



Microscopy & Microanalysis

2012 Meeting

Exhibits: July 30 – August 2

Conference: July 29 – August 2

Phoenix Convention Center

Phoenix, Arizona

Exhibitor Prospectus

Microscopy & Microanalysis 2012

July 29-August 2 Phoenix Arizona



International
Metallographic
Society, Inc.
An Affiliate Society of ASM International

Promote Yourself to Over 1700 M&M Attendees!

The Microscopy Society of America (MSA) and the Microanalysis Society (MAS) invite you to exhibit at M&M 2012, their annual meeting and exhibition at the Phoenix Convention Center, Phoenix, Arizona on July 30 — August 2, 2012.

The meeting is co-sponsored by the International Metallographic Society (IMS).

General Information

The M&M conference is the largest scientific meeting and gathering of microscopy and microanalysis professionals, academics, technicians, students and exhibitors in the world. Microscopy & Microanalysis will provide a forum for the presentation and discussion of a wide range of microscopy and microanalysis techniques and their application to the biological and physical sciences.

The M&M exhibitor companies are an integral and exciting part of the meeting, showcasing the latest in microscopy/microanalysis equipment and service offerings.

Exhibitors have the opportunity to demonstrate their products and equipment to a select group of interested attendees during the always-popular Vendor Tutorials. Vendor Tutorials are held after the exhibit hall has closed. There is no cost to exhibitors, who must sign up in advance, or to attendees, who can sign up onsite.

Exhibit Space Allocation

Many of the 2011 exhibitors have already selected 2012 exhibit space. The remaining exhibit space is open to companies on a first-received, first-considered basis. Assignments are based upon the order of receipt of application and deposit.

Whenever possible, requested space assignments will be made by Show Management in accordance with location preference indicated on the exhibit space application. Show Management, however, reserves the right to make the final determination of all space assignments, which are in the best interest of the exposition.

Exhibit Space Costs

- Minimum booth size is 10' x 10', 100 sq. ft.
- Booth Rate: \$2,275 per 10' x 10' booth.
- There is a \$100 charge for each exposed corner.

Payments

To be considered for exhibit space, all booth applications must be accompanied with a deposit of \$500 (payable in U.S. funds and drawn on a U.S. bank) per 100 sq. ft. of the total space rental charges (minimum deposit is \$500). The balance of the space rental charge will become due and payable on April 16, 2012. Applications received after this date must include full payment.

Exhibit Service Manual

A comprehensive Exhibitor Service Manual will be available online 90 days prior to the M&M 2012 meeting.

For Exhibit Information Contact:

Doreen Bonnema, Exhibit Manager
E-mail: doreen@corcexpo.com

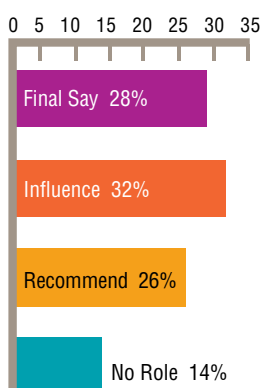
For Sponsorship Information Contact:

Mary Michalik
E-mail: mary@corcexpo.com

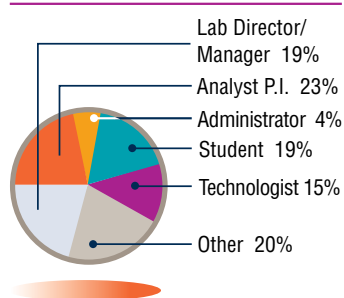
Phone: 312-541-0567

Fax: 312-541-0573

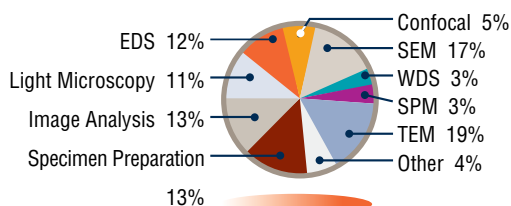
Role in Purchase:



Primary Job Function:



Area of Specialty:



Sponsorship Opportunities: 1



Your company's exhibit experience can be enhanced through a variety of image-building marketing opportunities. Take advantage of our unique and high profile sponsorships. Sponsorships will not only help you to increase your visibility but also build brand awareness and drive more traffic to your booth. These high impact items will give you a competitive edge to stand out and get noticed.

M&M 2012 Meeting Bag – Investment \$15,000

Each attendee will receive a tote bag with your company logo on it, filled with registration material. This bag will be used throughout the conference to gather information from the exhibit floor and long after the conference has concluded.

Benefits:

- Company Logo imprinted on attendee bags
- One complimentary tote bag insert
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Hotel Key Cards – Investment \$10,000

Be the last name attendees see as they leave their rooms for the conference and the first name they see when they return for the evening. Your logo and the M&M logo will be imprinted on each key card, providing thousands of impressions.

Benefits:

- Company logo imprinted on each key card for all conference hotels (one side, one color)
- Sponsor recognition in advance and on site printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Blackberry/Phone Charging Stations – Investment \$10,000 NEW

Capture the undivided attention of attendees as they power up their blackberries, cell phones and other wireless devices without leaving the conference. The Recharge Station provides a convenient service to M&M attendees and gives your company the opportunity to get your message across to a captive audience.

Benefits include:

- Your company video playing continuously on the recharge screen
- Your company's printed message displayed on the front of the screen
- 2 charging stations will be placed in high visibility areas
- Sponsor recognition in advance and on site printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Aisle Signs – Investment \$7,500 (Exclusive)

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look for any aisle number.

Benefits:

- Company logo and booth number imprinted on each aisle sign
- Sponsor recognition in advance and on site printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Water Stations – Investment \$7,500

Quick and easy access to water goes a long way for busy participants. Benefits of this sponsorship include signage at four (4) stations scattered throughout the exhibit hall and conference area.

Benefits:

- Your company designed message on floor mats directly in front of each water station in the Exhibit Hall and near the Session Rooms
- Sponsor recognition in advance and on site printed promotion
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel



Sponsorship Opportunities: 2



Lanyards – Investment \$6,000

Your company's logo will be imprinted on each neck cord. Attendees are required to wear their name badges throughout the conference, giving your company thousands of impressions over the four days.

Benefits:

- Company logo imprinted on all attendee lanyards
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Hand Sanitizers – Investment \$6,000

Conference attendees will be grateful for the easy access to these protective products within their reach. Your company logo will be displayed on hand sanitizer. The hand sanitizer will be placed in each conference tote bag.

Benefits:

- Company logo displayed on hand sanitizer
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Conference Water Bottles – Investment \$6,000

Distributed to all conference attendees, the water bottles are a refreshing way to get your name out to attendees. The water bottles are imprinted with the conference information, and the sponsoring company's name and logo is prominently printed at the top of each bottle.

Benefits:

- Company logo imprinted on all conference water bottles
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Hotel Door Drop – Investment \$6,000

Extend your marketing reach by delivering your promotional item directly to doors of the M&M attendees in the major hotels of the M&M room block. By delivering your message to more buyers, it will enable you to market your products and services more effectively.

Benefits:

- Your company piece delivered to all the major hotels of the M&M room block
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Conference Pen/Highlighter – Investment \$5,000

Attendees will need a pen as they take notes in the educational sessions and throughout the conference. Your logo will be imprinted on the pen/highlighter given to all conference attendees in their conference bag they receive at registration. This is a great opportunity for exposure both during and after the conference.

Benefits:

- Company logo imprinted on all attendee pens
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Recycle Bins – Investment \$5,000

Be almost everywhere all the time throughout the entire conference. Put your company message on 30 recycle bins located throughout the Exhibit Hall and General Conference areas.

Benefits:

- Your company designed artwork on thirty (30) 40-gallon four sided corrugated recycle bins.
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel



Sponsorship Opportunities: 3



Conference Note Pad – Investment \$5,000

The notepads provide a unique promotional opportunity beyond the conference. Attendees will not only use the notepad in the sessions but back at the office for others to see as well. The note pads are imprinted with the conference information and the sponsoring organization name and logo is prominently printed at the top of each pad.

Benefits:

- Conference notepad measures 8 ½" x 5 ½" and will display your company logo in a watermark on all pages.
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

Email Marketing – Investment \$5,000

Send your personalized company message to the 2011 post attendee list and the 2012 pre attendee list. We will send out your HTML to each list 1x in July before the Microscopy & Microanalysis 2012 meeting. Direct email marketing to this targeted list of attendees is the most powerful and cost effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Only three (3) sponsorships available.

Benefits:

- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

MicroBrew Networking Poster Session – Investment \$2,500

Reinforce your presence at the M&M 2012 Conference by placing your name and logo in front of attendees and presenters as they interact during the poster sessions. The poster sessions will be held in the late afternoon on Monday, Tuesday and Wednesday, and will be accompanied by beverages and light refreshments. Your sponsorship will be acknowledged on signage in the Poster Sessions.

Benefits:

- Sponsor logo on signage in the Poster Session areas
- Table tents with sponsor logo in the Poster Session areas
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

It's A Family Affair - Investment \$2,500

This exciting session is designed to pique the scientific interest of children of all ages. It is intended for delegates' families and friends to have a fun, hands-on experience with microscopic explorations. Using clues left at the scene of the crime, participants solve the mystery and help capture the criminal! Prepare samples and compare the evidence with known samples using light microscopes and scanning electron microscopes. While examining the clues, participants learn more about microscopes and the extremely fine details of items such as sand, plants, bugs, and metals. This session includes a tour of the exhibition hall to see and use a variety of microscopes.

Benefits:

- Sponsor logo on signage at the event
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel



Sponsorship Opportunities: 4

Symposia Sponsorship – Investment (Platinum \$3,000, Gold \$2,200, Silver \$1,550, Bronze \$1000)

As a sponsor you have the opportunity to select from the list of symposia that is the best fit for your company. Your logo will be included in all signage outside the symposia meeting rooms in recognition of your support.

Platinum	4 Symposia
Gold	3 Symposia
Silver	2 Symposia
Bronze	1 Symposium

Standing Sign Boards – Investment \$2,500

Placed in high traffic areas, the Standing Sign Boards are an excellent way to promote your company's product or service. The standing signs measure 1 meter wide by 8 feet high, are double sided and free standing, giving you double the visibility.

Coffee/Refreshment Breaks – Investment \$2,500

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company!

Benefits:

- Sponsor logo on signage in all break areas
- Table tents with sponsor logo in all break areas
- Sponsor recognition in advance and onsite printed promotion
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- Priority points for M&M 2013 conference
- Sponsor ribbons for booth personnel

For Sponsorship Information Contact:

Mary Michalik
Sponsorship Manager
E-mail: mary@corcexpo.com

Doreen Bonnema
Exhibit Manager
E-mail: doreen@corcexpo.com

Corcoran Expositions, Inc.
100 W. Monroe St, Ste 1001
Chicago, IL 60603
Phone: 312-541-0567
Fax: 312-541-0573

Tote Bag Insert – Investment \$1,000

Instantly deliver your company's message to all conference attendees. Your insert can be up 8 ½" x 11" or smaller, single or double sided, color or b/w. It will be inserted into all conference bags distributed at registration.

Passport To Prizes - Investment \$500

Passport to Prizes is a booth traffic building game that attracts and keeps attendees on the exhibit floor. Each attendee will receive a passport with their registration credentials. Attendees must stop by each participating exhibitor to receive a stamp on his or her passport. The attendee must complete the entire Passport in order to be eligible for the Prize Drawing that will be held in the afternoon on the final day of exhibits. Attendees must be present at the Prize Drawing to win. We will be giving away GREAT prizes such as Digital Cameras, Palm Pilots, Gift Cards and More.

Participating companies will be accepted on a first-come, first-served basis. Availability is limited. Participating companies will be recognized on the actual passport and through on-site signage.



2011 Exhibitors

“The only exhibit fully dedicated to all disciplines of microscopy and microscopy related techniques.”

Jack Vermeulen, Ted Pella, Inc

Accu-Scope/Cooled
Advanced MicroBeam, Inc.
Advanced Microscopy
Techniques, Corp.
Agilent Technologies Inc.
Angstrom Scientific Inc.
Applied Electro-Optics Inc.
Applied Physics Technologies, Inc.
ASPEX Corporation
Attocube Systems AG
AttoLight
Aven Inc.
B-nano Ltd.
BaySpec, Inc.
BIGC: Dino-Lite Scopes
Bitplane, Inc.
Boeckeler Instruments Inc.
Bruker Nano
Cambridge University Press
CAMECA Instruments, Inc.
Camtek USA, Inc.
Carestream Molecular Imaging
Carl Zeiss Microscopy, LLC
Chroma Technology Corp.
CRAIC Technologies
Delong America Inc.
Denton Vacuum, LLC
Direct Electron, LP
Dune Sciences, Inc.
Duniway Stockroom Corp.

E. A. Fischione Instruments, Inc.
e2v Scientific Instruments
EDAX Inc.
Electron Microscopy Sciences
Elsevier
ETs-Lindgren
Evex Inc.
FEI Company
Gatan, Inc.
Hamamatsu Corporation
HIROX-USA, Inc.
Hitachi High Technologies
America, Inc.
HORIBA Jobin Yvon, Inc.
HREM Research Inc.
Hummingbird Scientific
Hysitron Inc.
ibss Group, Inc.
Imina Technologies
Integrated Dynamics Engineering IDE
International Centre for
Diffraction Data (ICDD)
IXRF Systems, Inc.
JASCO, Inc.
JEOL USA, Inc.
John Wiley & Sons, Inc.
K. E. Developments
Ladd Research
Leco Corporation
Leica Microsystems

Microscopy Innovations, LLC
Microscopy Society of America
MegaBooth
MTI Instruments, Inc.
NanoAndMore USA, Inc
Nanofactory Instruments AB
NanoMEGAS
Nanonics Imaging Ltd.
Nanoprobes Incorporated
Nanounity
Nion Co.
Norcada, Inc.
nPoint, Inc
Olympus America Inc.
Olympus Soft Imaging Solutions
Omega Optical, Inc.
Omniprobe, Inc.
Optics Balzers
Oxford Instruments
Park Systems Inc.
PerkinElmer
Pfeiffer Vacuum
Phenom-World
Photonic Science Ltd
Photonics Media / Laurin
Publishing
PNDetector GmbH
PNSensor GmbH
Protochips, Inc.
PulseTor LLC

QImaging
Quartz Imaging Corp.
Renishaw, Inc.
ResAlta Research Technologies
Royal Microscopical Society
SAES Getters USA, Inc.
Scientific Instruments
& Applications, Inc.
SmarAct GmbH
Smart Imaging Technologies
South Bay Technology Inc.
SPI Supplies
Springer
STAR Cryoelectronics / H.K.N. Inc.
Technical Manufacturing Corporation
Ted Pella, Inc.
TEMwindows.com (SimPore Inc.)
Tescan USA
Thermo Scientific
Tousimis
TVIPS GmbH
VSG, Visualization Sciences
Group, Inc.
Vutara
Well Diamond Wire Saws, Inc.
WITec Instruments Corp
Wolfram Research, Inc.
XEI Scientific, Inc.
XGLAB SRL
Xradia, Inc

“M&M is a great place to see our current customers and meet new customers. We had a successful year and look forward to next year.”

Steve Robertson, Phenom-World

For Exhibit Information Contact:

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