



IMS

Connecting Minds. Exchanging Ideas.

IEEE MTT-S
INTERNATIONAL
MICROWAVE
SYMPOSIUM
(IMS2021)

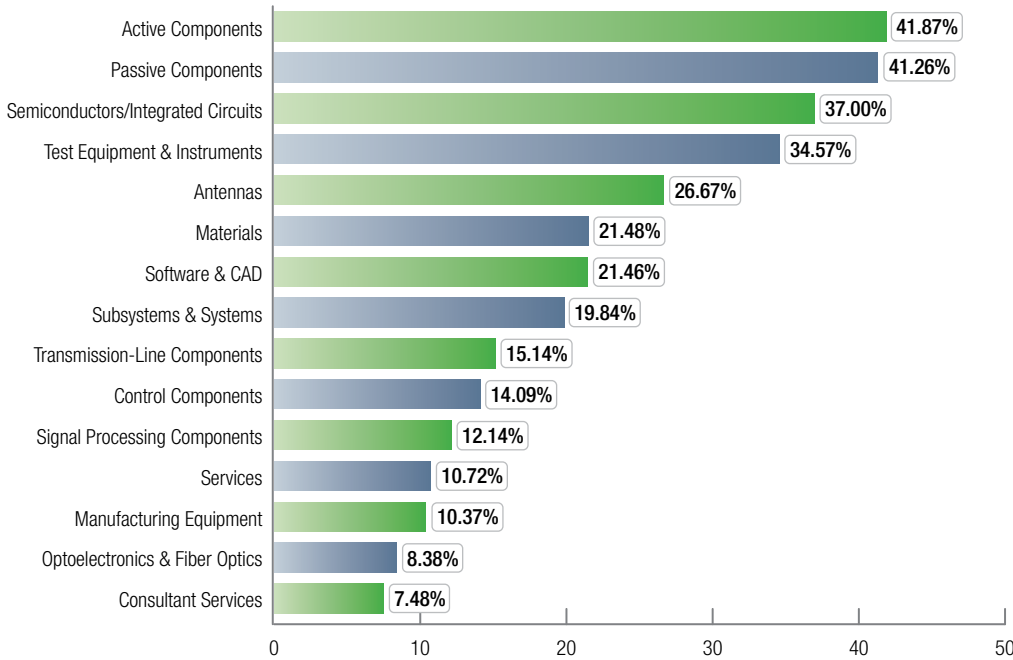
EXHIBIT & SPONSORSHIP CATALOG



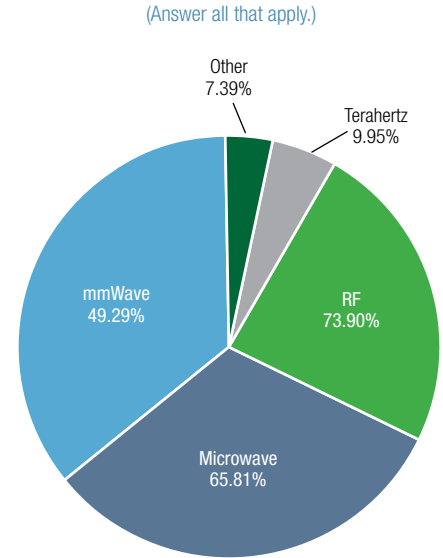
6-11 June 2021
ATLANTA • GEORGIA
www.ims-ieee.org/ims2021



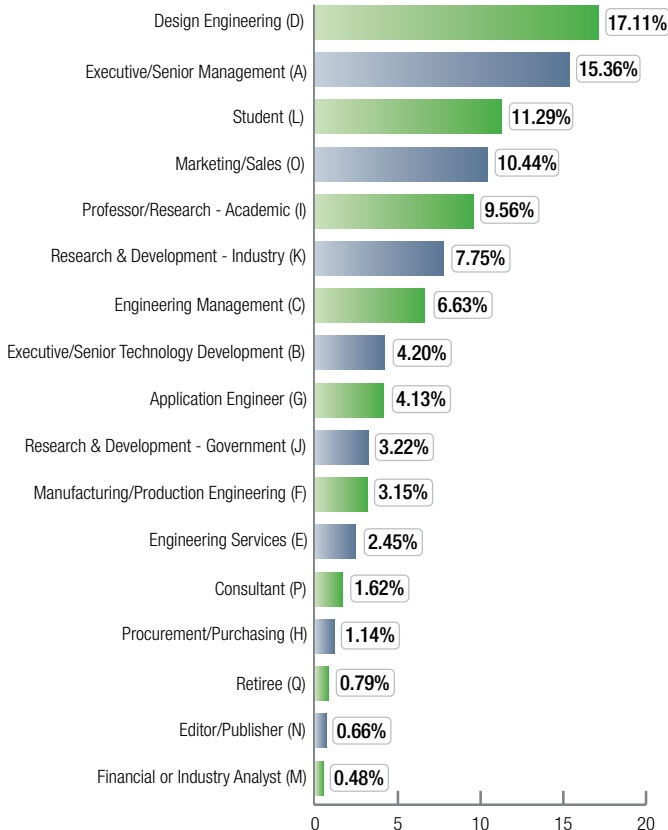
Which Products and/or Services do You Recommend, Purchase or Influence the Purchase Of? (Answer all that apply.)



At What Frequency is Your Primary Work? (Answer all that apply.)

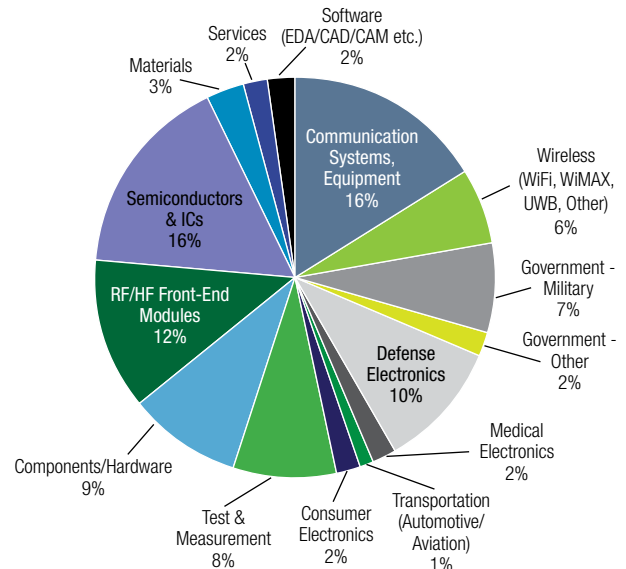


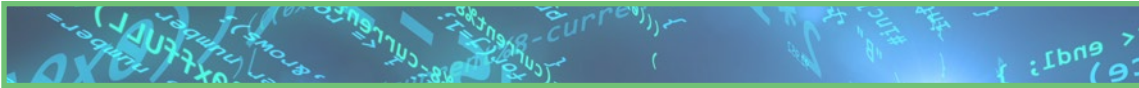
What is Your Principal Job Function?



What Primary End Product or Service do You Work On?

- (A) Communication Systems, Equipment - 16%
- (B) Wireless (WiFi, WiMAX, UWB, other) - 6%
- (C) Government - Military - 7%
- (D) Government - Other - 2%
- (E) Defense Electronics - 10%
- (F) Medical Electronics - 2%
- (I) Transportation (Automotive/Aviation) - 1%
- (J) Consumer Electronics - 2%
- (L) Test & Measurement - 8%
- (M) Components/Hardware - 9%
- (N) RF/HF Front-End Modules - 12%
- (P) Semiconductors & ICs - 16%
- (Q) Materials - 3%
- (R) Services - 2%
- (S) Software - 2%





Join us in Atlanta, as we come together once again for the world's premier RF and microwave industry conference and tradeshow: IMS2021. Now in its 64th year, IMS is the place to be each year for professionals buying and developing materials, devices, components, systems, design & simulation software, and test & measurement equipment for products operating from RF to THz.

9000 participants from over 50 countries include senior management, engineering management, engineers, and R&D personnel from academia, commercial industry, and government/military. Participating exhibitors can establish new US and international connections, present products directly to industry leaders, and see the state of the art in a showcase of the best developments for applications that enable us to connect for a smarter, safer world.

Georgia World Congress Center

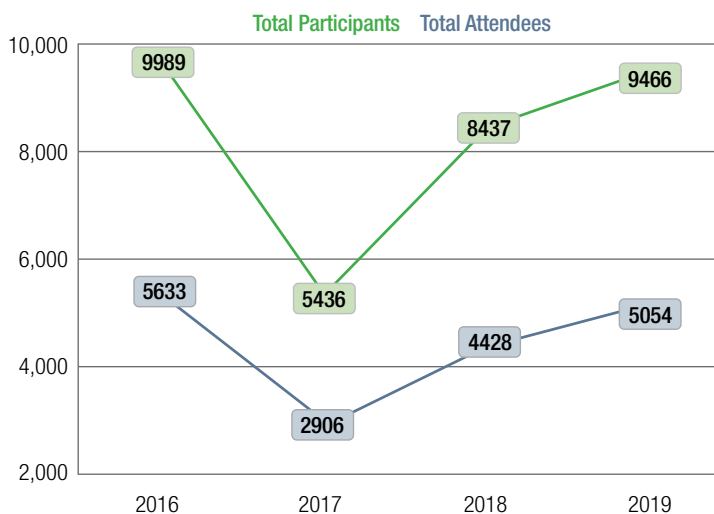
In the heart of Atlanta, the Georgia World Congress Center is at the forefront of the meeting industry, on the vanguard of event health and safety, and offers these features and benefits:

- Largest combined convention, sports, and entertainment campus in North America
- 220 acres anchored by Georgia World Congress Center, Centennial Olympic Park, and Mercedes-Benz Stadium
- 12,000 hotel rooms within walking distance
- 1.5 million square feet of prime exhibit space
- World's largest LEED certified convention center
- Ample meeting space for exhibitor meetings
- Branding opportunities within the facility
- Wi-Fi throughout the facility
- Inexpensive Public Transportation via Metropolitan Atlanta Rapid Transit Authority (MARTA) from Atlanta area and Hartsfield-Jackson Atlanta International Airport to GWCC/CNN Station (W-1)

Reserve your IMS exhibition booth today!

Attendee Snapshot

IMS Four Year Attendance Numbers



[Contact your sales representative to discuss exhibit and sponsorship opportunities at IMS2021.](#)

Why Become a Sponsor at IMS 2021?

Beyond the Booth:

Market to attendees throughout the convention center, inviting them to your booth on the show floor. Whether you are looking to promote a product, build your brand, or connect with customers, a sponsorship helps raise your profile. Our expert sales team can help you construct the sponsorship plan that best meets your marketing goals.

Exhibitor Benefits

Exhibitors will enjoy the following benefits before, during and after the conference:

Pre-Show:

- An IMS exhibitor console. Dedicated area to showcase your profile.
- Access to 2021 promotional opportunities
- Choice of hotel accommodations including hospitality suites and meeting space

On-Site:

- A listing in the official Conference Program/Exhibition Catalog
- Priority space selection for the IMS2022
- Access to discounted conference registrations
- General exhibit hall security service
- Daily aisle cleaning service

Post-Show:

- Post-event report with conference audit and attendee demographics

STANDARD EXHIBIT BOOTH

IMS2021 Exhibit Space is \$3,800 per 10x10 booth.

- Illuminated exhibit space with 8' high backwall drape if needed and 3' high side rails (in-line booths only).
- A 7" x 44" identification sign with the exhibitor's name and booth number (in-line booths only).
- Furnished booth packages and booth decor available in the Exhibitor Manual through the event decorator.

5G Pavilion

The 5G pavilion offers a special turnkey position on the show floor to introduce and showcase your 5G products. All participants receive the following for \$3,400:

- 6ft draped table, 2 chairs and electrical
- Identified as a 5G Pavilion participant on all 5G signage
- Promotional listing on the 5G web page, pages in the printed Conference Program/Exhibition Catalog
- Highlighted in IMS attendee promotions and featured on IMS website
- Option to lead a talk in the theater on 5G



Source: Shmuel Auster, MTT-S AdCom member

Sponsorship Opportunities



Take Your IMS2021 Presence to the Next Level

Expand your impact, promote your brand, and reach potential new customers with an event sponsorship.

EXCLUSIVE SPONSORSHIPS⁵

Aisle Signs	\$13,800
Charging Station/Seating	\$26,650
Delegate Bag ^{1,3}	\$17,700
Conference Program Belly Band	\$7,200
Hotel Key Card	\$11,000
IMS T-Shirt	\$11,300
Badge Lanyards ^{1,3}	\$17,000
Map Guide	\$7,700
Press Lounge ⁴	\$4,300
Registration	\$11,300
Wireless Internet	\$17,000
MicroApps Theater	\$8,000
Notebook and Pen ^{1,3}	\$5,000

HOSTED EVENT SPONSORSHIPS

Attendee Coffee Break ⁴	\$4,800/ea.
Specialty Coffee & Tea Service ⁴	\$6,150/day
Popcorn Machine	\$5,300/day

CONFERENCE PROGRAM / EXHIBITION CATALOG ADVERTISING

Catalog Ad Inside Back Cover ⁵	\$4,800
Catalog Ad Inside Front Cover ⁵	\$4,800
Catalog Ad Outside Back Cover ⁵	\$4,800
Catalog Ad Interior	\$3,300
Conference Program Belly Band ⁵	\$7,200

ONLINE FLOOR PLAN UPGRADES

Floorplan Banner Ad	\$500/ea
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ELECTRONIC SPONSORSHIPS

IMS Website Homepage Skyscraper Ad

February - April	\$2,050/mth
May	\$3,100/mth
June - July	\$4,600/mth

Website Banner Ad

February - April	\$775/mth
May	\$1,025/mth
June - July	\$1,550/mth

Mobile App Splash Page	\$4,200
Mobile App Banner Ad	\$3,075/ea

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTION

Direct Mail minimum	\$1,500
Email Distribution minimum	\$1,500

ON-SITE PROMOTIONS

Digital Video Wall Ad	\$2,700
Bag Check	\$5,000
VIP Lounge	\$20,000
Carpet Logo ¹	\$5,300
Lobby Banner ²	\$6,400
Escalator Runner ¹	\$6,200
Column Wraps ²	\$6,000
Delegate Bag Insert ³ - Single	\$3,200
Delegate Bag Insert ³ - Multi	\$3,700
Delegate Bag Insert ³ - Specialty	\$4,200
Custom Water Bottle ⁴	\$5,000
Light Panel	
1 Meter	\$3,500
3 Meter	\$4,600
Networking Table Logo Clings	\$200/table, 10 table minimum ¹
STEM Sponsor	\$3,100

CONNECTED FUTURE SPONSORSHIPS⁵

Connected Future Summit Sponsor	\$10,250
Connected Future Reception Co-Sponsor	\$8,500
Connected Future Theater Sponsor	\$8,200

SWEET TREAT TUESDAY

Tuesday Sponsor	\$3,000
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IMS WELCOME RECEPTION AQUARIUM SPONSORSHIPS^{1,3,4}

IMS Welcome Reception Co-Sponsor (limit 3)	\$10,000
Ocean Voyager Theater Sponsor	\$4,000
Shark Tank Area Sponsor	\$3,000

¹ Production costs not included

² Rigging & production costs not included

³ Sponsor must provide materials

⁴ Corporate branded food service items provided by sponsor

⁵ First right of refusal may apply. Sponsorships must be renewed on or before 1 September 2020. Waiting lists established, after 1 September, sponsorship-awarded to exhibitor on waiting list with highest priority number.

Deadlines: Certain items in the sponsorship may not be available if print deadlines have passed.

Cancellation Policy: Once an order form is received for sponsorships, you are liable for the full amount of the sponsorship.

Payment instructions will be included with invoice.

Sponsorships accurate at time of printing. Note that venue restrictions may change some of the details of what is available.

Exclusive Sponsorships



PACKAGE	INCLUSIONS	INVESTMENT
Aisle Signs	<p>On a show floor the size of IMS, the aisle signs are an important reference for all attendees looking for an exhibit. Hung from the ceiling, aisle signs are visible from almost anywhere on the show floor. Additional signs may be added, but this sponsorship includes a minimum of ten, double-sided aisle signs featuring your logo.</p> <ul style="list-style-type: none"> ✓ Company logo on all Aisle Signs ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$13,800
Charging Station/ Exhibit Floor Seating	<p>By sponsoring the Charging Stations/Exhibit Floor Seating, you will give grateful attendees a chance to rest their tired feet and charge their devices, while branding your company's name and logo on the signs at each area.</p> <ul style="list-style-type: none"> ✓ Your company logo on all Charging Stations/Exhibit Floor Seating signage ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$26,650
Delegate Bag	<p>This exclusive sponsorship features your logo on the Delegate Bag. All ARFTG, IMS and RFIC technical attendees receive a bag. Minimum size for the Delegate Bag: Backpack - 18" H x 13" W x 8.5" D; Messenger Bag - 12" H x 16.5" W x 5.5" D</p> <ul style="list-style-type: none"> ✓ Your company logo on all delegate bags ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$17,700 (production not included, sponsors must provide materials)
Conference Program Belly Band	<p>By providing the belly band your company will be seen on every Conference Program distributed.</p> <ul style="list-style-type: none"> ✓ Your company logo/message on Belly Band ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$7,200
Hotel Key Card	<p>Hotel key cards at IMS headquarter hotel will include your logo on front of key card.</p> <ul style="list-style-type: none"> ✓ Your company logo and sponsorship status recognized on the front of Key Cards ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$11,000
IMS T-Shirt	<p>Boost your corporate visibility with this exclusive sponsorship. Your company logo will be emblazoned on the back of the T-shirt with the IMS logo on the front. All attendees receiving a delegate bag will also receive a T-shirt. T-shirt is white unless otherwise specified. (Alternate colors available at extra cost)</p> <ul style="list-style-type: none"> ✓ Your customized message (with logo) on the back of each IMS T-Shirt ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$11,300
Badge Lanyard	<p>By providing the badge lanyards your company will be seen everywhere throughout the convention for the length of the event. Lanyards must be double clip.</p> <ul style="list-style-type: none"> ✓ Your company logo on all Badge Lanyards ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$17,000 (production not included, sponsors must provide materials)
Map Guide	<p>Virtually every person attending IMS uses the official Map Guide. This is an extremely valuable sponsorship that puts your company logo in front of everyone at the show.</p> <ul style="list-style-type: none"> ✓ Your company logo on the front cover of the Map Guide ✓ Your company logo and message on the back cover of the Map Guide (entire back cover) ✓ Pointer indicating the location of your exhibit on the floor plan ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$7,700

Exclusive Sponsorships

PACKAGE	INCLUSIONS	INVESTMENT
Press Lounge	<p>Be recognized as the exclusive Press Lounge sponsor.</p> <ul style="list-style-type: none"> ✓ Your company logo and sponsorship status recognized on Press Lounge signage and dining table signage ✓ Right to provide branded food service items (e.g. cups, napkins) (must be provided by sponsor) ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$4,300
Registration	<p>The registration sponsorship delivers exposure to all attendees both before the event and onsite. This is one of the most visible sponsorships and puts your brand in front of all IMS participants. Includes:</p> <ul style="list-style-type: none"> ✓ Your company logo, link and sponsorship status recognized on each attendee's electronic registration receipt and registration information pages on the IMS website ✓ Your customized message (with logo) as a screensaver on all registration terminals (60 sec. inactivity refresh) ✓ Right to provide corporate-branded mouse pads in registration area ✓ Your company logo and sponsorship status recognized on registration area signage and each registration terminal in lobby ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$11,300
Wireless Internet	<p>IMS is lighting up the entire convention center with wireless internet as a complimentary service to attendees. This includes a corporate splash page each time an attendee logs in.</p> <ul style="list-style-type: none"> ✓ Your company logo and sponsorship status recognized on the wireless internet splash page ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$17,000
MicroApps Theater	<p>MicroApps is part of the IMS technical program that takes place in the MicroApps Theater located on the exhibit floor. The MicroApps Theater experiences heavy traffic allowing you high visibility exposure.</p> <ul style="list-style-type: none"> ✓ Your company logo and sponsorship status recognized on MicroApps: <ul style="list-style-type: none"> – Web Page – Banner – Signage on the the MicroApps theater structure – Page(s) in the Conference Program ✓ Guaranteed 10 speaking slots in the Theater ✓ Opportunity to create a custom ad for the Conference Program ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$8,000
Notebook and Pen	<p>Become the exclusive sponsors of the conference notepad and pen. This will be placed into each conference bag and given to all ARFTG, IMS and RFIC Technical attendees. Production not included.</p>	\$5,000 (production not included, sponsors must provide materials)



Source: Shmuel Auster, MTT-S AdCom member

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IMS Welcome Reception Aquarium Sponsorships

IMS Welcome Reception Co-Sponsor (limit 3)

\$10,000 Includes:

- Custom signage
- Recognition as a co-sponsor in promotional materials and conference program/ exhibition catalog
- Logo and messaging slide on digital displays throughout the aquarium
- Bar with custom signage in Beluga Whale tank area in ballroom OR Ocean Voyager area in ballroom OR 4D Lobby Overlook area (areas reserved on a first-come, first-served basis)
- Specialty drink offered in your area
- GOBO (sponsor must provide GOBO stencil) provided in your area
- Logo decals on select tables in your sponsored area

Ocean Voyager Theater Sponsor

\$4,000

- Diver with logo sign in theater viewing tank and interaction with attendees (15 minutes)
- Branded bar area and signage
- Option for your staff to hand out literature or branded gifts
- Optional cocktail napkins (sponsor provided)

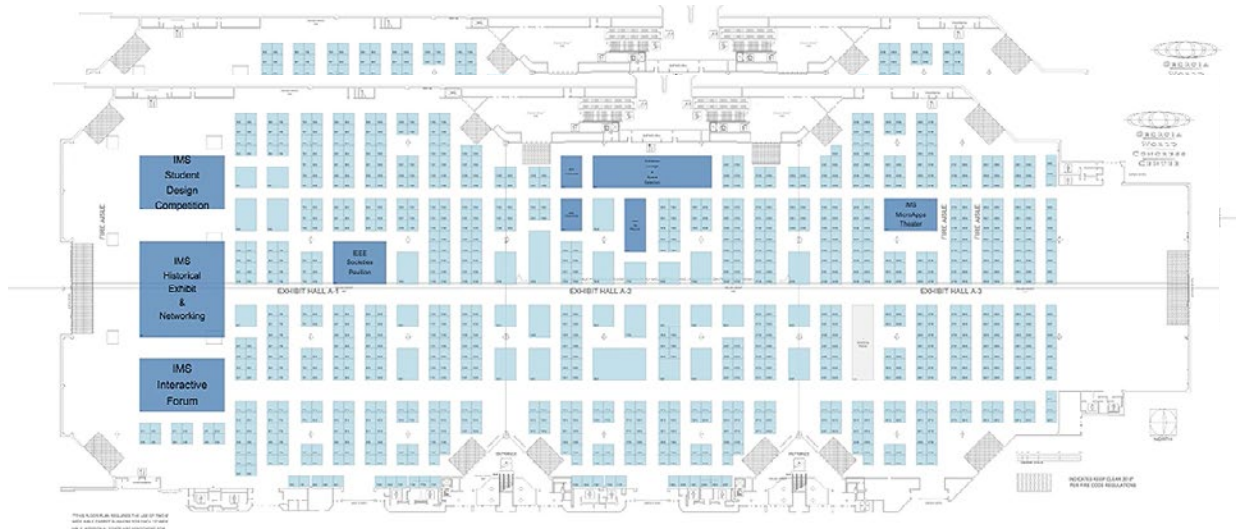
Shark Tank Area Sponsor

\$3,000

- Branded bar area and signage
- Option for your staff to hand out literature or branded gifts
- Optional cocktail napkins (sponsor provided)



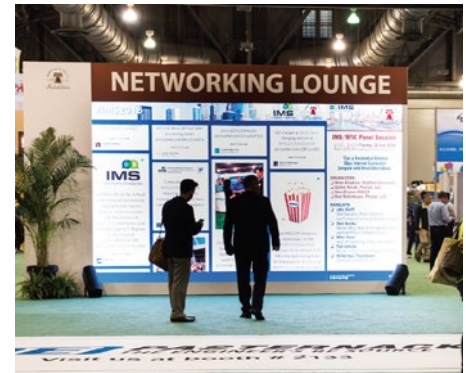
Conference Program/Exhibition Catalog Advertising	Online Floor Plan Upgrade
<p>Get high visibility and drive traffic to your booth with an ad in the conference program.</p> <ul style="list-style-type: none"> - Inside Back Cover - \$4,800 - Inside Front Cover - \$4,800 - Outside Back Cover - \$4,800 - Interior Ad - \$3,300 	<p>Every IMS attendee views the online floor plan, be sure to catch their attention with your custom banner ad.</p> <ul style="list-style-type: none"> - Floor Plan Banner Ad - \$500/ea



[Click Here to View IMS2021 Floorplan](#)

CONNECTING FOR A SMARTER, SAFER WORLD

IMS Website Homepage Skyscraper Ad		Website Banner Ad	
**Highly visible, exclusive banner ad that will be displayed on both the right and left side of the homepage content		**Run of site ads are featured on a rotating basis throughout the site including exhibiting, travel, registration about IMS and other pages	
February – April	\$2,050/month	February – April	\$775/month
May	\$3,100/month	May	\$1,025/month
June – July	\$4,600/month	June – July	\$1,550/month
Size: 206 x 870		Size: 250 x 300	



Digital Video Wall

IMS has an exciting advertising opportunity on its 9ft x 16ft (2.7m x 5m) LED Video Wall on the show floor! The video wall is designed to display show information in the networking area on the show floor, which also creates an incredible opportunity for your company to advertise. This highly visible screen will make your logo, ad or video stand out for attendees. Your ad will appear across the full screen a minimum of 200 times over the course of the show. Want to announce a new product, demo schedule, special event or your booth location? The Video Wall will make sure it will be seen.

Includes:

- Your ad covers the entire 9ft x 16ft (2.7m x 5m) screen using the newest video technology
- Ability to display static images or video files
- 15 second ads will run 200-300 times for great visibility. (Minimum of 200 displays)

Investment: \$2,700

[Contact your sales representative to discuss exhibit and sponsorship opportunities at IMS2021.](#)

Mobile App Splash Page \$4,200	<ul style="list-style-type: none"> ✓ Covers the entire screen ✓ Displayed when the app is opened ✓ Sized to fit iPhone, iPad and Android
Mobile App Banner Ad \$3,075/ea	The mobile app banner ad is a guaranteed way to be noticed by IMS attendees. Every time the attendee uses the app they will see your custom ad. Limitation of 6 banner ads in rotation.

Email Distribution	Minimum of \$1500 - Filtered Cost: \$.50 per contact Unfiltered Cost: \$.45 per contact
Direct Mail Distribution	Minimum of \$1500 - Filtered Cost: \$.35 per contact Unfiltered Cost: \$.30 per contact

Email distributions are available throughout the year, however, email distributions for individual company promotions from April – June must be scheduled in advance and are available on a first-come, first-served basis. Email distributions will be conducted by show management. Your direct mail recipient list will be sent to a third-party mail house of your choice.

Want to target a specific audience? Filter options are available. Ask for more details.

Source: Shmuel/Auster, MTT-S AdCom member



Want to reserve a meeting room?

Looking for a dedicated space for face-to-face discussions? Be sure to secure your space early. Placed on first-come, first-serve basis.

Contact exhibits@horizonhouse.com

On-Site Promotions



PACKAGE	INCLUSIONS	INVESTMENT
Bag Check	<p>Exclusive sponsor of the Bag Check from 6 June - 11 June.</p> <ul style="list-style-type: none"> ✓ Your company logo and sponsorship status recognized on Bag Check signage ✓ Custom design of meter board to be displayed at bag check area ✓ Option to provide a giveaway item ✓ Logo/sponsorship status on bag ticket ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$5,000
VIP Lounge	Create a custom area on the exhibit floor for your VIP clients and customers. You will have a 2,000sf area on the floor that will be your private area. It will have custom seating, a private 12' x 12' meeting room and the ability to customize with signage and other items as you wish.	\$20,000
Carpet Logo	Prominently display your company logo and booth number on the IMS show floor! Carpet logos are a great way to direct customers to your booth and reinforce your presence throughout the show. (Production costs not included)	\$5,300 (production costs additional)
Lobby Banner	Announce a new product, direct attendees to your booth and reinforce your brand and show presence! Get prominent visibility by purchasing rights to place a banner in various locations throughout the lobby areas in the convention center. Banners can vary in size. Banner locations available on a first-come, first-served basis. (Rigging and production costs not included.)	\$6,400 (production costs additional)
Escalator Runner	This is a highly visible, high-impact sponsorship! Catch the attention of attendees and exhibitors as they make their way through the convention center.	\$6,200 (production costs additional)
Column Wraps	Direct attendees to your booth and reinforce your brand! Get prominent visibility by purchasing rights to place a column wrap/banner on the busy third floor in the convention center. Locations available on a first-come, first-served basis. (Rigging and production costs not included.)	\$6,000 (production costs additional)
Bag Insert	Exhibitors have the opportunity to include an insert in the Delegate bags distributed to each conference attendee.	Single Page - \$3,200 Multiple Page - \$3,700 Specialty Item - \$4,200 *Get creative. You can choose any item to put in the bag (production not included)
Custom Water Bottle	Provide a custom water bottle to each IMS attendee. They will be able to enjoy this for the entire week. (Production cost not included)	\$5,000 (production costs additional)

Attendee Coffee Breaks \$4,800/ea	Specialty Coffee & Tea Service \$6,150/day	Popcorn Machine \$5,300/day
** All items include company logo and sponsorship status recognized on web page and lobby banner		
Area signage at your specific break	Two separate coffee stations, one on each end of the networking area	Two separate locations, one on each end of the networking area
Ability to provide corporate banded items (must be provided by sponsor)	Your logo on all signage in the networking area as sponsor	Your logo on all signage in the networking area as sponsor

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On-Site Promotions

PACKAGE	INCLUSIONS	INVESTMENT
Light Panel 1 Meter/3 Meter	Create your own custom light panel to be placed in a prominent area within the convention center. Choose between 2 different sizes depending on the impact you want to make.	1 Meter - \$3,500 3 Meter - \$4,600
Table Logo Clings	Table Logo Clings on networking tables in exhibit hall.	\$200/table 10 table minimum (production costs additional)
STEM Sponsor	<p>The IMS2021 STEM Experience for Student and Teachers is a one-day event. The goal of the program is to introduce a diverse and highly motivated group of middle and high school students and teachers to the world of microwave engineering.</p> <ul style="list-style-type: none"> ✓ Your logo on the STEM shirt and back pack ✓ Right to put custom item in the back pack ✓ Ability to host students at your booth to view a demo or participate in a hands-on activity ✓ Sponsorship recognition on web page, lobby banner and page in Conference Program 	\$3,100
Sweet Treat Tuesday Sponsor	<p>Leave a lasting impression with the IMS and RFIC attendees on Tuesday with a "SWEET TREAT" on Tuesday, during the lunch break.</p> <p>Be a part of the buzz as you sponsor an item for the attendees to enjoy during day one of the conference while visiting the show floor. It is going to be a fun and exciting environment that you'll want your name on!</p>	\$3,000
PACKAGE	CONNECTED FUTURE SPONSORSHIPS	INVESTMENT
Connected Future Summit Sponsor	<p>Includes:</p> <ul style="list-style-type: none"> ✓ Pavilion Package on exhibit floor ✓ Sponsorship status recognized on web page, signage, and in Conference Program ✓ 3 complimentary Connected Future Theater Registrations ✓ Lead retrieval data from Connected Future Summit ✓ 6 ft draped counter for promotional items at Connected Future Summit 	\$10,250
Connected Future Reception Co-Sponsor	<p>Includes:</p> <ul style="list-style-type: none"> ✓ Sponsorship status recognized on web page, lobby banner and in Conference Program ✓ Pavilion Package on exhibit floor ✓ 3 complimentary Connected Future Summit Registrations ✓ Lead retrieval data from Connected Future Summit Panel ✓ 6 ft draped counter for promotional items at Connected Future Summit Reception 	\$8,500
Connected Future Theater Sponsor	<ul style="list-style-type: none"> ✓ Sponsorship status recognized on web page, signage, and in Conference Program ✓ Pavilion Package on exhibit floor ✓ Lead retrieval data from Connected Future Summit Panel ✓ 2 talks in theater on exhibition floor 	\$8,200



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