



**ICM2018**  
SAN FRANCISCO

JULY 16-20, 2018 • MOSCONE CENTER  
[icm2018sf.org](http://icm2018sf.org)

## 21<sup>ST</sup> INTERNATIONAL CONFERENCE ON MAGNETISM

### INVITATION TO EXHIBIT

We invite you to exhibit at the ICM2018 in San Francisco. The ICM is an international conference series held every three years, last hosted in the USA 33 years ago, for researchers of fundamental and applied magnetism. The ICM2018 will run concurrently with the International Conference on Strongly Correlated Electron Systems (SCES2018). As an exhibitor, you will have direct access to more than 2000 attendees from all over the world with a broad range of interests in magnetism and magnetic materials. We invite companies to exhibit instrumentation, materials, process tools and other products of interest to professionals in magnetism and associated technologies.

### EXHIBITOR BENEFITS

- Listing in Conference Program
- Listing on Conference website
- Listing on Conference signage outside Exhibit Hall
- One-time use of final Conference registration list
- Two complimentary Conference registrations per booth
- Access to Conference hotel rates

Each exhibitor will be assigned a 10' x 10' space. Exhibitors must 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 be provided with an 8' draped back wall, 3' draped side rails, an identification sign, one 6' draped table with two chairs and a wastebasket.

### FEES

The booth fee is \$2700 for new exhibitors and \$2600 for past ICM and MMM exhibitors. If multiple booths are purchased, the second booth receives a discount of \$100. For example, the fee for a second booth for a new exhibitor would be reduced to \$2600 and for a returning exhibitor would be reduced to \$2500. Booth fees must be paid in full prior to setup or the space will be released.

### EXHIBIT HALL

As shown in the floor plan, the exhibit booths are in the same hall as the poster sessions. There are several events scheduled in the Exhibit Hall to bring attendees to your display:

- Morning Coffee & Tea Service (Monday – Thursday)  
10:00 – 11:30 am
- Poster Sessions (Monday – Thursday) 10:00 – 11:30 am  
AND 5:00 – 6:30 pm
- Bierstuben (Monday, Tuesday and Thursday) 5:00 – 6:30 pm

### HOURS

Set-up begins at 12:00 pm on Sunday, July 15. Dismantle begins at 6:45 pm on Thursday, July 19 after the Bierstube closes.

Exhibit Hall Hours: Monday - Thursday, 10:00 – 11:30 am  
Monday, Tuesday, Thursday, 1:30 – 6:30 pm

The Exhibit Hall is closed on Wednesday afternoon. Exhibitors are not required to man their booths at all times. Choose the hours/events that best suit your sales and staffing needs.



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## CONFERENCE SUPPORT OPPORTUNITIES

There are several support opportunities available that will give your company increased exposure to and recognition by the magnetism community. We welcome your support in making the Conference a success. All Conference supporters will be acknowledged in the Conference Program, on the Conference website, and on signage posted throughout the Conference.

### **Banquet at the Exploratorium • \$3500**

Support the Conference Banquet on Tuesday evening at the Exploratorium at Pier 15. Attendees will enjoy dinner, entertainment, and a gorgeous view of the San Francisco Bay! Supporter's name will be prominently displayed at the event. Includes two full Conference registrations. Multiple support opportunities available for this event.

### **Bierstube • \$3100 per day**

*(Monday, Tuesday and/or Thursday)*

Host the always popular Bierstube! Supporter will have the option to provide and distribute beer glasses with their company logo. Includes two full Conference registrations.

### **Ice Cream Break • \$3100**

Help attendees cool down with a Friday afternoon ice cream break! Includes two full Conference registrations.

### **Wireless Internet Service • \$3000**

The supporter will have the opportunity to customize the wireless network name and password. This information will be distributed to attendees at Registration on a card with your logo. Includes two full Conference registrations.

### **Program Book Advertisement • \$2600**

*(back outside cover) or \$1600 (back inside cover)*

The supporter's advertisement will be published on either the back inside or outside cover of the Conference Program Book. The back cover ad includes two full Conference registrations and the inside cover includes one full Conference registration.

### **Lanyards • \$2500**

Lanyards with the supporter's logo will be distributed to all attendees at Registration. Lanyards to be supplied by the supporter. Includes two full Conference registrations.

### **Mobile App and E-Book • \$2500**

The supporter's logo will be featured as a banner ad in the Conference Mobile App, and will also be displayed in the Conference e-book. Includes two full Conference registrations.

### **Welcome Reception • \$2500**

Support the first social event of the Conference, held on Sunday afternoon. Hors d'oeuvres and drinks will be served. Supporter's name will be prominently displayed at the event. Includes two full Conference registrations. Multiple support opportunities available for this event.

### **Best Student Presentation Awards • \$2250**

Support this student competition which recognizes excellence in graduate studies in magnetism. The supporter will be acknowledged during the award ceremony and on the award certificates. The cost goes directly toward the prize money for the award recipients. Includes two full Conference registrations.

### **Student Social and Award Session • \$2200**

The finalists of the Best Student Presentation Award competition will present their work at this social session, which will be combined with the student social event. Food & beverages will be served. The supporter will be acknowledged during the event. Includes two full Conference registrations.

### **Best Poster Awards • \$2000**

The supporter's logo will be prominently displayed with the winning posters, and also on the award certificates and ribbons. Includes one full Conference registration.

### **Women in Magnetism Reception • \$2000**

Supporter's name will be prominently displayed at the event. Includes two full Conference registrations. Multiple support opportunities available for this event.

### **Meet the Experts • \$1600**

Support students as they interact with a distinguished group of Conference speakers and magnetism experts. The supporter's logo will be prominently displayed during this event. Includes one full Conference registration.

### **Coffee Service • \$1500 per day**

*(Monday, Tuesday, Wednesday, Thursday and/or Friday)*

Supporter's logo will be prominently displayed at the coffee break. Includes one full Conference registration.

### **Materials Distributed at Registration • \$1100**

The ICM Swag Bag is back! Supporters can provide their own promotional materials to go in the bags (i.e., flyers, magnets, pens, etc.) to be distributed to all attendees at Registration.

#### **For more information, contact:**

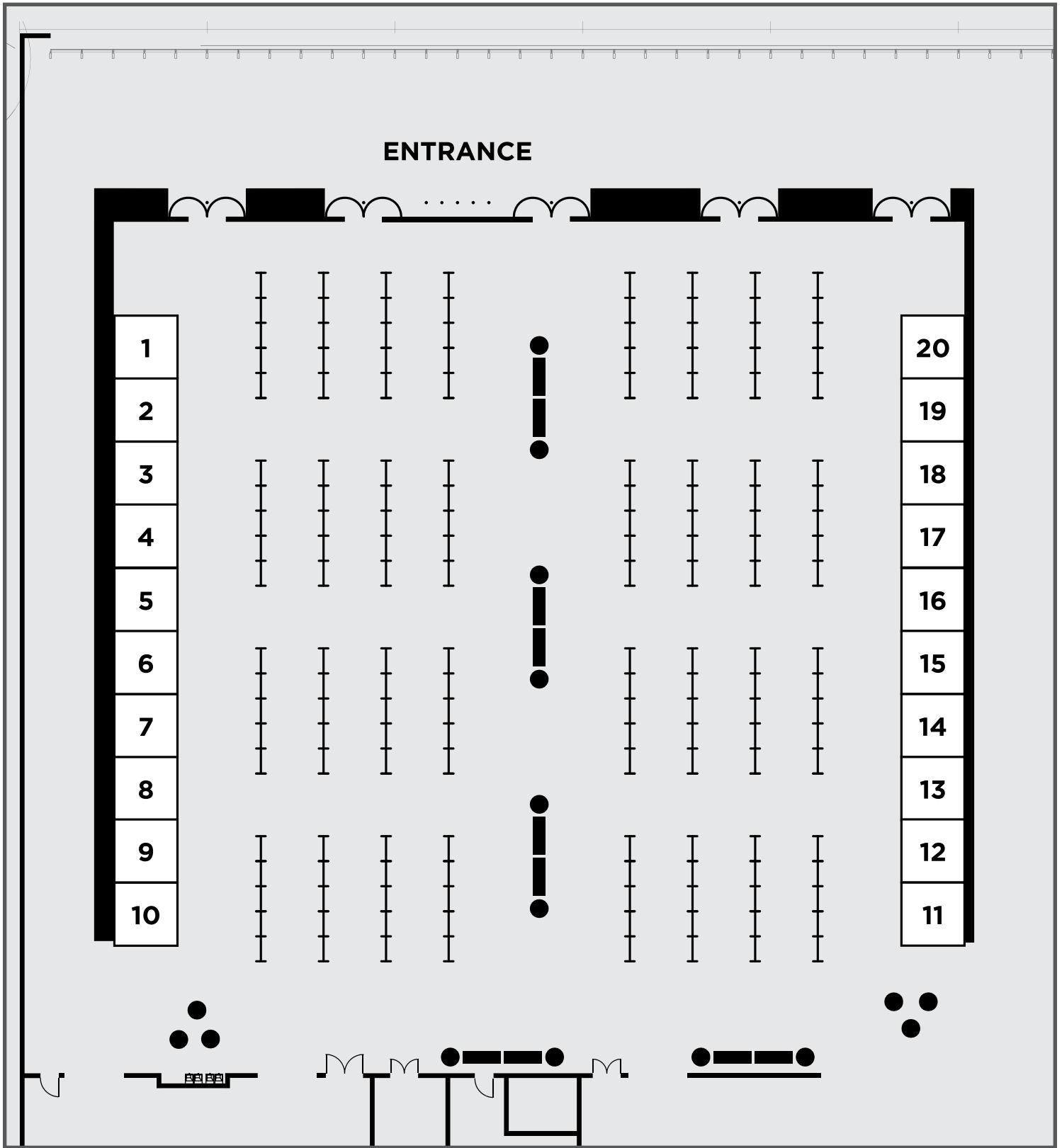
Dr. Tiffany Santos, Industry Liaison

[tiffany.santos@wdc.com](mailto:tiffany.santos@wdc.com)

Jennifer Fiske, Exhibits Manager

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# MOSCONE CENTER EXHIBIT HALL FLOORPLAN



# CONDITIONS OF THE EXHIBITOR'S AGREEMENT

**1. APPLICATION AND ELIGIBILITY:** Application for booth space must be made on the printed form provided by ICM 2018 and be executed by an individual who has authority to act for the applicant (exhibitor). Booth assignments will not be confirmed without ICM 2018 receipt of complete payment. ICM 2018 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 ICM 2018.

**3. ASSIGNMENT OF SPACE:** Assignment of exhibit space will be determined by ICM 2018 based on the date of receipt of the completed application form and payment. ICM 2018 reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibitor. 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 ICM 2018 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 ICM 2018 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 ICM 2018.

**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 ICM 2018 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 ICM 2018 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 ICM 2018 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 ICM 2018 direct control, the liability of ICM 2018 shall be limited to refund of fees paid to ICM 2018 by the exhibitor. In the event ICM 2018

has no control over the cancellation or relocation of any conference or convention, ICM 2018 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 ICM 2018 be notified in writing by June 15, 2018 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 June 15, 2018.

**13. ICM 2018'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** ICM 2018 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. ICM 2018 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 ICM 2018 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 ICM 2018 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. ICM 2018 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 ICM 2018 will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by ICM 2018 for advertising, administration and similar related costs.