EXHIBITOR PROSPECTUS

Exposition: February 10-12
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
- ANV LLC / Sound Inspectors
- APS Dynamics
- ATA Engineering
- Brincker Monitoring ApS
- Correlated Solutions, Inc.
- Crystal Instruments
- Dantec Dynamics
- Data Physics
- Dayton Digital LLC
- DEWESoft LLC
- Dynamic Design Solutions (DDS) NV
- Dytran Instruments, Inc.
- ETS Solutions NA LLCgfai
tech GmbH
- Hadland Imaging
- HEAD acoustics, Inc.
- HBK/Brüel & Kjaer
- IX Cameras
- m+p international
- MECALC Technologies, Inc.
- Meggitt
- NV-Tech-Design GmbH
- OmniSensing Photonics LLC
- OROS Americas Inc.
- PCB Piezotronics
- Photron USA, Inc.
- Polytec, Inc.
- Precision Filters, Inc.
- RDI Technologies, Inc.
- Shimadzu Scientific Instruments
- Shock and Vibration Exchange
- Siemens Digital Industries Software
- Specialised Imaging
- Spectral Dynamics, Inc.
- SpectraQuest, Inc.
- Springer Nature
- Structural Vibration Solutions A/S
- Technical University of Applied Sciences Wildau
- The Modal Shop, Inc.
- Vibrant Technology, Inc.
- Vibration Research
- Vibration Information
- Xcitex, Inc.
Exhibit Pricing: One 8’d x 10’w exhibit space $2,100.00

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 (White Badge) for each 8’x10’ space purchased (valued at over $900)
- Unlimited number of exhibit booth-only passes (Blue Badge), within reason.
- Post-conference GDPR-compliant list of attendees
- The opportunity to run a FREE ¼-page ad in the IMAC Program (distributed to every attendee)
- Your firm’s product or service listing will be published in the IMAC Program and on the SEM/IMAC website
- Electronic lead retrieval. 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.

Rosen Plaza Exposition Floorplan
### IMAC-XLIII Exposition Hours *(subject to change)*

<table>
<thead>
<tr>
<th>DAY</th>
<th>HOURS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td>Goben Booth Install</td>
<td>Sunday, February 9</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Move-in</td>
<td>Monday, February 10</td>
<td>10:00 a.m. - 6:00 p.m.; 7:00 p.m. - 8:30 p.m.</td>
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<tr>
<td>Welcome Reception</td>
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<tr>
<td>Show Hours</td>
<td>Tuesday, February 11</td>
<td>10:40 a.m. - 11:20 a.m.; 3:40 p.m. - 4:40 p.m.</td>
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<tr>
<td></td>
<td>Wednesday, February 12</td>
<td>8:00 a.m. - 9:00 a.m.; 10:40 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td>Tear Down</td>
<td>Wednesday, February 12</td>
<td>1:00 p.m.</td>
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### 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 outside the complimentary conference registration who would like to attend sessions/technical presentations must register and pay conference registration fees. If you have five (5) or more employees wishing to attend Sessions/Technical Papers, 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 Rosen Plaza Hotel. 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

All opportunities presented in this prospectus are available only to organizations who have purchased booth space at IMAC-XLIII.

**IMAC-XLIII 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 (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag
- Recognition in the IMAC-XLIII Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter
- Recognition as “Sponsor” in conference app

**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-XLIII Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
- Recognition in the SEM Newsletter
- Recognition as “Sponsor” in conference app

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

- YOUR COMPANY LOGO on every lanyard. 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-XLIII Program
- Recognition on the SEM/IMAC website
- Recognition through on-site signage
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* Actual Bag and Badge Lanyard styles may vary
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-XLIII” along with your COMPANY LOGO.
- Your company literature (1 piece) will be placed in EVERY IMAC ATTENDEE’S registration bag
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Special IMAC-XLIII Program 4 Color Ad Opportunity (Exclusive) ................................................................. $1,950.00

Full-page/4-COLOR ad on the outside back cover of the IMAC-XLIII Program. Remember, the IMAC Program is distributed at the show to your target audience and referred to all year!

Special IMAC-XLIII Program 4 Color Ad Opportunity (Limited to 2) ......................................................... $1,750.00

Full-page/4-COLOR ad on the inside front or inside back cover of the IMAC-XLIII Program. Remember, the IMAC 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 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.
Technology Applications Session(s) (Limited) ........................................ $0.00

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

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-XLIII 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-XLIII Exposition hours.

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

How to participate:
Contact SEM (exhibits@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.

Exposition Passport (Limited) ............................................. $225.00

This Passport program will require attendees to visit participating booths and obtain proof of visit in order to be eligible for a drawing with very desirable prizes! (1st Prize: $750 Amazon gift card!)

Each participating Exhibitor will have their company logo and contact information prominently displayed on a "Passport". All attendees will receive a passport book and Exhibitors will need to mark above their logo in the passport.

Participation is limited to 18 Exhibitors, so spots will be reserved on a first-come/first-serve basis.

How to participate:
To register, send an email with your intent to participate containing the following to SEM (exhibits@sem.org):

- Your company logo (eps, jpg, png, pdf)
- Company Name
- Website
Program Ad Insertion Order Form Due to SEM by December 1, 2024  
Ad Material Due to SEM by January 2, 2025

Free 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 IMAC Conference and Exposition Program.

UPGRADE Your Company's Program Advertisement
You have 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 only $600.

Special Offers for Maximum Exposure
Take advantage of the following premier spaces:
- A FULL PAGE 4 COLOR Ad on the outside back cover of the IMAC Program for just $1,950!
- A FULL PAGE 4 COLOR Ad on either the inside front cover or the inside back cover of the IMAC Program for just $1,750!

Remember, the IMAC-XLIII 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 SEM (exhibits@sem.org) by December 1st.

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 .................................................................................................................................................... $600  
5. Special Offer: Upgrade to a full-page/4-color ad on the outside back cover of the IMAC Program ................................................. $1,950  
6. Special Offer: Upgrade to a full-page/4-color ad on the inside back cover of the IMAC Program ................................................... $1,750  
7. Special Offer: Upgrade to a full-page/4-color ad on the inside front cover of the IMAC Program .................................................... $1,750
Ad Specifications

¼ Vertical
Inches 3.5" 4.65"
Picas 20p11 27p11
W H

½ Vertical
Inches 3.5" 10"
Picas 20p11 60p
W H

½ Horizontal
Inches 7.5" 5"
Picas 44p7 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 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 SEM at exhibits@sem.org.
If you have questions regarding your ad, please contact SEM by email or call (203) 790-6373.
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 most recent and longest history of participation.

Exhibit Support Personnel
Each 10’ wide x 8’ deep exhibit space purchased entitles the organization to one complimentary IMAC-XLIII 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 receipt of invoice or on receipt of invoice if within 30 days of conference. 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 prior to conference):

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Penalty</th>
<th>Refund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1–Aug. 31</td>
<td>0%</td>
<td>100% refunded</td>
</tr>
<tr>
<td>Sept. 1–Oct. 31</td>
<td>50%</td>
<td>50% refunded</td>
</tr>
<tr>
<td>Nov. 1–Nov. 30</td>
<td>75%</td>
<td>25% refunded</td>
</tr>
<tr>
<td>Dec. 31 or after</td>
<td>100%</td>
<td>0% refunded</td>
</tr>
</tbody>
</table>

Shipment of Exhibit Materials
Goben Convention Services is the IMAC-XLIII Service Contractor. Service kits, containing important information about shipping, booth furnishings, power, rigging, etc., will be emailed (target: October 2024) 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 10, 2025.

Closing Time
Final closing time is 1:00 p.m. on Wednesday, February 12, 2025. 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 1:00 p.m. on Wednesday, February 12, 2025. 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. The booth cost includes 8’ high back drapes, 3’ siderails, and a single-line exhibitor’s identification sign. No additional furnishings are included. 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-XLIII at the Rosen Plaza Hotel, Orlando, FL, February 10-12, 2025.

1. Name of Organization: ________________________________________________________________

2. Street Address: ________________________________________________________________

3. City: ______________________________ State: _______ Zip: __________

4. Phone No.: ______________________________

5. E-mail: ______________________________

6. Web: ______________________________

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 IMAC-XLIII, payment must be received in full no later than 5 days prior to the stated conference start date.

Email this completed and signed contract to SEM at exhibits@sem.org.