



16-21 June 2024
Exhibition 18-20 June
Washington, DC
Walter E. Washington Convention Center



IMS2024 Exhibitor Planning Guide



IEEE MTT-S International Microwave Symposium

What's Inside:

Shipping Information ★ Material Handling ★ Labor Jurisdictions & Ordering
Carpet/Furnishing Offerings ★ Lead Retrieval/Badge Scanners ★ Food & Beverage
Utilities (Electric/Internet) ★ and more!



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MTT-S
IEEE MICROWAVE THEORY &
TECHNOLOGY SOCIETY

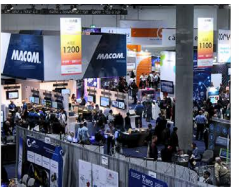


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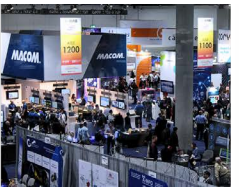
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General Information

IMS2024 Exhibit Team Contacts:

Questions? Contact any member of the Exhibition Management team:

| | | |
|-------------------|-------------------------------|--|
| Kristen Anderson | Exhibition Coordinator | kanderson@horizonhouse.com |
| Mike Hallman | Sales Manager | mhallman@horizonhouse.com |
| Stefanie Cunniffe | Exhibition Operations Manager | scunniffe@horizonhouse.com |
| Alisa Ufland | Registration Manager | aufland@horizonhouse.com |
| Carl Sheffres | Group Director Media & Events | csheffres@horizonhouse.com |

Location:

Walter E. Washington Convention Center (WEWCC)
801 Allen Y. Lew Place, Washington, DC 20001
(202) 249-3000

Exhibition Hours:

| | |
|--------------------|--|
| Tuesday, 18 June | 09:30 to 17:00 |
| Wednesday, 19 June | 09:30 to 18:00, <i>Industry-Hosted Cocktail Reception 17:00 to 18:00</i> |
| Thursday, 20 June | 09:30 to 15:00 |

Conference:

Sunday, 16 June – Friday, 21 June

On-Site Registration & Badge Pickup:

On-site registration for all IMS events is located at East Registration in the Grand Lobby of the Convention Center.

| | |
|--------------------|---------------|
| Saturday, 15 June | 08:00 - 17:00 |
| Sunday, 16 June | 07:00 - 18:00 |
| Monday, 17 June | 07:00 - 18:00 |
| Tuesday, 18 June | 07:00 - 18:00 |
| Wednesday, 19 June | 07:00 - 18:00 |
| Thursday, 20 June | 07:00 - 16:00 |
| Friday, 21 June | 07:00 - 10:00 |

Exhibitor Move-In/Move-Out:

Move-In Dates

| | |
|-------------------|---|
| Saturday, 15 June | 08:00 to 17:00 - Islands 400 sq. ft. and up |
| Sunday, 16 June | 08:00 to 17:00 - All booths |
| Monday, 17 June | 08:00 to 17:00 - All booths |

All exhibits must be fully installed by 17:00 on Monday, 17 June

Move-Out Dates

| | |
|-------------------|--|
| Thursday, 20 June | 15:00 to 19:00 - All booths; exhibitors may work as late as needed but must remain in the hall. After 19:00, there will be no re-entry. |
| Friday, 21 June | 08:00 to 13:00 - All booths |

These dates and times are accurate as of printing. To confirm, please refer to the [current schedule](#) on the show website.



General Information

Hotel Information:

Blocks of rooms at many hotels have been reserved for IMS attendees and exhibitors. Take advantage of discounted rates by booking through onPeak, the official IMS Housing Bureau. [Book your hotel room by 23 May 2024.](#)

Convention Center Parking:

More than 3,000 parking spaces are located within a three-block radius of the Convention Center, including surface lots and garages. Parking regulations are heavily enforced in the Convention Center's surrounding residential areas. There is no public parking at the Convention Center. [Visit the website](#) to view the parking map.

Child Policy:

No one under the age of 14, including infants, will be admitted to the exhibition or seminars at any time unless pre-authorized by event management. This policy will be strictly enforced.

Booth Set-up and Production:

Labor Information:

The WEWCC has specific labor guidelines that exhibitors are encouraged to become familiar with. Understanding the work exhibitors are allowed to perform can yield significant savings. See the [Union Jurisdictions form](#).

Rules & Regulations:

Have questions about what is allowed as part of your booth? Please refer to the [Rules and Regulations](#) governing the exhibition.

Shipping Information:

Advance Warehouse Shipment

We strongly recommend that you ship to the warehouse to ensure that your freight is at your booth when you arrive at the WEWCC. Shipments must arrive at the advance warehouse between 13 May and 7 June 2024. [Advance Warehouse Shipping Labels.](#)

Direct Show Site Shipment

Shipments will not be accepted at the Walter E. Washington Convention Center prior to 15 June 2024. [Direct Shipping Labels.](#)

Exhibitor Services:

Freeman is the General Services Contractor for IMS2024. Information you'll need to plan for a successful event is available on the [Exhibitor Services](#) page of the IMS website. All show orders can be placed through the [Exhibitor Services Manual](#) housed in the Freeman Online platform. For information and helpful hints on procedures, move-in and move-out, please go to <https://www.freemanco.com/store/faqs>.

You may receive emails and/or calls from vendors not listed on the [Exhibitor Services](#) page of the IMS website. Note: such solicitations are NOT authorized by IMS2024. The official and recommended service contractors were selected for their ability to deliver quality services at competitive rates.

Save money by taking advantage of the discount deadlines.

03 May 2024 for Lead Retrieval/Badge Scanners

20 May 2024 for Booth Furnishings (Freeman)

26 May 2024 for Booth Cleaning

26 May 2024 for Internet Services

26 May 2024 for Electrical Services

28 May 2024 for Booth Catering

Exhibitor Appointed Contractor (EAC) Information:

An Exhibitor Appointed Contractor (EAC) is any company other than one of the designated official contractors which an exhibitor wants to employ inside the exhibit hall before, during (by special pass and/or wristband), or after the show (Union Rules and Regulations apply). IMS exhibitors wishing to use an Exhibitor Appointed Contractor (EAC) must fill out the [EAC form](#). **The WEWCC requires a Right of Entry permit for vendors providing services. Once your EAC form is reviewed by the WEWCC, they will provide the permitting requirements as needed.** For questions regarding the Right of Entry permit, email: rightofentry@eventsdc.com. **Please ensure your EAC form is turned in by 3 May 2024.**



Exhibitor Console:

The primary contact within your company has been sent information/instructions regarding your Exhibitor Console which is a key tool to your success and is included as part of your booth package. It is very important that you fill in your company's information in the console so attendees can learn about your company prior to arriving in Washington, DC. Through the console, exhibitors will also access the registration system for booth staff badges. Should you have any questions regarding your console, please contact exhibits@horizonhouse.com.

For primary contacts only, [click here to access your company's Exhibitor Console](#).

Exhibitor Promotion Tool Kit:

Spread the word that you will be exhibiting at IMS2024! Marketing your presence to your customers and prospects will enhance your exhibit experience and help you acquire more leads. Take advantage of free marketing tools found in the [Exhibitor Tool Kit](#). For customization of banners with your logo and/or booth number, email asmith@horizonhouse.com.

Sponsorship Opportunities:

Still trying to find the right IMS sponsorship opportunity for your company at the right price? There are many ways to enhance your company's presence at IMS2024 including delegate bag inserts, banners, column wraps, and [digital signage opportunities](#). To view the full list and get all of the details please refer to the [Sponsorship Guide](#).



Sponsor a digital poster in high traffic areas of the convention center for 5 days. Only \$7,000!



Available! Sponsor the Map Guide for added exposure at IMS2024



Secondary Company Listing:

The IMS secondary listing program is designed to accommodate exhibitors with multiple divisions represented in their booths. A secondary listing allows access to an Exhibitor Console for each represented division/company. The deadline to request a Secondary Listing is 12 April 2024. Listings are \$500 each, with a limit of two per 10x10 booth space rented.

[Click here for the Secondary Company Listing order form](#)

First Time Exhibitor Information:

IMS has an incentive program for companies who are participating for the first time. This is to ensure that your first year as an IMS exhibitor is the best experience possible. [Click here for more information.](#)

Exhibitor Lounge:

The exhibitor lounge, located in the Exhibit Hall, is for the exclusive use of all IMS2024 exhibitors. Stop by to take a break and enjoy a quiet moment to relax.

Exhibitor Lounge Dates:

Tuesday, 18 June – Thursday, 20 June, 09:00 – 17:00 (09:00-15:00 on Thursday)

Press Lounge:

IMS offers a press lounge for all registered press and analysts. Exhibitors are invited to provide notices about press conferences, event invitations, and new product announcements. The press lounge, located in the WEWCC, also offers a private meeting space for one-on-one press meetings. The room number will be posted on signage and communicated to registered members of the press via email. [Click here for more information.](#)

Hours of operation for the press lounge:

| | |
|--------------------|---------------|
| Monday, 17 June | 13:00 - 17:00 |
| Tuesday, 18 June | 08:00 - 17:00 |
| Wednesday, 19 June | 08:00 - 17:00 |
| Thursday, 20 June | 08:00 - 15:00 |

Meeting Rooms/Event Request Form:

Exhibitors may request function/meeting space at the convention center, the Marriott Marquis (connected to the convention center), or in the exhibit hall. Requests must be authorized by IMS2024 prior to meeting room confirmation. Submit your event request form online for approval. Meeting rooms will be allocated on a first-come, first-served basis and will be confirmed beginning in February 2024. Deadline Date: 9 May 2024 (meeting requests received after 9 May will not be accepted).

[Click here for the Event Request Form.](#)

Food and Beverage:

Aramark has exclusive catering, concession and liquor privileges at the WEWCC. It is not permissible for exhibitors to bring food and beverages into the WEWCC. Aramark can be reached at WEWCCExhibitororders@aramark.com or (202) 249-3500 for in-booth catering.

The Industry Hosted Reception will be held in the exhibit hall from 17:00-18:00 on Wednesday, 19 June 2024. Exhibitors who order food and/or beverage by **5 May** for service in their booth during this reception will receive recognition in marketing efforts promoting the reception. [Click here for details.](#)



Booth Personnel:

Registration opens 1 February 2024. Exhibitors receive 8 complimentary badges per 10x10 booth space rented. Additional badges beyond the booth allotment are \$30 each. Badges will read “Exhibitor” and are required for access to the exhibit floor during set-up, before, during and after exhibit hours and during teardown. Each person working in the booth must be registered. The Exhibitor badge also allows access to the IMS plenary session and the Welcome Reception on Monday, 17 June.

The main exhibitor contact registers all booth staff through the [Exhibitor Console](#). Please note that the main exhibitor contact is not automatically registered for a badge. That person must be added to the badge list in order to attend.

Exhibitor Staff Conference Discounts:

Each exhibiting company has access to IMS conference pass discounts for their employees and can register from the Add Booth Staff link under “Register Staff”. These badges will read “Exhibitor IMS” and include the name of the exhibiting company. These badges will also allow access to the exhibition floor during set up, before, during and after exhibit hours and during teardown. Note that discounted conference passes do not count toward your booth staff allotment. The discounted conference passes are in addition to the 8 per 10x10.

- \$135 IMS Conference Pass (1 per 10x10) access to all IMS sessions and proceedings
- \$545 IMS Conference Pass (2 per 10x10) access to all IMS sessions and proceedings

*The allotment and price are the only differences between the 2 **IMS Conference Passes** above. The discounted conference pass is for IMS proceedings and sessions which take place on Tuesday, Wednesday, and Thursday.

RFIC, ARFTG, workshops, technical lectures, boot camps, and industry workshops can be added to an Exhibitor IMS Conference registration for an additional fee using the [Registration Resource Center](#).

Exhibitor Conference Pass Cancellation Policy:

Written requests for Exhibitor IMS conference cancellations must be received in writing and should be submitted via email to: IMS@xpressreg.net by 17 May 2024. All Exhibitor IMS cancellations will incur a \$50 processing fee which will be deducted from the refund. Cancellations received after 17 May 2024 will NOT be honored and all registration fees will be forfeited.

Exhibits-Only Invitations:

Invite an unlimited number of customers, prospects, colleagues, and employees to attend the exhibition for free using your company specific promotional code. Attendees will register themselves through the registration portal and enter your company’s unique promotional code for a free Exhibits-Only pass (\$30-50 value). Access your custom code in the “Invite Customers” section of Exhibitor Registration (accessed through your Exhibitor Console). You can also send custom invitations containing the free code to customers directly from the exhibitor registration portal.

*Exhibits-Only invitations should be used exclusively to invite customers to attend and NOT to register booth personnel.

Visa Letter:

Visa support letters are provided for exhibitors upon request. [Click here](#) to submit a request, and contact exhibits@horizonhouse.com with any questions.



Connecting Minds. Exchanging Ideas.