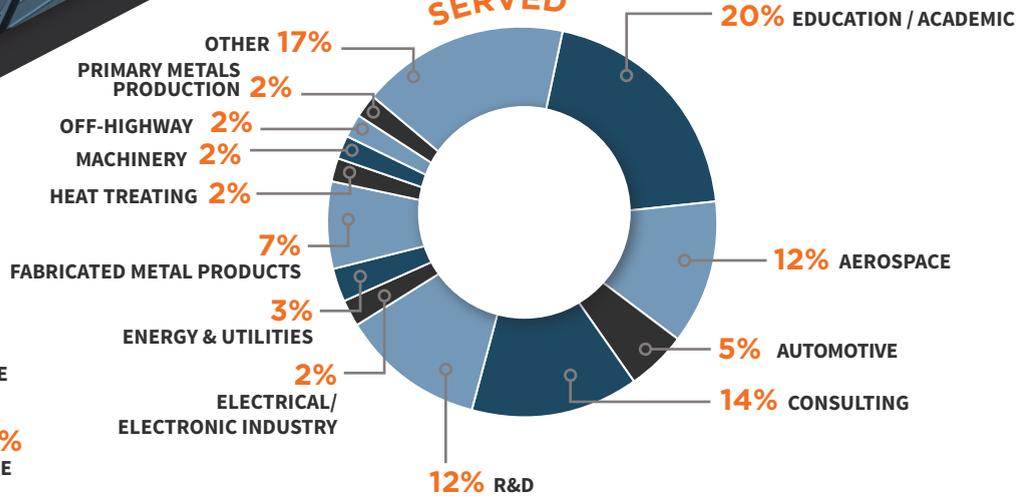
*Times are subject to change

WHO COMES TO IMAT?

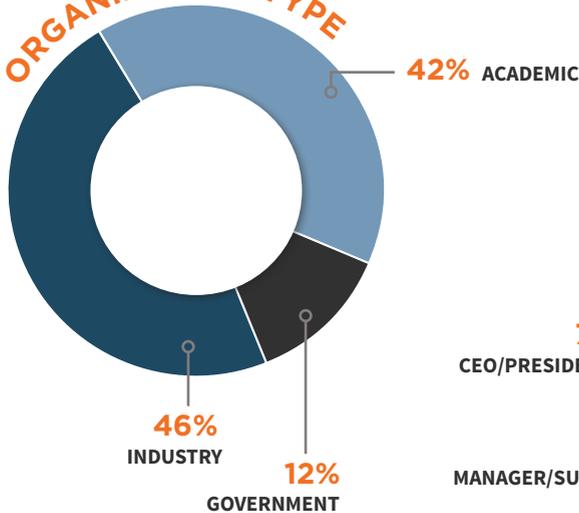
GENDER SPLIT



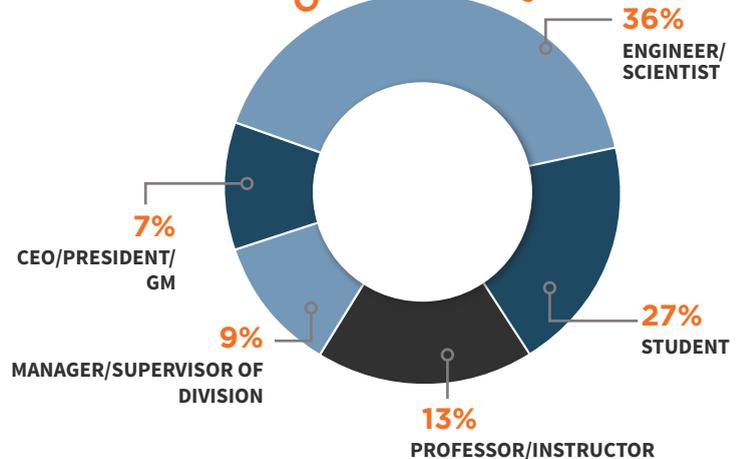
INDUSTRIES SERVED



ORGANIZATION TYPE



OCCUPATIONS



*Source: 2023 IMAT Registrant Data

WHO ATTENDS IFHTSE OR IMAT?

IMAT AND IFHTSE ATTENDEES:

3D-MICROMAC AG

AIR FORCE RESEARCH LABORATORY

AMES NATIONAL LABORATORY

APPLE

ARMY RESEARCH LABORATORY

ATS, INC.

BELL FLIGHT

BELL HELICOPTER

BELL TEXTRON INC.

BLUE ORIGIN

BMW MANUFACTURING

BODYCOTE

BOEING

CATERPILLAR

CHEVRON

CITRINE INFORMATICS

COLLINS AEROSPACE

CONSTELLIUM

CORNING LIFE SCIENCES

DANA INCORPORATED

DEPARTMENT OF DEFENSE

EATON CORP

EWI - EDISON WELDING INSTITUTE

GE AEROSPACE

GE GLOBAL RESEARCH CENTER

GENERAL ELECTRIC

GENERAL MOTORS

IBM RESEARCH

LOCKHEED MARTIN SPACE SYSTEMS

LOS ALAMOS NATIONAL
LABORATORY

NASA

NATIONAL INSTITUTE OF
AEROSPACE

NATIONAL RESEARCH COUNCIL
CANADA

NAVAL NUCLEAR LABORATORY

NAVAL SURFACE WARFARE CENTER

NIST

NOVELIS

OAK RIDGE NATIONAL LABORATORY

ROLLS-ROYCE CORPORATION

SANDIA NATIONAL LABORATORIES

SAVANNAH RIVER NATIONAL
LABORATORY

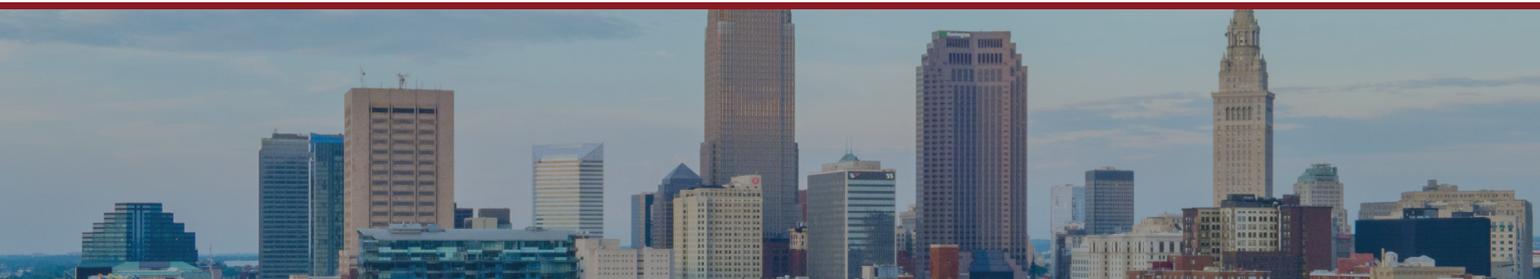
SIEMENS ENERGY

THE NAVAL SURFACE WAREFARE CTR

TINKER AFB

WESTINGHOUSE

WORTHINGTON INDUSTRIES



PAST IMAT AND IFHTSE EXHIBITORS:

Advanced Energy

Airflow Sciences Corporation

Allied High Tech Products

AVL Advanced Simulation Technologies

AVS Inc.

B4C Technologies

Bruker Nano Analytics

Buehler, An ITW Company

Carl Zeiss Microscopy, LLC

CompuTherm

Constellation Powerlabs, LLC

DANTE Solutions

EAG Laboratories

Ebatco

ECM USA

EDAX Inc.

Electron Microscopy Sciences

Energy Beam Sciences

Fluxtrol Inc.

Fort Wayne Metals

Furnacare Inc.

Gatan Inc.

GeniCore

Goodfellow Corporation

H.C. Starck

HORIBA Scientific

HZO

Inductotherm Group

Industrial Heating

Instron

International Thermal Systems LLC

Ionic Technologies

JAS Alloy

JEOL USA

KnightHawk Engineering

Kymera International

Laboratory Testing Inc.

LECO Corporation

LINCOTEK

MTS Systems Corporation

Nabertherm Inc.

Nanoscience Instruments

Nippon Kornmeyer Carbon Group

NSL Analytical Services

Park Systems Inc.

Physical Electronics

Polycontrols Technologies Inc.

Proto Manufacturing

Pulstec USA, Inc.

Quaker Houghton

QuesTek Innovations LLC

Rhenium Alloys

Sajjan Precision Castings

SciAps Inc

SECO/VACUUM Technologies

SECO/WARWICK CORP.

SINTX Technologies

SPEE3D

Springer

Stack Metallurgical Services

Steelhead Technologies

Super Systems

Synergy Additive Manufacturing

TECNAR Automation Ltd.

Ted Pella, Inc.

TESCAN USA

Thermo Fisher Scientific

Thermo-Calc Software Inc.

Total Materia

Toyo Tanso USA

United Technical, Inc.

Verichek Technical Services

VRC Metal Systems

Weldaloy Metallurgical Laboratory

Wickert Hydraulic Presses USA

WPX Faserkeramik GmbH

ZIRCAR Ceramics

Zurich Instruments USA, Inc.

**NOTHING IS MORE EXPENSIVE THAN A MISSED OPPORTUNITY.
BOOK YOUR EXHIBIT SPACE TODAY!**

exposales@asminternational.org

ASM AFFILIATE PARTICIPATION:

