HFES 65th International Annual Meeting
Sponsor and Exhibitor Prospectus

Why Your Company Should Participate in the HFES Annual Meeting

HFES aims to help companies with products and services applicable to human factors and ergonomics achieve their marketing and sales objectives through attractive sponsorship and exhibiting opportunities at HFES conferences and symposia. Your company or organization is invited to join us at the 65th International Annual Meeting in Baltimore from October 4 – 7, to interact with more than 800 researchers, practitioners, and students over four days, as you showcase your brand for the best and brightest in the HF/E community.

Exhibition Dates and Hours (preliminary and subject to change)

Monday, October 4, 2021

- Set Up: 10:00 AM – 4:00 PM
- 6:30 PM – 8:30 PM (Opening Welcome Reception)

Tuesday, October 5, 2021

- 9 AM – 5:30 PM

Wednesday, October 6, 2021

- 9 AM – 5:00 PM
- Breakdown/move out 5:00 PM. (Note, we will not remove tables until Thursday afternoon; therefore, exhibitors may at their discretion, attend their table on Thursday. The meeting adjourns approximately 1:00 PM on Thursday, October 7)

In addition to our meeting in Baltimore, we are organizing a virtual edition of the Annual Meeting that will be held October 25 – 27. Receive a virtual exhibition booth space along with your in-person exhibition space for the same price! This will allow you to expand your reach and visibility to those attendees who are unable to attend the live in-person event.
Exhibitor Benefits:

By exhibiting your products/services at the Annual Meeting, you will be able to meet with attendees during breaks and other times over the meeting dates. This year, we are only offering Tabletop exhibit opportunities within the main session hall, so you will have the opportunity to interact with attendees as they move around sessions.

As an exhibitor at the HFES International Annual Meeting, you can:

- Talk to potential buyers or recommenders
- Receive valuable feedback about your products or services from a knowledgeable audience
- Gain up-to-date information on current developments in the field that will help you improve your product/services by attending technical sessions at the meeting. Each exhibit table comes with one complimentary full meeting registration.

Exhibit Table Fee and Dimensions:

- 6’ x 30” skirted table with two chairs and identification sign: $1,500

What’s Included:

- One complimentary full meeting registration (includes access to October 25-27 online meeting)
- One exhibit table only badge. Up to two additional exhibitor personnel badges that do not convey admittance to educational sessions may be purchased for $150 each.
- Company logo and listing on International Annual Meeting web site.
- Company logo in the on-site program and mobile app.

Your exhibit and sponsorship at the 65th International Annual Meeting opens the door for you to interact with leading investigators and key decision makers with purchasing power in academia, industry, government, military, consulting firms, and more. Attendees report an interest in products and services that help them in their work, including but not limited to:

- Books and other publications
- Eye-tracking & motion-capture tools and systems
- Simulators (e.g., driving)
- Usability-testing tools
- Video analysis platforms
- Assistance with submissions to regulatory agencies
- Facial analysis solutions
- Environmental, health, and safety software solutions

Floorplan:
**Sponsorship Packages:**

We have created a variety of sponsorship and exhibit opportunities available for you to choose from that incorporates both the live and virtual aspects of this year’s meeting. Don’t see an opportunity that suits your business needs? Contact Ryan Leach, HFES Sales Manager at mailto:rleach@hfes.org to construct a specialized sponsorship to fit your business!

**Select Your Support Level and Choose your Sponsorship Item:**

- **Platinum** – all that is listed plus your choice of any a la carte item
- **Gold** – all that is listed plus your choice of any item except mobile app or wireless Internet, Executive Council meeting, President’s reception
- **Silver** – all that is listed plus your choice of any items except mobile app, lanyards, wireless Internet, Executive Council meeting, President’s reception, on-site program book,
- **Bronze** – all that is listed plus your choice of any items except mobile app, lanyards, wireless Internet, Executive Council meeting, President’s reception, on-site program book.

**Platinum Partner - $20,000 (one available)**

- One Industry Sponsored Session (Up to 60 minutes) prior to or post Annual Meeting educational programming. Must choose between Live (October 4 – 7) or Virtual (October 25 – 27) by September 1.
- One Dedicated Pre or Post Event Email to all Registered Attendees from HFES email (date and content subject to approval by HFES)
- Sponsorship of Opening Plenary Session or Networking Event of Choosing
- One Banner Ad on Virtual Platform for Annual Meeting virtual event
- Two Sponsored Tweets from HFES Twitter account
- Two Sponsored Posts on HFES LinkedIn account
- Virtual Exhibit Booth in Annual Meeting+ digital event
- One Exhibit Tabletop 6’ x 30" at Annual Meeting Live event
- Logo recognition in HFES Annual Meeting event emails, Plenary Welcome Slides, Event Website, Mobile App, On-site Signage, and Program
- Post Event Attendee List (OPT-IN attendees only) – information provided includes attendee first and last name, job title, address, city, state, and country. Emails are not provided on attendee lists. Attendees have the option to request more information about your company and products by visiting your booth at the live event or in your virtual exhibit booth at the Annual Meeting+ event, at which point you will have the option to gain access to email address.
- Eight Complimentary Full-Conference (Live and Virtual Annual Meeting) Registration Passes

**Gold Partner - $10,000 (Six Available)**

- One Banner Ad on Virtual Platform for Annual Meeting virtual event
- Two Sponsored Tweets from HFES Twitter account
- Two Sponsored Posts on HFES LinkedIn account
- Virtual Exhibit Booth in Annual Meeting+ digital event
- One Exhibit Tabletop 6’ x 30” at Annual Meeting Live event
- Logo recognition in HFES Annual Meeting event emails, Plenary Welcome Slides, Event Website, Mobile App, On-site Signage, and Program
• Post Event Attendee List (OPT-IN attendees only) – information provided includes attendee first and last name, job title, address, city, state, and country. Emails are not provided on attendee lists. Attendees have the option to request more information about your company and products by visiting your booth at the live event or in your virtual exhibit booth at the Annual Meeting+ event, at which point you will have the option to gain access to email address.

• Six Complimentary Full-Conference (Live and Virtual Annual Meeting) Registration Passes

**Silver Partner - $5,000 (Six Available)**

• One Sponsored Tweet from HFES Twitter account
• One Sponsored Post on HFES LinkedIn account
• Virtual Exhibit Booth in Annual Meeting+ digital event
• One Exhibit Tabletop 6’ x 30” at Annual Meeting Live event
• Logo recognition in HFES Annual Meeting event emails, Plenary Welcome Slides, Event Website, Mobile App, On-site Signage, and Program
• Post Event Attendee List (OPT-IN attendees only) – information provided includes attendee first and last name, job title, address, city, state, and country. Emails are not provided on attendee lists. Attendees have the option to request more information about your company and products by visiting your booth at the live event or in your virtual exhibit booth at the Annual Meeting+ event, at which point you will have the option to gain access to email address.

• Four Complimentary Full-Conference (Live and Virtual Annual Meeting) Registration Passes

**Bronze Partner - $2,500 (Six Available)**

• One Sponsored Post on HFES LinkedIn or Twitter account
• Virtual Exhibit Booth in Annual Meeting+ digital event
• One Exhibit Tabletop 6’ x 30” at Annual Meeting Live event
• Logo recognition in HFES Annual Meeting event emails, Plenary Welcome Slides, Event Website, Mobile App, On-site Signage, and Program
• Post Event Attendee List (OPT-IN attendees only) – information provided includes attendee first and last name, job title, address, city, state, and country. Emails are not provided on attendee lists. Attendees have the option to request more information about your company and products by visiting your booth at the live event or in your virtual exhibit booth at the Annual Meeting+ event, at which point you will have the option to gain access to email address.

• Two Complimentary Full-Conference (Live and Virtual Annual Meeting) Registration Passes

**A la Carte Sponsorship Items:**

**Annual Meeting Program App - $5,000 (One Available)**

Put your company’s brand and message right in attendees’ hands with a Mobile App sponsorship package! Attendees have the ability access session content, a schedule of events, exhibitor listings, all general event information, and a map of the exhibit hall floor plan using their mobile devices. Mobile app sponsorship packages include branding opportunities for your company on all pages within the app, providing you guaranteed impressions from all attendees using the app!
HF/E Women’s Networking Lunch - $5,000 (Multiple Available)
One of the most popular ticketed networking events of the week, your sponsorship helps put you in front of HF/E women attendees across a wide variety of industries. Sponsorship includes two seats at the luncheon and the opportunity to deliver welcoming remarks along with your company name and logo featured on signage and in communications about the event.

Mentoring Luncheons - $5,000 (Three Available)
Luncheons are held throughout the week to provide students and early career professionals with information and opportunities to develop mentoring relationships with established professionals in the human factors/ergonomics field. Your company name and logo is featured on signage at the luncheons and in each communication distributed to luncheon registrants – both mentors and mentees.

Name Badge Lanyards - $4,000 (One Available)
Every meeting registrant is required to wear a name badge throughout the conference sessions and in the Exhibit Hall. Lanyards are a great way to enhance your brand and increase your corporate visibility. This is an excellent opportunity to ensure that your company’s name will be in front of every attendee and exhibitor.

President’s Reception - $3,000 (One Available)
A “who’s who” of HF/E comprised of past HFES presidents, the President’s reception is a relaxing function and a chance to engage socially with others in the President’s suite. Sponsorship includes admittance to five company personnel.

On-Site Program - $3,000 (One Available)
Sponsorship of the on-site guide used by all of our attendees each day includes a full-page back cover advertisement.

Technical Program Topical Tracks - $2,500 (Multiple Available)
Track sponsorship of your choice. Sponsorship includes company name and logo on opening session slides and acknowledgement at opening track session.

UX Day Sponsorship - $3,500 (Multiple Available)
UX Day is a full-day program during the meeting that highlights the latest HF/E research in the UX field. This sponsorship provides an opportunity to reach out to UX HF/E professionals and includes signage bearing the sponsor’s name and logo.

*New for 2021* Industry Supported Symposia - $6,000 (four available)
Industry Supported Symposia held during the HFES International Annual Meeting provide partnering companies an opportunity to present high-quality, evidence-based information to Annual Meeting attendees. Get 60 dedicated minutes to a symposium of your choice. Organizations are responsible for planning the session, speakers, and any other logistics for the session. For the virtual Annual Meeting component, recorded sessions are preferred, but discussion panels can be accommodated.

Would you like to sponsor the Annual Meeting but you don’t find the right opportunity for you? Contact HFES Sales Manager Ryan Leach at rleach@hfes.org to create an opportunity to meet your corporate goals.
To secure a sponsorship or purchase an exhibition table space, please complete the application form. We will contact you following receipt to discuss payment remittance, sponsorship fulfillment, and more. You may pay upon completion of the form or we are happy to invoice your company with Net 30 terms.

Sponsorship/Exhibitor Application Form

Human Factors and Ergonomics Society

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HUMAN FACTORS and ERGONOMICS SOCIETY