PRESENT YOUR PRODUCTS AND SERVICES WITH LEADING PROFESSIONALS

Oct. 31 - Nov. 3
Hyatt Regency New Orleans, New Orleans
www.iise.org/Annual
Elevate your organization’s products and services to a global stage when you partner with the Institute of Industrial and Systems Engineers.

The IISE Annual Conference & Expo draws thousands of attendees year after year looking to discover new innovations, share groundbreaking insights and find exciting new solutions. From enthralling educational sessions to energetic networking sessions, IISE Annual is a popular event among industrial and systems engineers to not only move their own organizations forward, but to propel the entire industry toward success.

**Strengthen your lead generation process at IISE Annual.** Display your products and services in front of thousands of experts and meet one-on-one with potential interested buyers. Hear their challenges first-hand and initiate productive conversations.

**BONUS!** All IISE Annual exhibitors receive complimentary full conference registrations based on booth size. Attend sessions, interact directly with attendees and increase your exposure by taking full advantage of conference activities.

**RESERVE YOUR EXHIBIT SPACE OR ADVERTISING FOR IISE ANNUAL 2020 TODAY! CONTACT:**

**Hutson Lambert**  
(228) 363-0851  
hlambert@iise.org

**Anita Lambert**  
(228) 284-7790  
alambert@iise.org
Who exactly is in the audience at IISE Annual? From department heads to vice presidents, IISE Annual hosts key decision-makers from a variety of organizations:

**ACADEMIA**
- Deans
- Department heads
- Professors
- Associate professors
- Assistant professors
- Doctoral candidates
- Research scientists
- Research assistants
- Students

**INDUSTRY**
- Vice presidents, directors and managers of manufacturing, engineering and store operations
- Industrial engineers
- Systems engineers
- Manufacturing engineers
- Ergonomists
- Healthcare management engineers

**ENGINEERING MANAGEMENT**
- Business consultants
- Production managers
- Project engineers
- Project managers
- Lean managers
- Quality professionals
- Safety engineers
- Six Sigma leaders
- Data analytics engineers
JOIN THESE LEADING ORGANIZATIONS WHO EXHIBITED AT IISE ANNUAL 2019:

- Accenture
- Binghamton University
- Boeing
- CRC Press
- FAMU-FSU College of Engineering, Department of Industrial & Manufacturing Engineering
- FlexSim
- Florida International University
- George Washington University School of Engineering and Applied Science
- JMP, a division of SAS
- Lockheed Martin
- Minitab
- NCEES
- N.C. State University, Edward P. Fitts Department of Industrial and Systems Engineering
- North Dakota State, Industrial and Manufacturing Engineering Department
- Old Dominion University
- The Harold and Inge Marcus Department of Industrial and Manufacturing Engineering at The Pennsylvania State University
- Penn State SEE 360
- Proplanner
- Rochester Institute of Technology
- Simio
- University at Buffalo Department of Industrial and Systems Engineering
- University of Arkansas College of Engineering
- University of Florida
- Department of Industrial and Enterprise Systems Engineering at University of Illinois-Urbana
- J.B. Speed School of Engineering at University of Louisville
- University of Maryland
- The University of Maryland’s A. James Clark School of Engineering
- University of Michigan
- The Tauber Institute for Global Operations, University of Michigan
- University of Pittsburgh’s Swanson School of Engineering
- University of Southern California, Viterbi School of Engineering
- UPS
- VelocityEHS – Humantech
- Virginia Tech’s Grado Department of Industrial and Systems Engineering
### EXHIBIT BOOTH COST

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Price</th>
<th>Included Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>10'x10'</td>
<td>$2,950</td>
<td>Two (2) full registrations*&lt;br&gt;Skirted table with pipe and drape&lt;br&gt;Two (2) chairs and wastebasket (additional chairs for larger booths)&lt;br&gt;Carpet (existing hotel flooring)&lt;br&gt;Electrical service one standard outlet&lt;br&gt;Booth identification signage&lt;br&gt;Saturday Night Networking Reception – not in Exhibit Hall**&lt;br&gt;Sunday Night Welcome Reception – in the Exhibit Hall&lt;br&gt;A.M. coffee and refreshment breaks&lt;br&gt;Company logo and 50-word product/service description on conference website; company logo in the on-site conference program</td>
</tr>
<tr>
<td>10'x20'</td>
<td>$5,650</td>
<td>Four (4) full registrations*&lt;br&gt;Skirted table with pipe and drape&lt;br&gt;Two (2) chairs and wastebasket (additional chairs for larger booths)&lt;br&gt;Carpet (existing hotel flooring)&lt;br&gt;Electrical service one standard outlet&lt;br&gt;Booth identification signage&lt;br&gt;Saturday Night Networking Reception – not in Exhibit Hall**&lt;br&gt;Sunday Night Welcome Reception – in the Exhibit Hall&lt;br&gt;A.M. coffee and refreshment breaks&lt;br&gt;Company logo and 50-word product/service description on conference website; company logo in the on-site conference program</td>
</tr>
<tr>
<td>20'x20'</td>
<td>$11,150</td>
<td>Eight (8) full registrations*&lt;br&gt;Skirted table with pipe and drape&lt;br&gt;Two (2) chairs and wastebasket (additional chairs for larger booths)&lt;br&gt;Carpet (existing hotel flooring)&lt;br&gt;Electrical service one standard outlet&lt;br&gt;Booth identification signage&lt;br&gt;Saturday Night Networking Reception – not in Exhibit Hall**&lt;br&gt;Sunday Night Welcome Reception – in the Exhibit Hall&lt;br&gt;A.M. coffee and refreshment breaks&lt;br&gt;Company logo and 50-word product/service description on conference website; company logo in the on-site conference program</td>
</tr>
</tbody>
</table>

*Any additional personnel or guests may purchase an Exhibit Hall-only (EHO) badge at $199 each. This will allow entry to the Exhibit Hall area only.

**Exhibitors are invited to attend the Networking Reception.

**PLEASE NOTE:** A 50% deposit is due with any contract application received on or before July 2, 2020. All signed contracts received July 7, 2020, or after require full payment. Your booth is not guaranteed until payment has been received and processed. Notice of cancellation or booth reduction received in writing (email is not accepted) by IISE prior to July 7, 2020, will result in no penalty cost to exhibitor. Notice of cancellation or booth reduction received by Sept. 28, 2020, or after will receive no refund.
### EXHIBITOR SCHEDULE
(tentative schedule below and subject to change)

#### SATURDAY, OCT. 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 – 7 p.m.</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>6 – 7:30 p.m.</td>
<td>Networking Reception - Presented by the Sponsoring Universities (not in Exhibit Hall, but exhibitors are invited to attend)</td>
</tr>
</tbody>
</table>

#### SUNDAY, NOV. 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>7 a.m.</td>
<td>Coffee Service</td>
</tr>
<tr>
<td>Noon – 4 p.m.</td>
<td>Exhibitor Installation and Setup</td>
</tr>
<tr>
<td>6:20 – 8 p.m.</td>
<td>Welcome Reception in the Exhibit Hall (dedicated time)</td>
</tr>
</tbody>
</table>

#### MONDAY, NOV. 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. – 6 p.m.</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>7 a.m.</td>
<td>Coffee Service</td>
</tr>
<tr>
<td>8 a.m. – 6:20 p.m.</td>
<td>Vendor Presentations <em>(slots available for purchase)</em></td>
</tr>
<tr>
<td>10:45 a.m. – 4 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Lunch available for purchase in the Exhibit Hall</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
</tbody>
</table>

#### TUESDAY, NOV. 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>7 a.m.</td>
<td>Coffee Service</td>
</tr>
<tr>
<td>10:45 a.m. – 2 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Lunch available for purchase in the Exhibit Hall</td>
</tr>
<tr>
<td>2 – 4 p.m.</td>
<td>Dismantling and Move-Out*</td>
</tr>
</tbody>
</table>

*Exhibitors may not dismantle their booths prior to the official closing of the Exhibit Hall.

**IMPORTANT:** It is preferable that your booth be staffed at all times, but not mandatory. It is mandatory that all booths be adequately staffed during dedicated exhibit time. Please be in your booth and ready to go at least 15 minutes prior to dedicated exhibit time.
ADVERTISING OPPORTUNITIES

BAG INSERT FOR CONFERENCE BAGS
$500 per standard insert (1 page or front/back page)
$750 per brochure, pamphlet, tri-fold, CD, etc.
Your company’s product ad or flyer is a great way to guarantee that attendees see your message. You provide the material; we place it in the attendee conference bags distributed at registration. **Exhibitor is responsible for printing and shipping inserts to IISE headquarters by October 2, 2020.**

VENDOR PRESENTATION
$500 per 80-minute session
Expand your company’s presence at this year’s conference by giving a presentation. Vendor presentations should be educational and not a specific sales pitch. They should be targeted to showcase success stories, applications, problem solving, technology integration and retrofit/new construction considerations. Each presentation slot will be an 80-minute session. Your presentation slot will not be confirmed until your presentation information is submitted. Multiple slots can be purchased and each 80-minute slot will sell for $500. Seating will be made available for approximately 40 attendees (additional standing room if necessary). There are a limited number of slots available ONLY to exhibiting vendors on Monday, November 2, 2020.

DISPLAY AD IN CONFERENCE ON-SITE PROGRAM
FULL-PAGE, BLACK/WHITE ONLY
$400 (inside front or inside back cover) or $595 (back cover)
Increase your visibility to every conference attendee by placing a full-page ad in the conference program that every attendee will receive. This program is used by all attendees as a daily guide and key to planning their schedules, as well as referenced throughout the year.

PRE-SHOW E-BLAST
$750
Only 5 slots available. Vendor must provide customized HTML and text-only files to IISE. IISE will send the e-blasts to registered attendees prior to the show.
SPONSORSHIP OPPORTUNITIES

ATTENDEE CONFERENCE T-SHIRTS $8,500
Seize the perfect opportunity to ensure your brand sticks with people even after the conference is over. This year’s T-shirt will feature the conference logo on the front and your company’s logo on the back. Your brand will be seen by hundreds of attendees at IISE Annual and whenever someone wears the t-shirt. This exclusive deal is only available to one exhibitor.

ATTENDEE CONFERENCE BAGS $5,550
All conference attendees will receive a conference bag at registration imprinted with your company’s logo and the conference logo. Take advantage of this exclusive chance to brand a top-quality, highly visible item used by every attendee.

SPONSOR VIDEO KEYNOTE SESSION $5,000
(There will be one keynote presentation daily for a total of three presentations)
Be featured for up to three minutes before each keynote presentation! Keynote presentations are the best attended sessions of the conference, which means your infomercial sponsorship is a can’t-miss chance to get your business in front of nearly all the conference attendees. Be as creative as you like!

ATTENDEE BADGE HOLDERS $4,450
(This is a lottery sponsorship that requires two consecutive years of commitment.)
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company logo will be printed on the name badge holder each attendee receives at registration.

MOBILE RECHARGING STATION $4,000
Enhance your company’s visibility with your logo prominently displayed on a centrally located charging station used by conference attendees to charge their smartphones and tables throughout the conference. The charging locker includes multiple units with lockable doors; attendees set their own combination, leave to attend the conference and return later for their phone or tablet. For an extra fee, add TV monitors for the front/back panel coverage offering continuous branding for your company or products.

ATTENDEE PADS & PENS $3,500
With so many sessions for note-taking, every attendee will be thankful to have your branded pad and pen to keep them organized. Attendees will see your company’s logo every time they take a note, and will continue to see your brand’s name when they use these items after the conference.

ATTENDEE HOTEL ROOM KEY CARDS $3,450
(This is a lottery sponsorship that requires two consecutive years of commitment)
Sponsor something that attendees will hold onto throughout the conference - your company’s logo and booth number will appear on each attendee’s hotel key card.
**SPONSORSHIP OPPORTUNITIES**

**BRANDED REUSABLE WATER BOTTLES $3,250**
Secure a brand reminder every time attendees rehydrate. Each attendee will receive a reusable water bottle with your company’s logo on it. Attendees can refill their water bottles, giving you high visibility both during and after the event. Don’t forget your booth number!

**PREMIUM AD SPACE ON THE CONFERENCE MOBILE APP (EXCLUSIVE!) $3,000**
Increase your exposure, booth traffic and leads by securing exclusive premium ad space on the IISE Annual Conference mobile app! Ensure your ad is seen every time an attendee opens the most popular and widely used attendee tool. Include a specific call-to-action that will direct users to your desired destination, as well as a link to your website to drive traffic.

**CYBERCAFE $2,500**
Welcome attendees to visit the Cybercafe – an easily accessible, centralized hub for networking. Equipped with laptop stations where attendees can check and send email, access conference information and surf the net, the Cybercafe will provide attendees a relaxed and inviting atmosphere. Prominently displayed signage with your company’s logo will recognize you as the sponsor. Bring mouse pads with your company’s logo for added exposure at individual workstations.

**LARGE CONFERENCE SIGNAGE $2,500**
39.37 inches wide by 6 feet tall
Be the sponsor of these strategically placed signs used at major conference intersections for directional and information purposes. There will be approximately 9-10 signs to assist attendees throughout the conference. Your company logo will be prominently displayed at the base of each conference sign.

**ONLINE CONFERENCE PROCEEDINGS $1,125**
Make sure your company logo and link to your webpage receive high visibility with conference attendees even after the conference is over. Attendees will want to review the online conference proceedings, and your sponsorship will ensure they see your logo each time they do.

**POSTER SESSIONS $1,000**
The conference poster session is always a big draw; be seen as the sponsor for these cutting-edge posters selected to be on display for viewing in the Exhibit Hall. The sponsorship includes placement of your company’s logo in the conference program next to the selected poster’s listing, as well as the conference website.

**CONFERENCE APP MESSAGING $750**
Our mobile app is widely used by attendees throughout the day to check session times and locations as well as other valuable information. Add your message to the mix! We will push out a message via the app to all users, driving further traffic to your company and booth. The sponsorship amount will entitle you to one message per day of the conference.
MORNING COFFEE/MID-MORNING SNACK BREAK $5,000 per day
Help attendees focus with an infusion of coffee and snacks mid-morning between sessions. We will prominently display full-color signage featuring your company’s logo near the food and beverage stations. For added exposure, you may provide cups and napkins with your company’s logo or marketing to increase visibility.

AFTERNOON REFRESHMENT BREAK $3,000 per day
Give attendees a relaxing break between sessions with prominently displayed signs with your company’s logo at refreshment stations located in the Exhibit Hall. Further your exposure by supplying cups and napkins with your company’s logo or marketing message.

As a conference sponsor, your company will receive recognition in the conference on-site schedule and mobile app. Your company’s logo and link to your webpage will be featured on the conference website sponsors’ page.

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(228) 363-0851  
hlambert@iise.org

Anita Lambert  
(228) 284-7790  
alambert@iise.org
EXHIBITOR CONTRACT

COMPANY INFORMATION (Enter information exactly as you would like it to read in the conference on-site program.)

Company name: ____________________________ Assigned booth: ____________________________

Company address: __________________________ State: __________________________ Zip: __________ Country: __________

City: __________________________ Fax: __________________________ Website: __________________________

Phone: __________________________

PRE-CONFERENCE CONTACT PERSON

Name: __________________________ Title: __________________________

Email: __________________________ Phone: __________________________

RESERVE BOOTH SIZE Location preference: 1st: __________________________ 2nd: __________________________ 3rd: __________________________

☐ 10’ x 10’ - $2,950 (includes two complimentary full conference badges)

☐ 10’ x 20’ - $5,650 (includes four complimentary full conference badges)

☐ 20’ x 20’ - $11,150 (includes eight complimentary full conference badges)

List companies you prefer to be located AWAY from:

ADVERTISING AND TRAFFIC BOOTH DRIVERS

Vendor is required to send a proof of the bag insert to IISE for approval prior to printing. Vendor is responsible for printing the requested quantity as instructed by IISE and for shipment of the bag inserts to IISE headquarters.

☐ One page or front/back flyer $500

☐ Pre-conference custom e-blast $750

Vendor must be able to provide customized HTML and text-only files to IISE. Images must be hosted on vendor's server. Limited to 5 available deployment dates

☐ Vendor Presentation session $500

80 min. session – Vendor must provide presentation topic, outline and speaker’s name and bio. Multiple presentation slots may be purchased. Limited to 5 available presentation slots

CONFERENCE PROGRAM – ALL ATTENDEES WILL RECEIVE AT REGISTRATION

☐ Inside front cover – C2 (b/w) $400

Full page black-and-white print ad in premium position. Choose from 3 positions: Inside Front Cover, Inside Back Cover, or Back Cover. Printed horizontal style 11" x 8.5" with .25 bleed. BLACK AND WHITE ONLY

☐ Inside back cover – C3 (b/w) $400

☐ Back cover – C4 (b/w) $595

SPONSORSHIP OPPORTUNITIES

☐ Attendee Conf. T-Shirts $8,500

Have your brand viewed on a global scale by hundreds of attendees. IISE Annual Conference logo on the front and your logo and message on the back. EXCLUSIVE

☐ Mobile Recharging Station $4,000

Your company logo will receive high visibility on a centrally located charging station used by attendees to charge their smartphones and tablets throughout the conference.

☐ Sponsor Video Keynote Session $5,000

Your video featured for up to 3 minutes before each keynote presentation. 1 keynote presentation per day for a total of 3 video presentations. Limited to 3 video sponsors

☐ Conference Mobile App $3,000

☐ Attendee Pads and Pens $3,500

☐ Branded Water Bottles $3,250

☐ Conference App Messaging $750

☐ Large Conference Signage $2,500

☐ Poster Sessions $1,000

☐ Cybercafe $2,500

☐ Online Conference Proceedings $1,125

☐ Morning Coffee/Mid-Morning Snack Break $5,000 per day

☐ Afternoon Refreshment Break $3,000 per day

PAYMENT AND CANCELLATION TERMS

50% deposit fee is required on all contracts received before July 2, 2020.

FULL PAYMENT is due with all signed contracts after July 7, 2020. Your booth is not guaranteed until payment information has been processed. By signing this contract, I agree to the payment and cancellation terms of this agreement and have read and agree to the terms and conditions for vendor participation (back of contract).

I authorize the amount of $ ____________ in U.S. dollars.

Credit Card # ____________ Security Code: ____________

Expiration Date: ____________

Name on credit card: __________________________

Authorized Signature: __________________________

Title: __________________________

Please return signed contract to Anita Lambert at alambert@iise.org.
PARTICIPATION AGREEMENT
(TERMS AND CONDITIONS FOR VENDOR PARTICIPATION IN THE ISEE ANNUAL CONFERENCE & EXPO 2020)

ASSIGNMENT OF SPACE
The event sponsors (Hereafter, Sponsors) shall assign the booth, display and/or tabletop space as agreed to under this contract for the period of the display and such assignment will be made no later than four weeks before the event. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of the sponsors.

USE OF DISPLAY SPACE
Company is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Company's assigned space. Company’s product demonstration, placement or handling out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. Company shall not assign to a third party its space or a portion of the space without the prior written consent of sponsors, which sponsors may grant or withhold at its sole discretion. If such permission is given, the Company shall assume full responsibility for the conduct of the assignee and all its representatives. No other conferences or events may be promoted in any format at ISEE managed events without written permission from ISEE.

COMPANY EVENTS
Company shall not schedule or sponsor any event in connection with the conference, including without limitation: evening events, during a time that overlaps or conflicts with a Conference event published in the sponsor’s conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY
Neither the sponsors, co-sponsors, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. The company shall indemnify, defend, and protect the sponsors and hold sponsors, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which might result or arise from Company's participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstances will sponsor, co-sponsors, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or loss profits. In no event shall sponsors liability, under any circumstance, exceed the amount actually paid to it by the Company. Sponsors make no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANCE OF LAWS
Company shall abide by and observe all laws, rules and regulations, and ordinances.

CANCELLATION OR TERMINATION BY SPONSOR
If for any reason beyond its reasonable control including fires, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, sponsors shall determine the conference or any part may not be held, sponsors may cancel the conference or any part thereof. In that event, sponsors shall determine and refund the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by sponsors.

CANCELLATION BY COMPANY
All payments made to sponsors under the application shall be deemed fully earned and non-refundable in consideration for expenses incurred by sponsors and sponsors lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Company may cancel or withdraw from the conference subject to the following conditions:

- The company shall give written notice of cancellation or booth reduction, email is not acceptable. Such notice will be considered official on the date of receipt by ISEE.
- Notice of cancellation or booth reduction received in writing by ISEE prior to July 2, 2020, will result in no penalty cost to exhibitor.
- Notice of cancellation or booth reduction received in writing by ISEE between July 2, 2020 - Sept. 28, 2020, will result in a 50% refund of fee.
- Notice of cancellation or booth reduction received Sept. 28, 2020, or after will receive no refund.

COMPANY CONDUCT
Company and all of its representatives shall conduct themselves at all times in accordance with the highest standards of decorum and good taste, as defined by ISEE. Sponsors reserve the right to eject from the conference any Company or Company representative violating those standards, without refund.

AGREEMENT TO TERMS, CONDITIONS AND RULES
Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by sponsors from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the Company and the sponsors concerning the subject matter of this application. Sponsors do not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by sponsor representative. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.