

21<sup>st</sup> International Pulsed Power Conference 2017  
Hilton Metropole, Brighton, United Kingdom

# Exhibitor and Sponsor Prospectus

18 – 22 June 2017





# PPC 2017 Brighton, UK

## June 18-22, 2017



December, 2016

Dear Prospective Sponsor or Exhibitor:

We are pleased to extend to you and your company the opportunity to exhibit and sponsor events at the 2017 IEEE International Pulsed Power Conference (PPC). The event is financially and technically sponsored by the IEEE Nuclear and Plasma Sciences Society (NPSS).

PPC has a history dating back to 1976 and this biennial conference provides a premier forum for the exchange and dissemination of technical information on pulsed power technology and engineering. Over 20 different countries submitted abstracts in 2015, validating the truly international nature of the conference and its participants. Our anticipated attendee count for 2017 is 400-500 participants during the 4-day event which consists of oral presentations, poster sessions and technical discussions across all areas of pulsed power science, technology and applications. Recent Pulsed Power Conferences have had especially strong technical contributions in the areas of biological and medical applications.

The Pulsed Power Conference will be held on the Brighton Sea Front, at the Hilton Metropole in the UK **on the 18<sup>th</sup> June to the 22<sup>nd</sup> June**. The hotel is right on the iconic Brighton seafront, and dates back to 1890. It is a 2 minute walk to the beach, famous Brighton Pier and the iconic Lanes (<http://www.visitbrighton.com/shopping/the-lanes>). A little further is the Cultural Quarter which contains the Museum and Art Gallery, Royal Pavilion (<http://www.visitbrighton.com/things-to-do/royal-pavilion-p52803>), Sea Life Centre, Brighton Wheel and Electric railway. (Walking Map [http://www.visitbrighton.com/dbimgs/Brighton\\_citycentre\\_walking\\_map2015.pdf](http://www.visitbrighton.com/dbimgs/Brighton_citycentre_walking_map2015.pdf))

Booth space for the exhibitors is planned for a large area co-located with the poster sessions and refreshments. The refreshments will include food and beverage breaks including the first night reception, morning and afternoon refreshment breaks on each day of the conference. Our goal is to provide a comfortable and convenient atmosphere for exhibitors to meet attendees and promote their products and capabilities. Being a conference exhibitor or sponsor is the best way to expose your company to a global community of industrial, government, and university organisations. There are limited exhibitor booths and sponsor events available and you are therefore encouraged to sign up as soon as possible in order to receive your preferred choices. Priority for booth location and event sponsorship choices will be given on a first come, first served basis based on the receipt date of the application and accompanying reservation deposit.

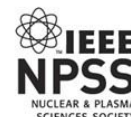
Your contribution and involvement as a Sponsor or Exhibitor is vital to the continued success of our conference. The ultimate goal is to give everyone the ability to benefit from this event by providing the potential for both business opportunities as well as knowledge transfer. We are excited to include you in the 2017 IEEE PPC activities and look forward to your participation and a successful conference for everyone.

Sincerely,



Philip Surman  
Exhibits Chair  
[psurman@ppm.co.uk](mailto:psurman@ppm.co.uk)

Mark Sinclair  
PPC Conference Chair  
[ppc2017@ieee.org](mailto:ppc2017@ieee.org)





## SPONSORSHIP AND EXHIBITOR PROSPECTUS

With the large number of international organisations expected to attend the 2017 PPC, there is abundant opportunity for developing relationships with immediate and future customers. Past participant attendees to the PPC have included the following affiliations:

5S Components Inc.	Colorado State University	HEM Technologies
ABB Switzerland Ltd.	Continental Electronics Corp.	High Current Electronics Institute
Agency for Defense Development	Cornell University	High Energy Accelerator Research Org.
Air Force Office of Scientific Research	Cymer	High Power RF
Air Force Research Laboratory	Dana Corp.	Hofstra University
Alameda Applied Sciences Corp.	Dawonsys	Honeywell FM&T
Alcon Laboratories	Dean Technology Inc.	Huazhong Univ. of Science & Tech.
Alpha Omega Power Technologies	Defense Threat Reduction Agency	HV Diagnostics Inc.
American Electric Power	Department of Defense	HVR Advanced Power Components
AMEWAS, Inc.	DGA	HVR International Ltd.
Ansoft	Diehl BGT Defense	Hypertronics
Applied Energetics, Inc.	Diversified Technologies, Inc.	IDA
Applied Physical Electronics, LC	DSO National Laboratories	IED
Applied Pulse Technology, Inc.	Durbin Group	IIT Bombay
Applied Pulsed Power, Inc.	Dynex Semiconductor	INFN
ARC Technology	e2V Inc	Innovar Technology Partners
Argonne National Laboratory	EADS ASTRIUM	Innovative Scientific Solutions Inc.
Army Research Laboratory	Ecole Polytechnique of Montreal	INPE
Atlantic Hydrogen Inc.	Eindhoven University of Technology	Institute of Applied Electronics
Auburn University	Envisioneering Inc.	Institute of Electrical Engineering
AWE	ESI University at Buffalo	Institute of Electrophysics
BAE Systems	ETH Zurich	Institute of Plasma Physics
Barth Electronics	FID BMBH	Ipswich Associates
Bergische Universitaet Wuppertal	FieldMetrics Inc.	Iris Power LP
Berkeley Research Associates	FOI	ISL
Betty Stallings & Associates	FOM Institute for Plasma Physics	ITT Gilfillan
Brookhaven National Laboratory	General Atomics Electromagnetic Sys	Iwate University
Caton Connector Corp.	General Atomics Electronic Systems	Jefferson Lab
CEA Gramat	General Atomics Energy Group	Jet Propulsion Laboratory
CEA/DAM	General Electric Global Research	JMX Services, Inc.
Center for Physical & Power Electronics	General Electric Healthcare	JNTU, HYDERABAD
CERN	GeneSiC Semiconductor Inc.	JPA, Inc.
CFAC	Georgia Tech Research Institute	Kaiser Systems, Inc.
Chinese Academy of Sciences	Goethe University	KEK
Chongqing University	Graz University of Technology	Korea Electrotechnology Research Inst.
Chungnam National University	Greenblum & Bernstein, P.L.C.	Ktech Corporation
Clemson University	GSI Darmstadt	Kumamoto University
CNRS UMR	Hanyang University	Kyushu Institute of Technology
Coherent	Helmut-Schmidt-University	L-3 Communication
L3 Pulse Sciences	PAL POSTECH	TomoTherapy Inc.
Laboratoire Physique Tech Plasmas	Paul Scherrer Institute	TPL Inc.



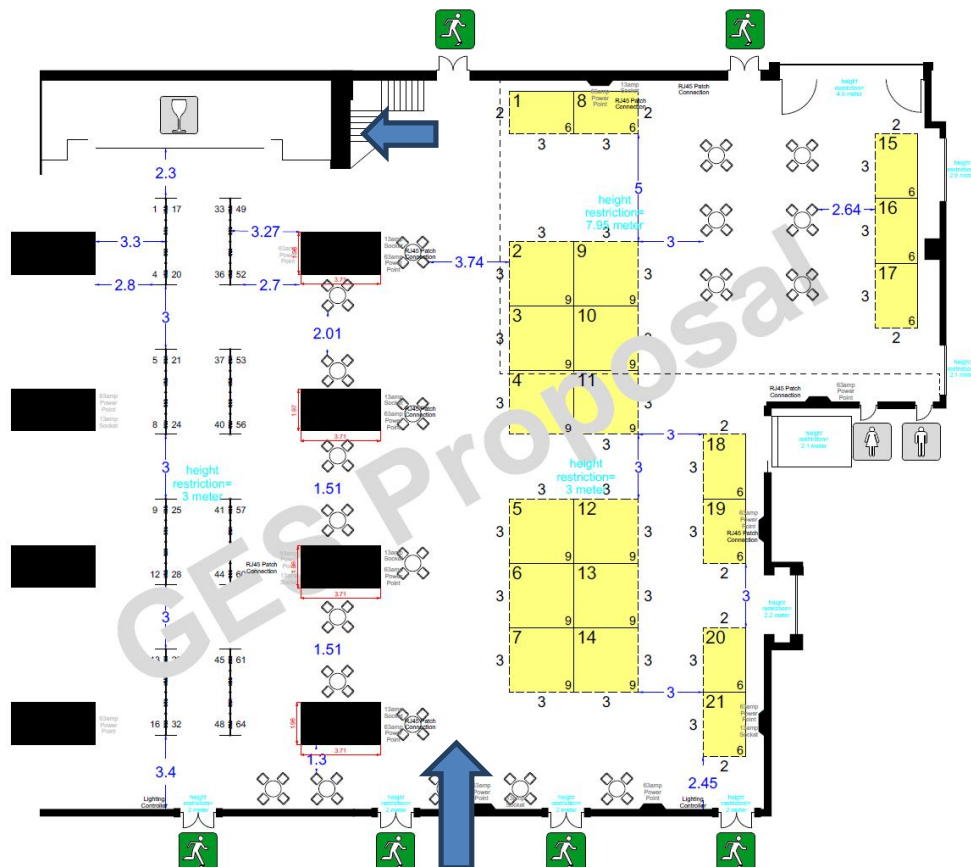
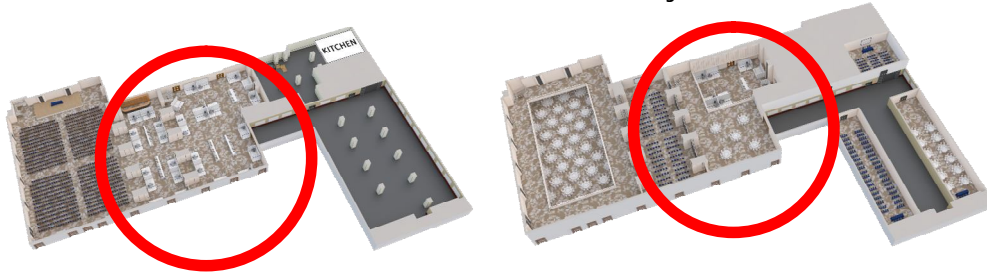
Lapp Insulators GmbH	Pearson Electronics Inc.	Transtech Corp. USA
Lawrence Berkeley National Laboratory	Penn State University	Transtech GmbH & Co. KG
Lawrence Livermore National Labs	Powerex, Inc.	Tri Alpha Energy
LGE	Powertech Labs Inc.	Tsinghua University
Lisbon University	Pulse Systems Inc.	TuiLaser AG
Lockheed Martin	Pulsed Power Labs	Ultimate Membrane Technology, LLC
Los Alamos National Laboratory	R. E. Beverly III and Associates	Ultravolt inc.
Loughborough University	Raytheon	Universal Technology Corporation
Lunds University, MAX-lab	RAFAEL	Univ. Federal de Campina Grande
Magnetics	Rensselaer Polytechnic Institute	Universite Orleans
Manitoba Hydro	RFI Corporation	University at Buffalo
MBDA	Rheinmetall	University of California - Berkeley
MCL, Inc.	Royal Military Academy	University of Colorado
MDS AT	Rutherford Appleton Laboratory	University of Connecticut
Megger	Saga University	University of Erlangen - Nuremberg
Micro Innovations	SAIC	University of Maryland
Mississippi State University	Sandia National Laboratories	University of Michigan
MIT	SAS ITHPP	University of Missouri
MLase AG	SBE, Inc.	University of New Mexico
Moose Hill Enterprises	ScandiNova Systems AB	University of Nevada Las Vegas
Motorola Inc.	Science Research Laboratory	University of Nevada Reno
MU College of Engineering	Sci-Eng Solutions LLC	University of Nottingham
MUONS Inc.	SEPI ESIME IPN	University of Sao Paulo
Nagaoka University of Technology	Shenyang University of Technology	University of Science & Technology
Nagoya University	Shock Transients, Inc.	University of Southern California
National University of Singapore	Siemens AG CT T P-HTC	University of Strathclyde
Naval Air Systems Command	SLAC National Accelerator Laboratory	University of Texas Austin
Naval Air Warfare Center	Soreq NRC	University of Texas Tyler
Naval Research Laboratory	Southern Taiwan University	University of Tokushima
NAVSEA	Sparktronics inc.	University of Waterloo
Ness Engineering, Inc.	SPAWAR	University of Windsor
NNSA	Spectranetics	University of Wisconsin
Northrup Grumman	Spellman High Voltage	U.S. Army AMRDEC
NSFWC Crane	Sri Sai Ram Engineering College	U.S. Army ARDEC
NSWC	Stangenes Industries, Inc.	USASMDC/ARSTRAT
NSWC-Dahlgren	Stevens Institute of Technology	Varian Medical Systems, Inc
NSTec LLC	Strategic Polymer Sciences, Inc	VJTI Mumbai
NTU	TDK-Lambda Americas	W.L. Gore & Associates
NWL, Inc.	Tech-X Corporation	White Sands Missile Range
Oak Ridge National Laboratory	Teledyne Reynolds Inc.	XLIM Limoges University
Ohio State University	Tetra Corp.	Yamagata University
Old Dominion University	Texas Tech University	Yanshan University
Optiswitch	Thales Components Corp.	

This year's items are focused on individual exhibitor booth packages. There are other sponsorship opportunities available.

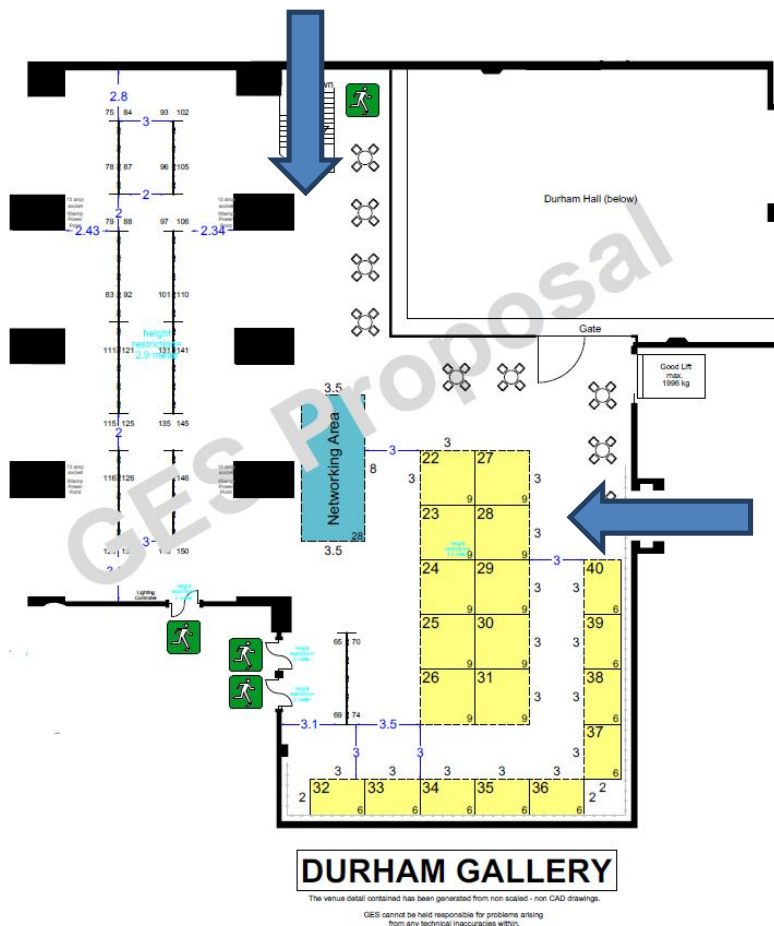
### BOOTHSPACE

Exhibitor booth space will be positioned within Durham Hall and Gallery, highlighted below in the illustration of conference space.

Durham Hall and Gallery



Durham Hall Floor Plan (showing posters)



Durham Gallery (showing posters)

Each booth will include a shell scheme of 3x2 or 3x3 metres, two spot lights, one 500W socket and wastebasket. A round table and two contour chairs are available from GES for £150 additional charge. Height restrictions are 2.5 m. Additional furniture and equipment can be ordered through GES, please send us a message for details or use this link: [http:// www.ges.com](http://www.ges.com).

Assignment of booths will be done on a first come, first served basis determined by the receipt date of on-line payment. Your booth preferences will be used to assign the booths, but we cannot guarantee any given booth space before payment has been received. Exhibitors are encouraged to visit the conference website for updates and assignments which will be kept current as much as possible.

### EXHIBIT HOURS

Tentative Exhibit area hours are as follows:

	Day	Start	End
Exhibitor Move-In	Sunday, 18 <sup>th</sup> June 2017	12:00 PM	5:00 PM
Sunday Night Reception	Sunday, 18 <sup>th</sup> June 2017	6:00 PM	8:00 PM
Exhibit Hours	Monday, 19 <sup>th</sup> June 2017	8:30 AM	12:30 PM
Exhibit Hours	Monday, 19 <sup>th</sup> June 2017	1:30 PM	5:00 PM
Exhibit Hours	Tuesday, 20 <sup>th</sup> June 2017	8:30 AM	12:00 PM
Exhibit Hours	Tuesday, 20 <sup>th</sup> June 2017	1:30 PM	5:00 PM
Exhibit Hours	Wednesday, 21 <sup>st</sup> June 2017	8:30 AM	12:30 PM
Exhibit Hours	Wednesday, 21 <sup>st</sup> June 2017	1:30 PM	3:30 PM
Exhibitor Move Out	Wednesday, 21 <sup>st</sup> June 2017	3:30 PM	7:00 PM

Vendors are expected to have at least one Exhibitor at their booth during the Exhibit hours listed above.





## RECEPTION & BREAK HOURS

Food and beverage functions throughout the conference will be served in the Exhibit Hall allowing significant potential for interfacing with attendees to showcase your company's products and solutions. These events will include the Sunday night reception as well as a morning break, and an afternoon break for each of the three days of the main conference events. These events will provide many hours of time for directly interacting with conference attendees. Our objective is to be sure that all attendees have ample opportunity to view the booths and interact with you during the overall conference.

Tentative Food and Beverage Event hours in the Exhibits Area are as follows:

	<b>Day</b>	<b>Start</b>	<b>End</b>
Sunday Night Reception	Sunday, 18 <sup>th</sup> June 2017	6:00 PM	8:00 PM
Morning Break (3 Days)	Mon-Wed, 19 <sup>th</sup> -21 <sup>st</sup> June	9:45 AM	10:00 AM
Afternoon Break (3 Days)	Mon-Wed, 19 <sup>th</sup> -21 <sup>st</sup> June	2:30 PM	3:00 PM

## BOOTH PACKAGE

This year we are offering the following exhibit booth packages:

- ☐ Single Booth 3x3m (£2700)
- ☐ Single Booth 3x2m (£2200)

These Full Registrations include entrance and participation in all social events and all Technical Sessions. Additional exhibitors must also register if they wish to attend the technical sessions or social events at the conference. Choice of booth site and if table and chairs are required will be handled during the on-line registration.

**On-line registration & payment opens 12<sup>th</sup> Jan. 2017 at 14:00 GMT**

### Booth Package Detail:

- 2 Full Conference Registrations and 2 Banquet Tickets
- One shell scheme space during the 4-day conference.
- A table and two chairs.
- Half-page ad in the Conference Abstract publication.
- Inclusion on the Sponsor Page of the Conference Abstract publication and the DVD Proceedings.
- Inclusion of a Sponsor-provided one-page cut sheet in the Registration Package for conference attendees.
- Logo included on signage in the Conference meeting space area.
- Linked (to your company URL) website banner ad on ALL Conference website pages including the Exhibitors page and mobile app. Ad will run from date of signed contract through conference end date and at least one year after conference close.

## EVENT AND OTHER SPONSORSHIP PACKAGES

PPC staff are also looking for other potential opportunities for vendor sponsorship (promotion of the banquet, night out activity, conference bags, promotional items, etc. Please contact Philip Surman ([psurman@ppm.co.uk](mailto:psurman@ppm.co.uk)) or Mark Sinclair ([ppc2017@ieee.org](mailto:ppc2017@ieee.org)) if you would like to discuss how your organisation could participate.

### Have any other ideas for sponsorship?

How can we better help to promote your products and/or services? If you have any additional ideas for sponsorship concepts, promotions, or items that we can potentially provide you to make your job more effective and your conference more productive, please don't hesitate to contact Philip Surman ([psurman@ppm.co.uk](mailto:psurman@ppm.co.uk)).



## TERMS AND CONDITIONS:

### 1. Contract

This application, properly executed by Applicant (Exhibitor) shall upon written acceptance and notification of booths assigned by 2017 PPC management 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 of date of receipt of contract application and required deposit. 2017 PPC will continue to receive applications and assign exhibit space, as it remains available, until shortly before the show opening date. In all cases, total booth payments must be received prior to show opening.

2017 PPC 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 the subsequent written approval of 2017 PPC management. 2017 PPC 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 to him, 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 his business except upon prior written consent of 2017 PPC Management. Space reductions are considered cancellations and may be subject to cancellation fees.

### 4. Exhibit Space Rental Rates

Exhibit space rental includes materials and services described herein.

### 5. Payment Requirements and Cancellation Charges

**Applications require full payment before booths are assigned.**

All cancellations must be made in writing and will be based on the following schedule of refunds:

**Before 15 April 2017 - Refund Less £100 processing fee**  
**On or after 15 April 2017 - No Refund**

It is understood that 2017 PPC reserves the right, at its option, to reassign a cancelled booth regardless of the cancellation rate assessed. In the event that the premises in which the 2017 PPC Show is conducted shall become, in the sole discretion of 2017 PPC, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of 2017 PPC, this agreement may be terminated by 2017 PPC. 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, 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 2017 PPC terminate this agreement pursuant to the provision of this paragraph the Exhibitor waives any and all claims for damages and agrees that 2017 PPC may, after computing

the total amount of 2017 PPC cost and expenses in connection with its preparation for and conducting of the 2017 PPC Event, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as and 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. Move-out must be completed by 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 2017 PPC 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 save harmless, 2017 PPC from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence 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 customs that may apply, having agreements with the Show Facility or with authorized contractors employed by 2017 PPC.

### 11. Management

The Exhibitor further agrees that the conditions, rules and regulations of the 2017 PPC 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.

### 12. Alteration of Booth Space

2017 PPC management shall be entitled to alter the layout if, in their opinion, this is in the general interest of the Exhibition.

