

INTERNATIONAL MATERIALS,
APPLICATIONS & TECHNOLOGIES

2023

ADVANCED MATERIALS AND
MANUFACTURING TECHNOLOGIES

OCTOBER 16-19, 2023 | DETROIT, MICHIGAN

EXHIBITOR PROSPECTUS

imatevent.org

ORGANIZED BY:



CO-LOCATED WITH:

HEAT TREAT | 2023



OFFICIAL MEDIA PARTNER:



PARTNERED WITH:





WHY DETROIT?

TECHNOLOGY

From automotive to aviation to defense, Detroit is changing the way the world moves. Their unmatched automotive research, design, and advanced manufacturing resources make this region the leader in next-generation mobility and technology development. Detroit's culture of innovation is ready to help your business grow!

AUTOMOBILE CAPITAL OF THE WORLD

Detroit is the second largest source of architectural and engineering job opportunities in the U.S., with the domestic auto industry primarily headquartered in Metro Detroit.

GLOBAL

Why do 1,300 firms from 38 countries call the Detroit region home? Detroit is the perfect location when you're looking to access U.S. and Canadian markets. Home to one of the world's most valuable border crossings and Detroit Metro Airport — with nonstop flights to more than 160 destinations — they'll get your business where it needs to go.

SUSTAINABILITY

Michigan's business climate is stronger than ever. Nearly two-thirds of Michigan businesses surveyed describe the state as having a positive business climate and would promote Michigan as a place to work, start, and conduct business.

DIVERSE ECONOMY

Metro Detroit has propelled Michigan's national ranking in emerging technology fields such as life sciences, information technology, and advanced manufacturing; Michigan ranks fourth in the U.S. in high tech employment with 568,000 high tech workers, which includes 70,000 in the automotive industry.

Some of the largest companies in Detroit include:

Beaumont Health System
FCA US LLC
Ford Motor Co.

General Motors Co.
Henry Ford Health System
University of Michigan

1

2

3

4

5

FACE-TO-FACE WORKS!

95%

SAY FACE-TO-FACE MEETINGS ARE ESSENTIAL FOR LONG-TERM BUSINESS RELATIONSHIPS

85%

BUILD STRONGER, MORE MEANINGFUL BUSINESS RELATIONSHIPS DURING IN-PERSON BUSINESS MEETINGS AND CONFERENCES

84%

PREFER FACE-TO-FACE MEETINGS

77%

PREFER IN-PERSON CONFERENCES DUE TO THE ABILITY TO READ BODY LANGUAGE AND FACIAL EXPRESSIONS

75%

PREFER IN-PERSON CONFERENCES BECAUSE THEY LEAD TO MORE SOCIAL INTERACTIONS AND THE ABILITY TO BOND WITH COWORKERS / CLIENTS

IMAT will focus on economic trends and business forecasts that provide insights so you gain a competitive edge.

The only targeted expo on advanced materials, applications, and technologies — all addressing a spectrum of emerging technologies in key growth markets. Encompassing major OEMs, materials suppliers, producers, and corporate partners to deliver cutting edge technology with hands-on educational workshops and demonstrations to further professional development and offer practical materials solutions.

If you sell or provide the following services, you need to exhibit at IMAT 2023!

- Additive Manufacturing
- Brazing
- Casting
- Ceramics
- Characterization, Quantification, and Analysis of Materials
- Coatings
- Commercial Heat Treating Services
- Core Metals, Alloys, and Materials Topics
- Digital Materials, Definition, and Informatics
- Emerging Materials Technologies
- Engineering Applications and Related Interests
- Forging
- Furnaces
- Heat Processing Atmospheres and Generators
- Heat Processing Auxiliary Equipment and Sales
- Heat Processing Auxiliary Equipment, Supplies, and Sales
- Heat Treat Process Controls and Instrumentation
- Machining and Metal Cutting Equipment
- Materials and Processes for Automation
- Materials Testing / Characterization Equipment and Supplies
- Medical / Biomaterials
- Metal Forming Equipment
- Metals and Alloys
- Modeling Processes
- Nonferrous Metals
- Plastics
- Processes
- Publications (Journals, Business Magazines)
- Refractories / Furnace Insulation
- Rolling
- Renewable and Unconventional Energy
- Stamping / Shaping
- Surface Treating / Coating Equipment
- Sustainability
- Thermal Spray
- Trade Associations / Professional Societies
- Vacuum Equipment
- Welding and Joining Equipment

2 EVENTS • 1 LOCATION

REACH ALL MATERIAL SEGMENTS UNDER ONE ROOF!

HEAT TREAT



This co-located event is an outstanding opportunity to meet face-to-face with qualified global prospects looking to buy products or services. For the price of exhibiting at one exposition, you get exhibitor exposure to **TWO** distinct audiences! **THOUSANDS** of industry professionals will be on hand to see and hear about your latest advances!

We offer exclusive or shared sponsorship opportunities — expand your reach and increase visibility before, during, and after IMAT. Custom sponsorships are available to fit any trade show budget. **The benefits of investing in sponsorships are invaluable!**

- Over **6,000** attendees
- Over **500** technical presentations, keynotes, and panel discussions
- Over **500** exhibits
- Over **300** students
- **Four days** of technical programming
- **2.5 days** of expo
- Multiple **networking events**, awards, and competitions
- Workshops, live demonstrations, and education **right on the show floor**
- **Career connections** with access to qualified candidates.

SPONSORSHIP BENEFITS:

BRAND VISIBILITY: To targeted materials industry market segments

CONTENT STRATEGY: Partner with the leaders in materials information

EFFICIENT LEAD GENERATION: Meet face-to-face, build a customer base, and promote products

ENGAGEMENT: Increase your involvement within the entire materials community

RECOGNITION: Make your company stand out as a leader at the event — before, during, and after

RELATIONSHIPS: Develop and enhance new and existing relationships with collaboration partners, customers, and suppliers

FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:
exposales@asminternational.org

BY EXHIBITING, YOU CAN...

- Continue to build and enhance your company profile to thousands of key industry stakeholders
- Connect with current customers, develop new business relationships, and increase sales
- Showcase the latest products, services, and trends that will help the materials community become more efficient and effective

BOOTH PACKAGES START AT \$3,150 USD AND INCLUDE:

- Full technical conference registration to **TWO** technical programs
- Post-event attendee lists from two events
- Unlimited booth personnel badges
- Complimentary Expo-Only pass for customers
- Promotion before and during the event

PACKAGE #1 — \$3,150 USD

All the exhibitor benefits listed above **PLUS:**

- A 10 ft x 10 ft booth space with draped 8 ft high back wall and 3 ft side rails
- Booth ID sign: 7 in x 44 in

PACKAGE #2 — \$4,200 USD

Package #1, **PLUS:**

- Full-page ad in the Final Program

PACKAGE #3 — \$5,500 USD

Packages #1 & #2, **PLUS:**

- Company logo on event website and signage at the event listed as a Corporate Supporter

TURN-KEY BOOTH — ADDITIONAL \$1,500 USD

Price Includes: 10 ft x 10 ft grey carpet, one 6 ft table with black skirting, two chairs, wastebasket, and 120V electricity (Up to 20 AMPS)

Note: Each additional booth space is \$3,150 USD

All corner charges are an extra \$100 USD

**RENTAL RATES INCREASE ON DECEMBER 31, 2022.
SECURE YOUR BOOTH TODAY!**

EXHIBIT INFORMATION

EXHIBIT SCHEDULE-AT-A-GLANCE

Exhibitor Set-up:

Monday, October 16 8:00 a.m. – 5:00 p.m.

Exhibit Hall Hours:

Tuesday, October 17 9:00 a.m. – 6:00 p.m.

Wednesday, October 18 9:00 a.m. – 5:00 p.m.

Thursday, October 19 9:00 a.m. – 12:00 p.m.

Exhibitor Move-out:

Thursday, October 19 12:00 p.m. – 9:00 p.m.

Friday, October 20 8:00 a.m. – 12:00 p.m.

*Times are subject to change

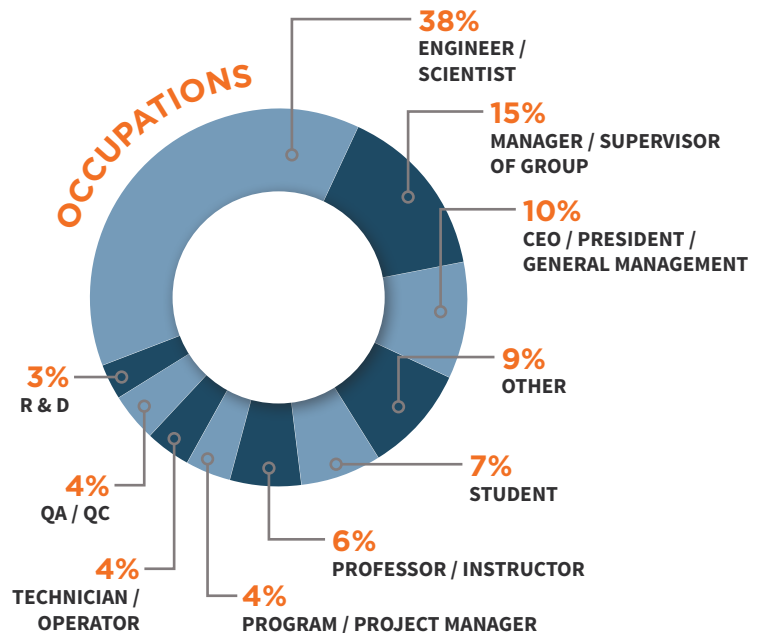
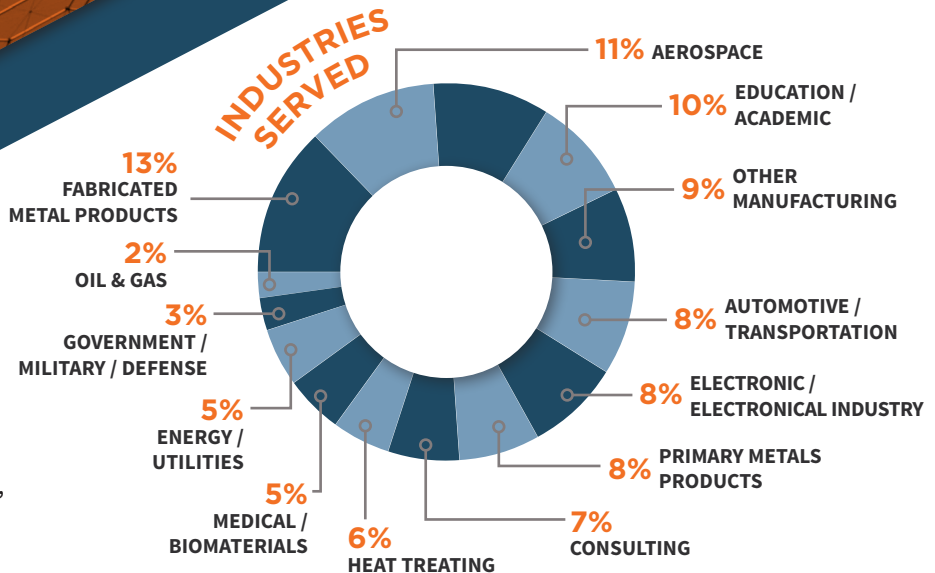
WHO COMES TO IMAT?

TARGET AUDIENCE:

Academic, C-Suite Executives, Consultants, Emerging Professionals, Engineer/Scientist, Government Labs, Job Shops, Managers, Manufacturer Reps, Materials Buyers, Material Suppliers, OEM's, Students, Technician/Operator, Professors, QA/QC, R & D

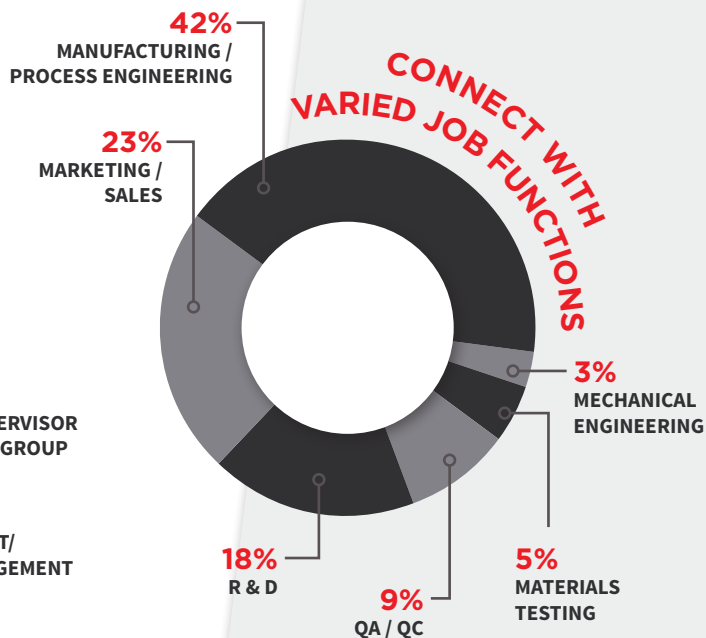
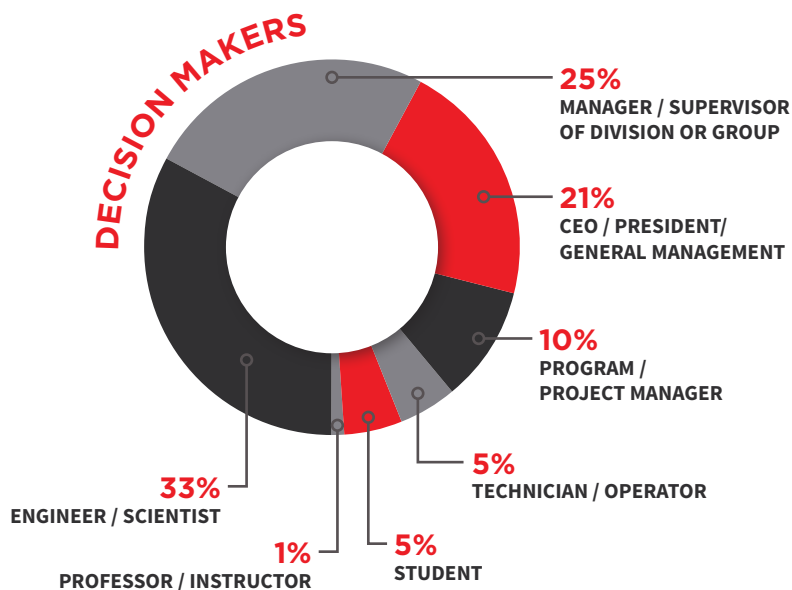
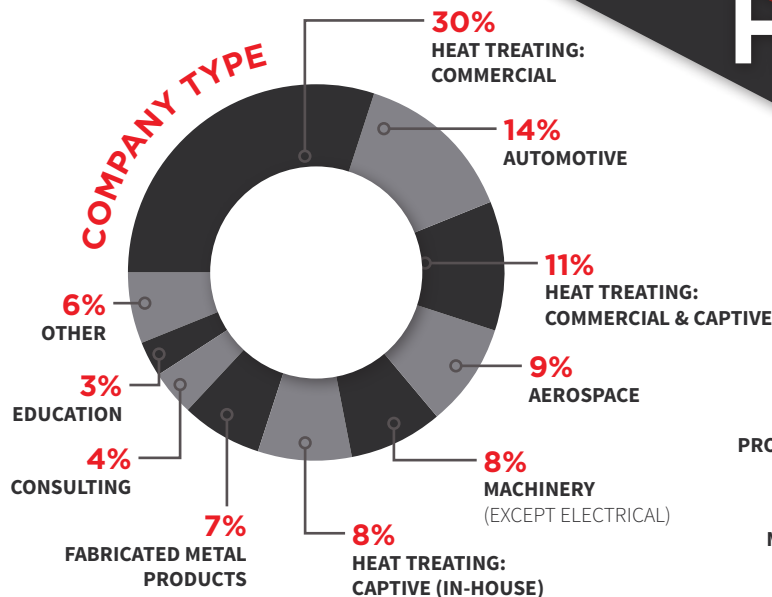
TARGET MARKETS:

AI, Additive Manufacturing, Aerospace, Automation, Automotive, Big Data, Ceramics, Corrosion, Emerging Technologies, Energies and Utilities, Factory 4.0, Failure Analysis, Heat Treat, Joining, Light Metals, Manufacturing, Materials 4.0: Materials Information, Materials Characterization and Behavior, Materials—Environmental Interactions, Materials Testing, Mechanical Testing, Medical, Medical/Biomaterials, Modeling, Mining NDT, NanoMaterials, Oil & Gas, Processing and Manufacturing, Semiconductor, Simulation, Sustainability, Thermal Spray



*Source: 2021 IMAT Registrant Data

WHO COMES TO HEAT TREAT?



*Source: 2021 Heat Treat Registrant Data

SNAPSHOT OF COMPANIES WHO ATTEND IMAT & HEAT TREAT*

3M	OAK RIDGE NATIONAL LABORATORY
AIR FORCE RESEARCH LABORATORY	OREGON STATE UNIVERSITY
BAYLOR UNIVERSITY	OSAKA UNIVERSITY
BELL TEXTRON INC.	PENN STATE UNIVERSITY
BLUE ORIGIN	PRATT & WHITNEY
BMW MANUFACTURING	PURDUE UNIVERSITY
BOOZ ALLEN HAMILTON	QUESTEK INNOVATIONS LLC
COLORADO SCHOOL OF MINES	RUTGERS UNIVERSITY
EXPONENT	SANDIA NATIONAL LABORATORIES
GEORGIA INSTITUTE OF TECHNOLOGY	SAVANNAH RIVER NATIONAL LABORATORY
GOODFELLOW CORPORATION	SPRINGER
IBM	STRYKER
INDIAN INSTITUTE OF SCIENCE	TEXAS A&M UNIVERSITY
KOHLER	THE OHIO STATE UNIVERSITY
LAWRENCE BERKELEY NATIONAL LAB	THE UNIVERSITY OF ALABAMA
LEHIGH UNIVERSITY	TORONTO METROPOLITAN UNIVERSITY
LOCKHEED MARTIN SPACE SYSTEMS	UNIVERSITY OF CONNECTICUT
LOS ALAMOS NATIONAL LABORATORY	UNIVERSITY OF CALIFORNIA—IRVINE
MCGILL UNIVERSITY	UNIVERSITY OF ALABAMA
MEDTRONIC	UNIVERSITY OF CAMBRIDGE
MISSOURI S & T	UNIVERSITY OF CONNECTICUT
NASA JET PROPULSION LABORATORY	UNIVERSITY OF FLORIDA
NASA	UNIVERSITY OF VIRGINIA
NIST	UNIVERSITY OF WISCONSIN—MADISON
NORTH CAROLINA STATE UNIVERSITY	WORCESTER POLYTECHNIC INSTITUTE
NTSB	WPAFB
	YALE UNIVERSITY

*Partial Listing



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Materials Park, OH 44073-0002

**NOTHING IS MORE EXPENSIVE THAN A
MISSED OPPORTUNITY.**

BOOK YOUR EXHIBIT SPACE TODAY!

exposales@asminternational.org