

76th Annual IMA World
2019 **Magnesium**
Conference

Budapest, Hungary
15-17 May 2019
Kempinski Hotel Corvinus Budapest



Exhibition & Sponsorship
Opportunities

IMA[®] International
Magnesium
Association

International **Magnesium Association**
1000 Westgate Drive, Suite 252
Saint Paul, Minnesota 55114 USA
Phone: +1 651.379.7305 | Fax: +1 651.290.2266

www.IMAworldconference.org

About this Conference

Join us as we kick off the 2019 International Magnesium Association (IMA) World Magnesium Conference in Budapest, Hungary! IMA's annual conference offers one-of-a-kind networking opportunities, educational collaborations and unique sessions tailored exclusively for those in the magnesium industry! This annual event provides organizations and individuals the unique opportunity to showcase their services to the largest audience of in-house magnesium professionals in the industry. With nearly 200 forward thinking influential leaders in attendance last year, IMA expects to exceed those numbers in Budapest. We will do a bilingual presentation conference (Chinese and English) with translating services available for some technical sessions. Don't miss the best opportunity for new business, new connections and new learning. Register to Exhibit and Sponsor today!

Planning Calendar

Deadline

March 1 Deadline for ads and sponsorship listings to be included in the onsite conference program

Exhibitor Move in

Wednesday, 15 May: 16:00 – 18:00

Exhibit Hall Open

Thursday, 16 May: 7:00 – 16:30

Friday, 17 May: 7:00 – 15:30

**Exhibit Hall schedule subject to change*

Exhibit Hall Move Out

Friday, 17 May: 15:30 – 17:00

Exhibitors are required to remain set up until the tear-down time of 15:30. Exhibitors found not in compliance will be fined an Early Departure Fee of \$500 USD.

Assignment of Space

IMA will make final assignment of booth space considering when registration was received. Exhibit space is available on a first-come, first-served basis.

Confirmation

A registration confirmation will be emailed to your company's contact upon receipt. Your booth assignment will be emailed to your designated company contact in mid to late March. A final confirmation with important onsite information will be sent to all exhibitor representatives at that time.

Registration Deadlines

Exhibit space is available on a first-come, first served basis. Exhibit and sponsorship registration can be done online or with paper registration (the Sponsors/ Exhibit Authorization Form found in this pdf). The deadline for ad inclusion in the onsite conference program is 1 March 2019.

IMA Enforced Exhibiting Policies

Please review in detail the exhibiting policies found on pages 2-4, 6. All policies will be firmly enforced.

Exhibitors must agree to adhere to all IMA's guidelines, policies, and procedures when submitting an application to exhibit.

Exhibit Location

Kempinski Hotel Corvinus Budapest
Erzsébet tér 7-8
1051 Budapest
Hungary

An exhibitor service kit will be emailed to your designated company contact in advance of the meeting. Exhibit fee includes:

- one complimentary conference registration. If you purchase a double space booth, you will receive two complimentary registrations. Each complimentary conference registration includes:
 - One ticket to the President's Welcome Reception
 - continental breakfast for one person for two days
 - breaks/refreshments for one person
 - lunch for one exhibitor on Thursday and Friday
- Company name listed in onsite conference program
- Company name listed in conference mobile app
- Company name on conference signage
- A conference program booklet
- One (1) complimentary set of attendee mailing labels emailed to you as a PDF at the end of May. This list will include all attendees who registered and attended the 2019 World Magnesium Conference and gave permission to release their information.
- Exhibitors can purchase one additional exhibitor registration (includes continental breakfast, breaks/refreshments and lunch for two days)

Exhibit Space Specifications

All 8 x 10 ft (2.44 x 3.05 m) booths include:

- One 6ft (1.83 m) skirted table
- Two chairs
- One wastebasket
- Standard Electricity

Cost

Single Space:	IMA Member: \$3,000 USD
	Non-Member: \$4,700 USD
Double Space	IMA Member: \$4,300 USD
	Non-Member: \$6,100 USD
Add'l Exhibit Rep:**	\$500 USD

***Only one additional representative may be purchased per double/single exhibit; excludes President's Reception and Closing Reception/Banquet; IMA will request names*

of exhibit representatives in March 2019.

**Must register by 1 March 2019 to be included in conference program book.*

Registering Your Company Representatives

IMA will request your company exhibit/sponsor representatives' names in March. A form will be sent to your main exhibit contact to submit your representatives' name. Each booth includes exhibitor registration for one representative. You may purchase up to one more registration per booth.

No refunds will be provided for representative registrations. Representative registration covers two days of the exhibit hall. Switch-outs for single days, half days, or less time will not be allowed.

Cancellation Policy

Written cancellation notice must be received via fax, mail, or email by 1 March 2019, to receive a 50% refund. No refunds will be given after this date. If IMA cannot hold the conference due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, each prepaid registrant/exhibitor will receive a copy of the conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants/exhibitors. IMA is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the conference.

PLEASE NOTE: This is an application to exhibit. All exhibitor applications are subject to review and approval by IMA. Moreover, we reserve the right to deny exhibitor privileges to any applicant.

Contributions or gifts to IMA are not tax deductible as charitable contributions. They may, however, be

tax deductible as ordinary and necessary business expenses or under other provisions of the Internal Revenue Code. Consult your tax advisor.

Insurance and Disclaimer

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the hotel, its owners, and its operator and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees that arise out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit agreement, in an amount not less than \$2 million combined single limit for personal injury and property damage. The hotel, its owners, and its operator shall be included in such policies as additional named insureds. In

addition, exhibitor acknowledges that neither the hotel, its owners, nor its operator maintain insurance covering exhibitor’s property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

Lodging Information

Kempinski Hotel Corvinus Budapest

Superior/Deluxe Guest Room Rate:

Single Occupancy: EUR 229++ (approx. \$267++ USD)

Double Occupancy: EUR 239++ (approx. \$278++ USD)

++ applies to applicable 18% VAT tax, 4% city tax, and any occupancy fees or services charges that are applied to the room rate

Cutoff date: **Monday, 22 April 2019**

Erzsébet tér 7-8

1051 Budapest

Hungary

Security

The exhibit hall will be locked during non-show hours, but the International Magnesium Association and the Kempinski Hotel Corvinus Budapest do not guarantee to protect the exhibitors against any loss or damage of any kind.

Advertising Options

Advertisements for the onsite brochure are due by Friday, 1 March 2019. All ads are full color. All advertisements must be approved by IMA prior to printing. Please submit press-quality (300 dpi or higher) PDF files to Sue at suep@intlmag.org by Friday, 1 March 2019.

Ad Size	Ad Dimensions - Width x Height	Cost (USD)
Back cover	Trim Size 8.5 x 11 in (216 x 279 mm)	\$2,400
Inside back cover	Trim Size 8.5 x 11 in (216 x 279 mm)	\$1,800
Full Page Vertical	Actual Size: 7.75 x 10.25 in (197 x 260 mm)	\$1,000
Half Page Horizontal	Actual Size: 7.75 x 5.125 in (197 x 130 mm)	\$700
Quarter Page vertical	Actual Size: 3.875 x 5.125 in (98 x130 mm)	\$550
Business Card vertical	Actual Size: 2.0 x 3.5 in (50.8 x 88.9 mm)	\$350

Conference Sponsorship Options

Extend your brand identity and marketing capabilities with a strong visible presence at the 2019 World Magnesium Conference. Take advantage of the opportunity to tie your brand identity not only to IMA, but to the educational aspects of this conference. Multiple levels of conference sponsorship opportunities are available. All sponsorship opportunities are first-come, first-served.

Conference Sponsorships and Benefits

	President \$15,000 USD	Platinum \$10,000 USD	Gold \$7,500 USD	Silver \$5,000 USD	Closing Reception/ Banquet \$5,000 USD
Exclusive sponsor at the President's Reception - full recognition at event	✓				
Conference website	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Logo/Link
Conference Onsite Program	Logo	Logo	Logo	Logo	Logo
Conference slide show and signage	Logo	Logo	Logo	Logo	Logo
Acknowledgement in IMA Newsletter up to the 2019 IMA Conference	Logo	Logo	Logo	Logo	Logo
Color Advertisement in onsite Conference Program	Full Page	Full Page	Half Page	Business Card	Business Card
One Registration (\$1,800 USD value)	✓	✓	✓	✓	
Post conference registration e-mail list of attendees	✓	✓	✓	✓	
Five minute introduction at Conference General Session	✓	✓			
Exhibit Space (Single)		✓	✓		

More Sponsorship Options

Translation Technology (2 available)

One each for Thursday and Friday General Sessions
Acknowledgment at the start of the days' general sessions.

\$5,000 USD each

Attendee Lanyards

Includes company name on all Conference attendee lanyards.

\$1,000 USD

Conference Pad Folios

Company logo branded on pad folios for all attendees.

\$3,000 USD

Breaks and Lunches

Includes signage for one of the following four opportunities:

- Wednesday Breaks All Day (2 available) **\$1,500 USD each**
- Wednesday Lunch (3 available) **\$1,000 USD each**
- Thursday Breaks All Day (2 available) **\$1,500 USD each**
- Thursday Lunch (3 available) **\$1,000 USD each**

Contact Us

Amanda Beneke, amandab@intlomag.org
1000 Westgate Drive, Suite 252
Saint Paul, Minnesota 55114 USA
Direct: +1 651.290.6286

Photo Consent

As part of the IMA World Annual Conference, you may be photographed or you may be recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to IMA. Your attendance at this event implies your consent to be photographed or recorded.

IMA Enforced Exhibiting Policies

Early Departure Penalty: \$500 USD

To enhance the experience of attendees in the exhibit hall, IMA requires that all exhibit booths must remain fully set up and attended by a company representative until the specified tear-down time. To assist in enforcing this policy, IMA has instituted an early departure fee of \$500 that will be assessed to any company that begins to dismantle its booth or leaves its booth unattended before the official tear-down time denoted in the exhibitor prospectus. Payment of this fee will be required before the company is allowed to register for a booth space at the following annual conference and the company will be placed at the bottom of the list for booth assignments at the next annual conference. IMA is dedicated to making our attendee and exhibitor experience enjoyable and educational at all times. Thank you for your continued support and cooperation on this matter.

Exhibit Materials and Activity

IMA reserves the right to prevent any Exhibitor from displaying beyond the bounds of the Exhibitor's rented exhibit space: noisy electrical devices (ex. loud appliances, machines, games), smells/scents that are offensive or commonly cause allergic or physical reactions (ex. industrial smells, chemical smells, nail polish, cleaners), displays, fire hazards (ex. open flames, highly flammable fumes), costumed

mascots, live animals or anything which may prove objectionable. All aisles must be kept clear of displays. Inventory must be discreetly stored within an Exhibitor's booth space. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitors. Exhibitors are allowed to sponsor prize drawings within their exhibit space. Any limitations on registering for or accepting the prize must be prominently displayed in the exhibit space.

Important Exhibitor Information

- Only one company per exhibit space will be permitted.
- Attaching/hanging marketing materials from the ceiling in the exhibit hall is not allowed.
- Exhibiting companies who wish to provide food/beverage for attendees must order directly through the hotel.
- Lead retrieval systems will not be used at the IMA World Magnesium Conference.
- All exhibit set-up and materials must stay within the given footprint layout set by IMA.
- All exhibit booths (8x10ft / 2.44x3.05m) will be limited to two representatives (one included with registration and one additional with additional registration fee).
- Any additional people who plan to be at your company's booth must be included in your representative limit. This includes photographers, caricature artists, etc.
- Exhibitors and sponsors are welcome to attend the welcome reception and plenary sessions for which they are Sponsors. Admittance to any other events will not be permitted.
- Interactive displays (photo booths, money machines, etc.) must be approved by the IMA office prior to the conference.
- Exhibitors/sponsors must not sponsor/hold any events during conference hours or the hours of any official IMA functions from Tuesday, 14 May through Friday, 17 May.

We would like to be a Sponsor/Exhibitor for the IMA World Magnesium Conference in Budapest, Hungary, 15-17 May 2019 with over 100 qualitative research professionals in attendance!

We agree to have our information shared via the conference app, onsite program and conference promotion.

Payment **MUST** accompany form to guarantee your spot. You will find the most current sponsorship availabilities and can also register online at www.ima-world-conference.org

Please indicate Sponsorship Level(s):

- | | | | |
|--|---------------------|---|-------------------------|
| <input type="checkbox"/> President's Reception
<i>(full-page ad included)</i> | \$15,000 USD | <input type="checkbox"/> Translation Technology Day 1 | \$5,000 USD |
| <input type="checkbox"/> Platinum
<i>(exhibit booth, full-page ad included in conference program)</i>
Choose one:
<input type="checkbox"/> Thursday General Session
<input type="checkbox"/> Friday General Session | \$10,000 USD | <input type="checkbox"/> Translation Technology Day 2 | \$5,000 USD |
| <input type="checkbox"/> Gold
<i>(exhibit booth and half-page ad included in conference program)</i>
Choose one:
<input type="checkbox"/> Registration
<input type="checkbox"/> Thursday Breakfast
<input type="checkbox"/> Friday Breakfast | \$7,500 USD | <input type="checkbox"/> Closing Reception and Banquet | \$5,000 USD |
| <input type="checkbox"/> Silver
<i>(business card ad included in conference program)</i> | \$5,000 USD | <input type="checkbox"/> Conference Pad Folios
<i>(business card ad included in conference program)</i> | \$3,000 USD |
| | | <input type="checkbox"/> Wednesday Breaks <i>(2 available)</i> | \$1,500 USD each |
| | | <input type="checkbox"/> Thursday Breaks <i>(2 available)</i> | \$1,500 USD each |
| | | <input type="checkbox"/> Wednesday Lunch <i>(3 available)</i> | \$1,000 USD each |
| | | <input type="checkbox"/> Thursday Lunch <i>(3 available)</i> | \$1,000 USD each |
| | | <input type="checkbox"/> Attendee Lanyards | \$1,000 USD |

Sponsor Total: \$ _____ USD

Exhibitor Registration

- Exhibit**
Choose one:
- | | |
|---|--------------------|
| <input type="checkbox"/> Single Space IMA Member | \$3,000 USD |
| <input type="checkbox"/> Single Space Non-Member | \$4,700 USD |
| <input type="checkbox"/> Double Space IMA Member | \$4,300 USD |
| <input type="checkbox"/> Double Space Non-Member | \$6,100 USD |
- Additional Exhibit Representative** **\$500 USD**
Only one additional representative per exhibit may be purchased; excludes President's Reception and Closing Reception/Banquet; IMA will request names of Exhibit Representatives in March 2018

Exhibit Total: \$ _____ USD

Advertising

- (Purchase of ads not included in sponsorships. See page 4 for ad specs.)*
- | | |
|---|--------------------|
| <input type="checkbox"/> Back Cover | \$2,400 USD |
| <input type="checkbox"/> Inside Back Cover | \$1,800 USD |
| <input type="checkbox"/> Full Page | \$1,000 USD |
| <input type="checkbox"/> Half Page | \$700 USD |
| <input type="checkbox"/> Quarter Page | \$550 USD |
| <input type="checkbox"/> Business Card | \$350 USD |

Ad Total: \$ _____ USD

Contact Information

First Name and Surname/Family/Last Name _____

Company _____

Address _____ Country _____

City _____ State/Province/Location _____ Postal Code _____

Phone _____ Email _____

Coordination Contact Email (if different than above) _____

All listings and signage should read: _____
(fill in facility/company name as it should appear)

Totals from Authorization Form Page 1

Sponsor Total: \$	USD
Exhibit Total: \$	USD
Ad Total: \$	USD
Grand Total: \$	USD

IMA Enforced Exhibiting Policies
 Please review in detail the exhibiting policies found on pages 2-4, 6. All policies will be firmly enforced.
 Exhibitors must agree to adhere to all IMA's guidelines, policies, and procedures when submitting an application to exhibit.

**Must register by 1 March 2019 to be included in the onsite conference program book*

Payment Information (must accompany application to guarantee sponsorship or exhibit space)

All fees are in USD.

- Check (payable to IMA) Wire Transfer Visa Mastercard American Express Discover

If paying by credit card, all fields below are required. Please do not send credit card information via email to protect your information.

Name (as it appears on card) _____

Card Number _____

Exp. Date _____ Sec. Code _____

Authorized Signature _____

Phone _____

Address (if different than contact info) _____

City _____ State/Province/Location _____

Postal Code _____ Country _____

Acceptable forms of payment receipt include Mail or Fax.

Mail or Fax your completed registration to:

International Magnesium Association
 1000 Westgate Drive, Suite 252
 Saint Paul, Minnesota 55114 USA
Fax: +1 651-290-2266

PLEASE DO NOT EMAIL FORMS WITH CREDIT CARD INFORMATION.

PCI Compliance standards require that transmission of credit card payment information to the IMA office by email cannot be accepted.

Send Wire Transfers To:
International Magnesium Association
 Wells Fargo Bank
 SWIFT CODE: WFBUS6S
 Account No. 6923095530

(For office use only)

initials		fin.	
date			
CK/CC			
amt. paid			
bal. due			comm.

CANCELLATION POLICY: All exhibitor cancellation requests must be submitted online using the online Refund Request form BEFORE the 1 March 2019 deadline to receive a 50% refund. No refunds will be given after 1 March 2019.

CONTRIBUTIONS: Contributions or gifts to IMA are not tax deductible as charitable contributions. They may, however, be tax deductible as ordinary and necessary business expenses or under other provisions of the Internal Revenue Code. Consult your tax advisor.

Questions?
 For conference details, sponsorship and exhibitor inquiries, please contact Amanda Beneke, Conference Planner, amandab@intlmg.org or +1 651.290.6286