Why Exhibit at IMAC?

IMAC is a conference and exposition focusing on structural dynamics, and has evolved to encompass the latest technologies supporting structural dynamics. This broad focus on structural dynamics includes topics in simulation and modeling, nonlinear dynamics, sensors, signal processing and control spanning the full range of engineering disciplines.

Exhibiting at IMAC will allow your firm to promote your products and services, generate sales leads, network with current customers, and recruit new ones from leading firms and institutions in the world of Structural Dynamics.

In 2016, the tagline “It’s not just modal anymore” was added to the conference description. While IMAC’s origins initially focused heavily on the field of Experimental Modal Analysis, you will now find a mix of analytical and experimental topics. Traditional barriers are being removed, fostering constructive dialog between analyst and experimentalist, and between academics, government laboratories and industry.

Exhibitors of past IMACs and attendee breakdown by sector:

Advanced Test Equipment Rentals
AMETEK VTI Instruments
APS Dynamics
APS Dynamics, Inc.
ATA Engineering
Correlated Solutions, Inc.
Crystal Instruments
Data Physics (NVT Group/Data Physics)
DEWESoft LLC
DJB Instruments Ltd
Dynamic Design Solutions (DDS) NV
Dytran Instruments, Inc.
ETS Solution North America LLC
gfai tech GmbH
GRAS Acoustic Sensors
HBK/Brüel & Kjær
IMV America, Inc.
Instrumented Sensor Technology, Inc.
Julight S.r.l.
Kistler Instrument Corporation
Los Alamos National Laboratory
LVV, University of Sheffield
m+p international
MECALC Technologies, Inc.
Meggitt
Morgan and Claypool Publishers
NOLISYS
OROS Americas Inc.
PCB Piezotronics
Photron USA, Inc.
Polytec, Inc.
Precision Filters, Inc.
RDI Technologies, Inc.
SAGE
Sandia National Laboratories
Shock and Vibration Exchange
Siemens Digital Industries Software
SINUS Messtechnik GmbH
Spectral Dynamics, Inc.
SpectraQuest, Inc
Springer
Structural Vibration Solutions A/S
Technical University of Applied Sciences Wildau
The Modal Shop, Inc.
The Univ of Sheffield.
Trilion Quality Systems, LLC
Tritek/TEAC Data Recorders
Vibrant Technology, Inc.
Vibration Research
Vibrations Inc.
VTI Instruments Corp.
Exhibit Pricing

One 8’x10’ exhibit space: $1,925.00

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 $800!)
2. Pre-conference AND post-conference GDPR-compliant lists of attendees
3. The opportunity to run a FREE ¼-page ad in the IMAC Final Program (distributed to every attendee)
4. Your firm’s product or service listing will be published in the IMAC Advance Program, Final Program and on the SEM/IMAC website

Rosen Plaza Orlando Floorplan
Sponsorship Opportunities

IMAC-XXXIX Registration Bags *(Exclusive)* $4,200.00

- 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 will be placed in EVERY IMAC ATTENDEE’S registration bag
- Recognition in the IMAC-XXXIX Final Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter

Monday Evening Reception Sponsorship *(Limited)* $3,950.00

*Limited to two – The first to respond receives the full-page/4-color ad on the inside front cover of the Final Program. The second to respond receives the full-page/4-color ad on the inside back cover of the Final Program.*

Your brand is valuable; it’s an extension of your commitment to your clients. Realize growth and expose your brand to potential customers, IMAC attendees. What better way to mingle than with food and beverage, compliments of your company!

- Put your company’s full-page/4-color ad on the inside front or back (depending on order of response) cover of the IMAC-XXXIX Final Program. Remember, the IMAC-XXXIX Final Program is distributed at the show to your target audience and referred to all year!
- Cocktail napkins with your logo on every table!
- Your company literature (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag
- Recognition in the IMAC-XXXIX Final Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter

SEM/IMAC Website Banner Ad *(Exclusive)* $3,450.00

- Recognition on the SEM/IMAC website with a vertical ad linking directly to your site! This ad will appear on all SEM/IMAC sub-pages! This is an excellent opportunity for exposure for your organization.
- Your company literature (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag
- Recognition in the IMAC-XXXIX Final Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter

IMAC Badge Wallets *(Exclusive)* $2,650.00

- YOUR COMPANY LOGO placed on each wallet. When picking up their registration materials, each IMAC attendee will be placing your company name right around their neck!
- Your company literature (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag
- Recognition in the IMAC-XXXIX Final Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter
Special IMAC-XXXIX Final Program
4 Color Ad Opportunity (Exclusive) $1,950.00

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

IMAC Conference Registration (Exclusive) $1,850.00

- Put your company’s logo big and bold at the IMAC Registration Desk! As soon as the IMAC Attendees approach the conference registration area they will see your name! “Welcome to IMAC-XXXIX” along with your COMPANY LOGO.
- Your company literature (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag.
- Recognition in the IMAC-XXXIX Conference Final Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter

Dessert Break Sponsor (Unlimited) $1,000.00

- Your company literature (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag.
- Recognition in the IMAC-XXXIX Final Program.
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter

Promotional Opportunity (Unlimited) $750.00

Your company literature (1 piece) will be placed in EVERY IMAC 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.
Exposition Passport

This Passport program will require IMAC attendees to visit participating booths and obtain proof of visit in order to be eligible for a drawing with very desirable prizes! (Prizes will be determined based on number of participants. This program is funded by exhibitor participation, and the full $225 is put toward this program.)

Each participating Exhibitor will have their company logo and contact information prominently displayed on a page of our pocket-sized IMAC Exposition Passport book. All IMAC attendees will receive a passport book and Exhibitors will need to place a sticker (provided by SEM) above their logo in the passport book.

Participation is limited to 20 Exhibitors, so pages will be reserved on a first-come/first-serve basis. Passport program requires a minimum of 8 participating exhibitors.

How to participate:
- **Deadline to register is December 1, 2020**
- To register, send an email with your intent to participate containing the following to Jen Tingets (jen@sem.org):
  - Your company logo (as and art file: .eps or .pdf)
  - Company Name
  - Mailing Address
  - Phone
  - Email
  - Web site

Technology Applications Session(s)

Due to positive response from both presenters and attendees, we will once again put on a “Technology Applications” session at IMAC-XXXIX!

The goal of this session is to share, via a 10-15 minute presentation, the KEY aspects of your technology on display in the IMAC-XXXIX Exposition – including how those key aspects pertain to the IMAC attendees’ areas of interest in modal analysis and experimental mechanics. You may present highlights of your latest hardware and software applications and services. After you provide a technology/applications-oriented overview and conceptual summary to this targeted audience in the session room, you are encouraged to invite attendees to obtain additional information (more sales-oriented) at your booth during IMAC-XXXIX Exposition hours.

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

How to participate:

Contact Jen Tingets (jen@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.
### IMAC-XXXIX Exposition Hours

*subject to change*

<table>
<thead>
<tr>
<th>DAY</th>
<th>HOURS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td><strong>Shepard Booth Install</strong></td>
<td>Sunday, February 7</td>
<td></td>
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<tr>
<td><strong>Exhibitor Move-in</strong></td>
<td>Monday, February 8</td>
<td>8:30 a.m. - 6:00 p.m.</td>
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<tr>
<td><strong>Show Hours</strong></td>
<td>Monday, February 8</td>
<td>7:00 p.m. - 8:30 p.m.</td>
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<td><strong>Tuesday, February 9</strong></td>
<td>10:00 a.m. - 5:00 p.m.</td>
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<td>10:40 a.m. - 11:20 a.m.</td>
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<td>3:40 p.m. - 4:40 p.m.</td>
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<tr>
<td></td>
<td><strong>Wednesday, February 10</strong></td>
<td>10:00 a.m. - 12:00 p.m.</td>
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<td>10:20 a.m. - 11:00 a.m.</td>
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<td></td>
<td></td>
<td>1:30 p.m. - 5:00 p.m.</td>
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<tr>
<td></td>
<td></td>
<td>3:40 p.m. - 4:10 p.m.</td>
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<tr>
<td><strong>Tear Down</strong></td>
<td>Wednesday, February 10</td>
<td>5:00 p.m.</td>
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### Exhibitor Checklist and Dates

- Confirm participation as an Exhibitor (contact Jen Tingets)
- Submit abstracts for technical presentations
- Register for Passport Program
- Reserve Hotel Room(s)
- Obtain badges/Register for Conference (contact Shari Matthews)
- Sign up for lead Retrieval System
- Read Exhibitor Kit (will be sent from Shepard about 8 weeks prior to show)

This kit will contain very important information regarding shipping, booth material rentals, power, and more.
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 IMAC-XXXIX 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 within 30 days of booth reservation, or by September 15th. SEM accepts credit cards and corporate checks. Checks should be made payable to SEM, Inc. and mailed to 7 School Street, Bethel, CT 06801.

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 prior to conference):

<table>
<thead>
<tr>
<th>Date</th>
<th>Penalty</th>
<th>Refund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1–Aug. 31:</td>
<td>0% penalty</td>
<td>100% refunded.</td>
</tr>
<tr>
<td>Sept. 1–Oct. 31:</td>
<td>50% penalty</td>
<td>50% refunded.</td>
</tr>
<tr>
<td>Nov. 1–Nov. 30:</td>
<td>75% penalty</td>
<td>25% refunded.</td>
</tr>
<tr>
<td>Dec. 31 or after:</td>
<td>100% penalty</td>
<td>0% refunded.</td>
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</tbody>
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Shipment of Exhibit Materials
Shepard is the IMAC-XXXIX Service Contractor. Service kits, containing important information about shipping, booth furnishings, power, rigging, etc., will be emailed (target= November 2020) 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 6:00 p.m. on February 8, 2020.

Closing Time
Final closing time is 5:00 p.m. on Wednesday, February 10. 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 5:00 p.m. on Wednesday, February 12. Booth reservations for future IMAC Expositions will not be accepted until receipt of $500.00 payment.

Exhibit Space
Each booth area is 10’ wide x 8’ 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 IMAC 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 IMAC-XXXIX at the Rosen Plaza Hotel, Orlando, FL, Feb 8-11, 2021.

1. Name of Organization: 

2. Street Address: 

3. City: 
   State: 
   Zip: 

4. Phone No.: 
   Fax No.: 

5. Name of person to receive exhibit information: 

6. E-mail: 

7. Web: 

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

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

9. 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.

10. 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.

Email this completed and signed contract to Jen Tingets, Exhibit Manager at exhibits@sem.org.