

CMSC 2023

EXHIBITOR'S HANDBOOK



Coordinate Metrology Society Conference

Arthur R. Outlaw Convention Center and
Renaissance Mobile Riverview Plaza Hotel
Mobile, Alabama
July 10–14, 2023

The Premier Conference for 3D Measurement Professionals

TABLE OF CONTENTS

Introduction to CMSC 2023Page 3
Booth PackagesPage 4
Corporate and User Group MeetingsPage 5
Booth Set-up/BreakdownPage 6
Drayage.....Page 6
Online Registration & PaymentPage 6
Important Dates/Times.....Page 7
Sponsorships and AdvertisingPage 8
Exhibit Hall Floor Plans.....Page 9
Hotel and ServicesPage 10
Advertising in CMS PublicationsPage 11
CMSC Program Advertising Specifications.....Page 12

CHAIR’S WELCOME



2023 CMS Chair
Keith Bevan

Dear CMSC Exhibitors,

CMSC 2023 is exploring new realms at one of the Southeastern United States' key manufacturing hubs—Mobile, Alabama! Please review this handbook for the essential conference details and deadlines that will help you get the most from your experience at the CMSC. We look forward to seeing you in July!

Best regards,
Keith Bevan, 2023 CMS Chair



THE COORDINATE METROLOGY SOCIETY CONFERENCE

The Coordinate Metrology Society Conference (CMSC) is the world's premier event for Measurement Technology Professionals hosted and organized by the Coordinate Metrology Society. Established in 1984, the five-day annual conference is held each year at a different location, and attracts visitors from around the globe. CMSC has long been recognized for its yearly program of top-shelf white papers and applications presentations delivered by industry experts from science/research laboratories and manufacturing industries, such as aerospace, space hardware, automotive, shipbuilding, power generation, and general engineering. No other conference or trade show rivals the high level, authoritative information provided by master users of 3D coordinate metrology solutions for quality control, quality production, precision assembly, and more.



THE COORDINATE METROLOGY SOCIETY

The Coordinate Metrology Society (CMS) is the preeminent membership association for 3D measurement professionals. The CMSC is sponsored by the CMS, a professional society of users, service providers, and OEM manufacturers of high-precision, coordinate measurement hardware and software. The society membership assembles each year to get a first-hand look at the new developments in the use of measurement systems or software producing and using 3D coordinate data. The CMSC also gives attendees a face-to-face opportunity to discuss their challenges or projects with industry leaders and OEMs.



The CMS is driven by its charter to educate the membership about the utilization of 3D metrology systems (including traditional CMMs, laser trackers, photogrammetry, theodolites, laser projection systems, laser radar, non-contact scanning devices, GPS, and articulating arms) and their applications, such as reverse-engineering, tooling, inspection, metrology-assisted assembly, deformation analysis, automation and more.

The CMS membership is encouraged to participate in this vibrant community, from volunteering for the conference, running for an Executive Committee position, or serving on a key CMS sub-committee. To join the Coordinate Metrology Society, follow this [link](#). News and updates can be found at www.CMSC.org.

EXHIBITOR CONTACTS



Bob Elliott,
Exhibits Liaison

Bob Elliott is an Exhibits Liaison for CMSC 2023. He is a Senior Staff Test Engineer in the Precision Alignment Lab (PAL) for Lockheed Martin Space Systems.



John Kane,
Exhibits Liaison

John Kane is an Exhibits Liaison for CMSC 2023. He is the President of Wyvern Industrial Technology.

Please take the time to carefully review this material, as it can save you time, money, and make your CMSC experience more profitable and enjoyable. If you have any questions or need additional information, contact Bob or John at exhibitors@cmsc.org

BOOTH PRICING

BOOTH	EARLY BIRD RATE	AFTER MAY 17, 2023
Standard Booth (10' X 10')	\$2,950.00	\$3,450.00
Premium Booth (10' X 10')	\$3,595.00	\$4,095.00
OTHER PRICING		
Family Member Lunch Ticket	\$55 per day	
Family members may also attend the Monday and Wednesday evening social events for \$100 each		

All booths (standard and premium) include an “exhibitor-only” badge with no meals. You have the option of upgrading your registration to include meals for an additional \$300 per badge.

EXHIBITOR PACKAGE

Standard and Premium Exhibitors shall receive the following services:

1) Booth Amenities

- Backwall Drape: White/Blue/Blue/White
- Sidewall Drape: White
- Facility Carpeted: Yes
- 1 - 6' Blue Skirted Table
- 2 - Plastic Contour Chairs
- 1 - Wastebasket
- 1 - Booth ID Sign
- 1 - 110V/20A Electrical Outlet
- 8-ft. aisles



2) One Exhibitor Pass per paid booth (meals available for \$300). Each pass admits one person. When purchasing booth(s) online, you will enter an exhibitor name with each booth purchased to obtain the free Exhibit Hall/ Exhibitor pass. Passes are included in the registration packet, which can be picked up prior to booth set-up from 12PM – 5PM on Monday, July 10 at the Registration Desk. An Exhibitor Badge is required to enter the CMSC Exhibition Hall. Additional Exhibitor Passes can be purchased online prior to the event or during the CMSC Registration hours listed on Page 7. Additional passes are priced below. These passes include meals:

ATTENDEE PASS	EARLY BIRD	AFTER MAY 17
Weekly Pass	\$645	\$730
Tuesday only	\$430	\$505
Wednesday only	\$430	\$505
Thursday only	\$430	\$505

3) Company Listing and Logo - As a CMSC Exhibitor, you are entitled to a free company listing in our official 2023 CMSC Program, which is distributed to all CMSC attendees. Paid advertising opportunities can be found on Page 8. We need the following items from each Exhibitor by Friday, June 2, 2023, our design production deadline. If the information is not received by this date, we will default to your most recent CMSC Program listing.

a) Two written paragraphs with a maximum of 200 words.

The first paragraph describes your company (for the CMSC program), and should include your web site URL. The second paragraph describes what new product or service your company will feature at the CMSC (to be used for post event media coverage).

b) A Company Logo (300 DPI high resolution in TIF or JPG formats).

c) Where to send your Company Information and Logo:

The two paragraphs and logo can be uploaded online at <https://www.cmsc.org/company-logo-and-description-upload>. If you have any questions, please contact Mike Richman at 530-864-2540 or publications@cmsc.org

4) Smart Phone Lead Retrieval - At CMSC 2023, every CMSC badge will have a QR code. To collect leads, Exhibitors can scan a badge with any Smartphone. You can easily acquire a lead with a single click on your phone — from your booth, in the lobby or while you are dining at lunch! There is no charge for this additional service.

CORPORATE AND USER GROUP MEETINGS

The CMSC is the perfect venue for your User Group event or Corporate meeting. Whether you want to host a departmental meeting or a large gathering of metrologists from all over the country, the CMSC can accommodate your exclusive needs.

The conference can also support User Group events to entertain and inform your very important customers. No matter what size event you are planning, your attendees will feel relaxed and well-connected in the many exquisitely designed meeting spaces at the Renaissance Hotel. For more information, please contact Matt Ilardo or Jan Rode at exhibitors@cmsc.org.



BOOTH SETUP AND TEAR DOWN

On Monday, July 10, the Exhibition Hall will officially open at 12AM for booth set-up. All exhibitors are encouraged to start their installation at this time and to finish by 5PM. Your company's freight will be unloaded in the area of your booth. Booths vacant after 5PM are considered abandoned and are subject to be filled by companies on a waiting list. Please be sure your booth set-up crew is aware of these timelines. If for any reason, your set-up crew will be late in arriving, please contact Bob Elliott or John Kane.

On Thursday afternoon, July 13, the Exhibition Hall will close at 5:30PM for booth tear down. Please do not begin to dismantle your booth until this time. Exhibitors are asked to break down their booths, and have the freight ready for shipment by 9PM. Empty crates cannot be delivered back to your booth until the aisle carpet is rolled up for safety purposes. It is important to keep the aisles clear until the carpet is rolled up. Forklifts will start bringing crates into the building as soon as it is clear of attendees and safe to do so.

DRAYAGE

GES is the Official Decorator at CMSC 2023. Save money on freight handling charges by planning ahead and making sure your freight arrives by the dates designated by GES. Details to follow. Note that the July 4th holiday is one week prior to the opening of CMSC 2023 so be certain to ship early!

Information to follow

ONLINE REGISTRATION and PAYMENT

Payment is due when you reserve your booth. If payment is not received by the Early Bird cut-off date (May 17), you are liable to have your booth re-billed at the higher rate. Booth(s) and other line items such as additional conferences passes, meals and more, can be purchased at [CMSC Online Registration](#).

Please fill out the required information in the online form that guides you through the registration and purchasing process. Cancelled CMSC registrations or purchases made with a credit card will be charged a \$25.00 processing fee. The cutoff date for all refunds is June 8, 5PM Central. For help with Registration issues, contact Jan Rode, CMSC Registrar, at cmsc.conference@gmail.com.



Jan Rode
CMSC Registrar

New Exhibitors: If you did not exhibit at CMSC 2019-2022, please visit our website for registration instructions at <https://www.cmhc.org/register/index.php>. New Exhibitor registration will begin March 13, 2023. Exhibitors from 2022 have early registration privileges, and will be contacted sequentially throughout the months of January, February, and March by the Exhibition Liaison.

IMPORTANT DEADLINES, REGISTRATION AND SHOW HOURS

Please review our checklist of important timelines and tasks, CMSC registration and show hours.

☒	DATE	TASK CHECKLIST
	Monday, January 9	Registration Opens for Attendees
	Monday, March 13	New Exhibitor Booth Purchases Begin
	Friday, March 17	Early Bird Booth Rate Deadline
	Friday, June 2	Closing Date for Company Listing and Logo in the official CMSC Program
	Friday, June 2	Advertising Closing Date for the official CMSC Program
	Monday, July 10	Pick-up Registration Packet by 5PM (admission passes and name badges)
	Monday, July 10	Booth Set-up begins in the Exhibition Hall at 12AM and is completed by 5PM
	Monday, July 10	CMSC opens at 12PM
	Thursday, July 13	Booth Tear down begins at 5:30PM and is completed by 9PM.

BOOTH SET-UP/TEAR DOWN DATES & HOURS

DATE	HOURS
Monday, July 10 – Set-Up	12PM – 5PM
Thursday, July 13 – Tear Down	5:30PM – 9PM

CMSC REGISTRATION HOURS

DATE	HOURS
Monday, July 10	12PM – 5PM
Tuesday, July 11	8AM – 2:30PM
Wednesday, July 12	8AM – 2:30PM
Thursday, July 13	8AM – 2:30PM

CMSC SHOW HOURS:

DATE	HOURS
Monday, July 10	CMSC Ice Breaker: 6:30PM – 8:30PM
Tuesday, July 11	Conference 8AM – 5:30PM, Exhibition Hall 12:30pm– 5:30PM
Wednesday, July 12	Conference 8AM - 5:30PM, Exhibition Hall 12:30PM - 5:30PM, CMSC Honors and Awards Social Gathering 6:30PM - 8:30PM
Thursday, July 13	Conference 8AM – 5:30PM, Exhibition Hall 12:30pm– 5:30PM
Friday, July 14	Tour to Flight Works and Airbus departing 8:15 AM and returning for lunch–



SPONSORSHIPS AND ADVERTISING

Throughout the year, the Coordinate Metrology Society provides sponsorship and advertising opportunities to promote your company to our membership and beyond. Our conference is not a success without your patronage. Please review our 2023 Sponsorship offerings, which can be purchased on our web site at <https://www.cmsc.org/conference-sponsorships>. For more information, contact marketing@cmsc.org.

Prices are subject to change

CMSC EVENT SPONSORSHIPS
Wednesday Night CMSC Honors and Awards Social Gathering
Monday Evening Ice Breaker Event
Education Zone Sponsor
Measurement Zone Sponsor
Women in Metrology Sponsor
New Attendee Orientation Sponsor
CMSC Breakfast
CMSC Lunch
CMSC Morning Break
CMSC Afternoon Break
Friday Sightseeing Tour



CONFERENCE PROGRAM ADVERTISING

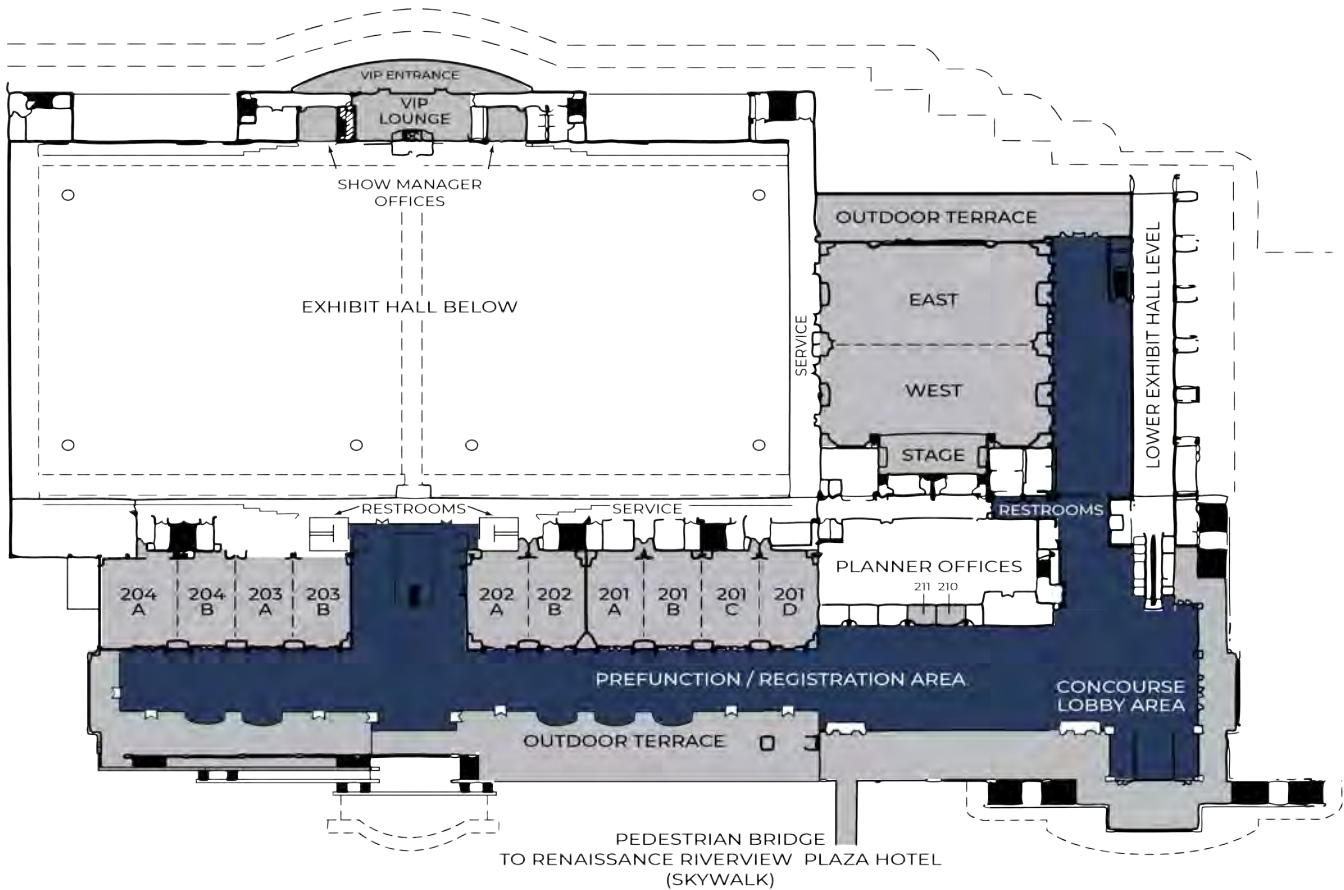
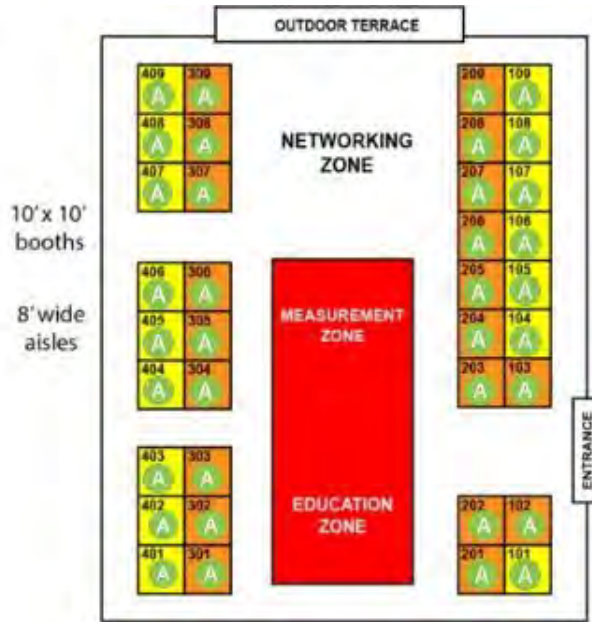
Our official CMSC Conference Program is the attendee’s guide to the entire week of events, presentations and more. Exhibitors receive a 200 word program listing with company logo free of charge. For greater exposure at the CMSC, please consider advertising in our event program, which many attendees save as a keepsake of the event. Program deadlines can be found on page 7. Advertising specifications are listed on Page 13.

PROGRAM ADVERTISING	PRICE
Half-Page Ad	\$325
Full-Page Ad	\$550
Inside Front Full-Page Ad	\$850
Inside Back Full-Page Ad	\$850
Back Cover Full-Page Ad	\$850
Program Slip Sheet	\$850

OTHER SPONSORSHIP ITEMS
Door Prize Sponsor
Gift Bag Item Sponsor (gifts only)
Pocket Agenda
Power Station
Web Site Sponsor
Tour Sponsor
5K Fun Run Sponsor
Training Rooms



EXHIBIT HALL FLOOR PLANS



Arthur R. Outlaw Convention Center and Renaissance Mobile Riverview Plaza Hotel

Venue

Offering connection to the Mobile’s Arthur R. Outlaw Convention Center via a skybridge, the newly renovated Renaissance Mobile Riverview Plaza Hotel provides a setting that blends style, comfort, and convenience. With 15 modern event spaces and a location in downtown Mobile, Alabama, the Renaissance’s elegant rooms and suites feature unforgettable views and an array of amenities to help you achieve a successful stay. Kick back in luxury with our pillowtop beds and sink into our plush chairs as you connect to our complimentary Wi-Fi and watch a movie on a large flat-panel TV. When it’s time to refuel, treat your taste buds to a mouthwatering meal at Fathoms and Royal Street Market.

Transportation

Mobile Regional Airport is located 14 miles from the Renaissance Mobile Riverview Plaza Hotel. Attendees may travel to the hotel from the airport using taxis or rental cars

Hotel Reservations

Visit online at www.cmsc.org/venue-accommodations to make room reservations at the best rate using the CMSC room block. Rooms sell out quickly so act soon to take advantage of lower pricing.
 NOTE: The hotel is connected to the convention center via an easily walked skybridge.



ADVERTISING IN OUR CMS PUBLICATIONS

The Coordinate Metrology Society is very proud to publish *The Journal of the CMSC*. To advertise, please request our 2023 Advertising Guide by contacting the Advertising Representative: Mike Richman, Tel (530) 864-2540, Email: mike@richbizmedia.com.

JOURNAL OF THE CMSC

The *Journal of the CMSC* is published once a year in the Spring by the Coordinate Metrology Society. Each issue devotes its pages to the finest white papers presented by industry experts at their annual Coordinate Metrology Society Conference. Diverse applications of three-dimensional measurement technology are represented in this well-read journal. The annual subscription fee for the publication is included in the membership dues of the Society.

Circulation: 6,000 + readers plus bonus distribution.

Publication Dates:

Spring 2023 Issue: April 30, 2023



CMSC Digital Library of Technical Papers – A Proud Legacy

Bonus distribution: The CMS has opened the vault to its vast legacy of measurement knowledge, research and industry advances. Since 1984, more than 525 original technical papers have been presented at the annual CMSC. The society maintains a digital library of more than 120 technical papers published in the *Journal of the CSMC*. The CMS digital library is the most comprehensive repository of metrology knowledge and information in the world. The library of technical papers and journals can be accessed [here](#).

CMSC PROGRAM ADVERTISING SPECIFICATIONS

The official CMSC Program is distributed to all attendees at the conference. The print publication contains a list of Exhibitors, the Conference Agenda, venue maps, and of course, advertising from participating Exhibitors.



ADVERTISING ARTWORK AND LOGO SPECIFICATIONS

Advertising artwork can be submitted in either vector or raster file formats. AI (Adobe Illustrator) or EPS (Encapsulated Postscript) vector file formats are preferable, because vector images are scalable to any size for high quality printing. Please DO NOT include border lines, print marks or color marks in the submitted file.

Raster files may be submitted in JPG or TIF file formats, and artwork must be a minimum resolution of 300 DPI and created at the designated size for proper printing. PDF files can be submitted, but artwork must be full size and high resolution. Please DO NOT include border lines, print marks or color marks in the submitted file.

COLOR SPECIFICATIONS and BLEED INFORMATION

Color artwork can be submitted in either CMYK or RGB images/file formats. Adobe RGB (1998) is the preferred RGB setting. CMYK or RGB images/files are acceptable. Please note that RGB conversion to CMYK may result in slight color changes in the final print. CMYK images result in more consistent color reproduction. If your ad design has graphics that extend to the edge of the page, a required bleed allowance of 1/8" must be added to all sides of your submitted artwork.

FULL-PAGE ADVERTISING SPECIFICATIONS	HALF-PAGE ADVERTISING SPECIFICATIONS
<p>Page Size 8.75" x 11.25" with bleed (1/8" on all sides) 8.5" x 11" without bleed 2625 x 3375 pixels</p> <p>Margins .375" (3/8") margin inside the 8.5" X 11" page</p>	<p>Page Size 8.75" x 5.75", 1/8" (.125") bleed at top and bottom 2625 x 1725 pixels, 38 pixels bleed at top and bottom</p> <p>Margins .375" (3/8") margin inside the 8.5" X 11" page</p>

