

HI-AM ^{4th} | 2021 Conference

HOLISTIC INNOVATION IN
ADDITIVE MANUFACTURING

SPONSOR & EXHIBITOR GUIDE

JUNE 1 & 2
VIRTUAL EVENT

nserc-hi-am.ca/2021



What is HI-AM?

Additive manufacturing (AM) has the potential to change the entire manufacturing sector by 2030. Despite the recent progress in this field, there are several remaining challenges hindering the widespread industry adoption of this technology from expensive and limited metal powder feedstock to the need for increased process reliability.

The Holistic Innovation in Additive Manufacturing (HI-AM) Network has been formed to work on innovative solutions to address these challenges and to equip Canada for the era of Industry 4.0 and “digital-to-physical conversion.” With major investment from the Natural Sciences and Engineering Research Council of Canada (NSERC) and Canada Foundation for Innovation (CFI), the Network investigates fundamental scientific issues associated with metal AM pre-fabrication, fabrication, and post-fabrication processing. It facilitates collaboration between Canada’s leading research groups in advanced materials processing and characterization, powder synthesis, alloy development, advanced process simulation and modeling, precision tool-path planning, controls, sensing, and applications.

HI-AM is the first national academic additive manufacturing initiative in Canada. This Network builds the partnerships, develops the intellectual property, and trains the highly skilled individuals Canada needs to compete in this crucial arena of advanced manufacturing.

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HI-AM Conference

Launched in 2018, the HI-AM conference is the only academic conference in Canada focused exclusively on metal additive manufacturing. With over 100 additive manufacturing experts and decision-makers from academia, research institutes, industry and government participating, HI-AM 2021 is an event not to be missed.

The focus of HI-AM conference is to provide a platform for the presentation of recent R&D advancements in the field of metal additive manufacturing under 4 research themes:

1. Material development
2. Advanced process modeling
3. Process monitoring and control
4. Innovative AM processes/products

**Please join us online
on June 1 & 2, 2021
for the 4th HI-AM
Conference**

Hosted by:



**DALHOUSIE
UNIVERSITY**



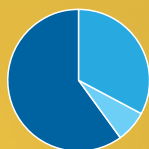
**UNIVERSITY OF
WATERLOO**

2020 HI-AM Conference at a Glance



PARTICIPATION

- 400+ delegates



■ 60% Academia
■ 33% Industry
■ 7% Government

- 250+ organizations
- 10 exhibitors
- 120,000+ website visits



EDUCATION

- 4 keynote presentations
- 55 verbal presentations
- 40 posters



NETWORKING

- 1200+ public conversations
- 700+ private conversations
- 40+ 1:1 meetings

Call for Sponsorship

The HI-AM Conference will bring together principal researchers and key decision-makers of the metal additive manufacturing field from across Canada – and the world.

Sponsors will have the opportunity to:

- Build relationships with AM decision-makers from industry and academia.
- Promote their products/services to our wide network of industrial partners.
- Expand their brand outreach through support of academic and educational events.

HI-AM PREVIOUS SPONSORS



HI-AM INDUSTRIAL AND HEALTHCARE PARTNERS



GOVERNMENT PARTNERS



NON-PROFIT AND HEALTHCARE PARTNERS

Sponsorship Packages

Benefits

NOTE: all fees are in Canadian Dollars

	Silver Package \$200	Gold Package \$400	Platinum Package \$700
Branding and Logo recognition <ul style="list-style-type: none"> 2021 HI-AM Conference website Virtual conference web app (Pathable) Information package 	Yes	Yes	Yes
Virtual Exhibition Page <ul style="list-style-type: none"> Customizable landing page with logo, description, tags, and keywords Representative profiles for exhibit staff Upload handouts, promo materials, and videos for delegate download 	Yes	Yes	Yes
Networking <ul style="list-style-type: none"> Private messaging 1:1 appointment with participants Public discussion forum in virtual exhibition page 	Yes	Yes	Yes
Online Lead Retrieval and Post-Event Data	Yes	Yes	Yes
<u>Live Tradeshow*</u> <ul style="list-style-type: none"> On-demand live video calls during dedicated tradeshow times 	No	Yes	Yes
<u>Presentation & Group Meeting**</u> <ul style="list-style-type: none"> 40-minute Zoom meeting led by exhibit staff Virtual meet up with participants Presentation and Product showcase 	No	1	2
Keynote Session Sponsorship <ul style="list-style-type: none"> Logo recognition with hyperlink to sponsor's exhibition page 	No	No	Yes
Ad Space <ul style="list-style-type: none"> Advertisement banner with hyperlink to internal or external URL on the main page of conference platform 	No	No	Yes

* Attendees can call exhibit staff into one-on-one meetings from the exhibition page during the Live Tradeshow hours. Please see the tentative conference program for the designated times.

** Two Group Meeting sessions are available on June 1 and June 2 between 1 to 1:40 pm EDT. The Platinum exhibitors will have the opportunity to present on both days of the conference. The meeting of Gold Exhibitors will be scheduled in one of the available time slots by conference staff.

NOTE: The exhibit staff must register for the event in order to be able to manage your organization's page. The registration is free of charge and opens on March 1, 2021. Please see the [conference website](#) for more information. A maximum of 5 exhibit staff per each organization is allowed.

I'D LIKE TO SPONSOR

nserc-hi-am.ca/2021/sponsors

Tentative Conference Program



All times are Eastern Daylight Time (UTC-04).
A detailed program will be available on March 1, 2021.

DAY 1 – June 1, 2021

7:40am	CONFERENCE OPENING
8:00am	SESSION 1: Metal Additive Manufacturing (Keynote Presentations)
11:20am	Poster and Exhibition Viewing Live Tradeshow
1:00pm	Exhibitor Group Meetings
1:40pm	SESSION 2: Industry Experts I SESSION 3: Industry Experts II SESSION 4: Industry Experts III
3:00pm	Birds of a Feather
4:00pm	SESSION 5: Material Development I SESSION 6: Novel AM Processes and Products I

DAY 2 – June 2, 2021

7:40am	SESSION 7: Advanced Process Modeling I SESSION 8: Process Monitoring and Control I
9:20am	Networking Break
9:40am	SESSION 9: Material Development II SESSION 10: Novel AM Processes and Products II
11:20am	Poster and Exhibition Viewing Live Tradeshow
1:00pm	Exhibitor Group Meetings
1:40pm	SESSION 11: Advanced Process Modeling II SESSION 12: Process Monitoring and Control II
3:20pm	Networking Break
3:40pm	SESSION 13: Material Development III SESSION 14: Novel AM Processes and Products III
5:20pm	Conference Closing

Exhibitor Schedule

Exhibitor training: Exhibitors and meeting moderators will have access to on-demand training videos by Pathable Inc. (Platform Provider).

Access to conference web app for exhibition page setup: May 18-24, 2021 – The virtual exhibit pages will be created by conference staff based on the information provided at the time of registration. Exhibitors can access their page to edit the information, upload more documents, and complete the list of exhibit staff in this time period.

Access to conference web app for attendees: May 25, 2021

Conference day 1: June 1, 2021

Conference day 2: June 2, 2021

End of access to conference web app: June 9, 2021

Graphics Dimension Guides

Organization Logo: PNG file of minimum 200 pixel width with transparent background

Organization Page Banner (optional): JPG or PNG file of minimum 1170 x 145 pixel size

Advertisement Banner (for Platinum Sponsors only): PNG or JPEG file of 16:9 ratio, 1200 x 675 pixel size is recommended

Online Platform Guide

In light of the COVID-19 pandemic, the HI-AM 2021 has moved online. Although it is difficult to replace the benefits of an in-person gathering, we have tried to include all aspects of our annual conference in this online event using **Pathable** virtual event platform. Enjoy two days of virtual engagement.

ONLINE HI-AM 2021 OFFERS THE FOLLOWING FEATURES:



EDUCATION

- On-demand Presentations
- Poster Sessions
- Customized Agenda
- Live Q&A



NETWORKING

- Small Private Meetings
- Discussion Forums
- Private Conversations



VIRTUAL EXHIBITION

- Virtual Tradeshows
- Live Exhibitor Presentations
- Private Conversations with Industry Representatives
- Request Product Information

General Guidelines

LOG IN AND SET UP YOUR PROFILE

- You will receive an invitation email to access the conference app. The invitation will be sent to the email that you used to register for the HI-AM 2021 Conference.
- If you have a problem logging in, please contact the app provider by clicking on the **GET SUPPORT** button on the login page.
- Set up your password and complete your profile using the following sections:
- **PROFILE (A)** allows you to complete your information and upload your photo. You can edit your profile information and settings later using the **ACCOUNT** button on the top bar and selecting **EDIT MY PROFILE**.
- **WANT TO MEET (B)** allows you to access the private list of people you would like to meet during the conference.
- **PREFERENCES (C)** allows you to disable notifications and hide your profile. See Notes 1, 2 and 3.

NOTES:

1. You will receive notification emails when you have messages, meeting requests, etc. To disable notifications, click the checkbox next to **Do not send me any email**.
2. Your contact information will not be displayed on your profile. If you would like to completely hide your profile, click the checkbox next to **Hide my profile from other attendees**.
3. If you request information from exhibitors, your email address and other contact information added to your profile will be shared with them, even if you have opted not to share your contact information with exhibitors during registration. Requesting information is similar to allowing exhibitors to scan your badge at an exhibition.

The screenshot shows the profile setup interface for a user named 'Test User' from the University of Waterloo. The top navigation bar includes links for Home, Schedule, People, Exhibition, Conversations, and Account. The user's profile is displayed with a placeholder photo and a purple 'ATTENDEE' tag. Below the profile, three main sections are highlighted: 'A' Profile, 'B' Want to Meet, and 'C' Preferences. The 'Profile' section (A) contains a photo upload area with a 'CHANGE PHOTO' button and instructions to upload a 300x300px image. The 'Email' and 'Password' fields are visible, with a 'CHANGE PASSWORD' button. The 'Name' field is split into 'Test' and 'User' segments, with a 'Credentials' button. The 'Want to Meet' section (B) is empty. The 'Preferences' section (C) includes fields for 'Title', 'Company', 'Phone Number', 'Description', and 'Tags'. A note indicates that phone numbers are only shared with exhibitors who allow badge scanning. The 'Tags' field has a dropdown menu with the option 'Select an option or enter your own...'.

Guidelines for Exhibitors

VIRTUAL EXHIBITION PAGE AND AVAILABLE FEATURES

- Exhibitor organizations have their own landing page within the conference web app. Attendees can enter the exhibition area by hovering over **EXHIBITION** in the top bar and selecting **EXHIBITORS**. It is also accessible from the Exhibition section of the main page.
- Videos, links, and uploaded files are accessible from the **LINKS** and **FILE** sections (A). Attendees can download the digital brochures and handouts.
- Attendees who would like more information from exhibitors can click on **LEAVE YOUR CARD** (B) button. You can contact the attendees who have requested more information directly from the **LEADS** section of your organization's profile (see [Set up Your Exhibition Page](#)).
- By clicking on the profile pictures of the exhibit staff (C), attendees can set up one-on-one Zoom meetings with them during the conference.
- Attendees can call the available exhibit staff by clicking on the **TALK NOW** button (D) during the Virtual Tradeshow sessions. The tradeshow times will be visible on the main agenda of the conference as well as the organization's page along with a countdown timer to the next session.

NOTE: This feature is only available to Gold and Platinum Sponsors.

The screenshot displays the exhibitor page for the Multi-Scale Additive Manufacturing (MSAM) Laboratory. The page is structured with a top navigation bar, a main content area, and a right sidebar. The main content area includes a description of the lab, a video player under the 'Links' section, and a 'File' section for downloading brochures. The right sidebar features interactive buttons for 'WANT TO MEET', 'MANAGE', and 'LEAVE YOUR CARD' (labeled B), a 'TALK NOW' button (labeled D), and a list of exhibitor staff members (labeled C) with their profile pictures and names.

Guidelines for Exhibitors

SET UP YOUR EXHIBITION PAGE

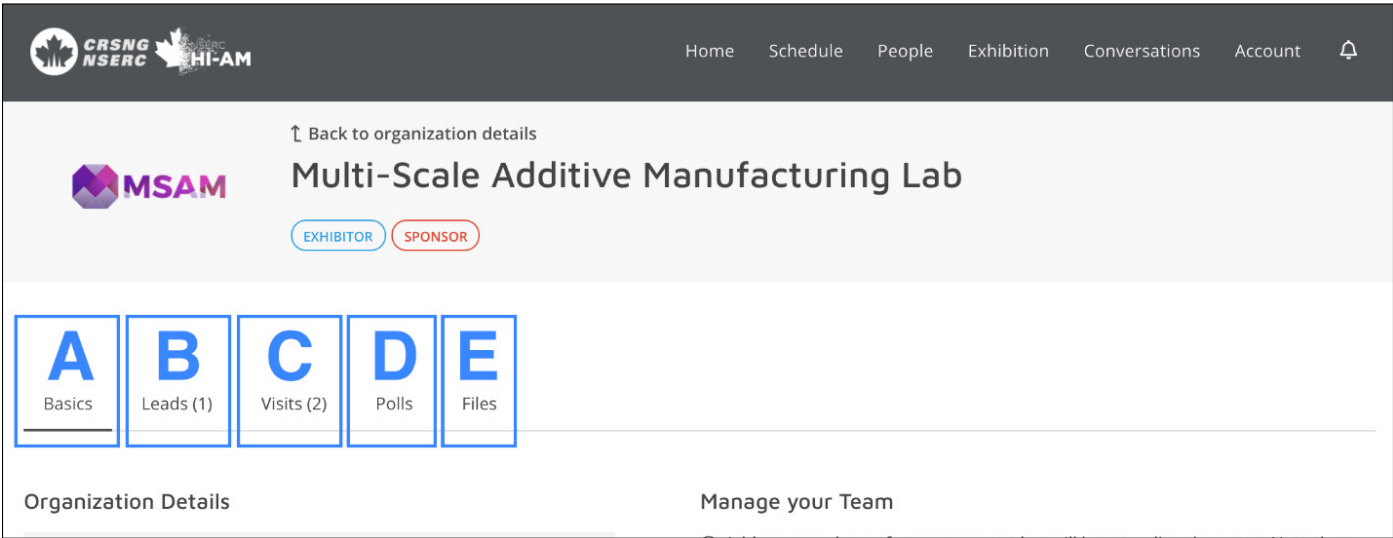
Organizations have their own landing page within the conference app, with a number of customizable areas. You must be logged in to the app as an exhibitor to make edits to your page.

Click the **MANAGE** button in the upper-right corner of your page. On the Manage menu, there are a number of tabs on the left:

- **BASICS (A)** allows you to edit the Organization's details: Name, logo, Description, and tags/keywords. On the right, the **MANAGE YOUR TEAM** area allows you to add/remove registered members to your team. Team members have management access.
- **LEADS (B)** lists information about attendees who would like more information from you.

You are able to download the leads. Click on the three-dots button on the right to view lead details, view sender's profile, and directly contact the sender.

- **VISITS (C)** lists information about attendees who have visited your page. Please note that these are not inquiries or hard leads and should not be treated as such. You are able to download the list of visitors or contact them from this tab.
- **POLLS (D)** allows you to configure interactive polls for attendees.
- **FILES (E)** allows you to upload files such as handouts, brochures etc. that attendees can then download.



Basics Leads (2) Visits (0) Polls Files

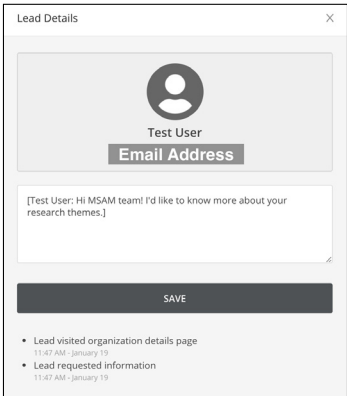
ⓘ These are attendees who have specifically requested information about your company or were scanned. DOWNLOAD LEADS

Name	Company	Scanned by	Visits	Notes	Scanned Date
Test User			1	[Test User: Hi MSA...	
Farzad Liravi	University of Waterloo		20	[Farzad Liravi: [Farz...	

...

- Open lead details
- View profile
- Send message
- Schedule meeting

A view of the leads tab (B)



A sample lead

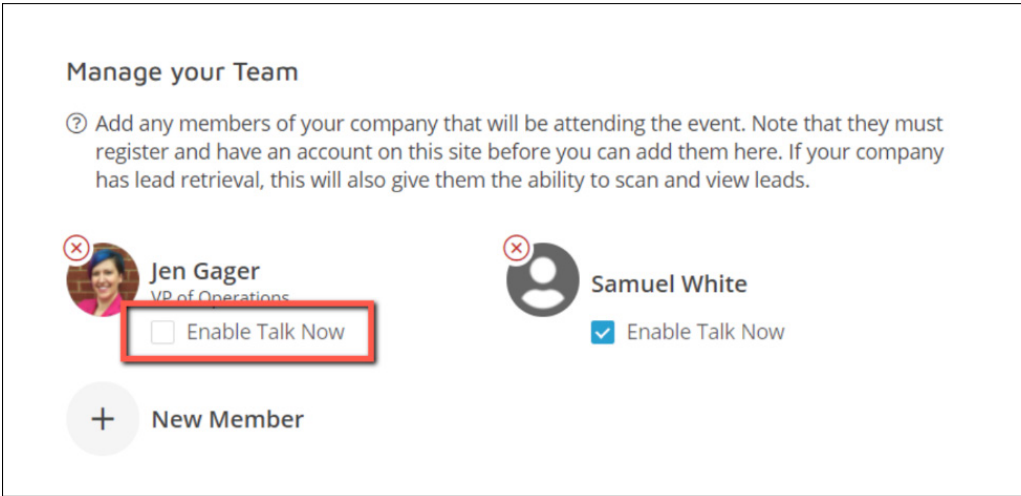
Guidelines for Exhibitors

CONFIGURE TALK NOW FOR VIRTUAL TRADESHOW

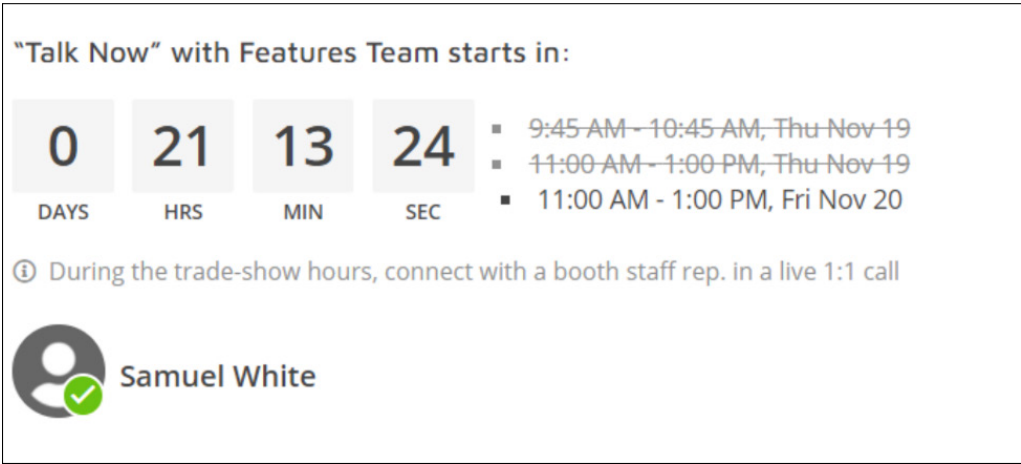
Grant Talk Now Privilege

The Virtual Tradeshow is available to Gold and Platinum Sponsors. Attendees can connect with the available exhibit staff in a live 1:1 Zoom call during the Virtual Tradeshow times. Only staff members of your organization with Talk Now enabled will be able to accept Talk Now calls. To grant Talk Now privileges to staff members:

1. Navigate to **MANAGE YOUR TEAM** under **BASICS** tab of your organization (see Set Up Your Exhibition page).
2. Select the checkbox for all staff members that should have Talk Now abilities.



Staff members enabled for taking Talk Now calls will be listed in the Talk Now section of your Organization Page with a green check mark next to their name.

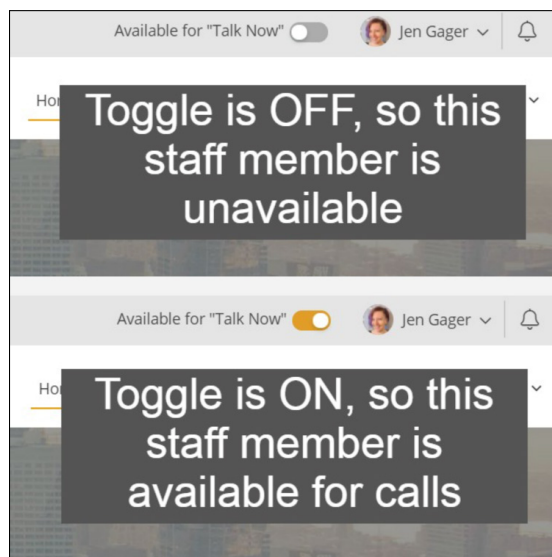


Guidelines for Exhibitors

CONFIGURE TALK NOW FOR VIRTUAL TRADESHOW continued*

Availability Status

Each staff member can manage their availability status on the app header. A staff member must have Talk Now turned on to be in the call rotation during a Virtual Tradeshow session by sliding the toggle at the top of the page from off to on. Staff members will always start with Talk Now turned off and must manually turn their availability on, to indicate that they are ready to accept calls.



Call Routing

Talk Now calls are routed in a round-robin fashion among all staff members who are set to *Available*, to provide a fair distribution of calls among all organization staff members.

The next call is routed to the staff member that is **Available** and has the lowest amount of calls taken so far. In cases where there is more than one staff member available, the one first on the list is selected.

If the staff member does not pick up within the pick up threshold time (90 seconds), then the call is routed to the next person, applying the same 3 rules as before.

If no one picks up in the incoming pick up time (the default is 270 seconds), the caller is given the choice to either schedule a private meeting or create a written message, which will be delivered to the organization's staff members.

Taking a Call

Calls can be accepted from any page within the conference platform. The system notifies a staff member of an incoming call by displaying a popup message, with options to accept or decline, and playing a ringtone. Declining the call will send the caller to the alternative contact options (make a meeting or leave a written message), whereas accepting the call will instantly trigger the following display:

- A Zoom video call, in "theater mode"
- A sidebar with a Notes field; notes will be saved, along with the call record, as a lead in the Organization's Leads menu.

NOTE: When the staff member ends the call, they are set to Unavailable so that they may complete any notes before returning to the page they were on before accepting the call. The staff member must make themselves available again before they will receive another call.

* The instructions provided in this section are taken from the Pathable Knowledgebase:
support.pathable.com

Guidelines for Exhibitors

CONFIGURE GROUP MEETINGS

The Gold and Platinum Sponsors will have the opportunity to lead group meetings during the conference. **Zoom** is used to host these group meetings.

Preparation Before the Event

We recommend getting your machine set up at least several days prior to your presentation.

1. Install and set up “**Zoom Client for Meetings**” from zoom.us/download.

NOTE: On Mac computers (see Figure A), you may need to update your security settings if you wish to share your screen during your presentation. You can do this through System Preferences > Security & Privacy > Privacy > Screen Recording. Check the option for zoom.us.

For more information, see support.zoom.us/hc/en-us/articles/360016688031

2. Use the access link provided by the conference staff to sign in to your account on the virtual event site and complete your profile.
3. Approximately 20 minutes prior to your presentation, use the menu at the top of the page to visit the agenda, find the **EXHIBITORS PRESENTATION SESSION** and click on your video room.
4. Click the **MANAGE** button in the upper right.
5. Click **START** if you are the primary speaker with responsibility for “starting” the meeting.

This will launch the Zoom meeting application and enters you into the presentation area. During this time, you will be able to see and hear other presenters, and they will be able to see and hear you. However, the attendees will not be able to join the meeting until one minute before the scheduled start time.

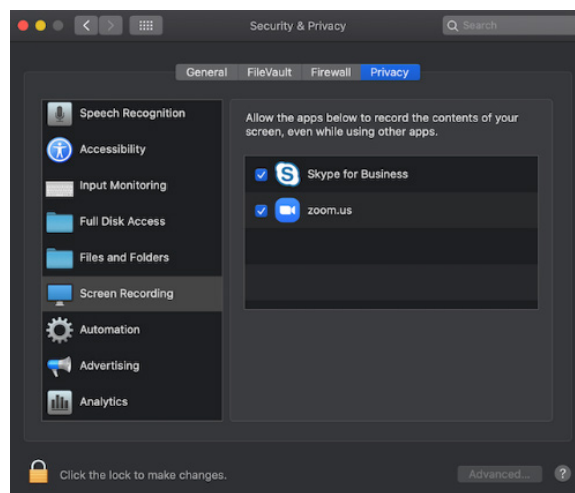
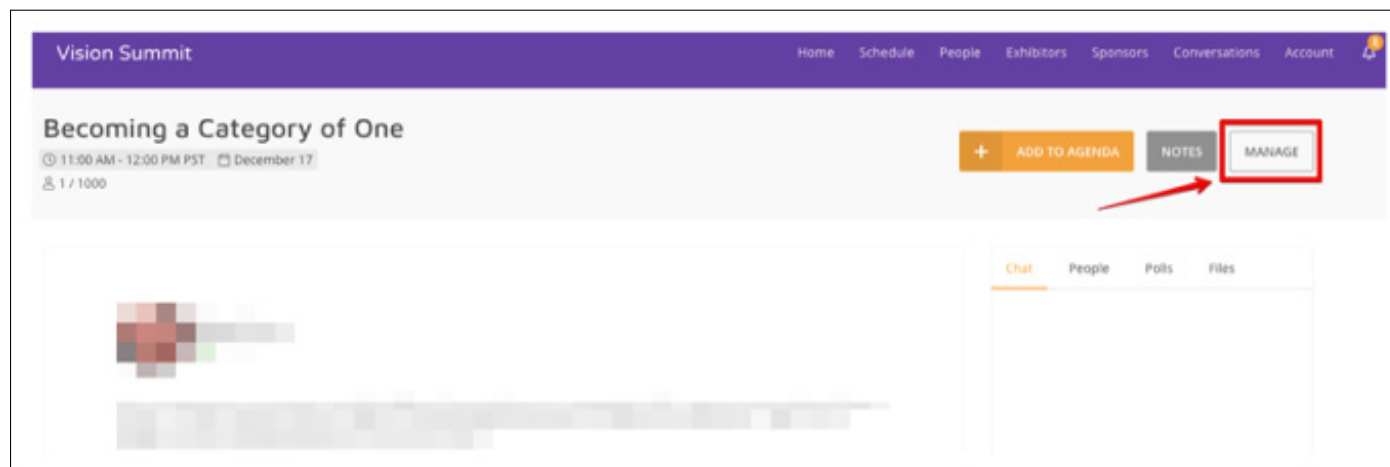


Figure A



Guidelines for Exhibitors

CONFIGURE GROUP MEETINGS continued*

Using Zoom Controls

The Zoom toolbar will appear once you have launched the Zoom application. It consists of the following controls:




- **MUTE:** allows you to silence yourself or participants. Use this if someone else is talking and the system's natural echo cancellation is not working. The up-arrow next to **MUTE** can be used to select your audio input (e.g., switch from your computer's microphone to a headset).
- **START VIDEO:** This allows you to turn on your webcam. The up-arrow next to **START VIDEO** will also give you access to the virtual background feature.
- **PARTICIPANTS:** Allows you to see the names of the people watching.
- **SHARE SCREEN:** Allows you to share what is displayed on your monitor with viewers. If you have dual monitors, you can select which monitor to display and which to reserve for your reference and notes.
- **BREAKOUT ROOMS:** Allows you to prepare breakout rooms within a Zoom meeting and let your attendees choose the room they'd like to visit.

* The instructions provided in this section are taken from the Pathable Knowledgebase: support.pathable.com

TECHNICAL SUPPORT

Technical support is available throughout the conference for exhibitors. Contact us at fliravi@uwaterloo.ca if you have any technical difficulties.



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