Sponsorship Program
2017 IEEE IUS

The 2017 IEEE International Ultrasonics Symposium will be held at the **Omni Shoreham Hotel**, Washington, D.C., USA from September 6-9, 2017. The symposium has many sponsorship packages available. Over a thousand scientists and engineers attended each of three recent symposia in Chicago (2014), Taipei (2015), and Tours (2016). We anticipate another successful symposium in Washington, D.C. in 2017. We advise you to make your sponsorship requests as soon as possible because some packages have limited availability and are awarded on a first-come first-serve basis.

2017 IEEE IUS General Chair
Keith Wear
keith.wear@fda.hhs.gov

2017 IEEE IUS Exhibits Chair
Larry Kessler
lkessler@SONOSCAN.COM

http://ewh.ieee.org/conf/ius/2017/

Gold Sponsor: $15,000

2 standard exhibition booths in the exhibition area with priority placement in prominent locations.

3 symposium registrations (each including IUS Banquet and IUS Reception and attendance to sessions).

Corporate logo and description featured on symposium website, digital abstract book, program book (both digital and printed versions), and mobile application. Sponsorship acknowledgement during the conference opening remarks.

One item insert (provided by sponsor) in attendee welcome packets.

Silver Sponsor: ~~$9,000~~ $7,500

1 standard exhibition booth in the exhibition area with priority placement in prominent locations. *Note: priority placement might not be possible at discount rate.*

2 symposium registrations (each including IUS Banquet and IUS Reception and attendance to sessions).

Corporate logo and description featured on symposium website, digital abstract book, program book (both digital and printed versions), and mobile application. Sponsorship acknowledgement during the conference opening remarks.

One item insert (provided by sponsor) in attendee welcome packets.

Bronze Sponsor: ~~$3,000~~ $2,500

1 symposium registration (each including IUS Banquet and IUS Reception and attendance to sessions).

Corporate logo and description featured on symposium website, digital abstract book, program book (both digital and printed versions), and mobile application.

One item insert (provided by sponsor) in attendee welcome packets.

IEEE ULTRASONICS, FERROELECTRICS, AND FREQUENCY CONTROL SOCIETY

IEEE

Advertisement Sponsor: $2,500 $1,500

One full advertisement page (artwork supplied by sponsor in electronic form) included in the program book (both digital and printed versions).

Attendee Welcome Packet Insert Sponsor: $500

Company provides small logo-branded items (e.g. USB thumb drive, power bank, note pad, folder, pen, lanyard) or single-page advertisements to be included in attendee welcome packets. The estimated number of attendees is 1300.

Note: the lanyard sponsorship, which is limited to one, is already taken.

Social Event Sponsor:

Exclusive signage rights with corporate signage prominently displayed on sponsored day and event. Sponsor provides digital content for signs.

Banquet: $5,000
Reception: $3,000
Coffee Break / Poster Session: $2,000 per day

Mobile App Sponsor:

Gold Mobile App Sponsorship: $3,500   SOLD
Multimedia Mobile App Sponsorship: $1,000 $750
Banner Mobile App Sponsorship: $1,000 $750
Alert: $1,000 $750

See mobile app sponsorship details below.

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EVENT TECHNOLOGY
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Gold Overall App Sponsorship Features

Sponsor's ad placements will be included as featured screen shots on the iTunes, Apple App Store and Android Play download sites / pages. Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

The overall app sponsorship package provides maximum sponsorship exposure on the app:

- Secondary Launch Page
- Schedule Page Watermark
- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page

- Exhibitor Directory Row Highlighting
- Video Clip
- User Metrics

Secondary Opening Page

Page dedicated to the overall app sponsor. Appears after opening screen.

Schedule Page Watermark

A watermark of the sponsor's logo will appear on all app My Schedule calendar pages.

Rotating Banner Ad

Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.
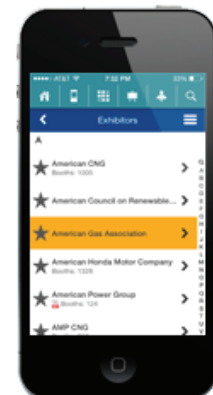
Full Screen App Landing Page

Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL.

Multimedia Video Message

Sponsor video is download-able from the Exhibitor Profile.

Exhibitor Directory Row Highlighting

Background color draws attention to the overall app sponsor's listing in the exhibitor directory.

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MultiMedia Ad Package Features

Features and Benefits:

- Rotating Banner Ad
- Full Screen App Landing Page
- Video Clip

- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

Rotating Banner Ad	**Full Screen App Landing Page**	**Multimedia Video Message**
Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page	Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL	Sponsor video is download-able from the Exhibitor Profile

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Banner Ad & Landing Page Package Features

Features and Benefits:

- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page

- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

Rotating Banner Ad

Banner ads rotate at the top
of the app Dashboard page,
and click through to a full-screen App
Landing Page.

Full Screen App Landing Page

Tell app users more about your product or
services or show specials. Buttons can lead
users to exhibitor listing or provided
webpage URL.

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Push Message Alerts

Specifications:

Subject Line: Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, you might consider keeping your subject line fewer than 29 characters.
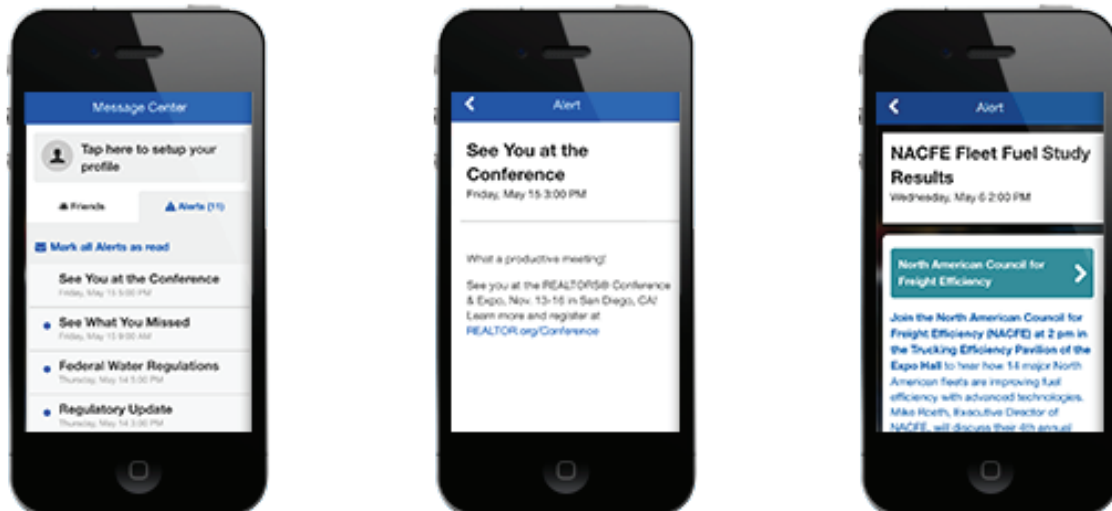
Body: The body of the alert message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.

Please provide:

(1) Date/Time Alert will be scheduled to send
(2) Alert Title
(3) Body of Alert message

Note: The three most recent alerts appear at the top of the Dashboard page, and all alerts are saved under the "Alerts" Dashboard icon.

On the Apple and Android app version, "Push notification" alerts can be set to be received as "overlay" messages, shown below. The user simply taps the message to open the app and be taken to the alert message.

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Enhanced Exhibitor Listing "Green Package"

Upload your company's .jpg logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app's interactive tradeshow floor plan.

Plus... Upload product literature, show brochures, press releases, and other .pdf documents to the mobile app. Save money on printing. Attendees download your information to their smart phones, or email them.

Standard Listing

Enhanced Listing

Your company information remains available on the mobile app for an entire year. It's a place to point new business prospects whenever new information about your company or products becomes available, on a device they use daily right in the palm of their hands

Specifications:

Logo: .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.

Document Handouts: PDF format only. Product literature, press releases, show specials, announcements, etc.

Exhibitors are provided with login credentials to access their mobile app exhibitor web portal. Your event organizer will keep you informed as to when to expect to receive login information.

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