

A collage of images related to metallurgy and coatings, including a green textured surface, a golden perforated metal cylinder, a cracked grey surface, a green textured surface, a green textured surface, a blue ICMCTF 2025 logo, a green textured surface, and a grey textured surface.

# ICMCTF 2025

**51st International Conference on  
Metallurgical Coatings & Thin Films**



**May 11-16, 2025 | San Diego, CA**

## You're Invited!

To exhibit at the:

**51st International Conference on Metallurgical  
Coatings & Thin Films (ICMCTF)  
May 11-16, 2025**

**Town & Country Hotel & Convention Center  
San Diego, California**

Exhibit Dates: May 13-14, 2025

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Questions? Call 703-609-3974 or email [exhibits@avs.org](mailto:exhibits@avs.org)

# About

ICMCTF is the industry's largest, premier conference dedicated to the arts and science of coatings, thin film and surface modifications. It is internationally recognized as a vibrant technical conference that integrates fundamental and applied research focused on thin film deposition, characterization, and advanced surface modification techniques.

## **Attendance to the exhibition is free and open to the public.**

The conference is a great opportunity for vendors to interface with qualified scientists and engineers who are eager to learn more about your products and services.

The Exhibition will feature technology, equipment, and services for Thin Film and Bulk Coatings, Coating Materials, Surface Modification Equipment, Monitoring and test Equipment, and all ancillary equipment used in conjunction with the deposition, monitoring, and testing of all coatings and modified surfaces.

*Conference participants from around the world gather to:*

- Attend networking events held throughout the week to ensure that our vendors and attendees can interact during nonexhibit days/hours
- Learn from high-profile invited speakers in over 50 sessions across 14 technical and topical symposia
- Check out the keynote and featured lectures
- Take part in the expo raffle
- Participate in focused topic sessions and short courses
- Relax and grab some food and refreshments in the expo
- Attend the Awards Program, Poster Sessions, and much more

# Booth Rental Rates

There is no better conference destination than San Diego! As ICMCTF never fails to attract the international Who's Who in the field of thin film depositions and advanced surface engineering, this is a great opportunity to educate attendees on new products, services, and application techniques that help them improve all facets of R&D, Engineering, Manufacturing, Quality Control, and general laboratory operations.

## Booth Rental Rates

|      |         |         |         |   |         |
|------|---------|---------|---------|---|---------|
| Size | 10'x10' | 10'x20' | 10'x30' | 10'x20'<br>Mini-Island  | 20'x20' |
| Rate | \$2,000 | \$3,550 | \$5,325 | \$4,100   | \$6,800 |
|      |         |         |         | Best Value - Includes 2 Corners<br>Increase size and save per sq ft |         |

## First Time ICMCTF Exhibitor Rate

Ask about additional discount incentives!

## Technical Session Badge Upgrades

Exhibitors may upgrade booth staff badges to include the Technical Sessions for an additional charge of \$500 during the registration process. Badge upgrade includes the Technical Sessions for the duration of the Conference.

## Booth Includes:

Each 10x10 booth includes the following:

- Lunch Tickets on Exhibit Days
- Drink Tickets for Exhibit Hall Reception
- Company Profile linked in the Mobile App
- Logo linked in the Mobile App
- Three Booth Staff Badges - Additional Badges \$75

[Visit the live floor plan to book your space now!](#)



# Quick Facts

## EXHIBIT DATES

May 13–14, 2025

## EXHIBIT DAYS/TIMES

|           |              |                    |
|-----------|--------------|--------------------|
| Tuesday   | May 13, 2025 | 12:00 pm – 7:00 pm |
| Wednesday | May 14, 2025 | 10:00 am – 2:00 pm |

## VENUE

Golden State Ballroom of the Towne and Country Hotel and Convention Center  
500 Hotel Circle North, San Diego, CA, 92108

## BOOTH INSTALLATION SCHEDULE

|        |              |                   |
|--------|--------------|-------------------|
| Monday | May 12, 2025 | 12:00pm – 7:00 pm |
|--------|--------------|-------------------|

## BOOTH DISMANTLE SCHEDULE

|           |              |                   |
|-----------|--------------|-------------------|
| Wednesday | May 14, 2025 | 12:00pm – 6:00 pm |
|-----------|--------------|-------------------|

All freight must be picked up by 6 pm, Wednesday, May 14.  
Special arrangements for Thursday morning pick ups, on May 15 can be arranged with advance notice.

## BOOTH STAFF BADGES

Standard booth space includes three free exhibitor staff badges per 10x10 space. Additional booth staff badges can be purchased at \$75 each.

## OFFICIAL SHOW HOTEL

Towne and Country Hotel and Convention Center  
500 Hotel Circle North, San Diego CA, 92108

## OFFICIAL SUBCONTRACTORS

### Shepard

- Booth Furnishings
- Carpet
- Booth structures
- Custom Furniture
- Labor
- Logistics, etc.

### Event Technology Masters

Audio/Visual Rentals

### Edlen

Electrical (Edlen), Gas, Water, Dedicated Internet Drops

### NOTE:

The above-listed companies are the ICMCTF official subcontractors. Please do not entertain solicitations from other companies posing as AVS-affiliated subcontractors.

# Promotional Opportunities

## Mobile App Advertising

*(Limited - Mobile App goes live one month before the show through the duration of the show.)*

As the ICMCTF conference mobile app is downloaded by all participants—and available a month ahead of the show—there is no better vehicle to get your message, out, build brand recognition, and/or drive traffic to your booth. Take advantage of any one of these popular mobile app options:

**Banner Ad - \$750**

**Featured Exhibitor - \$800**

**Sponsor Push Notification - \$650**

## Raffle Participant - \$1,000

Raffles are one of the best avenues to entice attendees to come into the exhibit hall multiple times each day. Raffle participants will pick up a ticket at your booth and then must return to the hall later in the day to see if they won.

## Solo Eblast - \$2,995

Advertise electronically to registered attendees of the ICMCTF 51st Conference.

Features your message only with your own subject line. Your e-announcement will be e-blasted to the AVS database allowing you to reach 10,000+ contacts. Material to be provided in HTML format and is distributed to the AVS database via Constant Contact. Hyperlinks to your website and products are accepted.

## Floor Standing Poster - \$1,500

Placed in high visibility area, these large, custom-designed meter boards are ideal to help you stand out at the conference.

[Rates, Reserve and Details](#)

# Sponsorship Benefits

These diverse sponsor options offer your organization unique marketing solutions that are guaranteed to help you stand out.

|                                  | Platinum | Gold       | Silver    | Bronze      |
|----------------------------------|----------|------------|-----------|-------------|
|                                  | \$12k +  | \$6k-\$12k | \$3k-\$6k | \$1.5k-\$3k |
| Full Week Conference Reg         | 2        | 1          |           |             |
| Logo at the Welcome Reception    | ✓        |            |           |             |
| Mobile App Push Notification     | ✓        |            |           |             |
| Logo Shown During Plenary        | ✓        |            |           |             |
| Mobile App Banner Ad             | ✓        | ✓          |           |             |
| Logo on the Registration Wall    | ✓        | ✓          | ✓         |             |
| Logo in Technical Session Rooms  | ✓        | ✓          | ✓         |             |
| Website Sponsor Page Recognition | ✓        | ✓          | ✓         | ✓           |
| Expo Hall Entrance Logo          | ✓        | ✓          | ✓         | ✓           |
| Sponsor Carpet Sign              | ✓        | ✓          | ✓         | ✓           |
| Raffle Tickets                   | ✓        | ✓          | ✓         | ✓           |

Note: Platinum, Gold, Silver, and Bronze benefits are not cumulative. (e.g. – A platinum-level sponsor earns 2 registrations – this does not also include the 1 registration that a gold-level sponsor earns).

Specific sponsorship benefits may be subject to change and are detailed in a separate agreement. Benefit fulfillment is subject to applicable deadlines.\*

# Additional Sponsorships

Generous recognition via signage, logo on the Exhibit Hall Entrance Unit, and for sponsorships greater than \$1,500, logo on ICMCTF 2025 website. Raffle tickets are provided to hand out at your exhibit booth for increased booth traffic.

|   |                |
|---|----------------|
| <b>RAFFLE PRIZES</b>                    | <b>\$1,000</b> |
| <b>EXHIBIT HALL FOOD &amp; BEVERAGE</b> | <b>\$1,500</b> |
| <b>GENERAL EXHIBIT HALL ACTIVITIES</b>  | <b>\$1,500</b> |
| <b>ICMCTF CAFE</b>                      | <b>\$1,600</b> |
| <b>CONFERENCE PENS</b>                  | <b>\$1,750</b> |
| <b>CHARGING LOUNGE</b>                  | <b>\$2,000</b> |
| <b>SPECIAL EVENTS BOOTH</b>             | <b>\$2,500</b> |
| <b>WELCOME MIXER</b>                    | <b>\$3,000</b> |
| <b>BADGE LANYARDS</b>                   | <b>\$3,500</b> |
| <b>CONFERENCE NOTEBOOKS</b>             | <b>\$3,500</b> |
| <b>POSTER SESSIONS</b>                  | <b>\$3,500</b> |
| <b>ATTENDEE REGISTRATION AREA</b>       | <b>\$4,500</b> |
| <b>WIFI SPONSORSHIP</b>                 | <b>\$5,000</b> |