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ANNUAL CONFERENCE

**ON EXPERIMENTAL AND
APPLIED MECHANICS**

**HILTON VANCOUVER WASHINGTON
VANCOUVER, WA, USA | JUNE 3-6, 2024**

EXHIBITOR PROSPECTUS

Exposition: June 3-5



Organized by the
Society for Experimental Mechanics, Inc.
7 School Street, Bethel, CT 06801 USA
(203) 790-6373 | sem.org



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Why exhibit at SEM Annual?

SEM's Annual Conference and Exposition focuses on all areas of research and applications pertaining to experimental mechanics, and has evolved to encompass the latest technologies supporting optical methods; additive & advanced manufacturing; dynamic behavior of materials; biological systems; micro-and nano mechanics; fatigue and fracture; composite and multifunctional materials; residual stress; inverse problem methodologies; thermomechanics; and time dependent materials.

This broad focus on experimental mechanics includes topics in digital image and digital volume correlation techniques, speed impacts to shock and blast, durability and extreme environmental effects, model/experiment integration, materials for advanced manufacturing, damage detection and non destructive testing, tools spanning various length scales and new experimental techniques and methods to address real-life applications, research and collaborative efforts across all disciplines complementing experimental mechanics.

Exhibitors of past Annuals and attendee breakdown by sector:

American Stress Technologies, Inc.	Psylotech, Inc.
Capacitec, Inc.	Quantifi Photonics
Cordin Scientific Imaging	RDI Technologies Inc.
Correlated Solutions, Inc.	REL, Inc.
Dantec Dynamics	Shimadzu
EikoSim	Siemens
Hadland Imaging	Specialised Imaging Inc.
iX Cameras	Springer
LaVision Inc.	Stress Photonics Inc.
Lyncee Tec SA	TEG-Materials
MatchID	Testing Division
MTS Systems Corporation	Telops
Photron USA, Inc.	Trilion Quality Systems
Polytec, Inc.	Vision Research

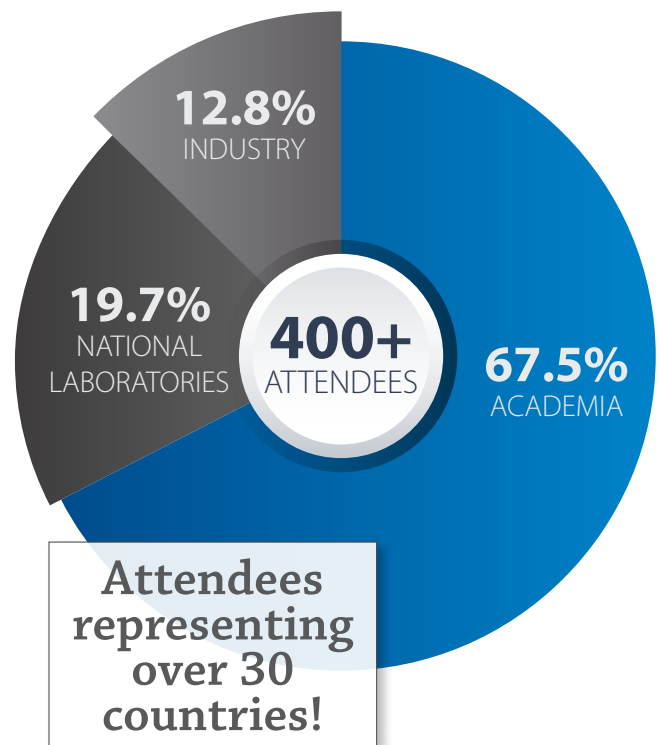


Exhibit Pricing

One 10'd x 10'w exhibit space \$1,800.⁰⁰

Each Exhibit Space has:

- ❖ 8' High Back Drape and 3' High Side Rails with floor markings
- ❖ 7" x 44" ID Sign

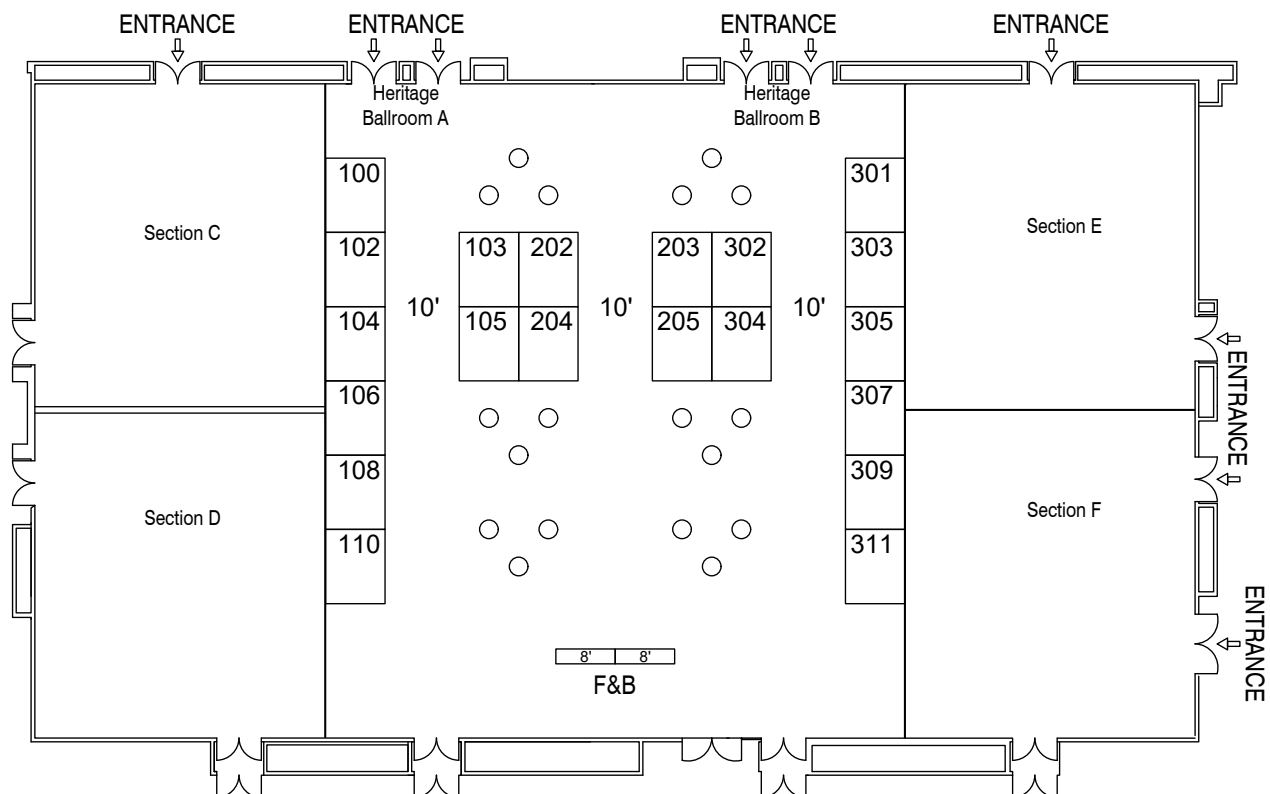
Each Exhibit Space includes:

- ❖ (1) Complimentary Conference Registration for each exhibit space purchased (valued at over \$900!)
- ❖ Post-conference GDPR-compliant list of attendees
- ❖ The opportunity to run a FREE ¼-page ad in the SEM Annual Final Program (distributed to every attendee)
- ❖ Your firm's product or service listing will be published in the SEM Annual Final Program and on the SEM website
- ❖ You have the opportunity to capture leads electronically!

The conference app, **Whova**, will have an exhibitor component. You will be asked to complete your company profile, upload any files – including product-related videos, and download the app on any devices you will be using on-site.

The app will allow you to scan attendee badges (which will have QR codes visible) to capture leads. This service is being provided at no additional cost for this year only. You will receive information about the app a couple of weeks prior to the event.

Hilton Vancouver Washington Hotel Floorplan





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SEM Annual Exposition Hours

(subject to change)

	DAY	HOURS	COMMENTS
Exhibitor Move-in	Monday, June 3	8:30 a.m. - 2:00 p.m.	
Show Hours	Monday, June 3	2:30 p.m. - 5:00 p.m.	
		3:10 p.m. - 4:10 p.m.	Coffee Break in the Exposition
	Tuesday, June 4	10:00 a.m. - 5:00 p.m.	
		10:40 a.m. - 11:10 a.m.	Coffee Break in the Exposition
		3:20 p.m. - 4:00 p.m.	Dessert Break in the Exposition
		6:30 p.m. - 8:00 p.m.	President's Reception in the Exposition
	Wednesday, June 5	10:00 a.m. - 12:30 p.m.	
		10:20 a.m. - 10:50 a.m.	Coffee Break in the Exposition
Tear Down	Wednesday, June 5	12:30 p.m.	

Exhibitor Registration

- ❖ **All exhibitors** have access to the following:
 - Welcome Reception on Monday
 - TD Meetings on Tuesday (if applicable)
 - Social Event on Wednesday evening
- ❖ **Only exhibitors** with the Complimentary Conference Registration (**White Badge**) have access to the following:
 - All technical presentations
 - Downloadable conference submissions
 - (1) ticket to the Awards Luncheon on Wednesday

Anyone who would like to attend Sessions/Technical Presentations and does not have a complimentary conference registration must register and pay conference registration fees. If you have five (5) or more employees wishing to attend Sessions/Technical Presentations, we can offer a 10% discount. This discount does not include the complimentary registration included with your booth.

Exhibitor Checklist

- ☐ Confirm participation as an Exhibitor, return signed contract (last page), and choose booth space (contact [SEM](#))
- ☐ Confirm participation in Sponsorship opportunities (contact [SEM](#))
- ☐ Confirm Ad Choice and submit Ad Material
- ☐ Reserve Hotel Room(s) *
- ☐ Obtain badges/Register for Conference (contact [Shari Matthews](#))
- ☐ Read Exhibitor Kit (will be sent about 8 weeks prior to show). This kit will contain very important information regarding shipping, booth material rentals, power, and more.



We strongly encourage you to book your hotel accommodations under the conference room block at the Hilton Vancouver Washington. This not only plays an important role in our organization's financials, but it also directly impacts the quality of the experience we are able to provide you, the exhibitors, and the attendees.

Sponsorship Opportunities



SEM Annual Registration Bags (*Exclusive*)..... \$3,750.⁰⁰

- ❖ YOUR COMPANY LOGO placed on the front of each bag. This guarantees additional exposure during the show and long after the show ends!
- ❖ Your company literature (*1 piece*) will be placed in EVERY SEM ANNUAL ATTENDEE'S registration bag
- ❖ Recognition in the SEM Annual Final Program
- ❖ Recognition on the SEM website
- ❖ Recognition through on-site signage
- ❖ Recognition in the SEM Newsletter
- ❖ Recognition as "Sponsor" in conference app

SEM Website Banner Ad (*Exclusive*)..... \$3,000.⁰⁰

- ❖ Recognition on the SEM website with a vertical ad linking directly to your site! This ad will appear on all SEM sub-pages! This is an excellent opportunity for exposure for your organization. This sponsorship is available starting March 15th. Your listing will appear on our site from materials received date through June 30th.
- ❖ Your company literature (*1 piece*) will be placed in EVERY SEM ANNUAL ATTENDEE'S registration bag
- ❖ Recognition in the SEM Annual Final Program
- ❖ Recognition on the SEM website
- ❖ Recognition through on-site signage
- ❖ Recognition in the SEM Newsletter
- ❖ Recognition as "Sponsor" in conference app



SEM Annual Badge Lanyards (*Exclusive*)...\$2,450.⁰⁰

- ❖ A Lanyard featuring your company logo will be provided to each attendee with their name badge. EVERY SEM ANNUAL ATTENDEE will be placing your company name right around their neck!
- ❖ Your company literature (*1 piece*) will be placed in EVERY SEM ANNUAL ATTENDEE'S registration bag
- ❖ Recognition in the SEM Annual Final Program
- ❖ Recognition on the SEM website
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* Actual Bag and Lanyard/Badge Holder styles may vary



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Sponsorship Opportunities

SEM Annual Conference Registration Area (*Exclusive*) \$1,750.⁰⁰

- ❖ Put your company's logo big and bold at the SEM Annual Registration Desk! As soon as the SEM Annual attendees approach the conference registration area, they will see your name! "Welcome to the SEM Annual Conference and Exposition" along with your COMPANY LOGO.
- ❖ Your company literature (*1 piece*) will be placed in EVERY SEM ANNUAL ATTENDEE'S registration bag
- ❖ Recognition in the SEM Annual Final Program
- ❖ Recognition on the SEM website
- ❖ Recognition through on-site signage
- ❖ Recognition in the SEM Newsletter
- ❖ Recognition as "Sponsor" in conference app

Special SEM Annual Final Program

4 Color Ad Opportunity (*Limited to 2*)

\$1,250.⁰⁰

I am pleased to offer the opportunity to run your full-page/4-COLOR ad on the **inside front or inside back cover** of the SEM Annual Final Program. Remember, the SEM Annual Final Program is distributed at the show to your target audience and referred to all year!

Special SEM Annual Final Program

4 Color Ad Opportunity (*Exclusive*) \$1,450.⁰⁰

I am pleased to offer the opportunity to run your full-page/4-COLOR ad on the **outside back cover** of the SEM Annual Final Program. Remember, the SEM Annual Final Program is distributed at the show to your target audience and referred to all year!

Promotional Opportunity (*Unlimited*) \$750.⁰⁰

Your company literature (*1 piece*) will be placed in EVERY ATTENDEE'S registration bag. Every attendee receives one of these bags. It is a terrific opportunity to get your literature directly into the hands of your target audience.

Technology Applications Session(s) *(limited to 5)*

\$0.⁰⁰

Once again SEM is pleased to highlight the key role that SEM Exhibitors play in the Society by holding a Vendor Session where, via your application based presentation, you may share the key aspects of your technology on display in the SEM Exposition and suggest that the attendees visit your booth to gain more information.

SEM launched the idea for this session in 2003 and has been receiving positive feedback from both the presenters and conference attendees each year since then. Presentation slots in this session will be assigned on a first response basis.

It is imperative that your presentation is technology/application oriented (NOT sales oriented).

How to participate:

Contact Nicole Trombetta (nicole@sem.org) for instructions.

Presentation slots will be assigned based the order in which the abstract has been received.

Slots are limited, and once all slots are filled, we will not be able to accept any further abstracts for presentation.



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Final Program Ad Insertion Order Form Due to Nicole by March 15, 2024 Ad Material Due to Nicole by April 1, 2024

Free Final Program Advertisement Opportunity

Included in your booth cost, your company may take advantage of the opportunity to run one 1/4 page black and white ad (one free 1/4 page Black and White ad per company) in the SEM Annual Final Program.

UPGRADE Your Company's Final Program Advertisement

We are pleased to offer the opportunity to upgrade your free 1/4 page ad to a 1/2 page black and white ad for the very affordable cost of \$300 or a full-page black and white ad for the very affordable cost of \$600.

Special Offers for Maximum Exposure

I am pleased to offer the following premier spaces:

- ♦ A FULL PAGE 4 COLOR Ad on the outside back cover of the SEM Annual Final Program for just \$1,450!
- ♦ A FULL PAGE 4 COLOR Ad on either the inside front cover or the inside back cover of the Final Program for just \$1,250!

Remember, the SEM Annual Final Program is distributed at the show to your target audience and referred to all year!

Please complete the highlighted portion below and email back to me (nicole@sem.org) by March 15th.

Ad Choice (choices are detailed below): #_____

Company Name: _____

Contact Name: _____

Telephone: _____

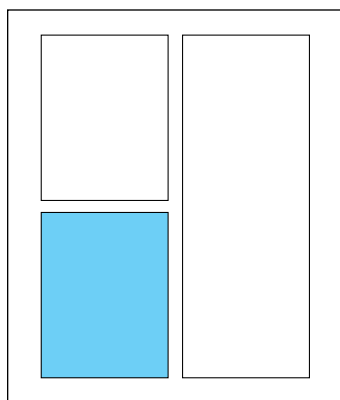
E-mail: _____

Booth: # _____

Ad Choices:

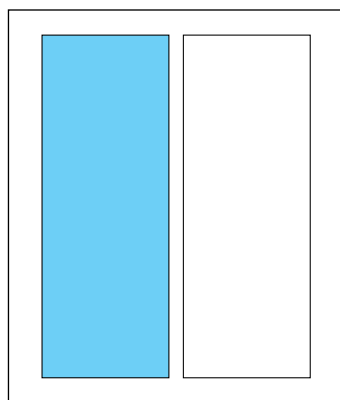
1. One ¼-page black & white ad space \$0
2. Upgrade to a ½-page horizontal black & white ad \$300
3. Upgrade to a ½-page vertical black & white ad..... \$300
4. Upgrade to a full-page black & white ad \$550
5. **Special Offer:** Upgrade to a full-page/4-color ad on the outside back cover of the SEM Annual Final Program.....\$1,450
6. **Special Offer:** Upgrade to a full-page/4-color ad on the inside back cover of the SEM Annual Final Program \$1,250
7. **Special Offer:** Upgrade to a full-page/4-color ad on the inside front cover of the SEM Annual Final Program..... \$1,250

Ad Specifications



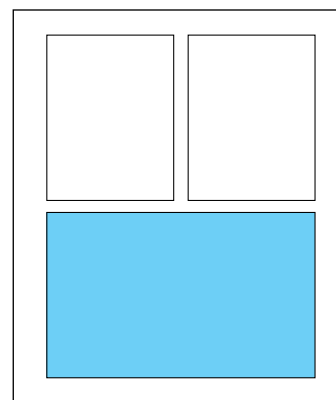
1/4 Vertical

Inches	3"	4"
Picas	18p	24p
	W	H



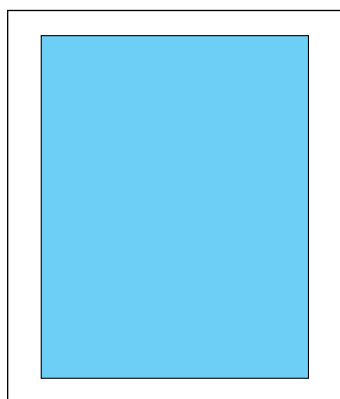
1/2 Vertical

Inches	3"	10"
Picas	18p	60p
	W	H



1/2 Horizontal

Inches	7.75"	5"
Picas	46p5	30p
	W	H



Full Page

Inches	7.75"	10"
Picas	46p5	60p
	W	H

Ads **are required** to meet the following specifications to be placed in the Final Program:

- ◆ Actual dimensions (no additional white space)
- ◆ No crop, bleed or registration marks
- ◆ High-resolution file (300dpi minimum)
- ◆ Ready for Black and White print (except covers)
- ◆ **PDF** is strongly preferred, but will accept:
 - EPS
 - TIFF
 - JPG

Please send ad submissions to Nicole Trombetta at nicole@sem.org

If you have questions regarding your ad, please contact Nicole by email or call 203-790-6373 x101.



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Exposition Terms

Booth Space Assignment

Booth assignments will be made based on a first-come, first-reserved basis with preference given to exhibitors with the longest history of participation.

Exhibit Support Personnel

Each 8'x10' exhibit space purchased entitles the organization to one complimentary SEM Annual Conference registration, which allows that registrant to attend technical presentations. Exhibit booth staff are allowed at no charge as long as they are not attending technical sessions. In order to attend technical sessions, a conference registration must be purchased.

Exhibitor Floorplan

SEM staff reserves the right to amend the floorplan, if, in its judgement, it is in the best interest of the exposition and overall needs of the conference. The Hotel and Show Decorator also reserve the right to change the floorplan based on local codes, ordinances, or construction requiring a change in the flow of the hotel.

Registration and Payment

To register, submit a completed and signed Exhibit Space Contract. Payment is expected upon receipt of invoice. SEM accepts credit cards and corporate checks. Checks should be made payable to SEM, Inc. and mailed to 7 School Street, Bethel, CT 06801. **In order to participate, payment must be received in full no later than 5 days prior to the stated conference start date.**

Cancellation and Refund

All cancellations must be received in writing and submitted to Jen Tingets. The following schedule will be used in determining penalties (dates listed are when notice is received of year of conference):

Prior to 1:	0% penalty. 100% refunded
Jan. 1–Feb. 28:	50% penalty. 50% refunded
Mar. 1–Apr. 30:	75% penalty. 25% refunded
May 1 or after:	100% penalty. 0% refunded

Shipment of Exhibit Materials

The show will have a Service Contractor. Service kits, containing important information about shipping, booth furnishings, power, rigging, etc., will be emailed to the point of contact supplied by your organization.

Contract for Space

The order for booths, upon acceptance by SEM assignment of space, and the partial payment of rental charges, constitutes a contract for rental of the space assigned. Any Exhibitor failing to occupy space is not relieved of the obligation of paying full rental price. This contract will not be binding upon SEM in the event of strikes or other circumstances beyond SEM's control.

Deadline for Occupancy of Space

It is essential that all exhibits be completed and in place by 2:00 p.m. on June 3, 2024.

Closing Time

Final closing time is 12:30 p.m. on Wednesday, June 5 2024. No dismantling or packing may be done prior to closing time. A \$500.00 fine will be charged to any company beginning to dismantle prior to 12:30 p.m. on Wednesday, June 5, 2024. Booth reservations for future Expositions will not be accepted until receipt of \$500.00 payment.

Exhibit Space

Each booth area is 10' wide x 10' deep. Displays may be 8' in height, but may only extend 3' at this height from back of the booth. The remaining distance to the aisle can not exceed 3' in height. Exhibits must be constructed and arranged so as not to obstruct the general view of any other exhibit. Display material exposing an unfinished surface to neighboring exhibits or aisles is not permitted. In addition, sharing of exhibit space is not permitted, each company is solely responsible for their contracted space and will be the only company to receive the exhibitor benefits for that space.

Liability and Insurance

Exhibitor agrees to protect, save and keep SEM forever harmless from any damage or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as to strictly comply with, applicable terms and conditions in the agreement between Conference hotel and SEM regarding the exhibition premises. And, further, Exhibitor shall at all times protect, indemnify, save and keep harmless SEM against and from all losses, cost, damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anything or anyone, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises or a part thereof. SEM shall provide security service during times that the show is closed. Exhibitors desiring special security precautions should arrange for private guard service.

Hospitality Suites or Meeting Rooms

Hospitality suites or meeting rooms will be released to the exhibitor by the hotel with the permission of SEM. To qualify to receive a hospitality suite or meeting room the company must be a paying, participating exhibitor in the exhibits. Hospitality suites or meeting rooms maintained by exhibitors are to be open only before or after conference and exhibit hours and MUST not be used in a manner that will compete with any Conference sessions or that may otherwise pull attendees away from Conference related sessions, meetings or activities.

Treatment of Attendees

Exhibitors agree to abide by rules which forbid discrimination due to race, national origin, sex, age, physical impairment, social, political, economic, or religious conditions.

Local Compliance

Exhibitors must comply with rules and regulations of the Conference hotel as well as all city, fire and civil ordinances of the host city.

Exhibit Space Contract

In accordance with the terms of the Contract stated herein, the organization below contracts for exhibit space and services offered by SEM at the 2024 SEM Annual Conference at the Hilton Vancouver Washington in Vancouver, WA, USA June 3-5, 2024.

1. Name of Organization: _____
2. Street Address: _____
3. City: _____ State: _____ Zip: _____
4. Phone No.: _____ Fax No.: _____
5. E-mail: _____
6. Web: _____

The basic cost of a 10' x 10' booth includes 8' high back drapes and 33" siderails, and a one-line exhibitor's identification sign.

7. Name of organization as it is to appear on booth identification sign and program: _____

8. Name and email address of person to receive Exhibitor Kit: _____

Exhibitor Acceptance:

I, the duly authorized representative of the undersigned organization, subscribe and agree to all the terms, conditions, authorizations, and covenants contained in this Contract including the Exposition Terms included in the Exhibitor Prospectus.

9. Typed name and date in the below space serves as authorized signature:

Signature: _____ Date: _____

Confirmation and Payment

Payment is due according to terms stated on invoice. Please make checks payable to SEM, Inc.
Master Card, VISA, and American Express accepted.

In order to participate at the 2024 SEM Annual Conference, payment must be received in full no later than 5 days prior to the stated conference start date.

Exhibitor Responsibility Clause: To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton Vancouver Washington ("Hotel") and Hotel's owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as Society for Experimental Mechanics ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Email this completed and signed contract to Nicole Trombetta at nicole@sem.org.