

OCTOBER 24-29, 2021

Charlotte Convention Center | Charlotte, NC

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**AVS 67th
INTERNATIONAL
SYMPOSIUM
& EXHIBITION**

**OCTOBER 24-29,
2021**

**Charlotte
Convention Center
Charlotte, NC**



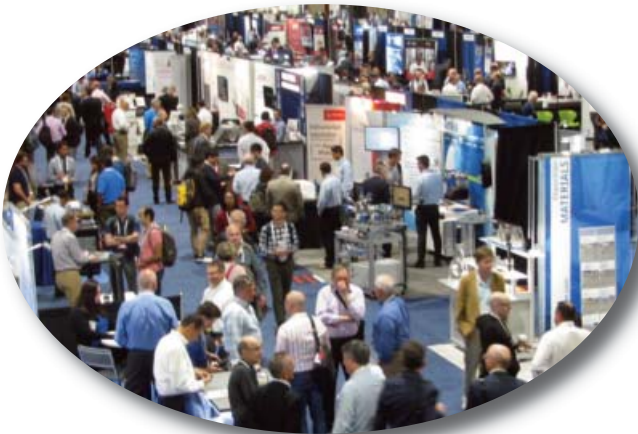
www.avs.org

Charlotte Convention Center

Charlotte, North Carolina USA

Symposium Dates: October 24 - 29, 2021

Exhibit Dates: October 26 - 28, 2021





AVS 67

General Information/Quick Facts

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

Single/Double: \$219 (*Government Rates Available)

Booth Installation & Dismantle Schedule

Booth Installation Schedule

Saturday	October 23	2:00pm - 6:00pm
Sunday	October 24	1:00pm - 5:00pm
Monday	October 25	8:00am - 6:00pm

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.

Booth Dismantle

Thursday	October 28	2:30pm - 8:00pm
Friday	October 29	8:00am - 12:00pm

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:

10'x10' Booth Space	\$ 2,500	Premium Corner Location:	\$ 250
10'x20' Booth Space	\$ 5,000	2 Corner Premium (inline island):	\$ 500
10'x30' Booth Space	\$ 7,500		
20'x20' Island Booth	\$ 8,800		
20'x30' Island Booth	\$ 9,800		

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: \$1,800 Premium Corner Location: \$ 250

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)





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

Banner Ad	\$ 750	Corporate Member Rate:	\$ 500
Timed Ads on Home/NOW Page	\$ 600	Corporate Member Rate:	\$ 450
Featured Exhibitor	\$1,000	Corporate Member Rate:	\$ 800
Sponsor Push Notification (10 Max)	\$1,200	Corporate Member Rate:	\$1,000

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

Single Issue Rate	\$ 500	Corporate Member Rate:	\$ 400
Four Issues (M,T,W,TH)	\$ 1500	Corporate Member Rate:	\$ 1200

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

Easel Poster - 22"w x 28"h	\$ 575	Corporate Member Rate:	\$ 475
Floor Standing Sign - 38"w x 72"h	\$ 950	Corporate Member Rate:	\$ 750

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

Logo on Hanging Exhibit Hall Aisle Sign	\$1,495	Corporate Member Rate:	\$1,195
Logo on Housing/Registration Site	\$ 600	Corporate Member Rate:	\$ 500
Carpet Sticker Ad in Exhibit Hall (4'x4')	\$ 725	Corporate Member Rate:	\$ 625
Room Key Ad	\$3,600	Your ad on the headquarter hotel key cards	
Hotel Door Drops Monday, Tuesday or Wednesday	\$3,800	Your flyer placed under the hotel doors of attendees staying the headquarter hotels	

Note: Advertising Orders are Noncancellable after July 1, 2021



Sponsorship Opportunities

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

Banner Ad	\$ 750	Corporate Member Rate:	\$ 500
Timed Ads on Home/NOW Page	\$ 600	Corporate Member Rate:	\$ 450
Featured Exhibitor	\$1,000	Corporate Member Rate:	\$ 800
Sponsor Push Notification (10 Max)	\$1,200	Corporate Member Rate:	\$1,000

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



AVS 67 ORDER FORM

COMPANY INFORMATION

Company: _____ **Main Contact Person:**

Address 1: _____ NAME: _____

Address 2: _____ E-MAIL: _____

City: _____ PHONE: _____

State/Province: _____

Zip/Postal Code: _____ **Marketing Manager**

Country: _____ NAME: _____

Phone: _____ E-MAIL: _____

Web Site: _____ PHONE: _____

General Company E-Mail Address: _____

BOOTH REQUEST:

Booth(s): 10x10 \$2500 10x20 \$5000 10x30 \$7500 Booth: \$ _____

20x20 Island \$8800 20x30 Island \$9800

Premium Corner (aisle) \$250 (one neighboring exhibitor) Corner: \$ _____

Premium Corner (aisle) \$500 (no neighboring exhibitors - in-line island) Corner: \$ _____

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.

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

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