IEEE Radar Conference 2024
Prospectus
Denver, Colorado | May 6–10, 2024
radar2024.ieee-radarconf.org
Dear Sponsor/Exhibitor

Thank you for considering sponsoring and/or exhibiting at IEEE Radar Conference 2024. We’re excited to connect experts in radar from research to industry across academia, commercial, and aerospace/defense. This year we aim to bring a strong technical program with opportunities for you to exhibit, connect, sponsor, and drive brand awareness. We’ve listened to your feedback and for RadarConf’24 we’ve prepared a bundled package combining sponsorship and exhibition opportunities. We strive to produce an event that is enriching to scientists and engineers both experienced and new to radar with programs like ‘Radar Bootcamp’ and our student paper competition. We’re aiming to further benefit industry participants with sessions like our widely-attended Radar Technology Industry Panel. The exhibition hall will be central to the event with the attendee reception with ‘Exhibitor Bingo’, coffee/beverages served in the hall, and other activities to promote networking and connection. We look forward to seeing you in Denver!

EXHIBIT | CONNECT | SPONSOR | DRIVE BRAND AWARENESS

IEEE Radar Conference exhibition and sponsorship leadership team

• Industrial Sponsorship Co-Chairs
  Mark Yeary (University of Oklahoma) & Bill Correll, Jr. (Maxar Technologies):
  industry@ieee-radarconf.org

• Exhibits Chair
  Bill Correll, Jr. (Maxar Technologies):
  exhibits@ieee-radarconf.org
EXHIBITOR INFORMATION

Exhibitor Booth Options

In 2024 we’re again bundling Sponsorship and Exhibit packages to simplify options for those looking to do both. This gives you more value and increases options to exhibit, connect, sponsor, and drive brand awareness.

Standard size booths are 10’ x 10’ booths.

10’ x 20’ booths available with PLATINUM sponsorship or higher

See sponsorship packages for more details and prices (page 3)

To reserve your space contact the exhibits team. exhibits@ieee-radarconf.org

What’s included with your booth space:

- 10’ x 10’ or 10’ x 20’ depending on sponsor level
- Exhibitor reception and bingo participation
- 8’ high back draped wall (2 color max scheme)
- 3’ high side drape (1 color max scheme)
- (1) 6’ x 30” draped table (uniform in color)
- (2) side chairs, (1) wastebasket
- 7” x 44” one-line booth ID sign (Black and white)
- Wi-Fi Access
- Power Outlet (110 VAC, 20A)
- Access to discounted hotel rates
- Access to private meeting room depending on sponsorship level
- Various branding opportunities throughout the conference depending on sponsorship level

EXHIBITOR SCHEDULE

EXHIBITOR MOVE IN
Monday, May 6th
7:00 am – 1:30 pm

EXHIBIT HALL HOURS
Tuesday, May 7th
8:00 am – 4:00 pm

Wednesday, May 8th
8:00 am – 6:45 pm

Thursday, May 9th
8:00 am – 4:00 pm

EXHIBITOR RECEPTION/BINGO
Wednesday May 8th
5:30 pm – 6:45 pm

EXHIBITOR MOVE OUT
Thursday May 9th
2:00 pm – 6:00 pm

*Schedule subject to change

From IEEE Radar Conference 2023 in San Antonio

Standard size 10’x10’ booth with curtains
BUNDLED SPONSORSHIP INFORMATION

Exhibitor Booth Options

Sponsorship makes an important statement about your company’s role in supporting the radar industry. We’ve bundled exhibition packages into sponsorships to simplify options for those looking to do both. Our simplified sponsorship offering of 5 levels allows you to exhibit, connect, sponsor, and drive awareness through branding whether your company is large or small.

DIAMOND SPONSORSHIP – $26,000 (5 slots available)

Attend: 4 full conference passes, 5 exhibitor passes
Exhibit: 10’ x 10’ booth included, upgrade to 10’ x 20’ booth for $500
Leadership: Invitation to speak on the Radar Technology Industry Panel
Connect: Priority access to private meeting room(s), access to student resume database.
*Awareness: Corporate banner, recognition, and a 15-second video shown at award ceremony. Recognition at each table during lunch service. Logo displayed and verbal acknowledgement at all keynote sessions. Logo displayed on agenda, prior to tutorial presentations, on slides between sessions, on event schedule signs and on conference bag. Conference bag insertion of literature (provided by donor), branded lanyard (provided by donor), 1 page ads in conference program booklet. Large branded signage at coffee breaks.

PLATINUM SPONSORSHIP – $10,000

Attend: 3 full conference passes, 5 exhibitor passes
Exhibit: 10’ x 10’ booth included, upgrade to 10’ x 20’ booth for $500
Leadership: Based on the ideal Panel size of 5 members, a first come, first served consideration to speak on the Radar Technology Industry Panel.
Connect: 2nd priority access to private meeting room(s), access to student resume database.
*Awareness: Logo displayed at all keynote sessions. Logo displayed prior to tutorial presentations, on slides between sessions, on event schedule signs and on conference bag. Conference bag insertion of literature (provided by donor), Large branded signage at coffee breaks.

GOLD SPONSORSHIP – $4,750

Attend: 1 full conference pass, 3 exhibitor passes
Exhibit: Booth Not Included, Add a 10’ x 10’ booth for $500
Connect: 3rd priority access to private meeting room(s), access to student resume database.
*Awareness: Logo displayed prior to tutorial presentations, on slides between sessions, on event schedule signs, and on conference bag. Conference bag insertion of literature (provided by donor).

SILVER SPONSORSHIP – $3,750

Attend: 2 exhibitor passes
Exhibit: Booth Not Included, Add a 10’ x 10’ booth for $500
Awareness: Logo displayed prior to tutorial presentations and on event schedule signs.

BRONZE SPONSORSHIP – $1,000

Awareness: Logo displayed on tutorial materials and event schedule signs.

Swag Shipping Address: included in the exhibitor package that is sent about 8 weeks prior to the conference start date.
*It is not possible to guarantee all sponsorship deliverables (e.g., logo on conference bag) after April 6, 2024 (due date).
ADDITIONAL INFORMATION

Exhibitor Booth Location
Selection of booth location will be done on a first come, first served basis regardless of the level of sponsorship. A minimum of 25 booths are available.

Royalties
All IEEE Radar Conference sponsors are granted rights to advertise and use the RadarConf 24 logo on advertising materials. All sponsors have the right to use the official phraseology in advertising and promotions of IEEE Radar Conference, “Our company is proud to be an XXX sponsor of IEEE Radar Conference 2024”.

Exhibitor Bingo
We will host an exhibitor bingo in the expo hall at the Wednesday attendee reception. Eligible attendees will be awarded prizes by raffle from fully completed bingo cards. All exhibitors will be given a unique Bingo Stamp and attendees will be incentivized to visit each booth to complete the bingo card provided in their conference bag. Only fully completed bingo cards are eligible to win. Exhibitors are encouraged to donate prizes for attendees. In past years we’ve had donations from a $10,000 software tool license, to a color O-Scope, to simple branded materials like backpacks.

Poster Sessions
Poster sessions will be held near the Exhibits Area in order to increase traffic in the expo.

Coffee Breaks
All coffee breaks during the event will be served in the Exhibits Area sponsored by Diamond and Platinum sponsors.

Radar Competition
A Radar competition will be held in/near the exhibits area. This will be a fun space to draw attendees in to learn about radar and compete if desired. The space will have a fun and competitive element to it.

Additional Sponsorship Opportunities

Student paper award donor: $3,000
Show your support for great radar research by sponsoring the award for top paper contribution. Your company name will be mentioned during the award ceremony as having sponsored in support of radar innovation.

Radar Boot Camp Supporter: $3,000
Support the next generation of radar engineers by sponsoring the Radar Boot Camp at the event. This will be a two-day boot camp giving attendees a quality introduction to radar concepts and theory.

Diversity Equity and Inclusion (DEI) Panel Supporter: $1,000
IEEE Radar Conference will celebrate, support, and encourage the diversity of engineering talent in the Radar industry. With this sponsorship you will support our DEI panel and prestigious speakers where your organization will be recognized as a supporter.

Careers in Radar
IEEE Radar Conference attracts participation and contribution from the top undergraduate and graduate students in academia. Students interested in being contacted by companies for career opportunities will be incentivized to submit their resumes to share with sponsors at Gold level or higher with a prize drawing at the start of Exhibitor Bingo.
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$26,000</td>
<td>$10,000</td>
<td>$4,750</td>
</tr>
<tr>
<td>Silver</td>
<td>$3,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth Space (Add-on)</td>
<td>$500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Additional Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radar Boot Camp</td>
<td>$3,000</td>
</tr>
<tr>
<td>Radar Competition</td>
<td>$1,000</td>
</tr>
<tr>
<td>Student Paper Award</td>
<td>$3,000</td>
</tr>
<tr>
<td>DEI Panel Supporter</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Payment is due upon receipt.

## Company Information

**Company Name**

**Mailing Address**

- City
- State
- Zip Code
- Country

- Phone
- URL

I have read and agree to the terms and conditions of this contract.

**SIGNATURE**

**Date**

## Contact Information

**Name**

**Email**

**Phone**

**Fax**

**Mailing Address**

- City
- State
- Zip Code
- Country

Bank Transfer Fee: $25

Payment is due upon receipt of contract submission.

## Payment Information

- **Bank Transfer**
- **American Express**
- **Visa**
- **MasterCard**

**Card Number**

**Security Code**

**Expiration Date**

* The Credit Card Security Code, or Card Code, is a three-digit security code that is printed on the back of credit cards (or a four-digit security code on the front of American Express cards) in reverse italics in the card’s signature panel.

**Billing Address**

- City
- State
- Zip Code
- Country
1. Contract
This application, properly executed by applicant and by written acceptance of symposium committee and booth assignment, shall constitute a valid and binding contract.

2. Assignment of Space
Assignment of space to exhibitors and those making application will be made in the order received. IEEE Radar Conference 2024 will continue to receive applications and assign exhibit space, as it remains available. In all cases, total booth payments must be received at time of application. IEEE Radar Conference 2024 assignment of booths is final and shall constitute an acceptance of the exhibitor’s offer to occupy space. After assignment, space location may not be changed, transferred or canceled by the exhibitor except upon written request and with written approval of IEEE Radar Conference 2024 management. IEEE Radar Conference 2024 management reserves the right to reassign exhibitor space in order to modify floor plan for overall benefit of the show.

3. Subletting Space
No exhibitor will assign, sublet, or apportion the whole or any part of the space allotted, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the exhibitor in the regular course of business except upon prior written consent of IEEE Radar Conference 2024 management.

4. Exhibit Space Rental Rates
Exhibit space rental includes materials and services described herein. One exhibit space is 10’ x 10’.

5. Payment Requirements and Cancellation Charges
Applications require full payment before booths are assigned. Payment in full is required with submission of contract application or on the date indicated on the invoice. All cancellations must be made in writing and will be based on the following:

Schedule of refunds:

- After March 1, 2024 but before April 1, 2024:
  » Refund of 50% of the total license fee for cancellation
- On or after April 1, 2024:
  » No refund or credit at any time.

It is understood that IEEE Radar Conference 2024 reserves the right, at its option, to reassign a canceled booth regardless of the cancellation rate assessed. In the event that the premises in which the IEEE Radar Conference 2024 show is conducted shall become, in the sole discretion of IEEE Radar Conference 2024, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of IEEE Radar Conference 2024, this agreement may be terminated by IEEE Radar Conference 2024. For this purpose, the term “cause or causes” shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, equipment, local, state or federal law, ordinance, rule, order, decree or regulation, executive, or judicial, and whether constitutional, or act of god. Should IEEE Radar Conference 2024 terminate this agreement pursuant to the provision of this paragraph the exhibitor waives any and all claims for damages and agrees that IEEE Radar Conference 2024 may, after computing the total amount of IEEE Radar Conference 2024 cost and expenses in connection with its preparation for and conducting of the IEEE Radar Conference 2024 event, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as for complete settlement and discharge of all said exhibitor’s claims and demands, and amount which bears the same relationship to the fee paid by said exhibitor as the total refundable amount as computed above bears to the total amount of fees paid by all exhibitors.
6. Exhibit Booth Manning and Dismantling Schedule
A representative must man exhibit space during all times when exhibition is officially open. Exhibit space must be maintained in a neat and orderly manner throughout the exhibition. Exhibitors may begin dismantling only after hours stated in exhibitor service manual. Exhibitors are responsible for removal of all materials used in their display. Any exhibitor leaving materials after hours stated in exhibitor service manual will be charged for the materials’ removal.

7. Losses or Damage
Exhibitor agrees that IEEE Radar Conference 2024 shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by exhibitor or any person thereon with the consent of exhibitor, and that exhibitor will defend, indemnify and shall hold harmless, IEEE Radar Conference 2024 from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence of or breach of an obligation by exhibitor or its employees or representatives. Exhibitor will be liable for all damages, or liability of any kind or for any loss, damage or injury to persons or any property during the show from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space.

8. Demonstrations
No demonstrations or solicitations shall be permitted outside of the exhibitor’s assigned space, and no signs or placards may be displayed on persons or otherwise outside exhibit spaces.

9. Compliance
The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/ or owners of the property wherein the show is held.

10. Policy
It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local laws, regulations and customs that may apply, having agreements with the show Facility or with authorized contractors employed by IEEE Radar Conference 2024. Exhibitor shall abide by all hotel rules and regulations.

11. Management
The exhibitor further agrees that the conditions, rules and regulations of the IEEE Radar Conference 2024 management are made a part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations, and that the management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the show.