

Dear Exhibitor,

There has been a lot of activity behind the scenes for the IMS transition to a virtual event. With IMS2020 officially confirmed as a virtual event, now is the time to start planning for your online presence! We have worked hard over the last few weeks to ensure that IMS exhibitors have a great experience from participating at IMS. We understand that your connections while onsite at IMS are very important and we are confident that within this virtual environment, you will be able to make those same connections. Highlighted below are a few of the benefits of a virtual event:

- Retain connection to the IMS community
- Ability to promote your name and brand
- Virtual booth presentation
- Company description, exhibitor brochure, website links, showcase, contact info, etc.
- Discover new connections and foster current relationships
- Excellent data insight with analytics and tracking information
- Sponsorship opportunities
- Accumulate additional priority points
- One complimentary Virtual Technical Session Registration (*MTT-S member are free!*)

The IMS Virtual Event is scheduled to kick-off with live presentations and exhibit hours on **4-6 August** with all content available on-demand through the end of August 2020.

There are a number of opportunities to be had that are unique to the Virtual Event! For \$1,000 USD your presence will keep you in the spotlight and by adding sponsorships you will support your brand and enhance your virtual exhibit booth presence! [Click here](#) sign and return the addendum to the contract to participate in the virtual exhibit.

IMS2020 virtual sponsorship opportunities are designed to support your brand and virtual exhibit booth to ensure the maximum exposure and enhance your participation experience. Sponsorships will be visible for the duration of the Virtual Event. We're putting the final touches on the sponsorship opportunities and will have those available soon.

IMS2020 Refund Process

Whether or not exhibitors participate in the virtual event, all exhibitors are eligible for a refund on a portion of funds paid per the Exhibit Space Application/Contract. The refund process is complicated due to the unprecedented nature of the transition to the Virtual Event so it has been divided into two installments. For specifics on Section 10 of the exhibit contract please refer to the [FAQ's](#) posted on the website.

The refund policy is as follows:

- Refunds will be issued in two installments
- The first installments will be processed within 30 days
- First installment for booth space is 50% of total amount paid
- First installment on sponsorships are 75% of total amount paid
- Companies who participated in the Partners Program will receive 50% of the partner fee paid
- Secondary Listings will receive 50% of the secondary listing fee
- Meeting Room rentals will receive 100% refund
- **2020 license fees paid cannot be carried over to IMS2021**

The second installment will be for the remaining refund amount, less any virtual participation expenses (should you choose to participate) and any designated proportionate share of exhibit expenses. We are working to determine the amount of the remaining refund. These refunds will be processed after the IMS2020 Virtual Event. In order to ensure your payment is sent to the correct contact/account, please complete the payment form [here](#).

Priority Points for your 2021 Booth Space Selection

Priority points for IMS2021 booth space selection are calculated based on the original booth space and sponsorships purchased for the face-to-face event **plus** five points for Virtual Event participation and pro-rata points for sponsorship spending. The procedures are as follow:

Priority Point Calculation: Booth space selection points are accrued through a combination of participation, booth space and sponsorships used.

For the cancelled face-to-face exhibition, you will receive 10 points for your participation at IMS plus 2 points for each booth space contracted. In addition, the dollar amount spent on sponsorships has been pro-rated at the cost of booth space and 2 points are awarded for each booth space cost equivalent. These will be awarded based on your status as of May 19, 2020.

Companies participating in the virtual exhibit will receive an addition 5 point for participation. Sponsorship dollar amount spent on the virtual event sponsorships will be pro-rated at the cost of booth space at \$3800 per contracted booth and 2 points are awarded for each booth space cost equivalent.

The combined face-to-face and virtual event points will be your 2020 priority points that count toward your booth space selection for IMS2021.

We'd like to thank you for your support of IMS and look forward to your company's participation in the virtual exhibit in August, 2020.

Should you have any questions or need additional information on the virtual event, contact the Exhibits team exhibits@mpassociates.com.

Sincerely,

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