

MMM 2023 Conference

Dallas, TX • October 30 - November 3, 2023 • www.magnetism.org



PARTNER SUPPORT AND EXHIBITOR OPPORTUNITIES

Questions? Contact: Shelbie Jenkins, *Partner Support Manager*
shelbie@magnetism.org



Photo by Randal Ford for Visit Dallas

Exhibits Chairs

Igor Barsukov
University of California, Riverside

Ilya Krivorotov
University of California, Irvine

Eric Montoya
University of Utah



Jointly sponsored by AIP Publishing LLC
and the IEEE Magnetics Society



PARTNER SUPPORT LEVELS

Platinum..... \$6000

Includes one complimentary Conference registration, one communication blast sent to our mailing list on your behalf, use of one meeting room onsite for you to hold an instrument tutorial or to use for one-on-one meetings, and your choice of \$6000 in benefit options on the next page.

Gold..... \$4500

Includes one complimentary Conference registration, one communication blast sent to our mailing list on your behalf and your choice of \$4500 in benefit options on the next page.

Silver..... \$3000

Includes one complimentary Conference registration, one communication blast sent to our mailing list on your behalf and your choice of \$3000 in benefit options on the next page.

Bronze..... \$1500

Includes one complimentary Conference registration and your choice of \$1500 in benefit options on the next page.



Photo by CleanPix for Visit Dallas

All Conference Partners will select a Partnership Level (Platinum, Gold, Silver or Bronze) and can then choose their specific benefit options from the list on the next two pages.

Partners will be acknowledged in the Conference Program, on the Conference website, and on onsite signage.

Platinum, Gold and Silver Partners will have the opportunity to have one email communication blast sent to our Conference mailing list

on your behalf. This communication may be sent either in advance of or during the Conference, and is typically grouped with other Conference announcements. All content must be approved by Conference Management.

PARTNER SUPPORT REGISTRATION



BENEFIT OPTIONS

The following benefit options will give your company increased exposure to and recognition by the magnetism community. Please select the benefit option(s) below that add up to the total amount of your Partner Level. Options are available on a first-come, first-served basis. **Note: Exhibits are not a benefit option available within a partnership level. Exhibits are a separate package.**

NEW! Custom Wi-Fi Network – \$6000

This supporter will be able to customize the network name and password for the Conference Wi-Fi.

NEW! Printed Program Book Back Cover – \$3000

Back by popular demand, the hard copy program book will be distributed onsite to attendees who request it. Partner's logo will be prominently displayed on the outside back cover of the program book.

Best Poster Awards – \$3000

Partner's logo will be displayed on each winning poster onsite, and on the award certificates.

Best Student Presentation Award – \$3000

Partner's logo will be displayed during the presentation of this prestigious award onsite, and on the award certificates. The winner will be announced prior to the Wednesday Evening Session onsite.

Magnetism as Art Showcase – \$3000

The Magnetism as Art Showcase will highlight the beauty of magnetism and magnetic materials. Partner's logo will be displayed on each of the four finalist's entries displayed onsite, and on the award certificates. The winner will be announced prior to the Wednesday Evening Session onsite.

Bierstube – \$1500 each (3 available)

This is our most popular Conference event! We are excited to hold three Bierstubes in Dallas. Don't miss this great opportunity to distribute swag of your choice to attendees. NOTE: Supporter is responsible for production and shipping of swag items to the event.

Coffee Break – \$1500 each (6 available)

Coffee breaks will be set in the exhibit hall Tuesday – Thursday where attendees view posters and meet with exhibitors. Partner's logo will be prominently displayed.

Magnetic Sensor Challenge – \$1500

Help support students in our popular Magnetic Sensor Challenge! The winning team's TikTok video solution will be announced on Friday. Partner's logo will be displayed on the award certificates.

Meet the Experts – \$1500

(Thursday)

Support this interactive event which fosters communication between students and a distinguished group of magnetism experts. This session will be held over lunch. Partner's logo will be prominently displayed.

Meet the Speakers – \$1500

(Tuesday)

Support this interactive event which fosters communication between students and a distinguished group of invited speakers from this conference. This session will be held over lunch. Partner's logo will be prominently displayed.

Outreach Challenge – \$1500

Help support this new program where participants will be challenged to create a program/demonstration to educate non-scientists on some aspect of a chosen targeted area. The team that presents the most creative and best presented solutions will be the winner and announced on Friday. Partner's logo will be displayed on the award certificates.

NEW! Printed Program Book Inside Cover – \$1500

(2 available)

Back by popular demand, the hard copy program book will be distributed onsite to attendees who request it. Partner's logo will be prominently displayed either on the inside front cover or the inside back cover of the program book.

Special Session: Ethics & Integrity in Publications – \$1500

(Wednesday)

This special lunch session on Ethics in Publications will include talks on both publishing misconduct by authors as well as publishing misconduct by publishers (e.g., predatory journals). Partner's logo will be prominently displayed.

BENEFIT OPTIONS *(Continued)*

Special Session: Magneto-ionics – \$1500

(Wednesday Evening)

This special session will cover recent efforts in magneto-ionics, where electric fields are used to control the magnetic properties of a ferromagnet by ionic transport or by modifying the oxidation state of the interfacial atoms. The session will be held live onsite and recorded for on-demand viewing. Partner's logo will be prominently displayed.

Special Session: Realism in Micromagnetics – \$1500

(Tuesday Evening)

This special session will focus on recent efforts to improve the realism of micromagnetic simulations of magnetic materials and devices as compared to experimental measurements. The session will be held live onsite and recorded for on-demand viewing. Partner's logo will be prominently displayed.

Student Session: Spotting the Next Big Idea – \$1500

(Thursday Evening)

This special session will feature a panel discussion on how to identify the next big idea – both characteristics to look for and what to consider before switching research directions. Partner's logo will be prominently displayed.

Symposia – \$1500 each (7 opportunities available)

Partner selects one of the following Symposia to support. These sessions will be held live onsite and recorded for on-demand viewing. Partner's logo will be prominently displayed.

Symposia:

- Imaging Magnetic Textures at the Nanoscale
- Emerging Topics in Magnetic Tunnel Junctions: Altermagnetism, Probabilistic Computing and Energy Efficient Switching
- Frontier Topics in Antiferromagnetism: Altermagnetism and Topology
- Magnetization Dynamics in Two-Dimensional van der Waals Magnets
- Orbitronics: From Orbit Currents Created by Converting Charge/Spin Currents to Direct New Ways of Creation by Light or RF Excitation
- Rare-earth Spintronics
- Recent Advances in Cavity Magnonics

Women in Magnetism Event – \$1500

(Tuesday)

This long-standing and highly successful event brings together women working in magnetism and magnetic materials to become acquainted with other women in the profession, and to discuss a range of topics including leadership, work-life balance, and professional development. Partner's logo will be prominently displayed.

Young Professionals Lightning Talks – \$1500

(Monday Evening)

This special session will challenge young professionals (post-docs, junior faculty/industry/government scientists) to present their research in an understandable manner to an audience outside of their field in just 3 minutes. Partner's logo will be prominently displayed.

Media Partnerships

We are very interested in partnering with you to cross-promote Conferences! The following is an example of a media partnership we offer:

- ABC Company posts the MMM 2023 Conference banner and/or logo on their website during an agreed upon time period, and also includes the MMM 2023 Conference in their Event Calendar (if applicable).
- In exchange, the MMM 2023 Conference lists ABC Company as a media partner, and posts their logo, company description, and link to their website on our Conference site (www.magnetism.org), and on the virtual Conference platform.

Contact Shelbie Jenkins at shelbie@magnetism.org for more information.

PARTNER SUPPORT REGISTRATION





Photo by Rachel Kay for Visit Dallas

Terms and Conditions for Partners

- 1. APPLICATION AND ELIGIBILITY:** Application must be made in writing to shelbie@magnetism.org and be executed by an individual who has authority to act for the applicant. Assignments will not be confirmed without MMM 2023 receipt of complete payment. MMM 2023 reserves the right to reject any application it feels is not applicable to the scope of the Conference.
- 2. AGREEMENT TO CONDITIONS:** Each Partner company and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the event rests with MMM 2023.
- 3. PAYMENT:** Payment in full must accompany the application. Applications not accompanied by the appropriate fee will be delayed in processing and event assignment.
- 4. CANCELLATION OF CONFERENCE:** In the event of cancellation of the Conference, due to circumstances within MMM 2023 direct control, the liability of MMM 2023 shall be limited to refund of fees paid to MMM 2023 by the applicant. In the event MMM 2023 has no control over the cancellation of the Conference, MMM 2023 shall have no liability of any kind but may at its discretion refund any fees paid by the applicant.
- 5. CANCELLATION BY APPLICANT:** Should the applicant be unable to participate as contracted for and should MMM 2023 be notified in writing by October 6, 2023, 50% of all fees paid by the applicant to date will be refunded. No refund of any fees will be made if cancellation is received after October 6, 2023.

BECOME AN EXHIBITOR!

Exhibitor Booth – \$2600 - \$2700

(separate from Partner Support)

As an exhibitor, you will have direct access to more than 1000 onsite attendees from all over the world, with a broad range of interests in magnetism and magnetic materials. Exhibits will include instrumentation, materials, process tools, and other products of interest to professionals in magnetism and magnetic materials and associated technologies.

Exhibitors will be assigned a 10' x 10' space and they will select their first, second and third preference for a booth number from the floor plan. Booth assignments will be made on a first-come, first-served basis. Each booth will include an 8' draped back wall, 3' draped side rails, an identification sign, one 6' draped table with two chairs and a wastebasket. **Each booth also includes one complimentary registration with full access to the conference. Should an exhibitor request additional booth staff badges, they will be provided upon request for \$100 each.**

The booth fee is \$2700 for new exhibitors and \$2600 for past MMM, Intermag and ICM exhibitors. If multiple booths are purchased, the second booth receives a discount of \$100.

Booth fees must be paid in full prior to October 6 or the space will be released.

The exhibit booths are located in the same hall as the poster sessions. There are several events scheduled in the Exhibit Hall to bring attendees to your display:

Coffee Service

Tuesday - Thursday 9:45 - 10:15 am & 2:45 - 3:15 pm

Poster Sessions

Tuesday 9:00 am - 12:00 pm & 2:00 - 5:00 pm

Wednesday 9:00 am - 12:00 pm & 2:00 - 5:00 pm

Thursday 9:00 am - 12:00 pm & 2:00 - 5:00 pm

Friday 9:00 am - 12:00 pm

Bierstuben

Tuesday, Wednesday & Thursday evenings 4:30 - 6:00 pm

Booth setup is Monday from 12:00 pm to 7:00 pm and Booth dismantle is Thursday from 6:00 pm to 10:00 pm.



Photo by CleanPix for Visit Dallas

For more information, contact:

Shelbie Jenkins
Partner Support Manager
shelbie@magnetism.org

Exhibits Chairs

Igor Barsukov
University of California, Riverside

Ilya Krivorotov
University of California, Irvine

Eric Montoya
University of Utah

EXHIBIT HALL FLOORPLAN

Hyatt Regency
Marsalis A
Dallas, Texas



— 64 (4' x 8') Double-Sided
Poster Boards

1 20 (10' x 10') Booths

CONDITIONS OF THE EXHIBITOR'S AGREEMENT

1. **APPLICATION AND ELIGIBILITY:** Application for booth space must be made on the printed form provided by MMM 2023 and be executed by an individual who has authority to act for the applicant (exhibitor). Booth assignments will not be confirmed without MMM 2023 receipt of complete payment. MMM 2023 reserves the absolute right to reject any application it feels is not applicable to the scope of the conference.
2. **AGREEMENT TO CONDITIONS:** Each exhibiting company and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with MMM 2023.
3. **ASSIGNMENT OF SPACE:** Assignment of exhibit space will be determined by MMM 2023 based on the date of receipt of the completed application form and payment. MMM 2023 reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibition. No exhibitor shall assign, sublet or share the whole or any part of his space.
4. **PAYMENT:** Payment in full must accompany the Application to Exhibit. Applications not accompanied by the appropriate fee will be delayed in processing and space assignment.
5. **INSURANCE:** In all cases, exhibitors wishing to insure their goods must do so at their own expenses.
6. **BOOTHS:** Standard booth equipment (8' back and 3' side wall draping, 1 table, 2 chairs and identification sign) will be provided by MMM 2023 without cost to the exhibitor. No part of any display shall obstruct the view of adjacent booths. No part of any display may be over ten feet in height.
7. **PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to, columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission of MMM 2023 and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the hotel or convention hall manager.
8. **INSTALLATION/DISMANTLING:** The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up one hour prior to the official opening of the show. Space not occupied or set up by that time may be re-assigned for other purposes MMM 2023.
9. **DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and MMM 2023 shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.
10. **USE OF SPACE:** Exhibits shall be shown only in the official exhibit areas as established by the MMM 2023 Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in public areas, private suites or rooms during the conference or convention, in accordance with prior agreements between MMM 2023 and officials of the hotel.
11. **CANCELLATION OR RELOCATION OF CONFERENCE OR CONVENTION:** In the event of cancellation or relocation of the conference, due to circumstances within MMM 2023 direct control, the liability of MMM 2023 shall be limited to refund of fees paid to MMM 2023 by the exhibitor. In the event MMM 2023 has no control over the cancellation or relocation of any conference or convention, MMM 2023 shall have no liability of any kind but may at its discretion refund any fees paid by the exhibitor.
12. **CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should MMM 2023 be notified in writing by October 6, 2023. 50% of all fees paid by the exhibitor to date will be refunded. No refund of any fees will be made if cancellation is received after October 6, 2023.
13. **MMM 2023'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** MMM 2023 reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be canceled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.
14. **VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement.
 - a. Participation in or affiliation with the conference and/or exhibition by firms or organizations to whom recruiting and/or staffing is a significant function of business.
 - b. Violation of any municipal, state or federal laws, rules or regulations, including safety codes.
 - c. Failure to follow the procedures prescribed in sections 1 through 13.
 - d. Failure to remove property from the hotel or convention hall upon cancellation or relocation of the conference.
15. **LIABILITY:**
 - a. MMM 2023 undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other causes. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by MMM 2023 shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor.
 - b. The exhibitor agrees to indemnify and hold MMM 2023 and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor.
 - c. MMM 2023 shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, acts of a public enemy, strikes, the authority of the law, or any cause beyond its control. MMM 2023 will, however, in the event it is not able to hold an exhibit for any of the abovenamed causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by MMM 2023 for advertising, administration and similar related costs.