



M&M 2024
**MICROSCOPY &
MICROANALYSIS**
July 28-August 1 • Cleveland, OH

EXHIBIT DATES

JULY 29 - AUGUST 1

Huntington Convention
Center of Cleveland -
Cleveland, Ohio



EXHIBITOR OPPORTUNITIES

YOU'RE INVITED TO EXHIBIT!



M&M is the annual meeting of the Microscopy Society of America and Microanalysis Society bringing together scientists, technologists and researchers for education, networking and the largest annual microscopy exhibition.

M&M drives traffic to the exhibit hall with scientific poster presentations, poster awards and vendor tutorials. Attendees visit the exhibit hall for a hands-on look at the latest microscopy instrumentation and accessories and participate in live demonstrations. Attendees look to the exhibitors to stay abreast of the latest technologies and development in the techniques and applications of all areas of microscopy and microanalysis.

ATTENDEE DEMOGRAPHICS

PRIMARY JOB FUNCTION

- Research/Scientist – 38%
- Principal Investigator – 27%
- Facility/Project Manager – 9%
- Technologist – 7%
- Educator – 5%
- Students – 14%

PRIMARY DISCIPLINE

- Material Science – 64%
- Physical Science – 39%
- Analytical Science – 32%
- Biological Science – 30%

ROLE IN PURCHASING

- Final Say – 22%
- Influence – 32%
- Recommend – 23%
- No Role – 23%

FOR MORE INFORMATION, CONTACT:



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RESERVE YOUR BOOTH SPACE NOW!

EXHIBIT SPACE RENTAL

\$3,275 per 10'x10' (100sq.ft.) booth space. \$200 charge for each exposed corner.

Booth rental includes an 8' high back drape, 3' high side drape and a 7" x 44" identification sign. Furnishings and utilities are not included. All booths must have floor covering.

Table Top Rate: \$2,200 which includes 1 – 6' draped table, 2 – side chairs, 1 – wastebasket, carpet. Table Top Exhibitors must display everything on the table. No floor space is allowed. Drape and carpet color determined by M&M.

EXHIBITOR BENEFITS

- One time use of the pre and post registration mailing list
- Five booth badges for the first 10'x10' booth, three booth badges for each 10'x10' booth after
- Tabletop exhibitors receive 3 booth badges
- Access to the full conference
- Company listing in the Mobile App and online floor plan
- Additional opportunities to participate in the Vendor Tutorials
- Additional marketing and sponsorship opportunities

PASSPORT TO PRIZES

Investment \$600 – Passport to Prizes is a fun traffic-building game popular among M&M attendees. Your company name and booth number are printed in a “passport” given to attendees with their registration materials. Attendees must visit all participating booths to get their passport stamped, giving you the opportunity to engage with the attendees. All completed “passports” are eligible for the prize drawing taking place on the last day of exhibits. Attendees must be present to win. Availability is limited. Participating companies will be accepted on a first-come, first-served basis.

VENDOR TUTORIALS

After the exhibit hall closes for the day, participating Exhibitors can give a presentation to interested attendees in their booth. Attendees sign up for the Vendor Tutorial that interests them.



SUSTAINING MEMBERSHIP

Sustaining membership in the Microscopy Society of America (MSA) is the way in which members of the microscopy community, especially those with commercial concerns interested in its promotion and growth, provide special support. In addition to the broad benefit of promoting the professional organization in the microscopic imaging and analytical sciences, Sustaining Members are recognized prominently in all MSA publications including the Journal of Microscopy and Microanalysis, the M&M Annual Meeting Proceedings, the MSA Sustaining Member Directory, and the annual M&M Meeting Program. Sustaining Members are also consulted regularly for advice on relevant aspects of the Society's operations.

Companies may also join as a Joint MSA/MAS Sustaining Member and enjoy benefits of membership in both Societies at reduced rates.

For more information go to:
<https://microscopy.org/sustaining-member-benefits>