

# MS&T'08<sup>®</sup>

## Materials Science & Technology 2008 Conference and Exhibition

October 5-9, 2008  
David L. Lawrence  
Convention Center  
Pittsburgh, Pennsylvania

Organized by: **ACerS** (The American Ceramic Society) • **AIST** (Association for Iron & Steel Technology)  
**ASM** (ASM International) • **TMS** (The Minerals, Metals & Materials Society)

*The Leading Forum Addressing **Structure, Properties, Processing and Performance**  
Across the Materials Community*



## EXHIBITION PROSPECTUS

Exhibition Dates: October 7-8

[www.matscitech.org](http://www.matscitech.org)

### MS&T'08 Features:

- ACerS 110th Annual Meeting
- AIST Steel Properties & Applications Conference
- ASM Annual Meeting
- TMS Fall Meeting

**REASON #1 TO EXHIBIT:**

The power of the audience makes MS&T unique. Developed by **four** different materials organizations, MS&T draws **thousands** of decision makers from a cross section of industries to **one** location. As an exhibitor, you benefit from **3,600** attendees interested in products related to the structure, properties, processing and performance of materials.

**The 2008 technical program features:**

- Electronic and Magnetic Materials
- Environmental and Energy Issues
- Fundamentals and Characterization
- Iron and Steel
- Materials and Systems
- Nanotechnology
- Processing and Product Manufacturing

**MS&T attendees are interested in these technologies, services and equipment:**

**Consulting Services****Contract Research and Development Services  
Manufacturing and Processing Equipment**

- Ceramics
- Composites
- Glass
- Metals
- Plastics
- Steel

**Materials Suppliers and Related Services**

- Biomaterials
- Ceramics
- Commercial Services
- Composites
- Engineered Materials
- Glass
- Metals
- Refractories
- Specialty Metals
- Superalloys

**Materials Testing**

- Analytical Testing Instruments
- Commercial Testing Services and Laboratories
- Consumables
- Materials Testing and Laboratory Equipment
- NDE Inspection Equipment
- Property Testing Equipment

**National Laboratories and Consortia****Software Providers****Steel Properties and Applications****Surface Engineering Services**

- Auxiliary Thermal Spray Equipment
- Commercial Surface Treating and Coatings Services
- Galvanizing and Steel Coatings
- Surface Treating and Coatings Equipment
- Thermal Spray Equipment
- Thermal Spray Services or Businesses

**Welding Services****REASON #2 TO EXHIBIT:**

**Each year, MS&T builds upon its success.  
Last year, more than 150 corporations and suppliers exhibited:**

**A**

A41 Inc.  
AACCM - Assoc. of American Ceramic  
Component Manufacturers  
ACerS Bulletin  
ACT Labs Materials Testing  
Admet  
AdValue Technology  
Advanced Materials & Processes Magazine  
AIST - Association for Iron & Steel Technology  
Aldrich/Sigma-Aldrich  
Alfa Aesar, A Johnson Matthey Co.  
Alfred University-NYS College of Ceramics  
Allegheny Technologies Inc.  
Allied High Tech Products, Inc.  
American Stress Technologies, Inc.  
Anter Corporation  
Arcelor Mittal  
ATI Allegheny Ludlum  
ATI Allvac  
ATI Europe  
ATI Firth Sterling  
ATI Wah Chang  
ATS - Applied Test Systems Inc.  
Auto/Steel Partnership  
Avure Technologies  
Axis Analytical  
Azom.com - The A to Z of Materials

**B**

Blasch Precision Ceramics, Inc.  
Brook Anco Corp.  
Bruker AXS Inc.  
Bullen Ultrasonics, Inc.  
BuzzMac International, LLC

**C**

Carbolite  
Carl Zeiss MicroImaging, Inc.  
Carl Zeiss SMT Inc.  
Carpenter Technology Corporation  
Center for Tribology, Inc. (CETR, Inc.)  
Centorr Vacuum Industries  
Chrysler  
Cilas Particle Size  
Clear Seas Research  
Clemex Technologies, Inc.  
CM Furnaces Inc.  
CompuTherm LLC  
Crestwood Dodge  
CSM Instruments

**E**

EDAX Inc.  
Eirich Machines, Inc.  
Electro Abrasives  
Elsevier  
Engineered Pressure Systems, Inc.  
Evans Analytical Group, fka Shiva Technologies  
Extec

**F**

FCT Systeme GmbH  
FEI Company

**G**

Gasbarre Products, Inc. (PTX-Pentronix)  
General Motors  
Goodfellow Corporation  
Granta Design

**H**

H.C. Starck, Inc.  
Harrop Industries, Inc.  
Heraeus Electro-Nite Co.  
High Temperature Materials Laboratory  
Hitachi High Technologies America  
HK Technologies, Inc.  
Honda of America Mfg., Inc.  
Horiba Jobin Yvon Inc.  
Hosokawa Micron Powder Systems  
Hysitron

**I**

Ikonics Imaging Industrial Solutions  
IMR Test Labs  
Innovative Test Solutions  
Innov-X Systems, Inc.  
ITC Inc.  
IXRF Systems, Inc.

**J**

JEOL USA  
Jet Pulverizer Company, Inc. (The)  
JMatPro  
John Wiley & Sons, Inc.

**K**

Kennametal  
Keyence  
Kion Specialty Polymers  
Kitco Inc.  
KLA-Tencor

#2

#3

**REASON #3 TO EXHIBIT:**

**Special Activities on the Exhibition Show Floor  
Bring Customers to You!**

**Industry Tracks**

These practical presentations provide attendees with concrete solutions to problems they face at their jobs in industry and business. Sessions are scheduled on the show floor during both days of the exhibition and provide attendees with the opportunity to ask questions.

**Happy Hour Reception**

Scheduled from 4 to 6 p.m. on Tuesday, this popular reception provides a relaxed atmosphere for attendees and exhibitors to mingle and mix business with pleasure!

**Lunch**

Lunch on the show floor on Tuesday and Wednesday provides more networking opportunities!

**Contest**

Nothing draws a crowd more than prizes! The popular football toss is held on the exhibition show floor – prizes have included a plasma television and iPods!

**Lounge**

This area is perfect to take a break, network and discuss business with customers!



**L**

LAEIS GmbH  
Lancaster Products Mfg. by Kercher Industries  
LECO Corporation  
Leica Microsystems Inc.  
Linn High Therm

**Q**

Qualitest USA

**R**

Rigaku

**M**

Mager Scientific Inc.  
Maney Publishing  
McCrone Microscopes  
Metal Processing Systems, Inc.  
Metal Samples Company  
Metcut Research Inc./Cincinnati Testing Laboratories  
MHI Micropyretics Heaters International Inc.  
Micro Photonics, Inc.  
Micromeritics Instrument Corp.  
Microtrac Inc.  
MIS/PAX-it  
MMR Technologies, Inc.  
MTI Corporation  
MTS Systems Corporation

**S**

SAPCO Advanced Ceramics  
SEMTECH Solutions, Inc.  
Sente Software Ltd./Thermotech Ltd.  
Setaram Inc.  
Shiva Technologies, nka Evans Analytical Group  
Simpleware  
Specialty Glass, Inc. (SGI)  
Spectra Services, Inc.  
Spectro Analytical Instruments, Inc.  
Springer  
Stork Climax Research Services, Inc.  
Stork Technimet, Inc.  
Struers Inc.  
Sturtevant Inc.  
SVS Vacuum Coating Technologies  
Swagelok Technology Services Co.

**N**

Nabertherm USA  
NanoDynamics  
Netzsch Instruments Inc.  
Nikon Instruments Inc.  
Ningbo Cathay Pacific Ceramics Co. Ltd.  
NIST/Standard Reference Materials  
Novocontrol America, Inc.  
NSL Analytical Services, Inc.

**T**

TEC  
Teck Cominco Metals Ltd.  
Tescan USA  
Thermal Spray Technologies, Inc.  
Thermal Technology Inc.  
Thermex-Thermatron, LP  
Thermo Scientific  
Thermo Scientific NITON Analyzers  
Touchstone Research Laboratory Ltd.

**O**

Oak Ridge National Laboratory  
Olympus Industrial America, Inc.  
Oxford Instruments America

**U**

U.S. Nuclear Regulatory Commission  
U.S. Steel  
Union Process, Inc.  
United Testing Systems  
University of Missouri-Rolla, Materials Science & Engineering

**P**

Particle Sizing Systems  
Particle Technology Labs  
Praxair Surface Technologies  
PremaTech Advanced Ceramics  
ProQuest  
Proto Manufacturing Ltd.

# #4

## REASON #4 TO EXHIBIT:

A Great Venue at a Great Price!

### Location—America's Most Livable City!

David L. Lawrence Convention Center  
1000 Fort Duquesne Blvd., Pittsburgh, PA 15222  
(412) 565-6000 / [www.visitpittsburgh.com](http://www.visitpittsburgh.com)



### Most Livable

Pittsburgh has been ranked **#1 Most Livable City in America** by Places Rated Almanac based on housing affordability (cost of living), transportation, jobs, education, climate, crime, health care, recreation and ambience (museums, performing arts, restaurants and historical districts).

### Green

Pittsburgh ranks third in the nation for environmentally friendly, "green" buildings. The **David L. Lawrence Convention Center** is the largest LEED-certified "green" building in the world, situated on a former brownfield along the Allegheny River in the heart of the downtown cultural district. The center offers 313,400 sq. ft. of naturally lit and ventilated exhibition space, 84 percent column-free, for a spacious exhibition experience; 52 meeting rooms; and 37 loading docks.

### Compact, Safe, Walkable Downtown

Cultural events, shopping and outstanding restaurants are within 12 square blocks and a short walk or subway ride from the convention center and downtown hotels. Plus, downtown Pittsburgh is surrounded by riverfront walking trails.

### Cleanest

Pittsburgh has been ranked among the **Top 10 of the World's Cleanest Cities** by Forbes magazine: "Though formerly a steel capital of the U.S., it (Pittsburgh) has turned around and is now into healthcare, education, robotics, technology and financial services."

### No. 1 Airport

Pittsburgh International Airport has been rated number one airport in the country and number two in the world by J.D. Power & Associates for world-class shopping, customer service and comfort.

*(List compiled by Greater Pittsburgh Convention & Visitors Bureau)*

### Rental Rate

\$2,750 for 10'x10' booth (or 100 sq. feet)

#### Rental Rate Includes:

- **1 Technical Session Badge** - Receive 2 badges when you purchase 300 to 400 sq. feet, 3 badges for 500 to 600 sq. feet, and 4 badges for 700 sq. feet or more!
- **Exhibition Passes** – Give to your clients!
- **Product Listing** in Exhibition Directory
- Electronic File of **Attendee Contact Information** – Provided after MS&T'08
- **Security** During MS&T'08
- **Sign** – Includes company name and booth number; 44"x7"; black and white
- **Booth** – draped 8' back wall and 3' side rails

### Exhibition Dates and Hours

Tuesday, Oct. 7..... 11 a.m. to 6 p.m.  
 Wednesday, Oct. 8..... 10 a.m. to 5 p.m.

#### Exhibitor Move-In Dates:

Sunday, Oct. 5 and Monday, Oct. 6..... 9 a.m. to 4:30 p.m.

**Get your preferred spot in the exhibition hall –  
complete the enclosed application or visit [www.matscitech.org](http://www.matscitech.org) today!**

For more information  
about exhibiting, or  
special sponsorship and  
advertising opportunities,  
contact a representative:



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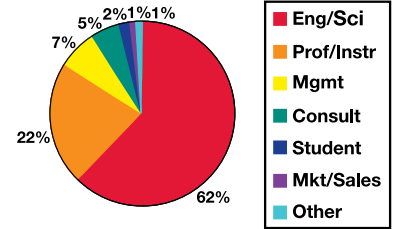


**MS&T ATTENDEES = YOUR CUSTOMERS**

Who are they? A diverse audience of more than 3,600 materials professionals with buying power.

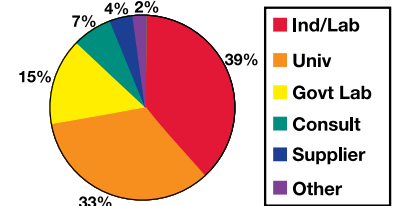
**What do they do? They perform varied jobs in the materials field.**

62% Engineer/Scientist	22% Professor/Instructor
7% Management	5% Consultant
2% Student	1% Marketing/Sales
1% Other	



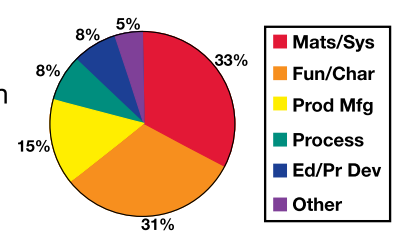
**Where do they work? They work primarily for industry, academia and government.**

39% Industry/For Profit Research Lab	33% Academic/University
15% Government Lab	7% Consultant
4% Supplier	2% Other



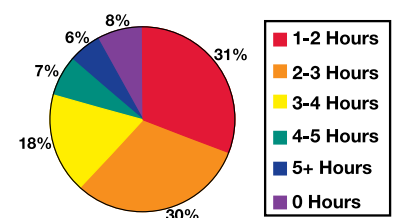
**Why do they work in materials? They are interested in diverse technical areas.**

33% Materials and Systems	31% Fundamentals and Characterization
15% Product Manufacturing	8% Processing
8% Education and Professional Development	5% Other



**How long are they at the exhibition? More than 90% spend more than one hour at the MS&T Exhibition.**

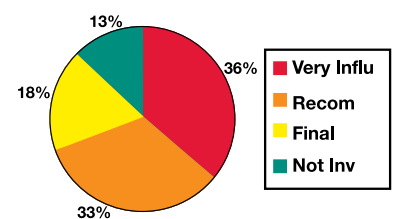
31% 1-2 Hours	30% 2-3 Hours
18% 3-4 Hours	7% 4-5 Hours
6% 5+ Hours	8% 0 Hours



**MS&T = A Powerful Audience**

**More than 85% have significant purchasing influence.**

36% Very Influential	33% Make Recommendations
18% Final Decision Maker	13% Not Involved



Note: Data compiled from 2007 attendee survey.

How do you reach these decision-makers? **Get the power of the MS&T audience. Contact an MS&T representative today to reserve your space and customize a sponsorship.**