



IEEE IUS 2021

International Ultrasonics Symposium

Virtual Symposium | September 11 - 16, 2021

September 11-12: Short Courses || September 12-16: Technical Program

IEEE IUS 2021 Exhibitor & Patron Prospectus

Please visit:
2021.ieee-ius.org



IEEE ULTRASONICS, FERROELECTRICS,
AND FREQUENCY CONTROL SOCIETY



We invite you to support the IEEE International Ultrasonics Symposium, the largest annual conference in the world dealing with technological aspects of ultrasonics.

The breadth of the symposium is unsurpassed, taking in medical and industrial ultrasonics and other applications including consumer ultrasonics, underwater SONAR, and power ultrasonics. Addressed in oral and poster sessions, the applications are supported by content addressing fundamentals including materials and transducers, with other themes covering emerging topics.

The symposium attracts well over 1,000 delegates including opinion leaders and technical influencers from industry, universities and government and there is always a large cohort of early career researchers and graduate students, who are the future opinion leaders in ultrasonics.

Patronage of the symposium places your company in this global shop window, allowing you to gain exposure to both existing and future leaders and influencers across ultrasonics, from technical research to high volume industry.

Benefits of patronage include:

- Immediate impact on awareness of your company in the ultrasonics community globally
- Positioning of your company as a leader in an important high-technology field
- Potential immediate sales through better awareness of your company and products
- Differential benefits compared with companies who do not use this communications channel
- Medium and long-term sales through reinforcement of market awareness

Your primary contact for further interest is Brianna Orr, IUS 2021 Symposium Manager, borr@conferencecatalysts.com.

Yours sincerely,

Mingxi Wan & Ayache Bouakaz

IEEE IUS 2021 General Co-Chairs



Partnership Opportunities

Expected Numbers & Delegate Profile

The IEEE International Ultrasonics Symposium takes place annually and attracts delegates from around the world in the field of Ultrasonics. Delegate numbers have increased steadily since the first Symposium, showing the increasing popularity and importance of the event. IEEE IUS is a highly regarded and must attend event for the ultrasonics industry which attracts delegates of various professions and career levels, such as PhD students, early career researchers, professors, academics, representatives of companies working ultrasound and IEEE members. The average professional distribution of IEEE IUS delegates:

It is expected that this year's event will consist of about 24% from IEEE Members, 47% Students, 27% Non-Members, and 2% other.

Partnership Packages

All packages can be customized to meet your exact needs to maximize your return on investment, particularly with respect to activation possibilities.

For More Information

If your company would like to be an exclusive sponsor or if you do not see the opportunity you are interested in, please contact the IUS 2021 Symposium Manager.

Symposium Manager

Brianna Orr
Conference Catalysts LLC
IEEE IUS 2021

✉ borr@conferencecatalysts.com
☎ +1 352 872 5544 *114



Technical Program Groups

Oral and poster presentations will be included in the program as well as short courses and plenary sessions. Papers solicited for this Symposium describe original work in the field of ultrasonics from various subject classifications:

Medical Ultrasonics

MBB Medical Beamforming and Beam Steering / MBE Biological Effects & Dosimetry / MBF Blood Flow Measurement / MCA Contrast Agents / MEL Elastography / MIM Medical Imaging / MPA Medical Photoacoustics / MSD System & Device Design / MSP Medical Signal Processing / MTC Medical Tissue Characterization / MTH Therapeutics, Hyperthermia & Surgery

Sensors, NDE & Industrial Applications

NAF Acoustics Microfluidics / NAI Acoustic Imaging and Microscopy / NAS Acoustic Sensors / NDE General NDE Methods / NEH Energy Harvesting / NFM Flow Measurement / NMC Material & Defect Characterization / NPA Photoacoustics / NPC Process Control and Industrial Ultrasound / NSP Signal Processing / NTD Transducers: NDE and Industrial / NUA Underwater Acoustics / NWP Wave Propagation / NSH Structural Health Monitoring

Physical Acoustics

PAT Acoustic Tweezers and Particle Manipulation / PNL Nonlinear Acoustics / PGP General Physical Acoustics / PTE High Power and Temperature Effects / POA Opto-acoustics / PPN Phononics / PTF Thin Films / PMI Modeling and Inversion / PUM Ultrasonic Motors & Actuators / PNR Non-Reciprocal Acoustics

Microacoustics-SAW, BAW & MEMS

ADA Device Applications / ADD Device Design / ADM Device Modeling / AMP Materials & Propagation / AMR Microacoustics Resonators / AMS Microacoustic Sensor Devices & Apps / ATR Tunable & Reconfigurable Devices

Transducers & Transducer Materials

TPM Piezoelectric and Other Materials / TMS Modeling and Simulation / TFT Thin and Thick Piezoelectric Films / TMU Micromachined Ultrasonic Transducers / TMI Biomedical Diagnostic and Imaging Transducers / TTT Biomedical Therapeutic Transducers / THF Front-end and Integrated Electronics / TIS Integrated Electronics and Systems / TPF Applications of Piezoelectrics & Ferroelectrics

Virtual – Patron Programs

	Bronze Patron	Silver Patron	Gold Patron	Platinum Patron
Virtual exhibit space on platform which can include company description, contact person, chat feature, and marketing material such as videos or fliers/brochures	✓	✓	✓	✓
Full registrations including access to virtual symposium technical sessions	2	4	6	10
Your organization logo hyperlinked on the IEEE IUS 2021 website & virtual platform	✓	✓	✓	✓
Your organization logo acknowledging your patronage status in the final program & proceedings	✓	✓	✓	✓
A company profile listed in the final program	50 words	100 words	100 words	100+ words
Access to registrant email list (for those who opted in)	✓	✓	✓	✓
Your organization acknowledged in all promotional messages	✓	✓	✓	✓
Exhibit Booth within Gather.Town platform	✓	✓	✓	✓
A full-page color ad in the final program		1	1	2
Hosted Webinar advertised in Program and on Virtual Platform (outside Technical Program hours)	1 (15-minute)	1 (hour-long)	2 (hour-long)	3 (hour-long)
Logo in prominent, separate location on Virtual Platform			✓	✓
One Live Session Commercial (15 seconds)				✓
	\$2,500	\$5,000	\$7,500	\$15,000

* All rates are shown in USD

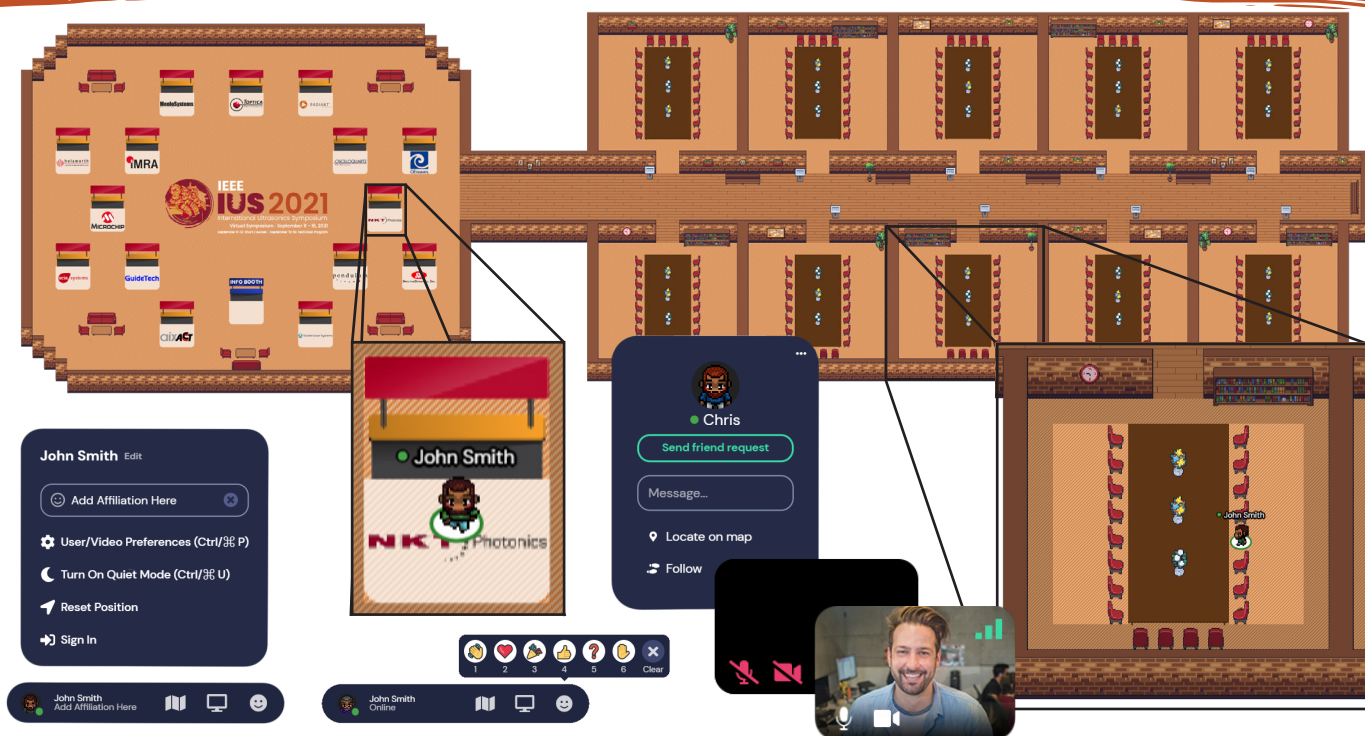
Live Session Commercial (15, 30, or 45 seconds) –

Advertise your company before the conference live sessions. Your commercial will be played during a minimum of 3 sessions throughout the course of the conference (right before the session start time). Commercials will be played in a random order but distributed fairly throughout the week.

- » 15 Seconds: **\$1,000**
- » 30 Seconds: **\$1,750**
- » 45 Seconds: **\$2,500**

For More Information

If your company would like to be an exclusive sponsor or if you do not see the opportunity you are interested in, please contact the IUS 2021 Symposium Manager.



IUS 2021 will be featuring a virtual exhibit hall within Gather.Town.

Gather.Town is primarily geared toward facilitating 1:1 and small group interactions. Each attendee will have their own avatar that they can customize and will be able to walk around the space and visit the Exhibit booths.

The system is designed around proximity-based interaction so that as you get closer to other attendees for example, in the same Exhibit Booth area, each of your video and audio will become activated and you can video chat with that person.

Each Exhibitor will have their own exhibit booth where they can make marketing flyers and video resources accessible. Attendees will be able to simply walk up to the thumbnail icon and access the materials.

Dedicated Exhibit Hours

IUS 2021 will feature dedicated exhibit hours in which attendees will be able to visit the booths and interact with Exhibitors. In order to optimize your experience, we recommend that you have a representative stationed at your booth during these hours, offer virtual goody bags that attendees can receive when visiting your booth, and offer interactive content that you can share with attendees to attract and engage them.

IUS 2021 attendees will enter Gather.Town through the conference platform (**CONflux**) where they will arrive directly in the Exhibit Hall area in order to optimize traffic flow and interaction with exhibitors.

Virtual – Exhibitor Application/Contract



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Application is hereby made to IEEE IUS 2021 (hereinafter termed "Exhibit Management") for exhibit space at the above named symposium. This Application when accepted by Exhibit Management, together with the Exhibition Rules and Regulations as listed on the following pages, will constitute your contract with Exhibit Management for exhibit space, as indicated by the Exhibit Chair's signature on this Application or acknowledgment by email.

Virtual Partnership

☐ Platinum
\$15,000

☐ Silver
\$5,000

☐ Gold
\$7,500

☐ Bronze
\$2,500

Live Session Commercial

☐ 15 Second
\$1,000

☐ 30 Second
\$1,750

☐ 45 Second
\$2,500

1 Please read this contract carefully and print or type all information requested.

2 Complete, sign and send to:

Brianna Orr

Conference Catalysts LLC

IEEE IUS 2021

✉ borr@conferencecatalysts.com

☎ +1 352 872 5544 *114

📠 (352) 872 5545

** All rates are shown in USD*

Company Information

Company Name

Mailing Address

City State Zip Code Country

Phone Web

I have read and agree to the terms and conditions of this contract.

Print Name Title

SIGNATURE Date

Contact Information

Name Email

Phone Fax

Mailing Address

City State Zip Code Country

Payment Information

Payment is due within 30 days of receipt of contract submission.

Please make checks payable to: IEEE IUS 2021

☐ Check ☐ Bank Transfer ☐ American Express ☐ Visa ☐ MasterCard

Card Number

Security Code*

Expiration Date

* The Credit Card Security Code, or Card Code, is a three- or four-digit security code that is printed on the back of credit cards (or on the front for American Express cards) in reverse italics in the card's signature panel.

Billing Address

City State Zip Code Country



Terms and Conditions

1. Contract

This application, properly executed by applicant (exhibitor) shall upon written acceptance and notification of booths assigned by IEEE IUS 2021 management constitute a valid and binding contract.

2. Assignment of Space

Assignment of virtual space to exhibitors and those making application will be made in the order of date and time received. IEEE IUS 2021 will continue to receive applications and assign exhibit space, as it remains available, until shortly before the show opening date. In all cases, total payments must be received prior to show opening. IEEE IUS 2021 assignment of space is final and shall constitute an acceptance of the exhibitor's offer to occupy space. After assignment, space location may not be changed, transferred or canceled by the exhibitor except upon written request and with the subsequent written approval of IEEE IUS 2021 management. IEEE IUS 2021 management reserves the right to reassign exhibitor space for overall benefit of the show.

3. Subletting Space

No exhibitor will assign, sublet, or apportion the whole or any part of the virtual space allotted to him, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the exhibitor in the regular course of his business except upon prior written consent of IEEE IUS 2021 management.

4. Exhibit Space Rental Rates

Exhibit space rental includes materials and services described herein. Pricing is listed on the contract page above.

5. Payment Requirements and Cancellation Charges

Applications require full payment before space is assigned. Payment in full is required with submission of contract application or on the date indicated on the invoice. All cancellations must be made in writing and will be based on the following:

Schedule of refunds:

After July 12, 2021 but before August 12, 2021:

- » Refund of 50% of the total license fee for cancellation

On or after August 12, 2021:

- » No refund or credit at any time.

It is understood that IEEE IUS 2021 reserves the right, at its option, to reassign a cancelled exhibit space regardless of the cancellation rate assessed. In the event that the premises in which the IEEE IUS 2021 show is conducted shall become, in the sole discretion of IEEE IUS 2021, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of IEEE IUS 2021, this agreement may be terminated by IEEE IUS 2021. For this purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, equipment, local, state or federal law, ordinance, rule, order, decree or regulation, executive, or judicial, and whether constitutional, or act of god. Should IEEE IUS terminate this agreement pursuant to the provision of this paragraph the exhibitor waives any and all claims for damages and agrees that IEEE IUS 2021 may, after computing the total amount of IEEE IUS 2021 cost and expenses in connection with its preparation for and conducting of the IEEE IUS 2021 event, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as and for complete settlement and discharge of all said exhibitor's claims and demands, and amount which bears the same relationship to the fee paid by said exhibitor as the total refundable amount as computed above bears to the total amount of fees paid by all exhibitors.



Terms and Conditions (continued)

6. Losses or Damage

Exhibitor agrees that IEEE IUS 2021 shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by exhibitor or any person thereon with the consent of exhibitor, and that exhibitor will defend, indemnify and save harmless, IEEE IUS 2021 from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence of or breach of an obligation by exhibitor or its employees or representatives. Exhibitor will be liable for all damages, or liability of any kind or for any loss, damage or injury to persons or any property during the show from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space.

7. Demonstrations

No demonstrations or solicitations shall be permitted outside of the exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside exhibit spaces.

8. Compliance

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the show is held.

9. Policy

It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local customs that may apply, having agreements with the show Facility or with authorized contractors employed by IEEE IUS 2021.

10. Management

The exhibitor further agrees that the conditions, rules and regulations of the IEEE IUS 2021 management are made a part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations, and that the management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the show.

11. Alteration of Booth Space

IEEE IUS 2021 management shall be entitled to alter the layout if, in their opinion, this is in the general interest of the exhibition.