



The 2020 IEEE MTT-S  
**International Microwave Symposium**  
21 - 26 June 2020, Los Angeles, CA



# IMS2020 Exhibitor Planning Guide



**LOS ANGELES** 2020  
CONNECTIVITY MATTERS

# WELCOME

Welcome to the 2020 IEEE MTT-S International Microwave Symposium. We are excited for your company to be a part of the leading microwave and RF conference and trade show with ~10,000 total participants and over 600 exhibiting companies representing all aspects of the microwave and RF industry. You are in good company!

To help you navigate the show and get the most out of your participation we've created this guide to help answer all your show production questions. IMS can be a daunting event, especially for first-time and international companies, but also industry veterans. Our goal is to provide you an at-a-glance reference document for all planning and logistical aspects of IMS to make your participation easier and as cost effective as possible.

This quick reference guide serves as a roadmap to a successful show for your company. While we have worked to provide a detailed enough guide to get you pointed in the right direction, in many cases you will still need to go to the individual service providers for specific instructions on orders and pricing.

Please note that all of us at MP Associates, Inc. are here to assist you with your IMS participation and are always available to answer questions. The IMS website and your exhibitor console are important resources to use in your show planning, too.

IMS2020 in Los Angeles is shaping up to be a dynamic and engaging event and we look forward to working with you to make it successful.

Best regards,

Lee Wood,

Exhibit Manager, IMS2020

Co-President, MP Associates, Inc.

# TABLE OF CONTENTS

## General Information

- Exhibit Team Contact Information
- IMS Overview
- Exhibitor Move-in/Move-out
- Timeline

## Los Angeles Area and Housing

- Hotel Information
- Convention Center Parking

## Booth Set-up and Production

- Labor Information
- Rules & Regulations
- Shipping Information
- Exhibitor Services
- Exhibitor Appointed Contractor (EAC) Information

## Exhibit Promotion and Attendees

- Exhibitor Console
- Become a Sponsor
- Envision

## Additional Information

- Meeting Rooms/Event Request Form
- Secondary Listings
- First Time Exhibitors
- Student Career Fair
- Exhibitor Lounge
- Press Lounge

## Registration

- Registration
- Visa Letter



# GENERAL INFORMATION

## IMS2020 Exhibit Team Contacts:

Questions? Contact any member of the Exhibition Management team:

Susie Horn, CEM	Director of Exhibit Operations	<a href="mailto:Susie@mpassociates.com">Susie@mpassociates.com</a>
Candi Wooldridge	Exhibit Services Manager	<a href="mailto:Candi@mpassociates.com">Candi@mpassociates.com</a>
Lee Wood	Exhibit Manager	<a href="mailto:Lee@mpassociates.com">Lee@mpassociates.com</a>
Stacy DiLallo, CEM	Sales Manager	<a href="mailto:Stacy@mpassociates.com">Stacy@mpassociates.com</a>

## IMS Overview:

Location:

Los Angeles Convention Center  
1201 South Figueroa Street  
Los Angeles, California 90015  
P: (213) 741-1151

## Exhibition:

Exhibit hours have been scheduled to provide maximum interaction between conference attendees and exhibitor personnel.

Tuesday, 23 June	09:30 to 17:00
Wednesday, 24 June	09:30 to 18:00
Thursday, 25 June	09:30 to 15:00

## Conference:

Sunday, 21 June – Friday, 26 June 2020

## On-Site Registration:

On-site registration for all Microwave Week events is located in the South Lobby of the Los Angeles Convention Center.

Saturday, 20 June	08:00 - 18:00
Sunday, 21 June	07:00 - 18:00
Monday, 22 June	07:00 - 18:00
Tuesday, 23 June	07:00 - 18:00
Wednesday, 24 June	07:00 - 18:00
Thursday, 25 June	07:00 - 16:00
Friday, 26 June	07:00 - 09:00

## Move-In Dates

Saturday, 20 June	09:00 to 17:00 - Islands 400 sq. ft. and up
Sunday, 21 June	09:00 to 17:00 - All booths
Monday, 22 June	09:00 to 17:00 - All booths

All exhibits must be fully installed by 17:00 on Monday, 22 June

## Move-Out Dates

Thursday, 25 June	15:00 to 21:00 - All booths
Friday, 26 June	08:00 to 17:00 - All booths

## Exhibitor Move-In/Move-Out:

For information and helpful hints on procedures, move-in and move-out, please go to [www.freemanco.com/preshowFAQ](http://www.freemanco.com/preshowFAQ)

## Exhibitor Timeline:

[View important deadlines.](#)

# GENERAL INFORMATION

## Los Angeles Area & Housing

### Hotel Information:

A variety of accommodations have been reserved for IMS attendees and exhibitors. Take advantage of discounted rates by booking through the IMS Housing Bureau. [Book your hotel room by 31 May 2020](#)

### Convention Center Parking:

Parking is available in the South and West Hall Parking Garages at the Los Angeles Convention Center. Pay a daily flat rate of \$15-40 depending on event and parking location - no validation required. [Click here for more parking information](#)

### Booth Set-up and Production:

### Labor Information:

Los Angeles has specific labor guidelines that exhibitors are encouraged to become familiar with. Understanding what work exhibitors are allowed to perform can yield significant savings. [Los Angeles Convention Center Labor guidelines.](#)

### Rules & Regulations:

Have any questions about what is allowed as part of your booth? This is a great place to start. [IMS2020 rules and regulations governing the exhibition and exhibitor](#)

### Shipping Information:

#### Advance Warehouse Shipment

We strongly recommend that you ship to the warehouse to ensure your shipment is at your booth when you arrive to the LACC. Shipments must arrive at the advance warehouse between 19 May and 11 June 2020.

#### Direct Show Site Shipment

Shipments will not be accepted at the LACC prior to 20 June 2020. [Advance & Direct Shipping Labels](#)

### Exhibitor Services:

Information you'll need to plan for a successful event is available on the IMS website. The service providers listed below are identified as "Official", "Exclusive" and "Recommended".

- "Official" – service providers that have been named by IMS as the main supplier of a specific service. In some cases are also exclusive, i.e. electrical and material handling
- "Exclusive" – providers are those that the IMS participants are required to use because of agreements within the convention center.
- "Recommended" – service providers in which show management recommends. Please note: IMS has relationships with these providers to ensure competitive pricing.

You may have received calls, faxes and/or emails from contractors not listed below. Note: they are NOT recommended by IMS2020. The official and recommended service contractors were selected for their ability to deliver quality services at competitive rates. You may order exhibitor services online, by fax or by mail using the links below. [Click here for Exhibitor Services](#)

Save money by taking advantage of the discount deadline dates.

Freeman Discount Date: **22 May 2020**

Aventri (Lead Retrieval) Discount Date: **14 May 2020**

Electrical Services Discount Date: **22 May 2020**

Internet Services Discount Date: **21 Days Prior to Show Opening**

### Exhibitor Appointed Contract (EAC) Information:

An Exhibitor Appointed Contractor (EAC) is any company other than one of the designated official contractors which an exhibitor wants to employ inside the exhibit hall before, during (by special pass and/or wristband), or after the show (Union Rules and Regulations apply).

[IMS exhibitors wishing to use an Exhibitor Appointed Contractor \(EAC\) must fill out and submit an EAC form](#)

# EXHIBIT PROMOTION AND ATTENDEES

## Exhibitor Console:

The primary contact within your company has been sent information/instructions regarding your Exhibitor Console which is a key tool to your success and is available at no charge. We are asking all exhibitors to take the time to fill in their consoles so attendees can learn about your company prior to arriving in Los Angeles. Through the console exhibitors will also access the discounted conference registration codes assigned to each company (click on the “Booth Staff Registration” to access your codes), register booth personnel, etc. Should you have any questions regarding your console, please contact [exhibits@mpassociates.com](mailto:exhibits@mpassociates.com).

[For primary contacts only, click here to access your company's Exhibitor Console](#)

## Become a Sponsor:

Still trying to find the right IMS sponsorship opportunity for your company at the right price? Don't miss out on being a STEM Supporter! Also available for sponsorship recognition: Sweet Treat Tuesday, the Digital Video Wall (this year we'll have two locations on the show floor for your message to be viewed), the IMS Homepage Skyscraper Ad, just to mention a few. To view the full list and get all of the details [click here](#).

## Envision/LACC Branding Opportunities:

Want your company branding visible throughout the convention center. View [Envision](#) for available opportunities.



Picture of MicroApps Theater. Your logo placed in stage backwall.

# ADDITIONAL INFORMATION

## Meeting Rooms/Event Request Form:

Exhibitors may request function/meeting space at the Los Angeles Convention Center. Requests must be authorized by IMS2020 prior to meeting room confirmation. Submit the Event Request Form to the IMS office for approval. Meeting rooms will be allocated on a first-come, first-served basis.

[Click here for the Event Request Form](#)

## Secondary Company Listing:

The IMS secondary listing program is designed to accommodate exhibitors with multiple divisions represented in their booths. A secondary listing allows access to an Exhibitor Console for each represented division/company. The deadline date to request a Secondary Listing is 17 April 2020 and the cost is \$750 per listing.

[Click here for the Secondary Company Listing order form](#)

## First Time Exhibitor Information:

IMS has an incentive program for companies who are participating for the first time. This is to ensure that your first year as an IMS exhibitor is the best experience possible. Note: This offer is available to first time exhibitors only.

[Click here for more information](#)

## Student Career Fair:

This is a great opportunity for your company to meet with and guide the future careers, including internship prospects, of highly talented students pursuing their bachelors, masters, and doctoral degrees in the fields of RF, microwave, and millimeter-wave devices, components, and systems. The Student Career Fair is available only to those students and exhibitors registered at the symposium.

[Click here to sign up for the Student Career Fair](#)

Need a place to get away and catch your breath? The exhibitor lounge, located on the exhibit floor in the back of the hall, is for the exclusive use of all IMS2020 exhibitors. Stop by for to take a break and enjoy coffee or tea.

## Exhibitor Lounge Dates:

Sunday, 21 June - Thursday, 25 June 09:00 - 17:00

## Press Lounge:

IMS offers a press lounge for all registered press and analysts. Exhibitors are invited to provide notices about press conferences, event invitations, and new product announcements. The press lounge also offers two private meeting rooms for one-on-one press meetings. The press lounge is located in the LACC, Room 309.

Hours of operation for the press lounge are as follows:

Monday, 22 June	08:00 - 18:00
Tuesday, 23 June	08:00 - 18:00
Wednesday, 24 June	08:00 - 18:00
Thursday, 25 June	08:00 - 16:00



# REGISTRATION

## Booth Personnel:

Booth staff badges are required for access to the exhibit floor during set-up, before, during and after exhibit hours and during tear down. Each person working your booth must register; badges are required inside the convention center at all times. Exhibitor Booth Staff badge allows access to the exhibit floor. In addition your badge also allows you to attend the Plenary Session at the Conference and the Welcome Reception on Monday, 22 June 2020. Booth Staff badges are unlimited and free of charge.

[Click here to register Booth Staff.](#)

## Registration Promotional Codes:

IMS provides a number of discounted registration options for exhibitors to distribute internally to staff or to provide to customers and/or clients. Promotion codes are company specific and are allocated based on the amount of square feet purchased. Your company's codes are posted in your [Exhibitor Console](#). IMS has sent the primary contact for your company instruction on how to access your companies' exhibitor console.

**Discounted registration types that require a unique promotion code are:**

### Exhibitor Primary Discount for IMS Sessions:

\$125 – One “Exhibitor Primary” discounted registration allocated per 10x10 booth; includes access to all IMS sessions and a copy of the proceedings. These codes are posted in the Exhibitor Console “Booth Staff Registration” area under the “Registration Promo Codes” link and begin with the letters “SR”.

(Ex: SRMPA-1234)

### Exhibitor Discount for IMS Sessions:

\$510 – Two “Exhibitor” discount registrations allocated per 10x10 booth; includes access to all IMS sessions and a copy of the proceedings. These codes are posted in the Exhibitor Console “Booth Staff Registration” area under the “Registration Promo Codes” link and begin with the letters “FC”.

(Ex: FCMPA-1234)

### Exhibit Only Registration:

Invite your customers and give them *free* access to the exhibit floor. There is no limit to the number of times the code is used. This is a highly effective marketing investment. A code is posted in your Exhibitor Console “Booth Staff Registration” area under the “Registration Promo Codes” link and begins with the letters “XO”. (Ex: XOMPA-1234)

[Click here to use your discounted registration codes.](#)

## Visa Letter:

Visa support letter are provided for exhibitors upon request. [Click here](#) to request your letter well in advance of your interview dates to allow sufficient time for processing. Contact Annette Crider at [annette@mpassociates.com](mailto:annette@mpassociates.com) for questions.

