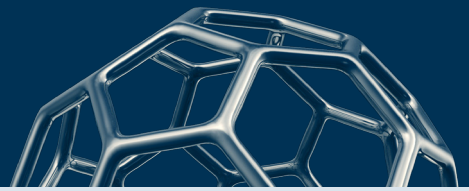
IMAT ELEVATING PERFORMANCE TOGETHER



IMAT 2026

ELEVATING PERFORMANCE TOGETHER

SEPTEMBER 28–OCTOBER 1, 2026 | QUEBEC CITY, CANADA

EXHIBITOR PROSPECTUS





WHY QUEBEC CITY?

KEY REGIONAL STATISTICS

- Québec City (Capitale-Nationale) manufacturing: **~32,000 jobs, 1,350 companies, 7.8% of regional GDP.**
- Province of Québec manufacturing employment: **~497,700 people** (≈11.3% of total employment in Québec).
- Québec aerospace cluster: **~36,000 jobs** and large annual sales (province-level aerospace sales reported in the tens of billions).



NEAR-TERM INDUSTRY OUTLOOK

- **Aerospace & advanced manufacturing — steady/ moderate growth.** Québec's aerospace strategy and continued investments by OEMs/suppliers point to modest expansion in production, parts sourcing and MRO work through 2026–2028. That supports demand for high-performance alloys, coatings, failure analysis services and AM feedstocks.
- **Materials-4.0 / digital & AI adoption — fast growth.** Canadian and Québec manufacturers increasingly invest in IIoT, predictive maintenance, digital twins and AI-enabled quality / materials analytics — creating opportunities for software, sensors, and materials-characterization vendors. Industry outlook reports show this as a key investment area for 2025–2026.
- **Additive manufacturing & thermal spray — strong demand in high-value niches.** Aerospace and light-metals supply chains are driving demand for AM parts, qualifying powders, and advanced thermal-spray coatings; expect specialized suppliers and service bureaus to expand.
- **Sustainability & supply-chain resilience — a higher priority.** Government programs and provincial budgets highlight incentives and capital measures that favor reshoring, energy efficiency and low-carbon processing — which benefits companies with sustainable materials/ processes.

WHY QUEBEC CITY?

CULTURE, HISTORY AND LIFE BEYOND THE CONFERENCE — A DRAW FOR ATTENDEES + GUESTS

- **A destination that blends history, culture, and modern convenience** — Québec City offers a distinctive European-style atmosphere paired with North American ease of access and services.
- **Compact and walkable downtown** — Hotels, the convention centre, dining, cultural attractions, and evening venues are all within easy walking distance, enhancing convenience and maximizing time on-site.
- **An ideal late-September experience** — Crisp fall air, autumn colors, and fewer crowds than peak summer create a pleasant, walkable, and visually striking environment for attendees and exhibitors alike.
- **Rich cultural and leisure opportunities beyond the show floor** — Attendees and accompanying guests can enjoy historic architecture, European-flavoured ambiance, a thriving arts scene, and renowned museums.
- **A destination known for food and creativity** — Québec City is celebrated for its gastronomy, local crafts, creative culture, and vibrant historic districts, adding memorable value to the overall conference experience.





MORE THAN AN EXPO AND EXPERIENCE

IMAT 2026 introduces a re-engineered Expo Experience designed to maximize exhibitor ROI. Materials Solutions Expo 2026 is transforming the traditional expo into a Re-Engineered Experience with high engagement, designed to deliver real ROI to exhibitors.

The new Materials Solutions Expo is more than an exhibit hall—it's a curated, interactive environment engineered to bring qualified buyers to the expo floor with built-in traffic drivers.

- **VIP Buyer Tours** bringing qualified purchasing decision-makers directly to exhibitor booths
- **Expo-Only Time Blocks** (no competing sessions) for dedicated traffic during lunches, receptions, and breaks
- **Student competitions, live demos, and a keynote on the expo floor** to drive steady foot traffic and energy
- **A focus on networking,** engagement, and meaningful connections

One price. One package. Maximum visibility and guaranteed engagement.

10'x10' IMAT ALL-INCLUSIVE PACKAGE — $4,000

Includes:

- 10 x 10 Booth space
  - » 8 ft high drape and 3 ft side rails
  - » Gray Carpet
  - » (1) 6'x30" Table
  - » (2) Chairs
  - » 1500 watt Electrical outlet
  - » Wastebasket
- (2) Discounted Full Conference Badges
- Unlimited Expo Personnel
- VIP Complimentary Expo Passes for Customers
- Post-Event Attendee List
- Promotion and Branding pre, during and post event
- Full access to:
  - » VIP buyers on expo floor
  - » Expo-only hours
  - » Floor-wide F&B experiences
  - » Student competitions and keynote traffic drivers
- Company listing in digital expo guide

Upgrade your footprint and gain priority access to the pre-qualified VIP tour groups.

10'x20' IMAT ALL-INCLUSIVE PACKAGE — $8,000

INCLUDES *DOUBLE* THE 10X10 PACKAGE ITEMS PLUS:

- Expanded Opportunities
  - » (1) Complimentary Full Conference Badge
  - » Lead retrieval system – single license
  - » Expanded branding opportunities in tour routes



SECURE YOUR BOOTH TODAY!

EXPOSALES@ASMINTERNATIONAL.ORG

PREMIUM EXPERIENCE BOOTHS

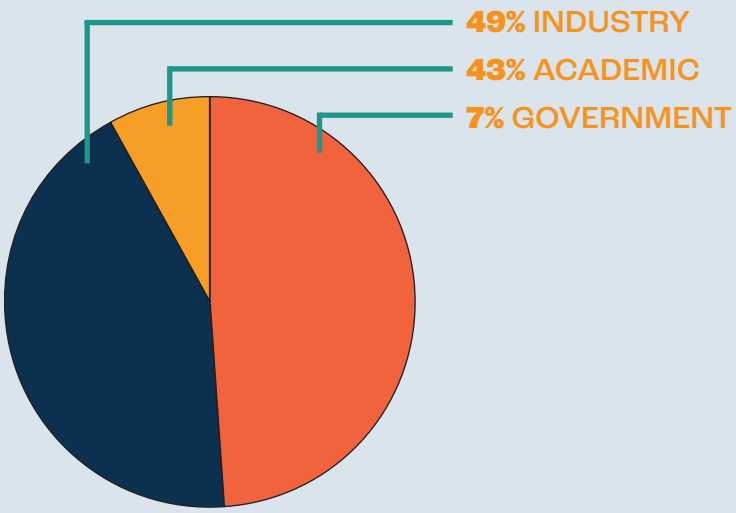
FOR COMPANIES SEEKING A HIGH-IMPACT PRESENCE, QUALIFIED LEADS, AND A BRANDED NETWORKING ENVIRONMENT THAT BECOMES A DESTINATION ON THE IMAT EXPO FLOOR.

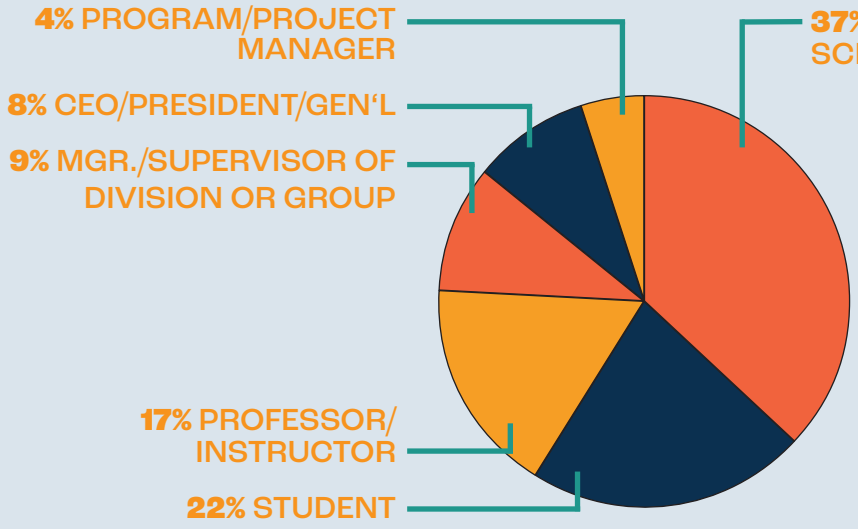
Exclusive, Limited, High-Touch, and High-ROI
IMAT Premium Experience (20‘x20‘) - $13,000

EVERYTHING INCLUDED IN THE 10 X 20 PACKAGE PLUS:

- (1) additional Complimentary Full Conference Badge (2 total)
- Lead Retrieval system – up to 5 licenses
- Curated VIP buyer tours guaranteed to stop at your booth
- Integration into F&B activations (reception stations, break stations near the booth)
- Social media spotlights + pre-event promotion
- Option for in-booth micro-sessions or demos
- Concierge support from event staff
- 3-minute elevator pitch to targeted technical session
- Full page ad in digital Show Directory
- Logo on the event website as SUPPORTER







PUT YOUR BRAND AT THE CENTER OF MATERIALS INNOVATION

WHY SPONSOR IMAT 2026?

IMAT attracts a highly engaged, technical audience actively shaping the future of materials science, engineering, and advanced manufacturing.

- » Reach a highly targeted materials audience
- » Increase brand visibility where it matters most
- » Stand out from competitors
- » Build credibility with a technical community
- » Extend your reach beyond the exhibit floor
- » Create, build & enhance brand reputation!



Highly Visible Sponsorship Opportunities...

- » Name Badge Holders
- » Registration
- » Lunch
- » Welcome Reception
- » Mobile App





CUSTOMIZED PACKAGES ARE AVAILABLE. CHOOSE SCALABLE OPPORTUNITIES ALIGNED WITH YOUR MARKETING GOALS.

EMAIL: **EXPOSALES@ASMINTERNATIONAL.ORG**

IMAT ATTRACTS A TRULY INTERNATIONAL AUDIENCE, CONNECTING MATERIALS PROFESSIONALS FROM 20 COUNTRIES AT IMAT 2025 AND OFFERING EXHIBITORS UNMATCHED GLOBAL REACH.

KEY REGIONAL ORGANIZATIONS...

Airbus Canada (Mirabel)

Bombardie

CAE

CQFA

INRS

McGill University

Métallitech

Montreal Carbide / SurfacePrep

Pratt & Whitney Canada

Solaxis

Thermetco

Université Laval

VAC AERO



IMAT 2026 Exhibit Schedule at a Glance:

**hours subject to change*

Exhibitor Set-up:

Monday, September 28: 8:00 a.m. – 3:00 p.m.
(HARD stop at 3:00 p.m.)

Exhibit Open Hours:

Monday, September 28: 5:00 – 7:00 p.m.

Tuesday, September 29: 10:00 a.m. – 6:00 p.m.

Wednesday, September 30: 10:00 a.m. – 2:00 p.m.

Exhibitor Move-out:

Wednesday, September 30: 2:00 p.m. – 8:00 p.m.

IMAT

POWERED BY:

ASM INTERNATIONAL

EDFAS Electronic Device Failure Analysis Society ASM INTERNATIONAL

FAS Failure Analysis Society ASM INTERNATIONAL

HTS Heat Treating Society ASM INTERNATIONAL

IMS International Metallographic Society ASM INTERNATIONAL

SMST Shape Memory & Superelastic Technologies ASM INTERNATIONAL

TSS Thermal Spray Society ASM INTERNATIONAL