



## Patronage and Promotional Opportunities

The IEEE I2MTC – International Instrumentation and Measurement Technology Conference – is the flagship conference of the IEEE Instrumentation and Measurement Society and is dedicated to the advances on measurement methodologies, measurement systems, instrumentation and sensors with application in all the areas of science and technology. IEEE I2MTC is intended as a catalyst to promote interactions between industry and academia; a wide spectrum of research results will be presented, with many potential practical and industrial applications, as well as industry and application driven developments.

The IEEE I2MTC conference has been held around the world every year since 1986, and in 2018 it will take place in Houston, TX, USA; the event gathers every year more than 400 international attendees including delegates from academia, undergraduate, graduate and PhD students, researchers and professionals from industry with different technology backgrounds.

This event is the premier opportunity for companies to reach the global thought leaders in instrumentation and measurement - to market products and services to engineers developing instrumentation and control systems and academic researchers developing the next generation of sensors, measurement techniques and standards.

I2MTC 2018 will offer a large and prominent exhibition area closely integrated with all of the social and technical conference activities including coffee breaks, poster sessions, special sessions on industry papers, panel session on “Vision on Instrumentation and Measurement: Industry Perspectives”, product demonstrations and conference live demo sessions. Your exhibit booth will be visible and central to all attendees throughout the conference.

Additional information can be found at [2018.imtc.ieee-ims.org](http://2018.imtc.ieee-ims.org).

In addition to the opportunity to exhibit, several Promotional Items allow companies to demonstrate their technical leadership and support of the Conference. Please have a look at the following table with fees and benefits for Patrons and Exhibitors. Those interested should contact the conference manager Casey Henshaw ([chenshaw@conferencecatalysts.com](mailto:chenshaw@conferencecatalysts.com)) for forms and contracts.

## I2MTC 2018 Promotional Items Menu

Promotional Item	Type	Quantity Available	Cost (USD)
<p><b>Exhibition Booth – 10' x 10' (9.3 m<sup>2</sup>) – Each – Double, triple, and quad configurations easily accommodated</b></p>	Multiple	30	\$2,500
<p><b>Wine and Cheese Welcome Reception</b>  <i>Sponsor Name will be recognized on the technical program and with signage at the Welcome Reception.</i></p>	Unique	1	\$9,500
<p><b>Coffee Breaks</b>  <i>Sponsor Name will be recognized with signage placed on the food tables. Choice of coffee break will be done on a first come, first-served basis.</i></p>	Single Sponsor per coffee break	8	\$900
<p><b>Gala Dinner</b>  <i>Sponsor Name will be recognized on the conference program, with signage at the gala dinner venue, logo marked on the menus placed on the tables, seat at head table, and special announcement of gratitude during event.</i></p>	Unique	1	\$15,000
<p><b>Farewell Reception (Thursday Evening)</b>  <i>Most international attendees will not depart until Friday. Make a special impression after a successful conference by sponsoring the elegant "Farewell Reception", which will not be held without a sponsor. Sponsor Name to be recognized in the event name on the technical program and all conference materials, and with signage at the farewell reception. Sponsor to help decide venue and catering.</i></p>	Unique	1	\$4,900
<p><b>Conference Lunches</b>  <i>Sponsor name will be recognized on the technical program and with signage in the lunch room. Seating at head table or with dedicated table at front. The choice of which lunch to sponsor will be done on a first-come, first-served basis.</i></p>	Single sponsor per lunch	4	\$5,500

## I2MTC 2018 Promotional Items Menu

Promotional Item	Type	Quantity Available	Cost (USD)
<b>Hotel Room Key Advertisement</b> <i>Advertise your company logo and production information on the hotel key cards provided to all I2MTC 2018 attendees during the Conference.</i>	Unique	1	\$2,700
<b>Badge Lanyards (provided by the sponsor, distributed to all attendees)</b>	Unique	1	\$2,000
<b>Company brochure, provided by the sponsor, inserted in attendee bag</b>	Multiple	10	\$900
<b>Pens with your logo, provided by the sponsor, inserted in the attendee bag</b>	Unique	1	\$2,000
<b>Notepad with your logo, provided by the sponsor, inserted in attendee bag</b>	Unique	1	\$2,000
<b>USB Drive with your logo, ordered by the conference, inserted in the attendees bag. Drive will contain Conference Proceedings and Supplemental Papers.</b>	Unique	1	\$3,000
<b>Company Advertisement on the printed technical program – back cover</b>	Unique	1	\$2,700
<b>Company Advertisement on the printed technical program – inside back cover</b>	Unique	1	\$1,500
<b>Company Advertisement on the printed technical program – inside front cover</b>	Unique	1	\$1,500
<b>Full page Company Advertisement in the printed technical program – on divider tabs</b>	Multiple	5	\$750
<b>Company logo printed on the I2MTC "Selfie Board"</b> <i>Different logo sizes and places are planned on the "selfie board." Some areas are reserved for platinum and gold sponsors. The choice of the remaining places where your logo/name/role is to be marked will be done on a first-come, first-served basis.</i>	Multiple	15	\$1,500

Special recognition is provided to the sponsors with the highest levels of support for the Conference as shown in the table below. The patronage status (silver, gold or platinum) will be acknowledged during the conference and provides additional benefits as listed in the table “Benefits for Exhibitors and Sponsors.”

<b>I2MTC 2018 – Benefits for Exhibitors and Sponsors</b>				
<b>Status</b>	<b>Exhibitor</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
<b>Minimum Level of Support (Includes total Sponsorships and Exhibit Booth Purchase)</b>	\$2,500	\$5,000	\$10,000	\$15,000
10' x 10' (9.3 m <sup>2</sup> ) booth	1	1	1	1
Full Conference Registrations	1	2	3	4
20% Discounted Conference Registration	-	-	2	Unlimited for your Company Employees
Listed as exhibitor/sponsor on conference website and on technical program	X	X	X	X
Identified as sponsor on signs during the conference		X	X	X
Identified as sponsor in electronic proceedings of technical papers		X	X	X
Logo (marked as Gold/Platinum Sponsor) printed on conference bag			X	X
Logo (marked as Gold/Platinum Sponsor) on the I2MTC2018 "selfie board"			X	X

Gold and Platinum sponsors will also have the opportunity to discuss with the Industry liaison chairs their potential participation to the panel on “Industry Vision on Instrumentation and Measurement”

Further sponsoring opportunities or arrangements may be considered by directly contacting the conference co-chairs (salvatore.baglio@unict.it, steve.karlovic@cdicorp.com).