General Information

Exhibit Space Rentals

Advertising Options

Sponsorship Opportunities

Charlotte Convention Center
Charlotte, North Carolina USA
Symposium Dates: October 24 - 29, 2021
Exhibit Dates: October 26 - 28, 2021
Symposium Dates: October 24 - 29, 2021
Exhibit Dates: October 26 - 28, 2021

Exhibit Days/Hours:
- Tuesday, October 26: 10:00 a.m. - 5:00 p.m.
- Wednesday, October 27: 10:00 a.m. - 4:30 p.m.
- Thursday, October 28: 10:00 a.m. - 2:30 p.m.

Venue: Charlotte Convention Center • 501 S College St. • Charlotte, NC 28202 USA
Charlotte offers a compact, walkable downtown with diverse attractions, professional sporting venues, innovative culinary offerings and thousands of hotel rooms. More than 200 restaurants are within walking distance from the convention center with many just steps away.

Air Travel: Douglas International Airport. 7 Miles from Airport to Convention Center. Taxis are currently a flat rate of $25 and a hybrid-electric Sprinter Bus Service costs $2.20. Ride-share services from Uber and Lyft are also available, with designated meeting locations at baggage claim.

AVS 67 Conference Hotels:
- Westin Charlotte (AVS 67 Headquarter Hotel)
  601 S College St. • Charlotte, NC 28202
  Single/Double: $239 (*Government Rates Available)
- Hilton Charlotte Uptown
  222 East Third • Charlotte, NC 28202

Booth Installation & Dismantle Schedule

<table>
<thead>
<tr>
<th>Booth Installation Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, October 23</td>
</tr>
<tr>
<td>2:00pm - 6:00pm</td>
</tr>
<tr>
<td>Sunday, October 24</td>
</tr>
<tr>
<td>1:00pm - 5:00pm</td>
</tr>
<tr>
<td>Monday, October 25</td>
</tr>
<tr>
<td>8:00am - 6:00pm</td>
</tr>
</tbody>
</table>

All booths must be set up by 8 pm Monday, October 25 (no set up on Tuesday). Labor and the services will close at 6pm, however, you may work within your booth until 8pm on Monday, October 25.

<table>
<thead>
<tr>
<th>Booth Dismantle</th>
</tr>
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<tbody>
<tr>
<td>Thursday, October 28</td>
</tr>
<tr>
<td>2:30pm - 8:00pm</td>
</tr>
<tr>
<td>Friday, October 29</td>
</tr>
<tr>
<td>8:00am - 12:00pm</td>
</tr>
</tbody>
</table>

AVS 67 Subcontractors:
- Maritz - Housing, Lead Retrieval Systems, Registration (Badges)
- Shepard - Booth Rentals (carpet, furniture, etc.); Material Handling; Shipping; Labor
- NMR - Audio/Visual Rentals
- Electrical Services- Charlotte Convention Center

*If you receive emails or phone call solicitations from any company other than those listed above, please disregard them as they are not associated with AVS.*
Exhibit Booth Rental Information

EXHIBIT BOOTH RENTALS
Each exhibit booth is 10’ x 10’. Each exhibit space is defined by pipe and drape with 8’ back wall draping and 3’ side rail draping. Corner booths are defined as exhibit booths that have one or none neighboring exhibitors.

Standard Booth Rental Rates:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Premium Corner Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ Booth Space</td>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’x20’ Booth Space</td>
<td>$5,000</td>
<td>2 Corner Premium (inline island)</td>
<td>$500</td>
</tr>
<tr>
<td>10’x30’ Booth Space</td>
<td>$7,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x20’ Island Booth</td>
<td>$8,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x30’ Island Booth</td>
<td>$9,800</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Standard booth space includes 4 free exhibitor staff badges per 10x10 space, two of which can be upgraded for a reduced rate of $350 to include the technical sessions for the week. Additional booth staff badges can be purchased at $50 each. Also included with your booth space is your company listing featured online plus listings in Physics Today and JVST show issues.

First Time AVS Exhibitor Rate:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Premium Corner Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ Booth Space</td>
<td>$1,800</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Applies only to companies who have not previously exhibited at the AVS International Symposium. (10’x10’ booth space which includes carpet, 6’ draped table and chair; 2 free exhibit staff badges, one of which may be upgraded to include the Technical Sessions for $350

Career Center Table Top Booth - Recruiters only $750

(8’ table in the AVS Career Center - shared electrical - 2 chairs included)

Direct all questions to: Jeannette DeGennaro: jeannette@avs.org or call direct: 201-961-5268
**Advertising Options**

**AVS 67 Mobile App Advertising**
Mobile App advertising will be available beginning one month prior to show date and runs for duration of AVS 67

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
<th>Corporate Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Timed Ads on Home/NOW Page</td>
<td>$600</td>
<td>$450</td>
</tr>
<tr>
<td>Featured Exhibitor</td>
<td>$1,000</td>
<td>$800</td>
</tr>
<tr>
<td>Sponsor Push Notification (10 Max)</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**AVS Interactions - Daily E-Newsletter dispatched during the symposium to all attendees**

<table>
<thead>
<tr>
<th>Rate Type</th>
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<th>Corporate Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Issue Rate</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Four Issues (M,T,W,TH)</td>
<td>$1500</td>
<td>$1200</td>
</tr>
</tbody>
</table>

**Registration Area Advertising** *(Convention Center - Prices Include Printing & Placement)*

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
<th>Corporate Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easel Poster - 22&quot;w x 28&quot;h</td>
<td>$575</td>
<td>$475</td>
</tr>
<tr>
<td>Floor Standing Sign - 38&quot;w x 72&quot;h</td>
<td>$950</td>
<td>$750</td>
</tr>
</tbody>
</table>

**Solo E-Blasts**

$3,995 Corporate Member Rate: $2,995

Advertise Electronically to 13,000+ AVS Contacts. Features your message only with your own subject line. Your e-announcement will be e-blasted to our domestic and international database, allowing you to reach 13,000+ contacts. Art to be provided in HTML format and is distributed to the AVS e-database via Constant Contact. Hyperlinks to your website and products are accepted (no attachments please).

**Exhibitor Technology Spotlight Session**

20-minute interactive presentation on products/services and/or applications. Each exhibitor giving a presentation will be considered for an AVS Innovation Award.

Price: $500 Corporate Member Rate: $600

**Special Advertising**

<table>
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<tr>
<th>Ad Type</th>
<th>Price</th>
<th>Corporate Member Rate</th>
</tr>
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<tbody>
<tr>
<td>Logo on Hanging Exhibit Hall Aisle Sign</td>
<td>$1,495</td>
<td>$1,195</td>
</tr>
<tr>
<td>Logo on Housing/Registration Site</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>Carpet Sticker Ad in Exhibit Hall (4’x4’)</td>
<td>$725</td>
<td>$625</td>
</tr>
<tr>
<td>Room Key Ad</td>
<td>$3,600</td>
<td></td>
</tr>
<tr>
<td>Hotel Door Drops Monday, Tuesday or Wednesday</td>
<td>$3,800</td>
<td>Your ad on the headquarter hotel key cards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Your flyer placed under the hotel doors of attendees staying the headquarter hotels</td>
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**Note:** Advertising Orders are Noncancellable after July 1, 2021
Sponsorships - reciprocal exposure and advertising perks!

Diamond Sponsorship $20,000
• 1 Minute Commercial to air online or in the AVS registration area each day of the Symposium
• One Post-Symposium Solo E-Blast to all registered AVS 67 attendees
• Logo Posting on all Symposium Website Pages (home page, registration, program page, etc)
• Mobile App Banner ad

Platinum Sponsorship $15,000
• 1 Minute Commercial to air online or in the AVS registration area each day of the Symposium
• Logo Posting on all Symposium Website Pages (home page, registration, program page, etc)
• Mobile App Banner ad

Gold Sponsorship $10,000
• 1 Minute Commercial to air online or in the AVS registration area each day of the Symposium
• Logo Posting on all Symposium Website Pages (home page, registration, program scheduler)

Silver Sponsorship $5,000
• Logo Posting on all Symposium Website Pages (home page, registration, program scheduler)
• Mobile App Banner ad

Bronze Sponsorship $1,500
• Logo Posting on the Symposium Home Page
• Mobile App Banner Ad

Logo placements and Banner Ads will be placed upon launch of the Symposium website & Mobile App and will remain posted for the duration of the conference

Electronic Sponsorships

Mobile App advertising will be available beginning one month prior to show date and runs for duration of AVS 67

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SPECIAL SPONSORSHIP IN THE COVID ERA

Face Masks (adjustable) with your logo $7,500
Hand Sanitizing Stations $1,500 (Price per station - 50 units available)
Protective Gloves (no logo on gloves) - $1,500 (Price per station - 5 stations available)
Generous signage for our sponsors at all pick up stations

Note: Sponsorship Orders are noncancellable after July 1, 2021
COMPANY INFORMATION

Company: _____________________________  Main Contact Person:
Address 1: ____________________________  NAME: ____________________________
Address 2: ____________________________  E-MAIL: ____________________________
City: __________________________________  PHONE: ____________________________
State/Province: ________________________  Zip/Postal Code: ______________________
Country: ______________________________  Phone: ____________________________
Web Site: ______________________________  E-MAIL: ____________________________
Web Site: ______________________________  PHONE: ____________________________
General Company E-Mail Address: ____________________________

Main Contact Person:
NAME: __________________________________
E-MAIL: __________________________________
PHONE: ____________________________

Marketing Manager
NAME: ____________________________
E-MAIL: ____________________________
PHONE: ____________________________

BOOTH REQUEST:
Booth(s): □10x10 $2500  □10x20 $5000  □10x30 $7500
□20x20 Island $8800  □20x30 Island $9800
Premium Corner (aisle) □ $250 (one neighboring exhibitor)
Premium Corner (aisle) □ $500 (no neighboring exhibitors - in-line island)
Location Preference: □Entrance □Food Service □Show Floor Center
Do not position next to the following exhibitors:

ADVERTISING ORDER:
ADVERTISING: Item: ____________________________  Price: $ ____________
ADVERTISING: Item: ____________________________  Price: $ ____________
ADVERTISING: Item: ____________________________  Price: $ ____________

SPONSORSHIP: □ Yes
Sponsorship Level: □Diamond □Platinum □Gold □Silver □Bronze

Amount: $ ____________
TOTAL: $ ____________

COVID-19 CANCELLATION POLICY: If AVS 67 is cancelled due to COVID, refunds for your paid booth space will be provided under the following terms: Payments by check: Full refunds will be provided. Credit card or wire transfer payments: 95% refund to cover bank fees imposed on AVS. Alternatively, you may also retain your current booth space, lock in at 2021 pricing and leave your payment on file until the newly scheduled date. Most Advertising and Sponsorship orders can be transferred to a Virtual Showcase if necessary.

ORDER SUBMISSION: Fax to: 212-248-0245 or visit our web site: www.avs.org for online reservations or send by email to jeannette@avs.org. Forms may also be mailed to the payment address. Direct all questions to: Jeannette DeGennaro: 201-961-5268 or jeannette@avs.org

To Pay by Check: Make Payable to: AVS
Mail to:
AVS
125 Maiden Lane
Suite 15-B
New York, NY 10038
Att: AVS 67
AVS Tax ID# 04-2392373