



**International
Test Conference**
November 12-14, 2019
Marriott Washington Wardman Park
Washington, D.C.

**Exhibitor/Supporter
Prospectus**

International Test Conference



Join Us In Celebration of Our 50th Anniversary!

November 12 – 14, 2019

Washington, D.C.



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An Invitation to Support Our 50th Conference

This year marks the 50th International Test Conference (ITC) - the world's premier conference dedicated to electronics test. This year our sponsors are the IEEE and the IEEE Philadelphia Section.

The ITC platform provides our exhibitors and supporters with the opportunity to network with approximately 1,000 industry professionals who are eager to be exposed to the latest research and practical applications in the test industry.

The International Test Conference is widely recognized as a prime arena for displaying products to technical leaders and decision makers. For that reason, many manufacturers first introduce and present important new products at ITC. As an exhibitor or supporter, you have the opportunity to demonstrate and discuss how your technologies serve as the latest tools and/or ideal tools of their profession.

Previous ITC exhibitors attest that the outstanding technical program we provide attracts the influential professionals they need to see. This year's ITC will include topics, such as: emerging test needs for artificial intelligence, automotive and IoT, hardware security, system test, analog and mixed-signal test, yield learning, test analytics, test methodology, benchmarks, test standards, memory and 3D test, diagnosis, DFT architectures, functional and software-based test.

Our keynote speakers are well known industry leaders and academic researchers that provide exciting insights.

This Prospectus includes information and applications for you to partner with us as an Exhibitor and/or Supporter.

For additional ITC information and updates, please visit: <http://www.itctestweek.org/>

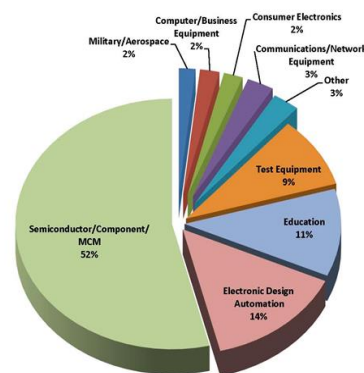
For additional information on supporting our 50th anniversary, please contact:

Rom Portwood
ITC, Exhibit Sales
rom@eventmarketingpartners.com
(413) 636-2829

Why Should You Become an Exhibitor and/or a Supporter?

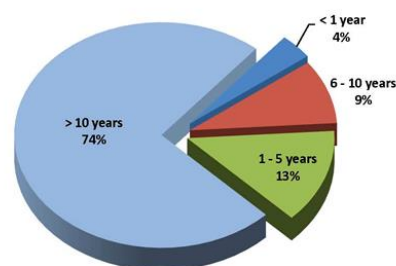
There are a host of reasons to partner with us on our 2019 International Test Conference. Aligning with us and networking with our attendees who want to learn how your products will solve their day-to-day challenges as an Exhibitor or Supporter provides:

- Strategic marketing opportunities
- Exposure to an international audience of senior engineering managers, design engineers, and decision makers
- Two (2) complimentary three-day conference registrations, including copies of the conference proceedings
- Web links from ITC's website to the site of your choice
- Valuable, affordable conference guide advertising
- Admission for full exhibiting staff to ITC's opening night welcome reception
- Company/product description in On-Site Guide, distributed to all attendees

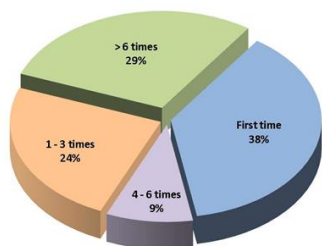


TOP INDUSTRY SECTORS 2018

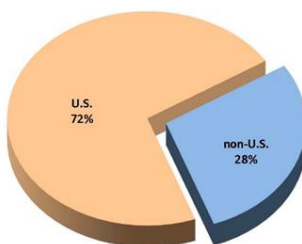
Attendance at the 2018 ITC increased by 27% from the prior year!



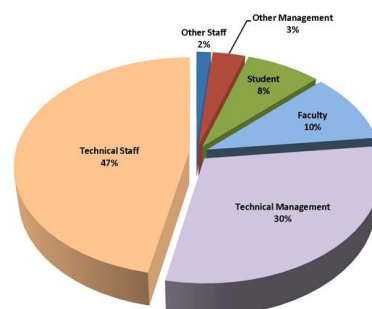
YEARS WORKING IN TEST AND/OR DESIGN IN 2018



PREVIOUSLY ATTENDED ITC TEST WEEK 2018



INTERNATIONAL ATTENDEES 2018



JOB RESPONSIBILITY 2018

Note: Charts Reflect 2018 Audience Demographics

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Washington, D.C.



We hereby apply for exhibit space at the above named Conference. In making application, we agree to exhibit under and comply with the rules and regulations printed on the next page, with rules and regulations in the exhibit manual, and all correspondence issued prior to the Conference. Each company participating in the exhibit must return a copy of this contract, properly executed by an authorized company representative with full payment prior to assignment of space. Exhibit Management will attempt to assign space according to applicant's continuity with the Conference, AON (priority number), application date, individual applicant requirements and available space. Exhibit Management reserves the right to rearrange the floor plan and/or relocate exhibits in the best interests of the total exhibit hall.

CONTACT INFORMATION (Company Name will appear in all printed materials as shown)

Company: _____ Contact: _____
Corporate Address: _____ Mail Stop: _____
City: _____ State: _____ Postal Code: _____ Country: _____
Tel: _____ Fax: _____ Email: _____

If different from above, please address future ITC exhibit correspondence to:

Name: _____ Tel: _____
Email: _____

See floor layout plan for booth number selections:

#1 _____ #2 _____ #3 _____ Total # of 10' x 10' booths: _____

Please (circle one) DO/DO NOT locate us near the following companies: _____

Booth Price Per 10'X10' is \$3,500 (Note: Payment is due upon signing)

Email or scan this completed form to: Rom@eventmarketingpartners.com

Cancellation Policy: All cancellations must be received in writing. No refunds after March 2, 2019.

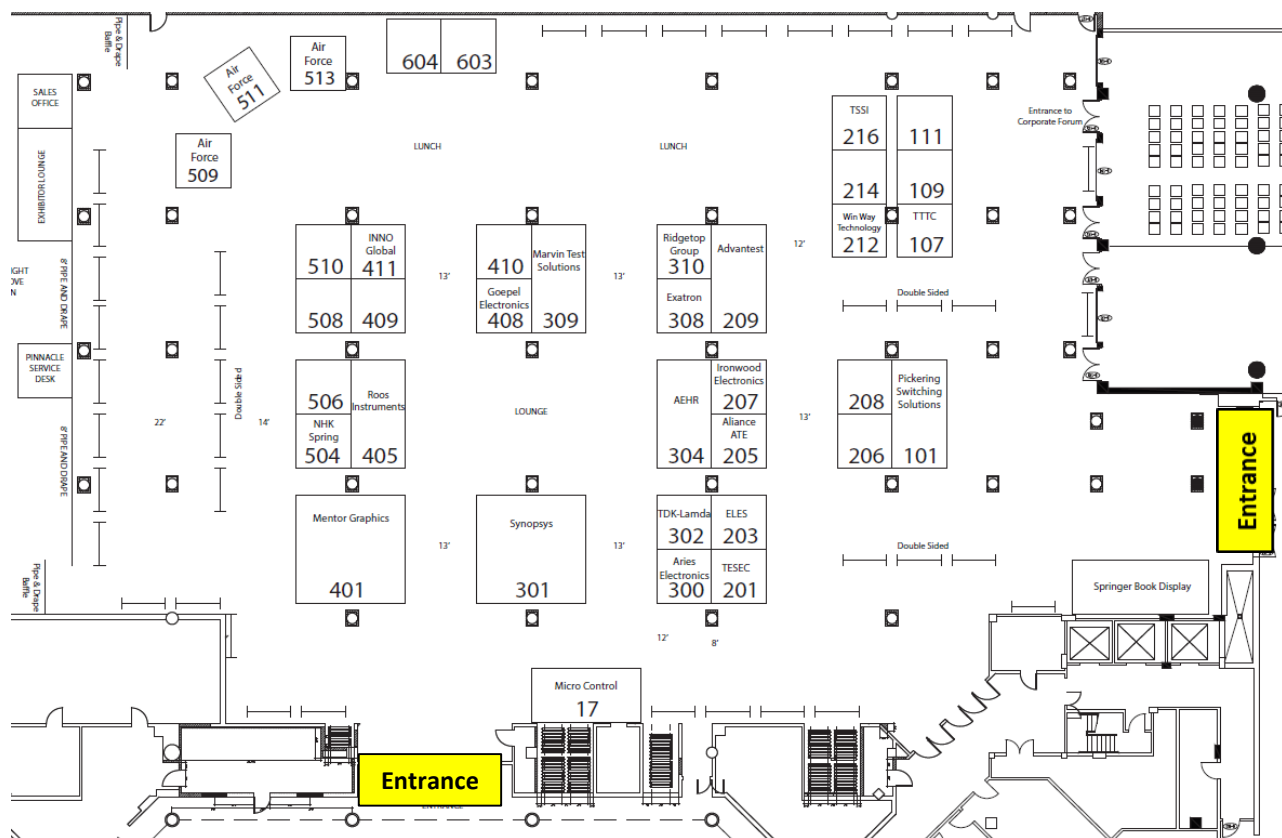
We understand that by signing this contract, we agree to abide by the policies of the International Test Conference (ITC) regarding rules and regulations and limitation of exhibit space set forth or referred to on the next page of this application/contract and all correspondence issued.

APPROVAL:

Print Name: _____ Title: _____
Signature: _____ Date: _____
If different from above: Phone: _____ E-mail: _____

For Exhibit Chairman Office Use Only

Accepted Date _____	No. of Booths Assigned _____
Booth Numbers _____	Configuration _____
Assignment Order Number (AON) _____	Size _____ Approved By _____



ITC 2019 Exhibitor List

Company Name	Booth	Company Name	Booth
Advantest	209	Mentor, A Siemens Business	401
AEHR Test Systems	304	Micro Control Company	17
Alliance ATE Consulting Grou, Inc.	205	NHK Spring	504
Aries	300	Pickering Switchdging Solutiojns	101
ELES Semiconductor	203	Ridgetop Group	310
Evaluation Engineering	19	Roos Instrucments, Inc.	405
Exatron	308	Synopsys	301
Goepel Electronics	408	TDK-Lambda Americas	410
INNO Global	411	TESEC	302
Ironwood Electronics	207	TSSI	216
Marvin Test Solutions	309	TTTC	107
		WinWay Technology	212



Rules & Regulations

A. CONTRACT FOR SPACE

This application for an exhibit space, the formal notice of space assignment by Exhibit Management and full payment of rental charges for exhibit space, together constitute a contract for the right to exhibit at the International Test Conference (ITC). Exhibit Management refers to the ITC Exhibit Committee, ITC Steering Committee and designated agents of ITC.

B. QUALIFICATIONS

Exhibitors must be manufacturers or representatives of manufacturers that produce products and services which conform to the subject matter covered by the technical program, or are used in relevant ancillary work (such as trade magazines, books, software, test houses, etc.). Exhibit Management reserves the right to determine the eligibility of any product or service for display.

C. USE OF SPACE

In return for being assigned a space at the Conference, the exhibitor represents and warrants that it will not exhibit in any space other than that designated by Exhibit Management. Failure to exhibit solely in the designated space will subject exhibitor to expulsion from the Conference and loss of seniority rating (AON) for future conferences. Potential exhibitors on the waiting list also agree to abide by this policy even if space is not assigned. No exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of Exhibit Management. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area.

Booths or display structures must be self-supporting, and not anchored to walls or floors. All displays or exhibits must be fireproofed to conform with Local, State and Federal codes, laws or ordinances. All displays or exhibits must comply with specific dimensions and restrictions spelled out by the code of ethics and exhibit rules endorsed by the Institute of Electrical and Electrical Engineers, Inc. (IEEE). Equipment displays and booth structures must not extend into the aisle in such a way as to obstruct traffic or visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense.

Exhibit Management reserves the right in its sole discretion to restrict exhibits which are objectionable because of noise, method of operation, materials, or conduct; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of Exhibit Management may detract from the general character of the exhibit as a whole. This restriction includes persons, things, conduct, printed matter, or anything of a character which Exhibit Management determines objectionable. In the event of such restriction or eviction, Exhibit Management is not liable for any refunds or other exhibit expenses under any circumstances.

Exhibit Management has secured all exhibit function, meeting, hospitality suites and space. Assignments of the above will be by Exhibit Management only upon completion of the appropriate application form. The use of hospitality suites and function space will be governed by the policies set forth by Exhibit Management. Exhibitors who attempt to bypass Exhibit Management by negotiating directly for these areas with the facility personnel will not be permitted to exhibit at the ITC. Fees will be returned per the cancellation schedule on the front of this contract. Exhibitors who do not comply will jeopardize their AON rating for future conferences.

D. LIABILITY

Neither the International Test Conference, their Committees, nor their employers, nor the Computer Society or its employees, nor IEEE nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the person or property of exhibitors, their guests, invitees, employees or agents from any cause whatever, including cancellation or impediment to the conduct of the event. The exhibitor on signing the contract, agrees to indemnify and defend the operators and owners of the property in which the exhibit is held and conference sponsors for any bodily injury and/or property damage excepting gross negligence of operators and owners of which the property is held or conference sponsors, Conference Management, their employees or agents. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment, incurred through negligence, intentional acts or otherwise, of the Exhibitor, his employees or agents. If the exhibitor's material or personnel fails to arrive, the exhibitor is nevertheless responsible for his space rental.

E. INSURANCE

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. Neither ITC nor its sponsors, the Marriott Wardman Park Hotel, maintain insurance covering exhibitor's property. The exhibitor shall carry comprehensive

General Liability coverage including premises, operations and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability, and \$1,000,000 for Property Damage Liability, and statutory Workmen's Compensation with Employers Liability with a limit of at least \$1,000,000. Certificates of insurance shall be furnished if requested by Exhibit Management.

F. CANCELLATION OR CHANGE OF CONFERENCE/EXHIBIT

In the event that the premises in which the conference/exhibit is to be conducted should become unfit for occupancy or substantially interfered with by reason of any causes not reasonably within the control of Exhibit Management or its agents, the event may be cancelled or moved to another appropriate location, at the sole discretion of Exhibit Management. Exhibit Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Exhibit Management. Causes for such action shall include, but not be limited to: strike, job actions, fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, acts of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor technical or other personnel, Local, State, or Federal laws and ordinances, or Acts of God. Should Exhibit Management terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefore. Refunds in the event of termination shall be made to exhibitors in the amount of original exhibit fees less pro rata adjustment based on Exhibit Management's costs incurred from staging the event.

G. COMPLIANCE WITH RULES

Exhibitors assume all responsibility for compliance with pertinent laws, ordinances, regulations, and codes of duty authorized Local, State and Federal Government bodies together with the rules and regulations of operators and owners of the property in which the exhibit is held. All electrical wiring on booths or equipment must conform to Local, State and Federal, and any other applicable codes or laws and ordinances. All hazardous items must be properly safeguarded, protected, registered and/or avoided in accord with applicable Local, State and Federal laws and ordinances. This category includes but is not limited to: evacuated containers or components, radioactive material, x-ray producing equipment, high voltage equipment, particle accelerators, and inflammable or explosive materials.

Exhibitors will comply with rules and regulations concerning local unions. Only the official exhibit contractors designated by Exhibit Management will be permitted to work in the hall unless notified in writing 30 days prior to the conference.

H. PAYMENT AND CANCELLATION

Payment is due according to the terms specified on page 3 of this prospectus. In the event of cancellation by an Exhibitor, Exhibit Management reserves the right to determine the amount refundable according to the specified cancellation schedule. Exhibit Management must receive written notification of the cancellation on or before the specified date for the appropriate cancellation to apply.

I. LAWS APPLICABLE

This contract shall be governed by the laws of Washington, DC. Exhibitor agrees to abide by the rules and regulations of the Marriott Wardman Hotel.

J. AMENDMENTS

Any and all matters not specifically covered by the preceding rules and regulations and the rules and regulations contained in the Exhibitor Manual and correspondence shall be subject to the decision of Exhibit Management. Exhibit Management shall have the full power to interpret, amend and enforce these rules and regulations, provided any amendments when made, are brought to the notice of the exhibitors through correspondence or otherwise. Each exhibitor for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

K. GROWTH

Growth and expansion of exhibit space is based on the policies established by the International Test Conference.

L. DEFAULT

If this contract is violated, exhibitors will be subject to eviction without refund or will not be permitted to set up their display or equipment.



Take this opportunity to benefit your company while supporting the institution that for over 49 years has provided the venue for members of the test research, development and manufacturing communities to meet and further the field of testing. Its world-class exhibition has showcased the latest in test-related hardware, software and services. This opportunity is available to both exhibiting and non-exhibiting companies.

Diamond-level Corporate Support (Qty. 1)

SOLD

Supporting ITC at the Diamond Level will bring maximum visibility to your company. The Diamond level is an exclusive offer. This offer allows your organization to extend its marketing program to a targeted audience with access to the Plenary room during the Tuesday corporate forum lunch time. Included in this valuable package are the following opportunities: See Support Program -2019 table

Platinum-level Corporate Support (Qty. 3)

SOLD

Supporting ITC at the Platinum Level will bring great visibility to your company. This offer allows your organization to extend its marketing program to a targeted audience. Included in this valuable package are the following opportunities: See Support Program -2019 table

Gold-level Corporate Support

\$7,500

Supporting ITC at the Gold Level greatly increases the visibility of your company at ITC. Your organization will receive valuable marketing opportunities and recognition through the following activities: See Support Program -2019 table

Silver-level Corporate Support

\$5,000

Sponsorship at the Silver Level offers marketing opportunities for your company to have highlighted conference Sponsorship materials prior to and during the conference: See Support Program -2019 table

Bronze-level Corporate Support

\$3,000

At the Bronze Level offers marketing opportunities for your company to be highlighted conference materials prior to and during the conference: See Support Program -2019 table

Corporate Supporter Program - 2019	Diamond	Platinum	Gold	Silver	Bronze
Prominent position in all logo displays	X				
Extended Time of Corporate Forum Track	X				
Welcome Reception logo display	X	X			
ITC Tote Bag / Tee Shirt	X	X	X	X	
Logo on: Website home page, Advance program, } Conference Guide, Conference proceedings }	X	X	X		
Press releases, ITC Emails & Flier }					
Logo on: Secondary position on website				X	X
Ad in at-conference guide (Page)	Full	Full	1/2	1/2	
Complimentary full-conference registration packages	4	3	2	1	1
Display of company banner in convention center (location)	Prime	Prime	X	X	X
Advance selection of pre-conference email blast date	X	X	X		
Email blast (1) included at No Charge	X	X	X	X	X
Recognition at Plenary session	X	X	X	X	
One Corporate item inserted in official ITC tote bag	X	X	X	X	X
Opportunity to participate in the Corporate Forum track *If space available	X	X	X	X	*
Meeting room access (Subject to space available)	X	X	X	X	
Links to Conference Proceedings and Technical Presentations	5	4	3	2	1



ITC'19 Corporate Supporter Order Form

Please make your selections below.

<input type="checkbox"/>	Diamond-Level Corporate Supporter	(1 available)	SOLD
<hr/>			
<input type="checkbox"/>	Platinum-Level Corporate Supporter	(3 available)	SOLD
<hr/>			
<input type="checkbox"/>	Gold-Level Corporate Supporter		\$ 7,500
<hr/>			
<input type="checkbox"/>	Silver-Level Corporate Supporter		\$ 5,000
<hr/>			
<input type="checkbox"/>	Bronze-Level Corporate Supporter		\$ 3,000
<hr/>			

Company _____ Phone _____

Contact Name _____ Signature _____ Date _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

E-mail _____

**Fax this completed form to the ITC office (202) 331-0111, Or
Email or Scan this completed form to: ITC@courtesyassoc.com**

Invoice with payment instructions will be sent.

Or

Make check payable to "International Test Conference" & mail with order form to:

**ITC c/o Courtesy Associates
2025 M Street, NW, Suite 800**



ITC'19 Corporate Supporter Deliverables

Deadlines for inclusion in ITC publications and certain merchandise offerings.

Web site home page recognition:	Upon payment and logo delivery
Logo for shirt, mug, etc.:	Sept 27
Printed Conference Guide:	Nov 8
Welcome Reception recognition	Nov 12
Plenary recognition:	Nov 12
Convention hall banner:	Bring On Site
Registration literature insert	Oct 25
(One item with description of it)	

Contact for questions: Bill Lowd (see below)

SPECIFICATIONS

Regarding Deliverables:

- Forward corporate logo in Hi-Res .jpg, .eps and .gif formats in both B/W and color to Scott Davidson via e-mail (Davidson.scott687@gmail.com) upon confirmation of supporter status, but no later than **September 20, 2019** for inclusion on Tee shirt and Tote bag
- Forward Ad copy or concept to Scott Davidson for approval. Contact info: **510-593-5417**

Full-Page and Half-Page ads in the at-conference guide:

Deliverables

Ad concept approved by ITC Marketing Committee: **September 20, 2019**

Insertion Order & Remittance: **September 20, 2019**

Mechanical/Electronic Submission: **September 30, 2019**

Specifications

Mechanical requirements and specifications:

- **Full Page:** Maximum image size is 4.75" (W) x 7.75" (H), no bleeds
- **½ Page:** Maximum image size if 4.75" (W) x 3.625" (H), no bleeds
- **Portrait Mode** – ad must be vertically oriented, and designed for a left-hand page
- **Black and White ONLY**
- No cross page matching
- HiRes TIFF or EPS format – 300 dpi or greater (600 dpi if the ad contains small text)

Guidelines for advertising

1. Advertising space is available to exhibitors and supporters participating in current conference year.
2. The number of ad pages available and cost per page is determined by the ITC Marketing Committee.
3. The cover positions are unavailable and used by ITC to promote current and future conferences.
4. Advertising reservations are taken on a first-come first-served basis dependent on the date received.
No phone reservations will be honored. Use the attached written ITC insertion order form only.
5. Payment is due at the time of insertion order. If not received by **September 20, 2019**, not included in the guide.
6. No agency commission is paid.
7. Exhibitors must submit a copy or concept of the ad for review by a noncompetitive member of the ITC Marketing Committee. Placement position is at the discretion of ITC Marketing Committee.
8. Ads will be reviewed for appropriateness to the publication and for the use of the ITC name / logo.
9. Exhibitors and Supporters should not emphasize or highlight specific papers or authors in their ad.
10. The number of ads per exhibitor is limited to two per company.
11. Insertion orders and mechanical received after the deadline may be rejected at the sole option of ITC. Material and mechanical not meeting all requirements and specifications will be returned.
All returns will include the original remittance less a \$25 shipping and handling charge



Complimentary full-conference registration packages

Please pick up your full-conference registration packages at Exhibitor Registration under your company name. You will be asked to sign a confirmation of pick-up.

- **Opportunity to participate in the Corporate Forum Track**
Coordinator for this activity yet to be announced, more to follow.
- **One item of corporate literature inserted in the official ITC tote bag**
Deliverable:
Literature must be received by **TBD** at the Advance address below.
- **Logo etched in “gobo” spotlight at ITC Welcome Reception**
Will be produced by ITC using the logo received.
- **Company banner at the convention center**

Deliverables

You will be contacted to choose your location. All banners must meet the following criteria:

- The banner must be received at the shipping address shown below
- All banners must be 4' tall X 8' wide with a pocket on the bottom and grommets every two feet across the top.

Shipping information:

See Shipping Information in the Exhibitor Manual.

Contact Information:

Rom Portwood

ITC, Exhibits Sales

(413) 636-2829

Rom@eventmarketingpartners.com



**International
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Insertion Order Form

10

Insertion Order: ____ full page(s), ____ ½ page(s) ad in the Conference Guide.

Company _____ **Booth #** _____

Phone _____

Contact Name _____

Address _____

City _____ **State/Province** _____ **Zip/Postal Code** _____

Country _____

E-mail _____

Signature _____ **Date** _____

**Fax this completed form to the ITC office (202) 331-0111, Or
Email or Scan this completed form to: ITC@courtesyassoc.com
Invoice with payment instructions will be sent.**

Or

**Make check payable to “International Test Conference” & mail with order form to:
ITC c/o Courtesy Associates
2025 M Street, NW, Suite 800
Washington, DC 20035
Tel: 202-973-8665**

Mail remittance, material and mechanical to:

**International Test Conference
C/o Courtesy Associates, Inc.**

2025 M Street, NW

**Suite 800
Washington, DC 20035**

**Tel: 202 331-2000
Fax: 202 331-0111**

ITC thanks you for your support.



Advertising and Marketing Opportunities at ITC'19

In addition to the prime levels of conference support, ITC is pleased to extend exhibiting and non-exhibiting companies the opportunity to increase visibility at the conference through a selection of key offerings. Choose from the following advertising and marketing tools to help your company enhance its exposure and maximize its experience at ITC. Please use the order form below to indicate your preference(s). Some production costs are not included and you will be responsible for providing the appropriate logos or materials. Specific deadlines may apply.

Advertising

Conference Guide Full-Page Print Ad

- Exhibitors..... \$250
- All others \$1000

Conference Guide Half-Page Print Ad

- Exhibitors..... \$175
- All others \$600

Company Name (Logo):

- Displayed at Post Panel Reception..... \$2000
- Displayed on Registration Desk Kick Panels.. \$500 (6 available)
- Contact Bill Lowd for details....

Purchase a Corporate 36" Pull-up Banner..... \$500

Purchase a Corporate Stand Alone Banner (4' x 8')..... \$500

Merchandise

Footprint trail to your exhibit booth...(6 pair) \$500 (2 available)

Meter Boards with your logo (double sided – 8' x 3') Lobby Level.. \$500 each / limit of 2

Plenary Area \$750 each / limit of 2

(single sided – 8' x 3') Lobby Level \$300 each / limit of 2

Plenary Area \$500 each / limit of 2

Contact Bill Lowd for details.....

Hospitality Events (per event)

- Welcome Reception Sponsor..... *Pricing Varies**
- Panel Reception Sponsor \$2,000
- Plenary Morning Coffee..... \$4,000
- AM Coffee Break (offered daily) \$1,000
- PM Coffee Break (offered daily) \$1,000

• Exhibit Hall Lunch (Tuesday) \$2,000

• Exhibit Hall Lunch (Wednesday/PosterSession)... \$2,000

• Exhibit Hall Lunch (Thursday) \$2,000

•

• Internet Sponsor / Splash page (3 Available, 1 each day)..Contact Rom Portwood for pricing.

• Coffee cart (at Entrance to Exhibit Hall).....Contact Rom Portwood for pricing.

**Note: Please contact Rom to discuss options and determine pricing.*

Advertising or Marketing Opportunity of Interest:

Amount: \$ _____

Email or Scan this completed form to: rom@eventmarketingpartners.com

Invoice with payment instructions will be sent.