

MMM 2022 Conference

Minneapolis, MN • October 31 - November 4, 2022 • www.magnetism.org

PARTNER SUPPORT AND EXHIBITOR OPPORTUNITIES

Exhibits Chair

Joe Davies
Quantinum

Questions? Contact:

Shelbie Jenkins, *Partner Support Manager*
shelbie@magnetism.org

PARTNER SUPPORT LEVELS

Platinum..... \$6000

Includes one complimentary Conference registration, one communication blast sent to our mailing list on your behalf, use of one meeting room onsite for you to hold an instrument tutorial or to use for one-on-one meetings, and your choice of \$6000 of benefits from the next page.

Gold..... \$4500

Includes one complimentary Conference registration, one communication blast sent to our mailing list on your behalf and your choice of \$4500 of benefits from the next page.

Silver..... \$3000

Includes one complimentary Conference registration, one communication blast sent to our mailing list on your behalf and your choice of \$3000 of benefits from the next page.

Bronze..... \$1500

Includes one complimentary Conference registration and your choice of \$1500 of benefits from the next page.

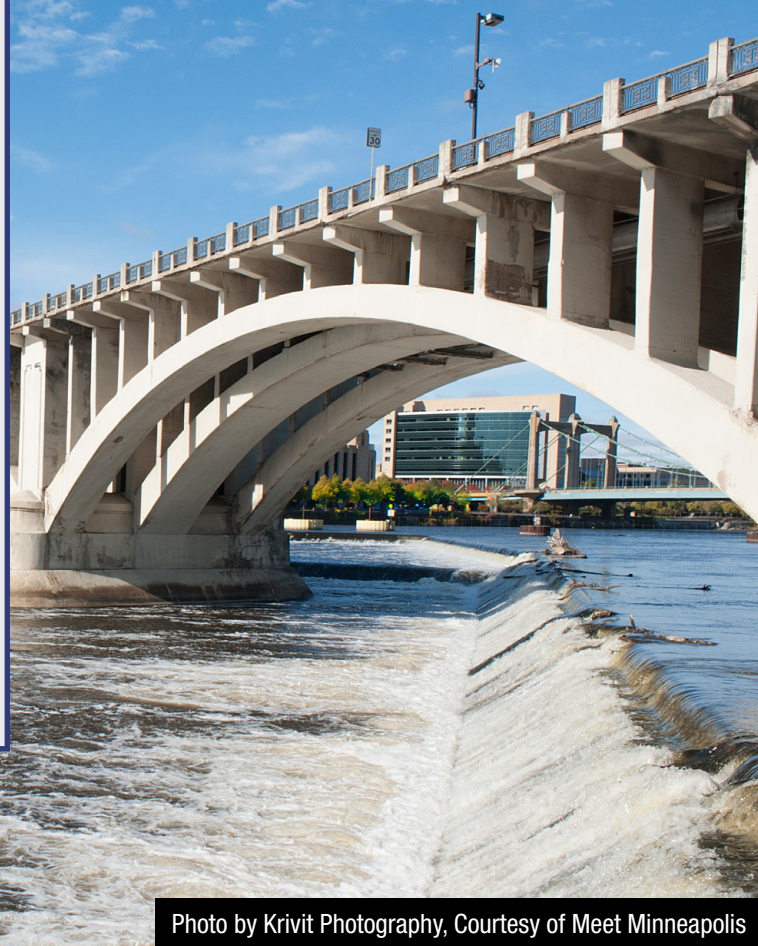


Photo by Krivit Photography, Courtesy of Meet Minneapolis

While it is difficult to predict, we are preparing for attendance onsite to be approximately 1/2 of the traditional attendance prior to the pandemic.

All Conference Partners will select a Partnership Level (Platinum, Gold, Silver or Bronze) and can then choose their specific benefit options from the list on the next two pages.

Partners will be acknowledged on the inside cover of the Conference Program, on the Conference website and throughout the virtual Conference platform, and on signage at the onsite Conference.

Platinum, Gold and Silver Partners will have the opportunity to have one email communication blast sent to our Conference mailing list on your behalf. This communication may be sent either in advance of or during the Conference, and is typically grouped with other Conference announcements. All content must be approved by Conference Management.

PARTNER SUPPORT REGISTRATION



BENEFIT OPTIONS

The following benefit options will give your company increased exposure to and recognition by the magnetism community. Please select the benefit option(s) below that add up to the total amount of your Partner Level. Options are available on a first-come, first-served basis. Note: Exhibits are not a benefit option available within a partnership level. Exhibits are a separate package.

Best Poster Awards – \$3000

Partner's logo will be displayed in the Virtual Best Poster Session Room, as well as on each winning poster onsite, and on the award certificates.

Best Student Presentation Award – \$3000

Partner's logo will be displayed in the Virtual Best Student Presentation Room, during the presentation of this prestigious award onsite, and on the award certificates. The winner will be announced prior to the Wednesday Evening Session onsite.

Magnetism as Art Showcase – \$3000

The Magnetism as Art Showcase will highlight the beauty of magnetism and magnetic materials. Partner's logo will be displayed in the Virtual Magnetism as Art Showcase Session Room, as well as on each of the four finalist's entries displayed onsite, and on the award certificates. The winner will be announced prior to the Wednesday Evening Session onsite.

Bierstube – \$1500 each

(three opportunities available)

This is our most popular Conference event! We are excited to hold three Bierstubes in Minneapolis at our onsite Conference. Don't miss this great opportunity to distribute swag of your choice to attendees. NOTE: Supporter is responsible for production and shipping of swag items to the event.

Magnetic Sensor Challenge (onsite only) – \$1500

Help support students in our second installment of the Magnetic Sensor Challenge! The winning team's TikTok video solution will be announced on Friday. Partner's logo will be displayed on the award certificates.

Meet the Experts – \$1500 each

(two opportunities available)

Support this interactive event which fosters communication between students and a distinguished group of magnetism experts. You can support either the virtual or the live sessions to be held onsite over lunch. Partner's logo will be prominently displayed.

Special Session: Making a Difference (in Magnetism)

Outside the Lab (onsite only) – \$1500

This workshop will feature invited speakers from leadership, publishing, and science communications sectors who will share their insights regarding contributing to Magnetism outside a research laboratory. Partner's logo will be prominently displayed.

Special Session: How to Create an Effective Scientific

Presentation Video (virtual only) – \$1500

Using videos as communication media is more and more common today as we participate in numerous video meetings, webinars, online virtual conferences, etc. So, we know how to make a video presentation, but making an *effective* one to win the hearts of the audience will require more! Support this fantastic event which shares with attendees tips to make effective video presentations to convey their work with impact! Partner's logo will be prominently displayed.

Student Networking Reception – \$1500

Students are invited to join us in the Lounge area of the Exhibit Hall to meet and discuss research ideas, network and build new relationships. This will also be an opportunity to network with virtual attendees via the GatherTown platform. Partner's logo will be prominently displayed.

Symposia – \$1500 each

(seven opportunities available)

Partner selects one of the following Symposia to support. These sessions will be held live onsite and recorded for on-demand viewing. Partner's logo will be prominently displayed.

Symposia:

- Emerging Researcher Symposium on Artificial Spin Ice and Applications
- Imaging Magnetic Textures at the Nanoscale
- Metrics and Measurements of Spin-Orbit Torque MRAM
- 2D van der Waals Magnets for Practical Device Applications
- Computing with Spintronic Oscillators
- Recent Developments in Advanced Magnetic Tunnel Junctions
- Unconventional Spin-Orbit Torques in Ferromagnets, Ferrimagnets, and Antiferromagnets

BENEFIT OPTIONS *(Continued)*

Women in Magnetism Event (onsite only) – \$1500

This long-standing and highly successful event brings together women working in magnetism and magnetic materials to become acquainted with other women in the profession, and to discuss a range of topics including leadership, work-life balance, and professional development. Partner's logo will be prominently displayed.

Writing Workshop (onsite only) – \$1500

The goal of this workshop is to help graduate students and post-doctoral fellows improve their writing skills and techniques. The workshop will consist of three tutorials: "Writing of Scientific Papers", "Preparation & Application of Professional Resumes" and "Preparation of Oral Scientific Presentations." Partner's logo will be prominently displayed.

Media Partnerships

We are very interested in partnering with you to cross-promote Conferences! The following is an example of a media partnership we offer:

- ABC Company posts the MMM 2022 Conference banner and/or logo on their website during an agreed upon time period, and also includes the MMM 2022 Conference in their Event Calendar (if applicable).
- In exchange, the MMM 2022 Conference lists ABC Company as a media partner, and posts their logo, company description, and link to their website on our Conference site (www.magnetism.org), and on the virtual Conference platform.

Contact Shelby Jenkins at shelbie@magnetism.org for more information.

PARTNER SUPPORT REGISTRATION



BECOME AN EXHIBITOR!

\$2600 - \$2700 (separate from Partner Support)

As an exhibitor, you will have direct access to more than 750 onsite attendees from all over the world, with a broad range of interests in magnetism and magnetic materials. Exhibits will include instrumentation, materials, process tools, and other products of interest to professionals in magnetism and magnetic materials and associated technologies.

Exhibitors will be assigned a 10' x 10' space and they will select their first, second and third preference for a booth number from the floor plan. Booth assignments will be made on a first-come, first-served basis. Each booth will include an 8' draped back wall, 3' draped side rails, an identification sign, one 6' draped table with two chairs and a wastebasket. **Each booth also includes two complimentary registrations with full access to the conference. Should an exhibitor request additional booth staff badges, they will be provided upon request for \$100 each.**

The booth fee is \$2700 for new exhibitors and \$2600 for past MMM, Intermag and ICM exhibitors. If multiple booths are purchased, the second booth receives a discount of \$100. Booth fees must be paid in full prior to October 10 or the space will be released.

The exhibit booths are located in the same hall as the poster sessions. There are several events scheduled in the Exhibit Hall to bring attendees to your display:

Coffee Service

Tuesday - Friday8:15 - 10:45 am

Poster Sessions

Tuesday9:30 am - 12:30 pm & 2:30 - 5:30 pm

Wednesday9:30 am - 12:30 pm & 2:30 - 5:30 pm

Thursday9:30 am - 12:30 pm & 2:30 - 5:30 pm

Bierstuben

Tuesday, Wednesday & Thursday evenings 4:30 - 6:00 pm

Booth setup is Monday from 12:00 pm to 7:00 pm and Booth dismantle is Thursday from 6:00 pm to 10:00 pm.



Photo by Nathan Klok, Courtesy of Meet Minneapolis

Terms and Conditions for Partners

- 1. APPLICATION AND ELIGIBILITY:** Application must be made in writing to shelbie@magnetism.org and be executed by an individual who has authority to act for the applicant. Assignments will not be confirmed without MMM 2022 receipt of complete payment. MMM 2022 reserves the right to reject any application it feels is not applicable to the scope of the Conference.
- 2. AGREEMENT TO CONDITIONS:** Each Partner company and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the event rests with MMM 2022.
- 3. PAYMENT:** Payment in full must accompany the application. Applications not accompanied by the appropriate fee will be delayed in processing and event assignment.
- 4. CANCELLATION OF CONFERENCE:** In the event of cancellation of the Conference, due to circumstances within MMM 2022 direct control, the liability of MMM 2022 shall be limited to refund of fees paid to MMM 2022 by the applicant. In the event MMM 2022 has no control over the cancellation of the Conference, MMM 2022 shall have no liability of any kind but may at its discretion refund any fees paid by the applicant.
- 5. CANCELLATION BY APPLICANT:** Should the applicant be unable to participate as contracted for and should MMM 2022 be notified in writing by October 3, 2022, 50% of all fees paid by the applicant to date will be refunded. No refund of any fees will be made if cancellation is received after October 3, 2022.



Photo by Lane Pelovsky, Courtesy of Meet Minneapolis

For more information, contact:

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Joe Davies, Quantinuum
Exhibits Chair
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EXHIBIT HALL FLOORPLAN

Hyatt Regency
Hyatt Exhibit Hall
Minneapolis, MN

-  23 (4' x 8') Double-Sided Poster Boards
-  10 (4' x 8') Single-Sided Poster Boards
-  24 (10' x 10') Booths

12' Aisle

12' Aisle

12' Aisle

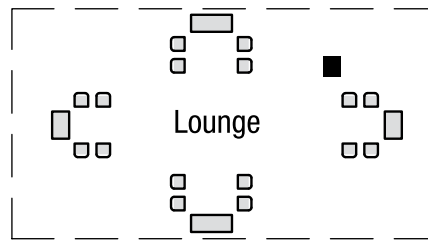
12' Aisle

12' Aisle

12' Aisle

12' Aisle

12' Aisle



Lounge

14'-5" Aisle



Coffee Station



12' Aisle

10' Aisle

10' Aisle

Entrance Unit

CONDITIONS OF THE EXHIBITOR'S AGREEMENT

1. **APPLICATION AND ELIGIBILITY:** Application for booth space must be made on the printed form provided by MMM 2022 and be executed by an individual who has authority to act for the applicant (exhibitor). Booth assignments will not be confirmed without MMM 2022 receipt of complete payment. MMM 2022 reserves the absolute right to reject any application it feels is not applicable to the scope of the conference.
2. **AGREEMENT TO CONDITIONS:** Each exhibiting company and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with MMM 2022.
3. **ASSIGNMENT OF SPACE:** Assignment of exhibit space will be determined by MMM 2022 based on the date of receipt of the completed application form and payment. MMM 2022 reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibition. No exhibitor shall assign, sublet or share the whole or any part of his space.
4. **PAYMENT:** Payment in full must accompany the Application to Exhibit. Applications not accompanied by the appropriate fee will be delayed in processing and space assignment.
5. **INSURANCE:** In all cases, exhibitors wishing to insure their goods must do so at their own expenses.
6. **BOOTHS:** Standard booth equipment (8' back and 3' side wall draping, 1 table, 2 chairs and identification sign) will be provided by MMM 2022 without cost to the exhibitor. No part of any display shall obstruct the view of adjacent booths. No part of any display may be over ten feet in height.
7. **PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to, columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission of MMM 2022 and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the hotel or convention hall manager.
8. **INSTALLATION/DISMANTLING:** The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up one hour prior to the official opening of the show. Space not occupied or set up by that time may be re-assigned for other purposes MMM 2022.
9. **DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and MMM 2022 shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.
10. **USE OF SPACE:** Exhibits shall be shown only in the official exhibit areas as established by the MMM 2022 Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in public areas, private suites or rooms during the conference or convention, in accordance with prior agreements between MMM 2022 and officials of the hotel.
11. **CANCELLATION OR RELOCATION OF CONFERENCE OR CONVENTION:** In the event of cancellation or relocation of the conference, due to circumstances within MMM 2022 direct control, the liability of MMM 2022 shall be limited to refund of fees paid to MMM 2022 by the exhibitor. In the event MMM 2022 has no control over the cancellation or relocation of any conference or convention, MMM 2022 shall have no liability of any kind but may at its discretion refund any fees paid by the exhibitor.
12. **CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should MMM 2022 be notified in writing by October 3, 2022, 50% of all fees paid by the exhibitor to date will be refunded. No refund of any fees will be made if cancellation is received after October 3, 2022.
13. **MMM 2022'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** MMM 2022 reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be canceled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.
14. **VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement.
 - a. Participation in or affiliation with the conference and/or exhibition by firms or organizations to whom recruiting and/or staffing is a significant function of business.
 - b. Violation of any municipal, state or federal laws, rules or regulations, including safety codes.
 - c. Failure to follow the procedures prescribed in sections 1 through 13.
 - d. Failure to remove property from the hotel or convention hall upon cancellation or relocation of the conference.
15. **LIABILITY:**
 - a. MMM 2022 undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other causes. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by MMM 2022 shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor.
 - b. The exhibitor agrees to indemnify and hold MMM 2022 and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor.
 - c. MMM 2022 shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, acts of a public enemy, strikes, the authority of the law, or any cause beyond its control. MMM 2022 will, however, in the event it is not able to hold an exhibit for any of the abovenamed causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by MMM 2022 for advertising, administration and similar related costs.