

DENVER X-RAY CONFERENCE®

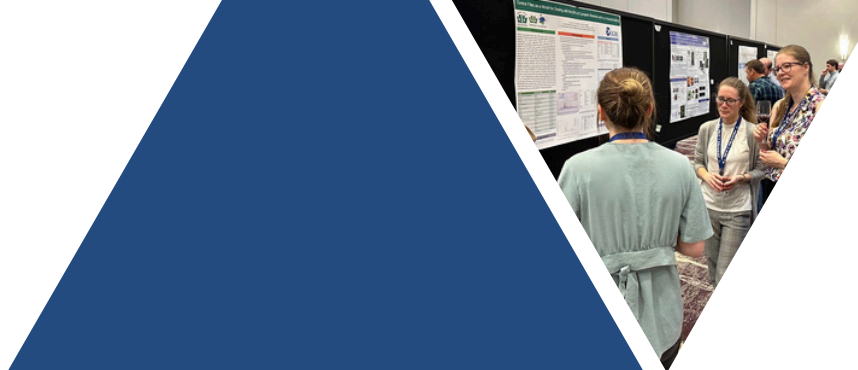
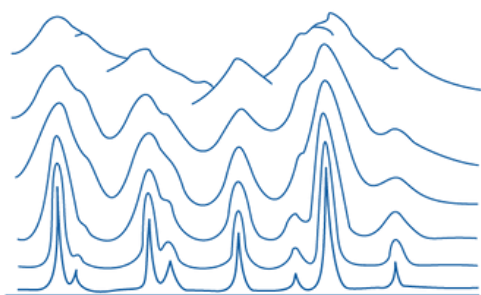


EXHIBIT & SPONSORSHIP OPPORTUNITIES

Conference:

4 - 8 August 2025

Exhibit:

4 - 7 August 2025

**Bethesda North Marriott Hotel
and Conference Center**

Rockville, Maryland, USA





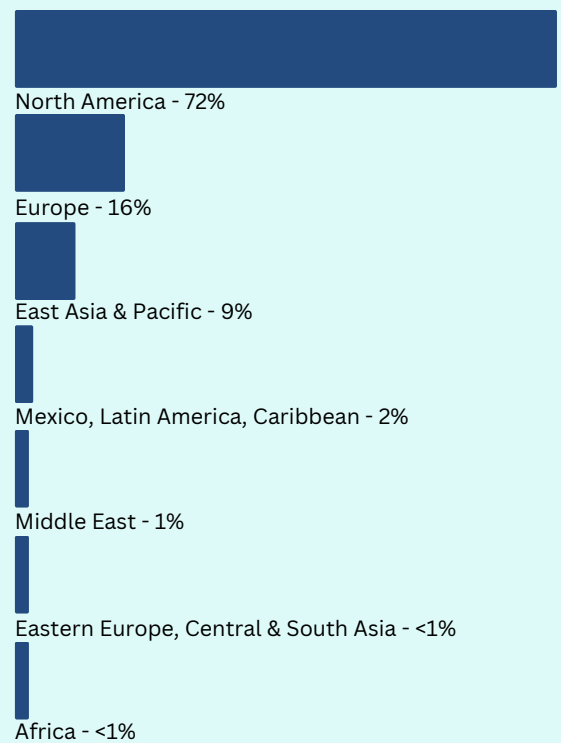
DXC 2025

JOIN US AS DXC RETURNS TO MARYLAND.

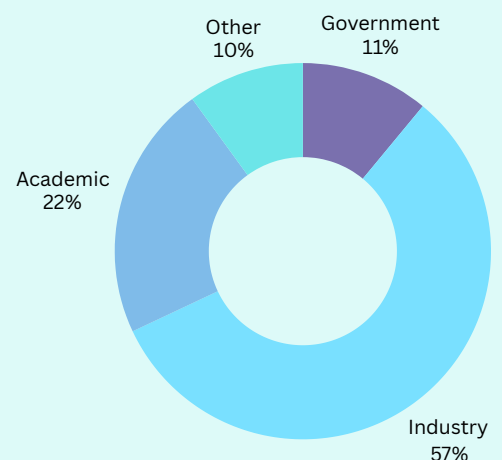
Attendees of the world's largest X-ray conference have access to workshops, sessions, and exhibits on the latest advancements in XRD and XRF. Workshops are run by experts who provide training and education on many practical applications of X-ray fluorescence and X-ray diffraction techniques for the study of materials. DXC provides a unique mixture of sessions on training, education, and applications, including state-of-the-art techniques and future developments in X-ray analysis. Attendees also have the opportunity to visit with the top manufacturers in the XRD & XRF fields.

EXHIBIT AT DXC 2025 TO STRENGTHEN CURRENT RELATIONSHIPS AND GENERATE NEW LEADS.

DXC attendees come from around the world:



From many different affiliations:



Based on the past 5 in-person conferences.

EXHIBIT INFORMATION

BOOTH FEE

Booths at the Denver X-ray Conference are 8' deep x 10' wide, linear booths only (no end caps or islands). The cost per booth is \$2,600 USD. Booths will be assigned on a first-come / first-served basis, excluding sponsors who receive preferential booth space. Please return your Exhibit Booth Application Form without delay. Because of the competitive nature of booth assignments, we will not reserve booth space for any company without payment. Exhibits will be held in the Grand Ballroom. The ballroom is carpeted and the ceiling height is 23'.

BOOTH FEE INCLUDES

- Standard Pipe & Drape Booth Structure (8' high back wall and 3' high side drapes). Linear booths only.
- 7" x 44" identification sign with your company name and booth number
- Wireless internet access in the exhibit hall
- Waived registration fee for three exhibit personnel per booth, who **do not** have an oral or poster presentation*; three complimentary copies of the Onsite Program and access to all workshops and sessions; coffee breaks and evening receptions.
- Electronic copy of the 2025 DXC attendee list (distributed in Excel format at the conclusion of the conference)

*Presenters must register for the conference for an additional fee of \$375 (if registered by 1 July) / \$400 (after 1 July). This does not include presentations in the commercial session, New Developments in XRD & XRF Instrumentation. Register online at www.dxcicdd.com.

SHOW DECORATOR

ICDD has contracted the services of Viper Tradeshow Services. Once your application form has been received and processed, information regarding booth decorations, truck access, shipping, set-up and tear-down details, etc, will be sent to you from Viper Tradeshow Services through their online service kit.

RADIATION SAFETY

It is suggested that exhibitors NOT have X-rays in booths. If you require X-rays, please indicate this on your application form. Information forms regarding Maryland radiation safety regulations and requirements for certification will then be sent to you.

CANCELLATION POLICY

Cancellations received by 4 June 2025 will receive a refund for one-half of the booth fee. There will be no refund for booths cancelled after 4 June 2025.

SCHEDULE

Exhibitor Set Up

Sunday, 4pm - 8pm+ | Monday, 8am - 4pm^

+Viper will not be onsite to assist unless pre-arranged.

^Viper will be onsite until 4pm to assist.

Exhibit Hours

Monday, 4:30pm - 7pm* | Tuesday, 10am - 7pm*

Wednesday, 12pm - 6pm^ | Thursday, 10am - 1pm

*Poster Sessions will be held in the Exhibit Hall on Monday and Tuesday Evening from 5 - 7pm.

^Exhibitor Happy Hour will be held in the Exhibit Hall on Wednesday Evening from 5 - 6pm.

Exhibitor Tear Down

Thursday, 1pm - 6pm

POWER REQUIREMENTS

Power requirements will be handled by The Bethesda North Marriott Hotel & Conference Center. A form asking for your requirements will be included in the online kit that you will receive from Viper Tradeshow Services.

GUEST PASSES

One-day, Exhibit Hall Only, guest passes are available for \$275 each. If you would like a customer to visit during your exhibition, please visit the conference registration desk. All attendees must have a badge to enter the exhibit hall.

APPLICATION PROCESS

- Submit an Exhibit Application Form and complete a payment method. Exhibit booths are assigned on a first-come / first-served basis and must be accompanied by full payment. Platinum & Gold Sponsors are given the preferred choice if the sponsorship application is received by 25 March 2025.
- Once the application is processed, booth space is assigned, and a contract for your specific space will be emailed to you.
- Viper Tradeshow Services will send you a link to their online kit.
- All exhibitors will be required to submit a Certificate of Insurance.
- Exhibitor attendance forms are due on 1 July 2025.
- If you need additional information contact Stephanie Jennings at sjennings@icdd.com or 610.325.9814 ext. 163.

DENVER X-RAY CONFERENCE®

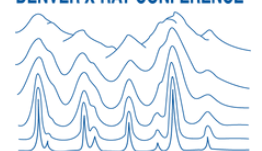
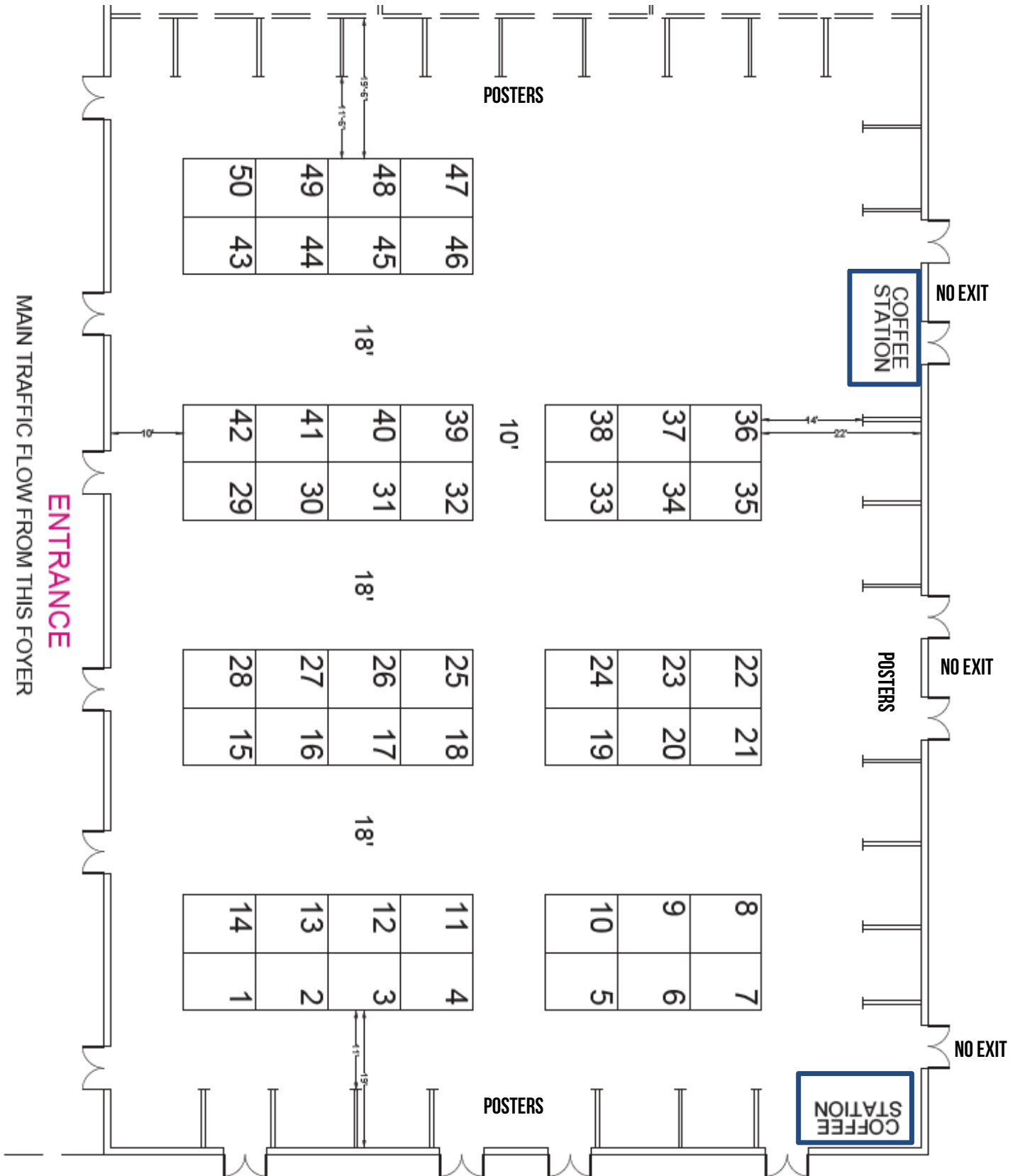


EXHIBIT FLOOR PLAN





DENVER X-RAY CONFERENCE

74th Annual Conference on Applications of X-ray Analysis

4 - 8 August 2025 • The Bethesda North Marriott Hotel & Conference Center, Rockville, Maryland, USA

EXHIBITOR REGISTRATION FORM

The booth fee includes free registration for three exhibit personnel per booth, who do not have an oral or poster presentation during the conference*. Registered exhibit personnel are welcome to attend all workshops and sessions. *Presenters must register for the conference for an additional fee of \$375 (if registered by 1 July) / \$400 (after 1 July). This does not include presentations in the commercial session, New Developments in XRD & XRF Instrumentation. Register online at www.dxcicdd.com.

PLEASE TYPE THE FOLLOWING INFORMATION AS IT SHOULD APPEAR ON BADGES:

Name of Company as it should appear on badge(s):

BOOTH 1:

Full Name: Email:

Full Name: Email:

Full Name: Email:

BOOTH 2:

Full Name: Email:

Full Name: Email:

Full Name: Email:

BOOTH 3:

Full Name: Email:

Full Name: Email:

Full Name: Email:

BOOTH 4:

Full Name: Email:

Full Name: Email:

Full Name: Email:

Return Registration Form By 1 July 2025 to: Stephanie Jennings, sjennings@icdd.com.

SPONSORSHIP OPPORTUNITIES

Sponsorships and marketing options are open to Exhibiting Companies only.

DXC WEBSITE

COMPANY LOGO ON DXC WEBSITE

INVESTMENT: \$450 USD

Place your logo in front of DXC website visitors for the months leading up to the conference. Your logo will be shown from the time of purchase and approval to 1 October 2025 on the DXC homepage. Recommended image dimensions: 250x250px.

CUSTOM BANNER ON DXC WEBSITE

INVESTMENT: \$750 USD

Secure your space on the DXC website and add a custom company banner to the DXC homepage slide deck. Your banner will be shown from the time of purchase and approval to 1 October 2025. Recommended image dimensions: 1200px x 400px, 300dpi.

CONFERENCE APP

LOGO BANNER AD IN CONFERENCE APP

INVESTMENT: \$300 USD

Advertise to all registered DXC attendees! Your logo will rotate at the bottom of the home, agenda, and profile screens of the Whova Event App. The banner ad can link to your chosen URL. Recommended image dimensions: 700px x 210px.

CONFERENCE APP PUSH NOTIFICATION

INVESTMENT: \$200 USD

Have your marketing message in front of DXC attendees with a push notification sent to all attendee app users. Limited to one push notification per day, one per exhibitor.

ADVERTISEMENTS

ADVERTISEMENT IN ONSITE PROGRAM

The printed Onsite Program is provided to all attendees onsite and contains details about the scientific program, schedule, exhibitors, and general information to help navigate the conference. The sponsor must supply a **digital advertisement** by 1 July 2025. Full specifications will be sent following purchase.

TWO-PAGE PROGRAM AD

INVESTMENT: \$1,000 USD

ONE-PAGE PROGRAM AD

INVESTMENT: \$750 USD

HALF-PAGE PROGRAM AD

INVESTMENT: \$500 USD

ADVERTISEMENT PLACED IN ATTENDEE BAGS

INVESTMENT: \$800 USD

Full-page, double-sided, color advertisement placed in the attendee conference bags. Grab the attendees' attention when they check in for the conference and entice them to visit your booth. The sponsor must supply 500 copies of the advert by 1 July 2025, shipped to ICDD Headquarters.

EXHIBIT FLOOR STICKER

INVESTMENT: \$450 USD

Full-color, 2'x2' square sticker placed on the floor in front of your booth. Sponsor to provide camera-ready artwork, specifications will be sent after purchase.



SPONSORSHIP OPPORTUNITIES

Sponsorships and marketing options are open to Exhibiting Companies only.

CONFERENCE ENHANCEMENTS

WIFI ACCESS SPONSOR

INVESTMENT: \$2,500 USD (CLAIMED)

An opportunity to set the WiFi password for constant name recognition by all attendees at the conference. Your logo will also be featured on signage for accessing the WiFi and on the DXC website. Only one (1) sponsorship is available, first-come / first-served.

POSTER PRESENTATION AWARD

INVESTMENT: \$500 USD

An opportunity to create, sponsor, and judge a Poster Award. The sponsor will decide the award criteria, who will be eligible to win, and the prize (sponsor to provide, max \$300 value). The award will be advertised, along with the company logo, on the DXC website leading up to the conference. Your company representatives will decide on the winner during the XRD or XRF Poster Session and announce the winner at the conclusion of the session.

ATTENDEE PROMO ITEM GIVEAWAY

INVESTMENT: \$500 USD

Distribute your small, branded promo item to all attendees as they check-in at DXC. Give out anything from hand sanitizer, buttons, pens, key chains, etc. The sponsor provides promo item. Suggested quantity: 500.

PLENARY SESSION ENHANCED COFFEE BREAK

INVESTMENT: \$1,500 USD (CLAIMED)

Take this **exclusive** opportunity to place your company logo front and center as attendees break for coffee during the Plenary Session at DXC 2026! Included - Coffee, Tea, and Assorted Pastries. Sponsorship includes "thank you" signage with the sponsor logo in the break area. Also includes - Company Logo on DXC Website. Interested in providing promotional items during your exclusive break? Items can be provided by sponsoring company and placed in the break area. The break will take place Wednesday morning. Only one (1) sponsorship is available, first-come / first-served.

"AFTERNOON ENERGIZER" BREAK

INVESTMENT: \$6,000 USD (EXCLUSIVE)

Take this **exclusive** offer to place your company logo front and center as attendees relax and prepare for their upcoming sessions with the "Afternoon Energizer" break! Included - Coffee, Tea, Soft Pretzel Bites, Yellow Mustard, Pimento Cheese Dip, Whipped Boursin Spread, Assorted Crackers, Baguette, and Credite Vegetables. Sponsorship includes "thank you" signage with the sponsor's logo in the break area. Company Logo on DXC Website, Company Logo on All Printed Materials, and a half-page advertisement in DXC program. Interested in providing promotional items during your exclusive break? Items can be provided by sponsoring company and placed in the break area. The break will take place during the afternoon coffee break on Tuesday in the exhibit hall. Only one (1) sponsorship is available, first-come / first-served.

SPONSORSHIP PACKAGES

Platinum Level Sponsor - \$10,000	Gold Level Sponsor - \$5,000	Silver Level Sponsor - \$2,500
Four Additional Conference Registrations	Two Additional Conference Registrations	One Additional Conference Registration
Two-page Advertisement in Onsite Program	One-page Advertisement in Onsite Program	One-page Advertisement in Onsite Program
Company Logo on DXC Website	Company Logo on DXC Website	Company Logo on DXC Website
Company Logo on All Printed Materials	Company Logo on All Printed Materials	Company Logo on All Printed Materials
Preferred Choice on Booth Preferences	Preferred Choice on Booth Preferences	
Exhibit Floor Sticker	Exhibit Floor Sticker	
Poster Presentation Award	Poster Presentation Award	
Logo Banner Ad in Conference App	Logo Banner Ad in Conference App	
Two Email Blasts - Four and Two Weeks Prior		
Logo on Attendee Bag		
Custom Banner on DXC Website		
One Conference App Push Notification		

If you have an idea for something not listed above, let us know. We are happy to work with our sponsors!



DENVER X-RAY CONFERENCE

74th Annual Conference on Applications of X-ray Analysis

4 - 8 August 2025 • The Bethesda North Marriott Hotel & Conference Center, Rockville, Maryland, USA

SPONSORSHIP APPLICATION FORM

Sponsorships will be assigned on a first-come / first-served basis. There is limited availability, so please don't delay. Platinum and Gold sponsors must return this form by 25 March 2025, in order to receive preferential booth space.

Full Name:

Mailing Address:

Email:

Phone:

PLEASE CHECK THE OPTION(S) THAT YOU WOULD LIKE TO SPONSOR:

Platinum Level Sponsor - \$10,000 USD

Gold Level Sponsor - \$5,000 USD

Silver Level Sponsor - \$2,500 USD

EXCLUSIVE "Afternoon Energizer" Break (1 available) - \$6,000 USD EXCLUSIVE

Plenary Session Enhanced Coffee Break (1 available) - \$1,500 USD **CLAIMED**

WiFi Access Sponsor (1 available) - \$2,500 USD EXCLUSIVE **CLAIMED**

Company Logo on DXC website - \$450 USD

Custom Banner on DXC Website - \$750 USD

Logo Banner Ad in Conference App - \$300 USD

Conference App Push Notification - \$200 USD

Two-Page Advertisement in Onsite Program - \$1,000 USD

One-Page Advertisement in Onsite Program - \$750 USD

Half-Page Advertisement in Onsite Program - \$500 USD

Advertisement Placed in Attendee Bags - \$800 USD

Exhibit Floor Sticker - \$450 USD

Poster Presentation Award - \$500 USD

Attendee Promo Item Giveaway - \$500 USD

Payment Information:

Total Amount Due:

Method of Payment:

Credit Card: Please see "Pay by Credit Card" under the Products tab on the [ICDD website](#) for credit card instructions. Please type "Company Name" and "DXC Sponsorship" in the "Invoice #" section.

Request an Invoice: ICDD Business Department will send you an invoice for payment.

PLEASE COMPLETE APPLICATION FORM AND PAYMENT AND RETURN TO:

Email: sjennings@icdd.com

Mail: ICDD Conference Services Dept., 12 Campus Blvd., Newtown Square, PA 19073-3273

Questions or Concerns: Contact Stephanie Jennings - sjennings@icdd.com / 610-325-9814 ext. 163

Cancellation Policy: No refund will be issued if sponsorship is canceled.

EXHIBITORS' RULES AND REGULATIONS

1. The purpose of the exhibits at the 2025 Denver Conference is to display systems, equipment, and accessories pertinent to X-ray applications and to share relevant information. Any exhibit or promotional activity that does not fall within the scope of this purpose will be subject to ejection at the discretion of the ICDD. Under these conditions, no return of booth fees will be made.

2. Arrangement of Exhibits: Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor to hide or interfere with other exhibits. No partitions other than the side rails provided by the Conference decorator will be allowed unless specifically approved in writing by the ICDD.

3. The booth fee includes free registration for **three personnel per booth**, who **do not** have an oral or poster presentation during the conference*. Registered exhibit personnel are welcome to attend all workshops and sessions. A list of names of your exhibit staff, signed by the exhibit manager, must be submitted to ICDD's Conference Services Dept., no later than 1 July 2025. Anyone wishing to be added to this list after 1 July 2025 may be charged the regular registration fee. ***Presenters must register for the conference for an additional fee of \$375 (if registered by 1 July) / \$400 (after 1 July). This does not include presentations in the commercial session, New Developments in XRD & XRF Instrumentation. Register online at www.dxcicdd.com.**

4. Space assigned to an exhibitor may be moved at the discretion of the ICDD to affect balance against congestion, to resolve exhibitor incompatibility problems, or for other reasons deemed sufficient by the ICDD. An exhibitor may not assign, transfer, or sublet space to another party under any circumstances.

5. ICDD reserves the right to eject any exhibit that because of noise, safety hazards, or other prudent reasons, becomes objectionable. Under these conditions, no return of booth fees shall be made.

6. **No soliciting for business shall be permitted in aisles or other exhibitors' booths or elsewhere than in the exhibitors' own booth. Samples, catalogs, pamphlets, and publications may only be distributed by exhibitors within the confines of their own booths. No exhibitor will be permitted to give away premium items unless they are products manufactured by the exhibitor as a proof of their methods, or to conduct any prize drawings, awards for the signing of names and addresses, or other extraordinary promotional activities without first obtaining written permission from ICDD.**

7. Competing events are highly discouraged. Exhibitors are asked not to schedule private activities or functions during the technical program or exhibit hours. Exhibitors holding private functions at the host hotel are asked to inform ICDD of their event before the conference. Fees may apply.

8. Federal, state, and city fire laws must be strictly observed. Combustible decorations cannot be used in any manner by an exhibitor. All packing containers, excelsior, and similar materials must be removed from the exhibition area upon completion of the booth set-up. It is expected that the bulk of the packing material, extra instrumentation, etc., will be removed by the decorating service, but exhibitors may be requested to assist. The exhibitor is restricted in materials used to those which would pass fire inspection. Drapes and curtains must also be flameproof. No decorations of paper, pine boughs, leafy decorations, tree branches, or other highly flammable materials will be allowed. Volatile or inflammable oils, gases, unprotected picture films, other explosives or inflammable matter, or any hazardous materials or substances prohibited by the city departments or insurance authorities will not be permitted in the exhibit areas. Likewise, all electrical work and electrical wiring must be approved and installed in accordance with regulations established by the Underwriters' Code. Aisles and fire exits must not be blocked by exhibits.

9. Neither the Conference nor ICDD or any of its directors, officers, employees, or representatives (collectively, "Conference Personnel") shall be responsible for the security of exhibitor property. Exhibitors should keep an attendant in their booth(s) during all open hours. Please note that the Westminster Ballroom will be locked outside exhibit hours but is no guarantee against theft or vandalism. Exhibitors should carry insurance against these risks.

10. Neither the Conference nor Conference Personnel, the host hotel or its personnel, or their respective affiliates, agents, employees, successor and assigns ("Indemnified Persons") can be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's employees or property, however caused. In addition, the exhibitor must assume responsibility for damages to Indemnified Persons by reason of acts or omissions of the exhibitor, its agents or employees, and shall indemnify, defend and hold Indemnified Persons harmless from all liability, costs, and expenses (including legal fees) that might ensue from any cause whatsoever, including without limitation damage to property, physical injuries or disease, and liability for any noncompliance with applicable laws and regulations.

EXHIBITORS' RULES AND REGULATIONS

11. The 2025 Denver Conference staff, the host hotel, and the Conference decorator will cooperate fully, but cannot take responsibility for damage to exhibitors' property, lost shipments, either coming in or going out, or for moving costs. Any damage due to inadequately packed property is the exhibitor's own responsibility. If the exhibit fails to arrive, the exhibitor will be, nevertheless, responsible for booth fees and no refund will be made. Exhibitors' insurance should guard against these risks.

12. Exhibitors shall carry General Liability insurance with minimum limits of \$1,000,000 per occurrence/\$2,000,000 general aggregate. Exhibitors shall deliver to ICDD Certificates of Insurance, evidencing such coverage, naming ICDD as the additional insured. The certificates shall be delivered along with the contract in order to validate the contract.

13. ICDD shall not be responsible for furnishing utilities, services, supplies, labor, special tools (including hand trucks), parking or storage, or for the inadequacy, suspension or lack thereof, or for arrangements made between the exhibitor and the Conference decorator. Such arrangements may be made with the host hotel or coordinated through the Conference decorator.

14. Nothing shall be pasted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the exhibition area or furniture. Exhibitors violating this regulation are expressly bound at their expense to repair such damage to property as they may cause.

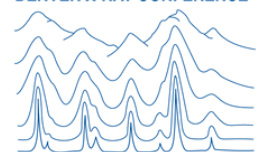
15. Move-in and set-up for exhibitors will take place Sunday, 3 August from 4pm - 8pm+; Monday, 4 August from 8am - 4pm[^]. Set-up is to be completed by 4pm, Monday, 4 August, except for hand-carried items which may be set up later.
+Viper will not be onsite to assist unless pre-arranged.
[^]Viper will be onsite until 4pm to assist.

16. It is suggested that if floodlights are necessary to illuminate an exhibit, the exhibitor should rent them from the Conference decorator or bring their own. In many cases, lighting in the exhibit area is limited; therefore it may be prudent to have flood lamps.

17. Tear-down will commence at 1pm Thursday, 7 August 2025. Exhibitors must agree not to dismantle booths nor do any packing before this time.

18. The exhibitor's submission of signed contract forms constitutes its application for exhibition space and does not assure acceptance, which may be withheld or withdrawn by ICDD at its discretion. Applications may be rejected if not received by 4 June 2025. Acceptance of an application is affected upon ICDD's execution and delivery of a contract, and confers a revocable, non-transferable license of exhibition space. The grant of this license may not be construed as conferring on the exhibitor or its products or services any sponsorship or approval by, or affiliation with, ICDD or the Conference.

19. ICDD may add to or amend these Rules and Regulations from time to time as it deems reasonably necessary for the general welfare of all Conference participants.





DENVER X-RAY CONFERENCE

74th Annual Conference on Applications of X-ray Analysis

4 - 8 August 2025 • The Bethesda North Marriott Hotel & Conference Center, Rockville, Maryland, USA

Dear Exhibitors: Based on exhibitor feedback, the DXC Organizing Committee is providing guidelines for meeting events associated with the Denver X-ray Conference. These guidelines were first requested by exhibitors in 2014 and have been formulated into written policy by the Organizing Committee as of 2015.

The fundamental philosophy behind the guideline is that the Denver X-ray Conference (DXC) promotes the application of material analysis, through technical development and education. While the field is highly competitive, the Organizing Committee believes that the DXC meeting is a celebration of our accomplishments that should be held in an environment of mutual respect.

Meeting Event Guidelines

1. A meeting event includes all scheduled activities by exhibitors, sponsors, and participants that occur during the Monday through Friday time period of DXC meeting week, at the host location.
2. A meeting event may not overlap with any DXC workshop, oral session, or poster session.
3. All meeting events shall be open to all DXC participants, this includes all classes of registered participants - students, retirees, exhibitors, and sponsors. An event organizer is not required to specifically invite all participants, but they are required to have open attendance.
4. Traditionally there have been many events (sales meetings, user/customer meetings, workshops) held on the weekend before DXC. These events are intended to enhance business and customer relationships and are expected to be exclusive by invitation of the host.
5. Apply common sense. Please remember ICDD and DXC Organizing Committee are not the etiquette police.
6. Any concerns should be reported to either the Chairman of the Organizing Committee or the Executive Director of the ICDD.

Tom Blanton
ICDD Executive Director