



IIS
Symposium2012

Standards
Certification
Education & Training
Publishing
Conferences & Exhibits

*THE symposium for instrumentation
and control professionals worldwide*

58th International Instrumentation Symposium

4-7 June 2012
Hyatt Regency LaJolla
San Diego, CA USA

Exhibitor and Sponsor Prospectus



Sponsorship and exhibit opportunities

Limited space available – reserve your space today!
Visit: www.isa.org/iis

Endorsed by the Aerospace Industries, Test Measurement, and
Process Measurement and Control Divisions of ISA.

Technical program sponsored by the Propulsion Instrumentation
Working Group (PIWG)



Setting the Standard for Automation™

What is the 58th International Instrumentation Symposium and why is it important?

The 58th Instrumentation Symposium (IIS) brings together professionals who work in the field of instrumentation, automation, and control during an intensive four-day program. Recognized internationally, IIS is an outstanding forum for discussion of new and innovative instrumentation techniques, development, and applications. IIS promotes the exchange of ideas and research while introducing the latest tools and products.

This year's symposium will include:

- Paper sessions on topics such as
 - Electronic Instrumentation
 - Wireless Technology
 - Cybersecurity
 - Aerospace Systems
 - Virtual Instrumentation Systems
 - Tip Clearance
 - Laser and Electro-optics Instrumentation
 - Remote Sensing
- Training courses, including
 - Industrial Wireless Systems Course
- Workshops
- Tutorials
- Standards development
- Social functions
- Networking opportunities

In addition, the Propulsion Instrumentation Working Group (PIWG) will hold its spring meeting during IIS. PIWG has for over a decade been an active supporter of the IIS. In 2012, PIWG will provide a full day of programming related to:

- Turbine Engine Instrumentation
- Testing Technology

IIS is a "not-to-miss" event for instrumentation and control suppliers!

ISA symposia and technical conferences programs are designed and prepared with decades of experience backing them up. Our unbiased, vendor neutral programming offers some of the best technical content in each industry. Few other symposia and conferences can boast a technical content volunteer base of over 30,000 members worldwide. Our programs are built around topics relevant to today and tomorrow, and—more importantly—to the hundreds of thousands of automation professionals out in the field. IIS is a must-attend from both an end-user and vendor perspective as it offers priceless knowledge and sharing of information.

Top reasons to become an exhibitor or sponsor of IIS:

- Targeted, qualified audience
- Network face-to-face with end-users interested in learning more about their specific industry and your related products
- Low-cost options with high return on investment opportunities
- Small, intimate settings with limited exhibitors allow you to stand out
- Exhibit hours are built around breaks, meals, networking, etc
- Showcase expertise
- Free education in latest industry trends and technologies (one complimentary conference pass per booth)
- Position your company as a leader in its industry
- Stand out from competition
- Show interest in the path the industry will be taking in the future
- Establish credibility
- Enhance and ensure that your company is at the forefront during the conference

Reach your target audience at the 58th International Instrumentation Symposium

The IIS Symposium is ISA's longest running symposium and attracts attendees from all over the world. The event brings together industry experts, scholars, and researchers. IIS attendees are qualified professionals, ready to interact with you and to learn more about your products!

Who attends the IIS Symposium?

Past IIS Symposia has brought attendees with these job functions:

- Engineering Management
- Measurement, Testing, Quality or Standards Engineering
- Control Systems Engineering
- Systems Design Engineering
- Research & Development
- Technical or Engineering Support
- Education

Past IIS Symposia have brought attendees from these industries:

- Transportation – Aerospace
- Transportation – Aircraft
- Utilities – Electrical
- Chemicals
- Engineering Services
- Education
- Research, Development & Testing
- Government

Don't miss your opportunity to reach this targeted group of prospects and customers.

Exhibit and Sponsorship Opportunities

Looking to reach a targeted audience? Consider exhibiting or sponsoring at IIS in 2012. IIS is uniquely formatted to provide the latest information and technologies related to instrumentation, automation, and control. IIS invites qualified attendees that come to enhance their career and to learn more about new products and services that can improve their work flow, operations, or overall productivity. Showcasing your products to attendees by having experts onsite to explain, discuss, and help solve problems can position your company as the premier vendor in its class.

Be a part of this strong event, deeply rooted in the advancement of instrumentation, automation, and control.

Exhibit Space Option

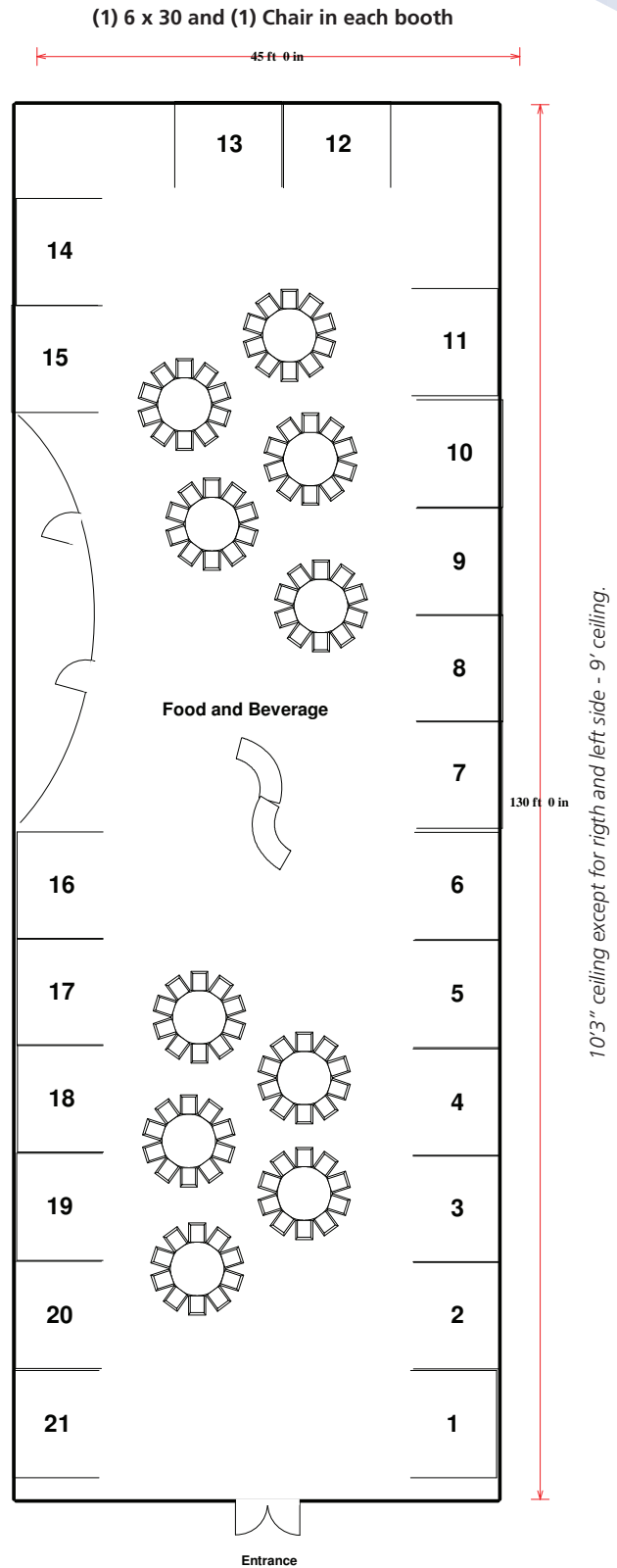
IIS has been scheduled so that conference sessions and exhibit hours do not overlap. Exhibitors will have the full attention of conferees when they meet with them to discuss solutions and applications during conference breaks, meals, and receptions. Further your own education and networking opportunities while the conference is in session—your exhibit space include one (1) full conference registration with scheduled luncheons.

Product Exhibitors

8' backdrop, includes full conference and lunch \$900
 Extra Exhibit Personnel (no conference) \$150

Maximize your investment and exposure at IIS by becoming a sponsor

Many companies that sponsor events find that they are well positioned to supply services, products, and tools to the participants of the event and to the industry at large. IIS sponsors receive prominent recognition for their support of the event as each sponsor's name is printed in the conference program, listed on the IIS event website and other promotional material, and allowed to place their displays in places of importance around the event. This acknowledgement of their leadership role will be remembered by the participants of the conference long after the event is over.



Expandable floor plan (not to scale) layout may change.

Sponsorship Options

Platinum Sponsor: \$7,000

Exclusive Sponsorship of Symposium (over \$10,000 value)

- All rights of Gold, Silver, and Bronze
 - One 8 ft back drop exhibit space (an \$900 value) included
 - Three full symposium registrations

Gold Sponsor: \$5,000

Exclusive Sponsorship of the Symposium Awards Banquet
(only one available)

- You may display your company banner or sign at the banquet
- 8 ft back drop exhibit space (an \$900 value) included
- Your logo will be featured on all promotional material and attendee manual handouts
- Your logo will be featured on the ISA event website with a link to your company website
- Your logo and company information will be printed on the back of name place cards. These cards will be at every attendee table
- Two full symposium registrations

Silver Sponsor: Evening Reception Sponsor: \$3,000 +

Sponsorship of a Symposium Reception (Three available)

- You may display your company banner the bar(s) at the evening reception
- 8 ft back drop exhibit space (an \$900 value) included
- Your logo will be featured on all promotional material and attendee manual handouts
- Your logo will be featured on the ISA event website with a link to your company website
- Custom package could include increasing quality, quantity of food and beverages
- One full symposium registration

Bronze Sponsor: \$1,500 (if applicable)

Flash Drive of Symposium Proceedings

- Your company logo, with a link to your company website, will be included on each flash drive, which will contain the audio and slide presentations of the featured speakers.
- You will also be able to display company informational handouts at the conference
- Your company will be featured on the ISA event website with a link to your company website
- Your logo will be featured on all promotional material and attendee manual handouts
- One full symposium registration

Sponsor: \$1000

Coffee Breaks (four available)

- You may display your company banner or sign at one of the coffee breaks and registration desk during the entire conference
- Your logo will be featured on all promotional material and attendee manual handouts

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