

CEC/ICMC 2027 | KNOXVILLE, TENNESSEE | JUNE 13–17

Sponsorship & Advertising Prospectus

Patron, Sponsorship, and Advertisement Opportunities

Find an opportunity at a glance.

Select any opportunity name below to jump to its full details. Every section has a "Back to overview" link, and the footer of every page links back here too.

Status key: 🟢 Available 🟡 Pending / limited 🔴 Sold

TECHNICAL PROGRAM SPONSORSHIPS

Opportunity	Investment	Availability	Status
Plenary Sessions Sponsor	$2,000	One exclusive sponsor per plenary session	🟢 **Available**
Special Sessions Sponsor	$1,500	One exclusive sponsor per session	🟢 **Available**

SOCIAL SPONSORSHIPS

Opportunity	Investment	Availability	Status
Coffee Breaks Sponsor	$6,000	One exclusive sponsor	🟢 **Available**
Cornhole	$3,500	One exclusive sponsor	🔴 SOLD
4.2 K CRYO Fun Run	$3,000	Maximum of 3 sponsors	🟡 1 spot left

CONFERENCE SPONSORSHIP

Opportunity	Investment	Availability	Status
Conference Lanyards for Badges	$4,000	One exclusive sponsor	🔴 SOLD

ADVERTISING – ON-SITE PROGRAM BOOKLET

Opportunity	Investment	Availability	Status
Outside Back Cover (full color, glossy)	$2,000 exhibitor / $2,500 non-exhibitor	One placement	🔴 SOLD
Inside Front Cover	$1,800 exhibitor / $2,300 non-exhibitor	One placement	🔴 SOLD

Opportunity	Investment	Availability	Status
Inside Back Cover	$1,800 exhibitor / $2,300 non-exhibitor	One placement	Available
Full-Page Internal	$1,500 exhibitor / $2,000 non-exhibitor	See details	Available

ADVERTISING – PROMOTIONAL ITEM / INSERT

Opportunity	Investment	Availability	Status
Promotional Item or Program Booklet Insert	$2,000	Up to 2 advertisers, first-come, first-served	2 spots open

ADVERTISING – PRE-CONFERENCE EMAIL

Opportunity	Investment	Availability	Status
Email – Thursday, May 13	$850	One featured advertiser	Available
Email – Tuesday, June 1	$1,200	One featured advertiser	Available

ADVERTISING – CONFERENCE WEEK DAILY EMAIL

Opportunity	Investment	Availability	Status
Sent Sat, June 12 (promotes Sun, June 13)	$1,000	One advertiser per day	Available
Sent Sun, June 13 (promotes Mon, June 14)	$1,000	One advertiser per day	Available
Sent Mon, June 14 (promotes Tue, June 15)	$850	One advertiser per day	Available
Sent Tue, June 15 (promotes Wed, June 16)	$850	One advertiser per day	Available
Sent Wed, June 16 (promotes Thu, June 17)	$850	One advertiser per day	Available

ADVERTISING – DIGITAL & ON-SITE

Opportunity	Investment	Availability	Status
Conference Wi-Fi Landing Page	$2,750	One exclusive advertiser	Available
Speaker Preparation Room: Desktop Branding	$1,500	One exclusive advertiser	Available

Questions about the opportunities
Austin Capers
CEC/ICMC 2027 Publicity/Sponsorship and CRYO EXPO Chair
Scientific Instruments
acapers@sicryo.com | +1-561-881-8500 ext. 105

To sign up for an existing opportunity
Centennial Conferences
cecicmc@centennialconferences.com
+1-303-499-2299

Technical Program Sponsorship Opportunities

Position your organization alongside the scientific and technical content at the heart of CEC/ICMC 2027. Technical Program Sponsorships provide exclusive association with a designated Plenary and Special Session and offer direct visibility to attendees engaged in the latest advances in cryogenic research and applications.

Technical Program Sponsorships Include:

- **Session Naming Rights:** Direct integration of your organization's name into the official title of the sponsored session.
- **On-Stage Visual Branding:** High-visibility placement of your organization's name and logo on introductory slides projected at the beginning of the session.
- **Executive Speaking Opportunity:** An exclusive invitation for a representative of your organization to open the session with a 60-second welcome address. All introductory slides or videos must be vetted and approved by the conference committee prior to the event.
- **Core Recognition:** Prominent placement of your organization's logo on the official conference website, printed marketing materials, and conference signage and general slide decks.

Plenary Sessions Sponsor

Investment: $2,000 | Availability: One Exclusive Sponsor per Plenary Session

The Opportunity

Position your organization at the center of industry thought leadership. CEC and ICMC plenary sessions are designed to help conference attendees consider the broad challenges facing the field within their technical, business, and societal contexts. Sponsoring a plenary session associates your organization with high-level perspectives and critical advances shaping the future of cryogenic research and applications.

Plenary Session Sponsorships Also Include:

- Exclusive sponsorship of one designated Plenary Session.
- Association with one of the conference's highest-profile technical program sessions and its broad conference audience.

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Special Sessions Sponsor

Investment: $1,500 | Availability: One Exclusive Sponsor per Session

The Opportunity

Align your organization with the technical heart of CEC/ICMC. Special sessions showcase focused research, developments, and discussions across the field, providing sponsors with direct association with the technical topics most relevant to their organizations and conference attendees.

Special Session Sponsorships Also Include:

- Exclusive sponsorship of one designated Special Session.
- Special Sessions provide association with major, high-interest technical topics and developments identified by the conference.
- Special Sessions provide the opportunity to align your organization with a specific technical subject area directly relevant to your expertise, products, services, or audience.

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Social Sponsorship Opportunities

Connect your organization with CEC/ICMC attendees beyond the technical program through highly visible networking, hospitality, and recreational experiences. Social Sponsorships provide opportunities to associate your brand with the activities that bring attendees together, encourage interaction, and contribute to the overall conference experience.

All Social Sponsorships Include:

- **Core Recognition:** Prominent placement of your organization's logo on the official conference website, printed marketing materials, conference signage, and general slide decks.
- **Targeted Digital Outreach:** Recognition in a targeted email push sent to attendees in advance of the sponsored opportunity.

Coffee Breaks Sponsor

Investment: $6,000 | Availability: One Exclusive Sponsor

The Opportunity

Keep attendees energized while placing your organization at the center of informal networking throughout the conference. Coffee breaks provide natural gathering points between technical sessions, giving sponsors repeated exposure as attendees reconnect with colleagues, continue technical discussions, and visit the exhibition area.

Exclusive Sponsorship Benefits:

- **Coffee Break Recognition:** Sponsor identification on signage displayed at designated coffee and refreshment areas.
- **Repeated Visibility:** Brand exposure during scheduled coffee breaks throughout the conference.
- **Custom Signage:** Opportunity to display your own free-standing corporate banner in designated coffee break areas.

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Cornhole

Investment: $3,500 | Availability: One Exclusive Sponsor

The Opportunity

Anchor your brand to the center of conference socialization and casual networking. Prominently located within the Exhibit Hall, Cornhole is available daily in the exhibit hall.

Exclusive Sponsorship Benefits:

- **Custom Equipment Branding:** Full logo placement on the official cornhole boards and bean bags used throughout the exhibit.
- **Keep or Donate:** At the conclusion of the conference, your organization may retain the custom-branded game sets for future corporate use, or arrangements can be made for a local charitable donation in the name of the sponsor through the Knoxville Convention Center.

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4.2 K CRYO Fun Run

Investment: $3,000 | Availability: Maximum of 3 Sponsors

The Opportunity

Connect with attendees beyond the technical program by supporting a popular conference tradition that brings participants together when they are not hard at work in meetings and sessions. The 2027 Cryo Fun Run is a 4.2 K running event held during conference week. Sponsorship supports the logistics required to host the event while providing your organization with distinctive visibility among participating attendees.

Sponsorship Benefits:

- **Apparel Branding:** Prominent placement of your organization's logo on the official CRYO Fun Run T-shirts worn by participants during the event and long after the conference is over.
- **Race-Day Signage:** High-visibility logo placement on dedicated signage at the start and finish lines.
- **Plenary Slide Rotation:** Inclusion of your organization's logo on looping presentation slides shown Monday and Tuesday during the high-attendance plenary sessions as well as daily housekeeping announcements.

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Conference Sponsorship Opportunity

Conference Lanyards for Badges

Investment: $4,000 | Availability: One Exclusive Sponsor

The Opportunity

Gain constant, eye-level brand visibility throughout the entire conference. As the exclusive lanyard sponsor, your organization's branding will be worn by conference participants, speakers, and exhibitors throughout CEC/ICMC 2027.

Conference Sponsorship Includes:

- **Conference Recognition:** Company name, logo, and website link on the official CEC/ICMC 2027 website, in the Conference Program Booklet, in general slide decks, and on appropriate conference signage.
- **Proceedings Recognition:** Advertiser acknowledgment in the official conference proceedings published by IOP Conference Series: Materials Science and Engineering, Advances in Cryogenic Engineering.
- **High-Exposure Branding:** Your organization's logo or name will be custom printed directly on the official conference lanyards alongside the CEC/ICMC 2027 conference logo.
- **Universal Distribution:** Lanyards will be distributed with conference badges at registration, providing continuous visibility across technical sessions, networking events, and the exhibition hall.

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Advertising Opportunities

Extend your organization's visibility throughout CEC/ICMC 2027 with advertising opportunities designed to reach conference participants before and during the event. Options range from traditional print advertising to digital and on-site opportunities that provide targeted exposure to attendees, presenters, scientists, researchers, and industry professionals.

All Advertising Opportunities Include:

- **Conference Recognition:** Company name, logo, and website link on the official CEC/ICMC 2027 website, in the Conference Program Booklet, in general slide decks, and on appropriate conference signage.
- **Proceedings Recognition:** Advertiser acknowledgment in the official conference proceedings published by IOP Conference Series: Materials Science and Engineering, Advances in Cryogenic Engineering.

CEC/ICMC 2027 Conference On-Site Program Booklet

Place your organization directly in the hands of CEC/ICMC 2027 participants with an advertisement in the official Conference Program Booklet distributed to attendees on-site.

The outside front and back covers will be produced in full color on glossy paper. Inside covers, text pages, and internal advertising will be printed in color on standard paper.

Advertising Placement	CEC/ICMC 2027 Exhibitors	Non-Exhibitors
Outside Back Cover – Full Color Glossy	$2,000	$2,500
Inside Front Cover	$1,800	$2,300
Inside Back Cover	$1,800	$2,300
Full-Page Internal	$1,500	$2,000

Advertising Material Deadline: Monday, May 3, 2027

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Promotional Item or Program Booklet Insert

Investment: $2,000 | Availability: Up to Two Advertisers; First-Come, First-Served

The Opportunity

Place your organization's promotional material directly into the hands of conference attendees at registration. Advertisers may select one of the following options:

Option A – Promotional Item

Provide one useful, branded item for distribution to conference participants at the registration desk. Examples may include pens or other appropriate branded merchandise.

OR

Option B – Program Booklet Insert

Provide one printed promotional insert, no larger than the dimensions of the Conference Program Booklet, for insertion into the booklet distributed to attendees at registration.

Estimated Quantity: 750 pieces

Material Deadline: Materials must be received by the conference exhibit decorator by June 4, 2027. Shipping instructions will be provided with the advertising invoice. Materials received after the deadline may not be distributed, and refunds or returns will not be provided for late materials.

Approval Requirement: All promotional items and inserts require advance approval. Conference organizers reserve the right to decline materials deemed inappropriate in tone or character or inconsistent with the scientific and educational nature of CEC/ICMC 2027.

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Pre-Conference Email Advertising

Investment: $850 - $1,200 Per Email | Availability: One Featured Advertiser Per Email, limited to two Advertisers

The Opportunity

Build awareness and reach the broader conference community before CEC/ICMC 2027 begins. Pre-conference emails will be distributed to approximately 7,700 contacts on the conference email list, providing advertisers with an opportunity to promote their organization, products, services, booth, or other conference-related activities in advance of the meeting.

Choose from two strategic email opportunities, 1 month or 2 weeks before the conference, to connect with prospective attendees and members of the broader conference community as interest and planning increase.

Exclusive Advertising Benefits:

- **Broad Audience Reach:** Your message will be distributed to approximately 7,700 contacts on the conference email list, extending your reach beyond registered attendees.
- **Featured Placement:** Your organization's name, logo, website link, and promotional message positioned prominently within the email.
- **Promotional Message:** Up to 200 words of advertiser-provided content.
- **Pre-Conference Visibility:** Promote your organization, products, services, booth, symposium, or other conference-related activities before attendees arrive.
- **Timely Exposure:** Reach the conference community as attendees and prospective attendees increasingly focus on their plans for CEC/ICMC 2027.

Email Sent	Timing	Investment
Thursday, May 13	30 Days Before Conference	$850
Tuesday, June 1	14 Days Before Conference	$1,200

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Conference Week Email Advertising

Investment: $850 - $1,000 Per Daily Email | Availability: One Featured Advertiser per Day; First-Come, First-Served

The Opportunity

Deliver your message directly to registered attendees as they plan their conference day. A daily conference email highlighting activities, schedules, and important information will be distributed throughout conference week, providing advertisers with timely and highly targeted digital exposure.

Exclusive Advertising Benefits:

- **Subject-Line Recognition:** Your organization's name included in the subject line of the sponsored daily conference email.
- **Featured Placement:** Your organization's name, logo, website link, and promotional message positioned prominently near the top of the email.
- **Promotional Message:** Up to 200 words of advertiser-provided content.
- **Direct Attendee Reach:** Distribution to registered CEC/ICMC 2027 attendees.

Email Sent	Conference Day Promoted	Investment
Saturday, June 12	Sunday, June 13	$1,000
Sunday, June 13	Monday, June 14	$1,000
Monday, June 14	Tuesday, June 15	$850
Tuesday, June 15	Wednesday, June 16	$850
Wednesday, June 16	Thursday, June 17	$850

Daily conference emails are distributed the evening before the conference day being promoted.

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Conference Wi-Fi Landing Page

Investment: $2,750 | Availability: One Exclusive Advertiser

The Opportunity

Secure a recurring digital touchpoint with attendees using wireless internet at the Knoxville Convention Center. Your organization will receive exclusive visibility on the official Wi-Fi landing page when attendees access the complimentary conference Wi-Fi.

Exclusive Advertising Benefits:

- **Digital Branding:** Exclusive placement of your organization's logo or approved advertisement on the Wi-Fi landing page.
- **Repeated Exposure:** Recurring brand visibility as attendees connect or reconnect phones, laptops, and tablets to the conference network throughout the week.
- **Broad Attendee Reach:** Reach attendees across sessions, exhibits, meetings, and other conference activities as they use their devices throughout the conference.

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Speaker Preparation Room: Desktop Branding

Investment: $1,500 | Availability: One Exclusive Advertiser

The Opportunity

Reach presenters and technical contributors as they prepare for their CEC/ICMC 2027 presentations. The Speaker Preparation Room provides a targeted environment for visibility among speakers, scientists, researchers, and other technical program participants as they review and prepare their presentations.

Exclusive Advertising Benefits:

- **Exclusive Desktop Branding:** Your organization's name or logo will be displayed as the desktop background on designated workstations in the Speaker Preparation Room.
- **Targeted Technical Audience:** Reach presenters and technical contributors who use the room to review, finalize, and prepare their presentations.

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Questions about the opportunities	To sign up for an existing opportunity
Austin Capers CEC/ICMC 2027 Publicity/Sponsorship and CRYO EXPO Chair Scientific Instruments acapers@sicryo.com | +1-561-881-8500 ext. 105	**Centennial Conferences** cecicmc@centennialconferences.com +1-303-499-2299