

**CONFERENCE**  
Nov 11 – 17, 2016

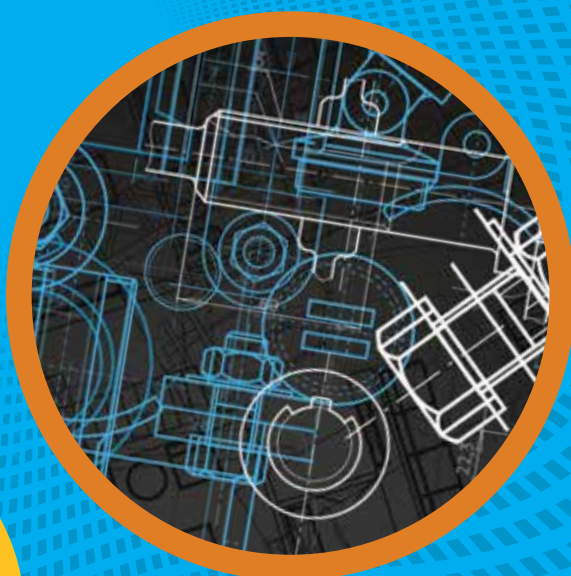
**EXHIBITION**  
Nov 13 – 16, 2016

Phoenix Convention Center, Phoenix, Arizona



**IMECE** ONE GREAT LEARNING EXPERIENCE.  
INTERNATIONAL MECHANICAL ENGINEERING  
CONGRESS & EXPOSITION

# 2016 Sponsor & Exhibitor Prospectus



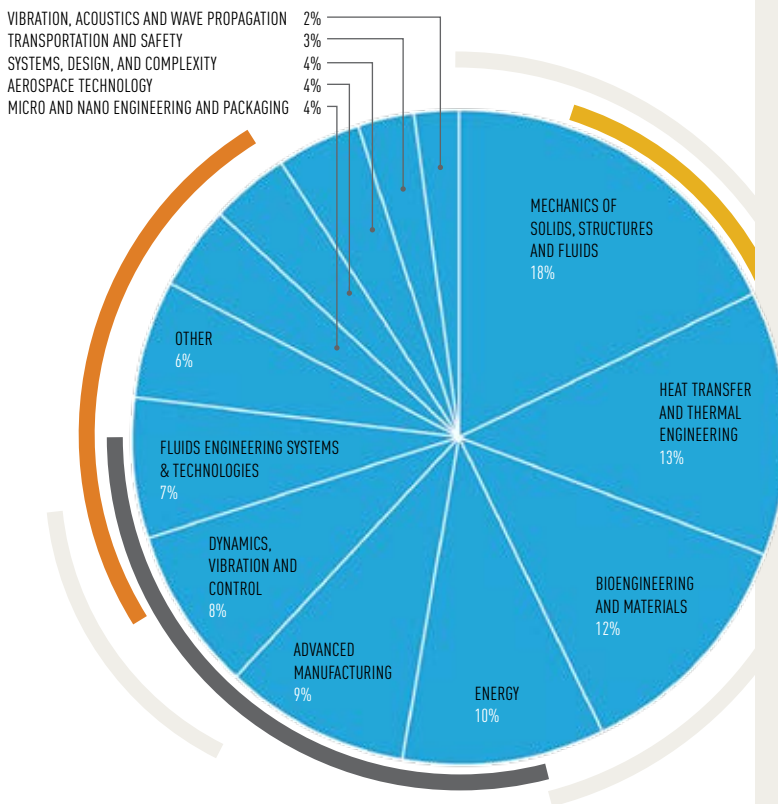
[asme.org/events/IMECE](http://asme.org/events/IMECE)

The American Society of Mechanical Engineers (ASME)

**ASME**  
SETTING THE STANDARD

Unlike other events that focus on one topic or discipline, at IMECE, *you have the opportunity to get out in front of 20+ disciplines* and have a greater impact on your bottom line.

Breakdown by Discipline



## IT'S ALL ABOUT THE INTERDISCIPLINARY MIX

ASME's International Mechanical Engineering Congress and Exposition (IMECE) is the largest interdisciplinary mechanical engineering conference in the world. IMECE plays a significant role in stimulating innovation from basic discovery to translational application. It fosters new collaborations that engage stakeholders and partners not only from academia, but also from national laboratories, industry, research settings, and funding bodies.

Among the 4,000 attendees from 75+ countries are mechanical engineers in advanced manufacturing, aerospace, advanced energy, fluids engineering, heat transfer, design engineering, materials and energy recovery, applied mechanics, power, rail transportation, nanotechnology, bioengineering, internal combustion engines, environmental engineering, and more.





# Let's Talk About the Possibilities



✚ **Mechanical engineering faculty at universities in the United States spend up to \$100 million every year on lab equipment and instrumentation.** This means that building your presence at IMECE will make your brand come alive for more than 4,000 prospective customers.

✚ **Attract and influence attendees at every stage of their career.** The University Boulevard on IMECE's exhibit floor gives you access to a concentrated, global talent pool of thousands of individuals with mechanical engineering expertise. You can review candidate profiles and resumes in advance of the conference, schedule interview appointments, and extend your ASME Job Board presence beyond online promotion.

✚ **Corporate support opportunities are designed to help increase meeting presence and exhibit hall booth traffic,** thereby ensuring your corporate messaging impacts mechanical engineers before, during and beyond the meeting.

[asme.org/events/IMECE](http://asme.org/events/IMECE)



# IMECE

ONE GREAT LEARNING EXPERIENCE.  
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CONGRESS & EXPOSITION

# Gain Brand Visibility with IMECE Sponsorship

## SPONSORSHIPS

All sponsors receive the following recognition:

- + Company logo on event website, hyperlinked to company site
- + Company logo displayed on all event signage
- + Company logo displayed in event program
- + Company logo on slides shown at the general sessions
- + Sponsor ribbons for name badges

**5 LEVELS:**

Platinum  
Gold  
Silver  
Bronze  
Copper

Find out more about  
each level package  
on pages 5 & 6



# Gain Brand Visibility with IMECE Sponsorship

## PLATINUM \$20,000

### Choose from:

**Opening Reception (2 Available)** – Company name and logo will be displayed prominently inside and outside the reception hall, and the company name will be announced as a sponsor at the Sunday night reception.

**Keynote Breakfast (2 Available)** – Company name and logo will be prominently displayed inside and outside the keynote session room, and the company name will be announced as a sponsor during the Monday morning breakfast and keynote session.

**Student Awards Program (2 available)** – Company will be prominently recognized at conference student activities, competitions, and presentations as a general financial supporter of student registration fees, travel, and awards.

### Package includes

- 10'x10' Exhibit Booth
- 4 Full Conference Registrations
- 1 Full Page 4-color Ad in Conference Program
- 1 Full Page 4-color Ad in *Mechanical Engineering* magazine
- Promotional material distributed at registration

## GOLD \$15,000

### Choose from these exclusive options:

#### Tuesday Plenary Breakfast

#### Wednesday Plenary Breakfast

#### Thursday Plenary Lunch

Company name and logo will be prominently displayed inside and outside the breakfast/lunch room, and company name will be announced as the sponsor.

**Conference Wi-Fi** – Company name and logo will be displayed in the network ID and in the splash page each time an attendee logs on to the network using the wi-fi services at the venue.

**Wednesday Student Reception** – Company name and logo will be prominently displayed inside and outside the reception room, and your company will be announced as the sponsor of the event.

**Room Key Cards** – Company name and logo on hotel room keys received by each attendee when they check in.

### Package includes

- 10'x10' Exhibit Booth
- 3 Full Conference Registrations
- 1 Half Page 4-color Ad Conference Program
- 1 Half Page 4-color Ad in *Mechanical Engineering* magazine
- Promotional material distributed at registration



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### SILVER \$10,000

#### Choose from these exclusive options:

##### Monday Coffee Breaks

##### Tuesday Coffee Breaks

##### Wednesday Coffee Breaks

##### Thursday Coffee Breaks

Company name and logo will be prominently displayed at the coffee break areas on the day of your choice.

**Charge and Recharge Stations** – Company name and logo will be displayed at the stations where attendees can charge their devices.

#### Package includes

- 10'x10' Exhibit Booth
- 2 Full Conference Registrations
- 1 Quarter Page 4-color Ad in Conference Program
- 1 Quarter Page 4-color Ad in *Mechanical Engineering* magazine
- Promotional material distributed at registration

### BRONZE \$5,000

#### Choose from these exclusive options:

**Conference Bags** – Company logo imprinted on bags given to all attendees visible at the event and afterwards.

**Lanyards** – Company name and logo printed on the lanyard worn by all attendees, providing highly-visible exposure during the entire event.

**Water Stations** – Company name and logo will be displayed on water stations placed throughout the venue.

**Conference Pens and Notepads** – Company logo will be printed on the pens and notepads given to all attendees.

**Sanitizer Stations** – Company name and logo will be displayed on sanitizer stations.

**Conference Footprint** – Company name and logo will be displayed on floor decals throughout the conference venue.

#### Package includes

- 1 Full Conference Registration
- Promotional material distributed at registration

### COPPER \$3,500

- Package includes**
- All recognition as noted on page 4
  - 1 Full Conference Registration





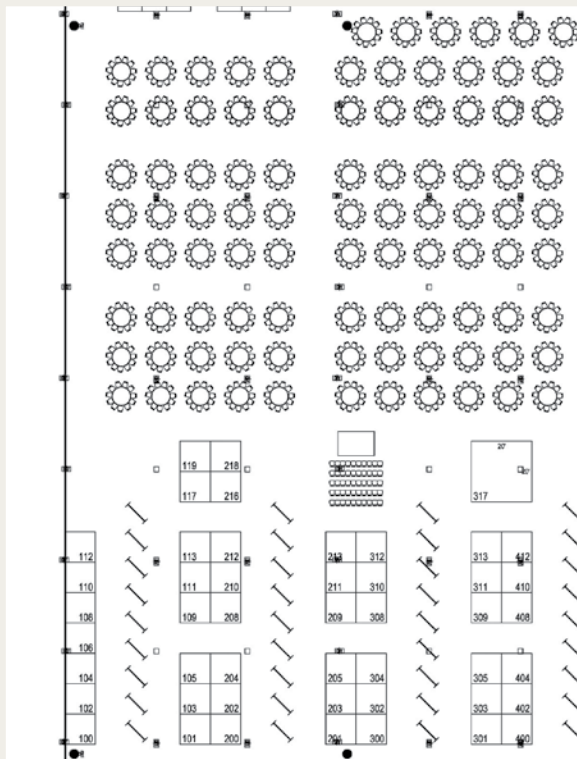
# Demonstrate Your Commitment to ME: Exhibit at IMECE

## EXHIBITION

The exhibition will run alongside the conference, providing you with an opportunity to network with delegates, demonstrate your products, generate new sales leads, and raise your profile across 20+ mechanical engineering disciplines.

## EXHIBIT HALL HOURS

Sunday, November 13	6:00 pm – 7:30 pm
Monday, November 14	10:00 am – 4:00 pm
Tuesday, November 15	10:00 am – 4:00 pm
Wednesday, November 16	10:00 am – 3:00 pm



## BOOTH ENTITLEMENTS

### RECOGNITION

- Recognition as an exhibitor on on-site signage.
- Logo, link and 75-word company description on IMECE website and in final program.

### ADVERTISEMENT

- Acknowledgement on the conference website with a link to company's website.
- Acknowledgement in the conference program.

### SIGNAGE

- Numerous full-color signs where applicable.

### NETWORKING

- Booth Space (10' x 10') in the Exhibit Hall (includes skirted table & two chairs, one 5-amp electrical outlet. Additional electrical, carpet, and A/V will need to be purchased separately).
- Numerous opportunities to interact with industry and academic attendees from around the world.
- One complimentary full conference registration per 10' X 10' booth.

## CONTACTS

### ASME Sales

Greg Valero

Tel: 1.212.591.8356 • [ValeroG@asme.org](mailto:ValeroG@asme.org)

### ASME Sponsor & Exhibitor Service

Robert Powers

Tel: 1.212.591.8351 • [PowersR@asme.org](mailto:PowersR@asme.org)



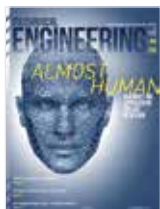
# IMECE

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## Extend your Visibility

Leverage ASME's global reach with these proven companion opportunities:

### PRINT: *Mechanical Engineering* magazine — reach 255,000 readers every month!



Published by ASME since 1880, *Mechanical Engineering* identifies emerging technologies and trends, and provides a broad, interdisciplinary perspective on the role of engineering and technology advances. It is unique in covering the entire field of engineering; notably delivering the “big picture” that everyone else is missing: how to apply these cutting-edge technologies towards contributing to an organization's bottom line. Breadth of vision, technological expertise, practical application, and commercial impact are the roots of our editorial reputation.

*Mechanical Engineering* is recognized as an indispensable source for getting the word out every month... to management-level, practicing engineers with purchasing power.

- 95% of these subscribers specify, approve, or buy engineering products.
- A typical subscriber has an annual budget of \$4.3 million for engineering products and services.\*
- 83% of subscribers took action as a result of seeing ads and/or articles in *Mechanical Engineering*.\*

### WEBINARS: *Mechanical Engineering* magazine — reach an average of 1,000 registrants!

Our sponsored, hour-long webinars from *Mechanical Engineering* magazine educate industry professionals worldwide about emerging areas of research, technology applications, “best practices,” and hot topics/issues impacting the engineering community. This full-service, turnkey program is managed, hosted and promoted to the target audience which includes more than 108,000 ASME members. The sponsor is wholly responsible for developing the content and recruiting presenters. Contact details of all registrants, plus viewing habits of attendees, are captured and shared through a Report URL. Your webinar then is archived on ASME.org for six months, enabling additional lead-generation.

### E-newsletters – reach more than 800,000 viewers every month!



**ASME SmartBrief**...is a daily, opt-in e-newsletter to nearly 30,000 mechanical-engineering professionals. It provides viewers with a quick, up-to-the-minute digest of the latest engineering news and trends from around the world and across the profession. In addition to banner advertising, exclusive sponsorships of individual editorial sections are available, plus special editions distributed daily at targeted ASME conferences.



**ASME News**...is a twice-monthly e-newsletter to nearly 90,000 *Mechanical Engineering* readers and ASME members. It contains the latest information about the Society and reports on the many interesting activities the organization and its members are involved in.



**ME Today**...is a bi-monthly e-newsletter to 95,000 recipients — early-career engineers with up to 10 years of engineering practice, plus engineering undergraduate and graduate students, faculty and mechanical engineering department heads. It provides timely, critical information to assist in career/professional development and advancement.

\*Data Sources:

*Mechanical Engineering Reader Profile Survey - Readex Research, Inc. Cumulative scores from Harvey Ad-Q*

*Studies through September 2013.*

*Mechanical Engineering, Product Surveys through June 2013.*

*BPA Publisher's Statement for 6-month period ending December 2012.*







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CONGRESS & EXPOSITION

NOVEMBER 11 – 17, 2016  
PHOENIX, ARIZONA  
**ASME.ORG/EVENTS/IMECE**

## CONTRACT FOR SPONSORS & EXHIBITORS

### 1. Company Information

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### 2. Sponsorship

☐ Platinum (\$20,000)    ☐ Gold (\$15,000)    ☐ Silver (\$10,000)    ☐ Bronze (\$5,000)    ☐ Copper (\$3,500)

Preferred Sponsorship Option: \_\_\_\_\_

### 3. Exhibition

\*Contact ASME for discounts that may apply based on first time exhibitors, early commitment, and multiple conference exhibition.

☐ 10x10 Booth (\$2,750)    ☐ 10x20 Booth (\$4,000)    ☐ 10x30 Booth (\$5,500)    ☐ 20x20 Booth (\$7,000)

Booth Number: \_\_\_\_\_ First Preference    \_\_\_\_\_ Second Preference

4. Total Amount this Order: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_



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## 5. Payment

☐ Invoice - Upon receipt of this signed agreement you will be invoiced. Payment is due 10 days from receipt of invoice.

☐ Credit Card - If paying by credit card please contact Robert Powers at ASME Headquarters: 212-591-8351

☐ Check - If paying by check, make check payable to ASME in U.S. dollars and drawn on a U.S. bank.

*Send check along with this form to:*

ASME

Attn: Robert Powers

Two Park Avenue, New York, NY 10016

## CONTACTS:

### ASME Sales

Greg Valero

Tel: 1.212.591.8356

ValeroG@asme.org

### ASME Sponsor and Exhibitor Service

Robert Powers

Tel: 1.212.591.8351

PowersR@asme.org

**Please provide a contact for Exhibit-Related Correspondence, if different from the contact on previous page:**

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_

**Please email a company logo in high resolution format and your company's description (75 words or less) to Robert Powers (PowersR@asme.org).**

Your logo will be published on the conference website as well as in the conference program.



## TERMS & CONDITIONS

### 1. Management and Exhibitor

The term "Management" as used herein shall define the personnel and agents of the American Society of Mechanical Engineers (ASME) to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.

### 2. Exhibiting Companies and Products

Management has the sole right to determine eligibility for a product or a company in its exposition. Management shall have the right to change the location of assigned space for an Exhibitor. Exhibitor agrees not to assign or sublet its space allotted. Exhibitor may display or advertise only goods and services normally manufactured or offered in the course of its business.

### 3. Exhibit Space Rules and Contractor Services

Management shall have the right to establish rules for the show and the use of exhibit space covered by this agreement, including but not limited to the rules in the Exhibitor Service Manual. Management shall have full discretion and authority as to the placement of all decorations, signage, and display items. Management may require the replacement or redecorating of an item, display, or booth and no costs shall accrue to management because of such necessity. Exhibitors are responsible to cover or fix all areas Management may consider unsightly, at Exhibitor's expense. Should an Exhibitor be unfinished with installation as specified in the show rules, Management may take steps to finish said installation at the Exhibitor's expense. Should the Exhibitor fail to follow exposition deadlines for installation in terms of occupying the agreed upon booth space, Management shall repossess said space and Exhibitor forfeits all claims to it and all monies paid. No Exhibitor shall have the right to dismantle, unpack or vacate a booth prior to the end of the official show hours without the express written permission of Management. Management reserves the right to amend and enforce exposition regulations as it deems proper to assure the success of the event. Management has selected an "Authorized Contractor" and the use of their services by Exhibitors is highly encouraged.

### 4. Exhibitor Booth Selections

If later downsized, may be moved by the show management to an available booth in the smaller size.

### 5. Attendance

Management shall have the sole control over attendance policies at all times. All Exhibitors agree to staff their booth(s) during exposition hours.

### 6. Enjoyment of Reasonable Business Environment

Management reserves the right to restrict booth size, noise, characters, lights, entertainment and methods of operation which it deems objectionable. Any behavior or equipment which Management finds to detract from the general appearance and intention of the Exposition may be grounds for eviction. Neon lights, gas signs, helium balloons, taping items on facility walls or columns are expressly prohibited. Exhibitors are encouraged to seek approval in advance of the show from Management for questionable items so as to eliminate additional removal costs on behalf of the Exhibitor at the show. If the Exhibitor fails to comply with respect to show rules and this Agreement, Management may retake possession of the Exhibitor's assigned space, notwithstanding Exhibitor's continued responsibility for all payments due. If the Exhibitor fails to comply with respect to show rules and this Agreement, Management may retake possession of the Exhibitor's assigned space, notwithstanding Exhibitor's continued responsibility for all payments due. Exhibitor is responsible for timely submittal of fees noted on the front side of this agreement.

### 7. Fees and Deposits

Should exhibitor delay payments, Management shall have the right to repossess any assigned space after notifying Exhibitor in writing of the intent to do so. In the event of default by the Exhibitor, Exhibitor remains responsible for payments due and assumes the responsibility for all enforcement costs incurred by Management in collecting such fees.

### 8. Exhibitor Cancellation or Nonpayment

Exhibitor agrees that a reservation is made at the time of execution of this Agreement, whether or not accompanied by pending deposit, and it shall be regarded as valid and binding. The Exhibitor may cancel upon written notification with full refund within 30 days of this agreement and prior to 90 days before the event start date. Should Exhibitor decide to cancel after 30 days and prior to 90 days before the start of the event, the Exhibitor is liable for 50% of the contracted amount. Cancellation within 90 days prior to the event is subject to a 100% cancellation penalty. Should the Exhibitor fail to make timely payments as noted in this Agreement, Management reserves the right to reassign the space to another Exhibitor.



## 9. Security

Management provides perimeter guard service during the show hours as noted in the Exhibitor Service Manual. Security for all Exhibitor equipment, materials and personnel remains the responsibility of the individual exhibitor. Exhibitors should retain adequate coverage for theft, damage or any loss. Exhibitors are encouraged to have guards or insurance at their own expense.

## 10. Exposition Hours and Exhibitor Activities

Management shall have the authority to set event hours, which may change upon notice to the Exhibitors. Exhibitors agree not to schedule or conduct any activities which conflict with exposition hours, including but not limited to: seminars, luncheons, receptions, and hospitality suites, except those approved by show management on the show floor. Distribution of Exhibitor literature and materials is limited to the confines of Exhibitor booth space.

## 11. Music Licensing

Exhibitors are solely responsible to obtain the necessary licenses for all usage of music or video and all costs for such licenses are the responsibility of the Exhibitor. Exhibitor may be prohibited from certain activities without proof of required licenses.

## 12. Liability and Insurance

Management and/or the venue owner, identified in this agreement, hereafter called "Exhibition Facility" their agents and employees, shall not be responsible for any loss, theft, or damage to the property of the Exhibitor, his employees or representatives. Furthermore, Management and/or the Exhibition facility, their agents and employees shall not be responsible for any damage, illness or injury to Exhibitor personnel, agents or attendees. Exhibitor shall indemnify and hold harmless Management and the Exposition Facility from all liability which might ensue from any cause whatsoever, including attorney's fees. Exhibitor agrees to maintain adequate insurance to fully protect Management, its co-sponsors, contractors and Exhibition Facility from any and all claims which may arise in connection with the installation, operation, and dismantling of the Exhibitor's display. This includes claims under Workers Compensation Act. Exhibitor will be required to pay for any damages caused by its employees or agents. Exhibitor must carry insurance naming ASME and the Exhibition Facility as additional insured on a policy containing not less than one million dollars (\$1,000,000) for bodily injury, property damage and/or loss sustained in any one occurrence. A copy of the Certificate must be on file with ASME, not less than 30 days prior to installation.

## 13. Use of Logo(s) and Mark(s)

Management will provide Exhibitor with approved graphics for use in publicizing their participation in the conference/event. Any alterations to the use of management logo(s) and mark(s) must be approved by management.

## 14. Compliance

Exhibitor assumes all responsibility for compliance with Federal and local codes and all laws related to public safety, as well as facility regulations wiring and decorating materials must all conform to local codes and fire regulations. Exhibitor assumes the responsibility to ascertain that all codes and laws have been met, including issues related to facility services.

## 15. Cancellation or Termination of the Exposition

In the event that the Exhibition is unable to operate, in the sole determination of Management, whether due to Acts of God, war, illness, public safety, strike, civil commotion, picketing, fire or state of emergency, or by reason of any other occurrence not under the control of Management, or otherwise. Management may cancel, postpone or terminate the exposition. In the event of such cancellation, postponement or termination, the Exhibitor waives any and all claims the Exhibitor may have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims, the Exhibitor's pro rata share of the total amount paid by all Exhibitor, excluding deposits, less all costs and expenses incurred by management in the connection with the exposition.

## 16. Miscellaneous

Management makes no representations or warranties as to the condition of the Exposition Facility, Contractors or Subcontractors involved or the success of the Exhibitor's efforts for which the exhibit space is to be used. This Agreement shall be governed as a whole in accordance with the laws of the State of Arizona. Any actions arising out of enforcement of this Agreement must be initiated in the State of Arizona. This Agreement and these "Terms and Conditions" represent the sole and entire agreement between ASME and the Exhibitor, and it supersedes all prior agreements and discussions. (No person is authorized to make changes to this Agreement except in writing with the signature of an officer of ASME). The provisions set forth are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity or enforceability of any other provision. Management shall use all reasonable efforts to properly manage installation and the event itself. Management shall not be held liable for late installation or power or services interruptions that may occur.