



# IBA 2024

HALIFAX, CANADA | SEPTEMBER 8 - 13, 2024

## Sponsorship and Exhibitor Prospectus

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# Welcome from the Organizers

On behalf of the Organizing Committee, we would like to invite you and your organization to **join us at the next annual conference of the International Battery Materials Association (IBA) from September 8 to 13, 2024 in Halifax.**

Nova Scotia has a growing battery technology cluster comprised of academic researchers at Dalhousie University and innovative industry players that are actively involved in the development of advanced battery technology. The 2024 IBA conference in Halifax, NS, will be an ideal opportunity to **link your organization with world-wide renowned battery researchers** in a new center for battery R&D and discuss exciting ideas in fundamental battery materials research and practical applications.

Halifax being only a short flight from the United States and Europe, will offer a stimulating location for the 2024 IBA meeting blending fundamental academic research with a **vibrant battery industrial sector**. Sponsors of the 2024 IBA conference will be given the opportunity to network with representatives of Nova Scotia's innovative battery companies, e.g., Tesla, Novonix, Zen Electric and Salient Energy, and hear their perspective on **the future of battery R&D, the electric vehicle industry and the energy storage sector**. Young talents from Physics, Chemistry and Engineering at Dalhousie University are eager to participate in scientific discussions, poster sessions and social events. **Contributions from major innovators in the battery space** including Prof. Jeff Dahn and representative from Tesla are expected.

We hope that this meeting will be a stimulating experience for our sponsors and our colleagues with an excellent scientific program, great weather, beautiful coast lines and delicious maritime cuisine. **Join us at IBA 2024 in Halifax!**

## Michael Metzger



*Assistant Professor and Herzberg-Dahn  
Chair at Dalhousie University  
([michael.metzger@dal.ca](mailto:michael.metzger@dal.ca))*

## Chongyin Yang



*Assistant Professor and Tesla Canada  
Chair at Dalhousie University  
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International Battery Materials Association

# About Halifax

Halifax looks forward to welcoming delegates to the next IBA meeting from **September 8 to 13, 2024!** As the largest city in Atlantic Canada and capital of the province of Nova Scotia, Halifax has one of the highest conference attendance rates in Canada.

**Halifax Stanfield International Airport** is Atlantic Canada's center for domestic, regional and international flight service. **"Show Your Badge"** is our conference delegate appreciation program. Simply show your badge at participating local businesses and earn special offers.

The **Award Banquet at Pier 21** will highlight Halifax's history as an immigration port with the Canadian Museum of Immigration, "Canada's Ellis Island".

Whether you're looking for outdoor adventures, beautiful scenery, fresh seafood, local cuisine and wine, an urban experience or something off the beaten path, **Halifax has it all!**



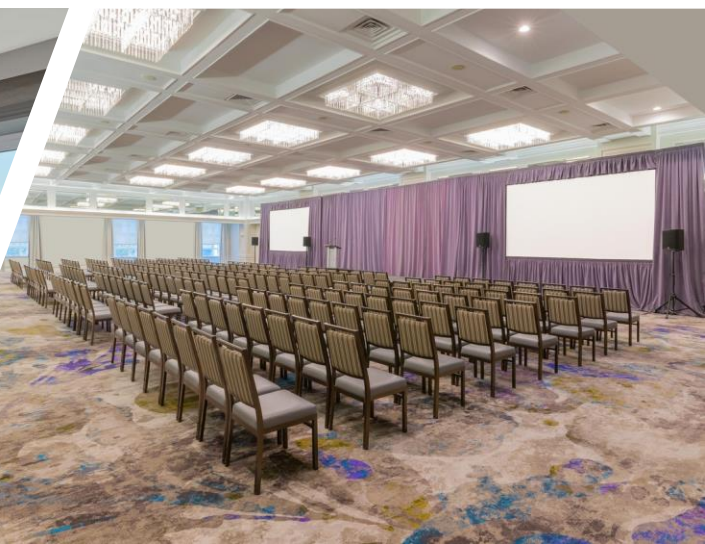
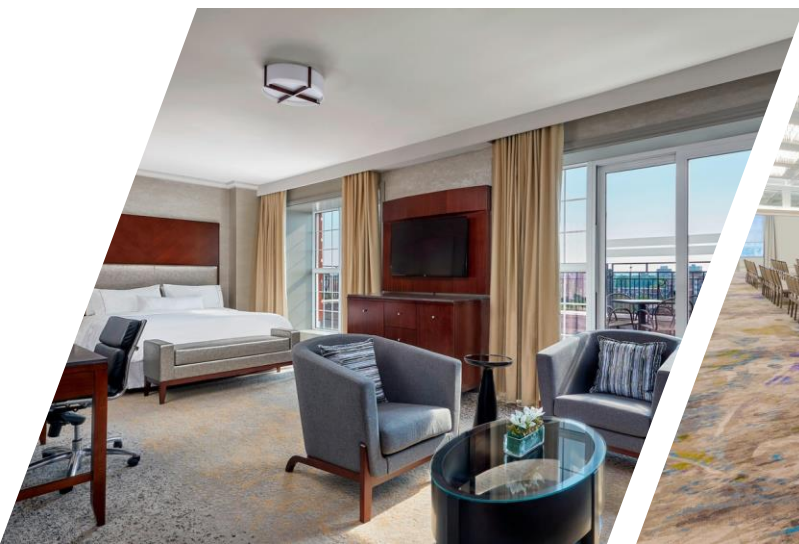


International Battery Materials Association

# The Venue

The historic 4 Diamond **Westin Nova Scotian** – Halifax's premier conference **location** – is ideally located close to all amenities in Halifax's exciting Seaport District, overlooking the Harbor. This Marriott hotel offers 310 newly renovated guest rooms, 23,000 square feet of modern meeting space, and full-service amenities. Other services include The Westin Workout facility and an indoor heated saltwater pool.

The **Atlantic Ballroom** offers theater-style seating for 300 delegates with a large projector and an elevated podium for speakers. The **Commonwealth Ballroom** will be used for plated lunches at round tables with multiple buffet options, beverages, and full table service. There will be coffee breaks (2x per day) and exhibitions (15 booths plus tabletops) in the Mezzanine area of the Commonwealth Ballroom. Poster sessions with canapés and drinks will be held in the Commonwealth Ballroom as well to facilitate interaction with exhibitors.



# IBA 2024 – Halifax

## Why you Should Sponsor

- ▶ The next annual International Battery Materials Association meeting will be the first **world-leading battery conference** in Halifax, Nova Scotia.
- ▶ The conference will gather **world-wide renowned experts** and researchers in the field of battery electrochemistry, materials science, physics and engineering.
- ▶ Meet the who-is-who in battery research and leverage unique **networking opportunities** with top company executives, high profile researchers and talented students.
- ▶ Hear **exclusive contributions from Tesla**, Novonix and other companies of the Nova Scotia battery ecosystem.
- ▶ Meet researchers and students from the well-known **battery research teams at Dalhousie University** incl. Jeff Dahn, Michael Metzger, Chongyin Yang, Penghao Xiao (Physics), Mark Obrovac (Chemistry), and Lukas Swan (Engineering).
- ▶ Enjoy **excellent maritime cuisine**, exciting activities right at the waterfront, and a vibrant downtown district in addition to our excellent scientific program.



# IBA 2024 – Halifax

## SPONSORSHIP PACKAGES

Showcase your organization and network at one of the leading battery conferences.

All prices listed are in Canadian Dollars (CAD).

Benefits \ Package	Platinum (\$30,000)	Gold (\$15,000)	Silver (\$10,000)	Bronze (\$5,000)
Speaking opportunity <sup>1</sup>	●	○	○	○
Exhibition booth <sup>2</sup>	●	●	○	○
Exhibition tabletop <sup>2</sup>	○	○	●	○
Poster stand <sup>2</sup>	○	○	○	●
60 sec video promo <sup>3</sup>	3x	1x	○	○
Laboratory tours <sup>4</sup>	●	●	○	○
On-site promo <sup>5</sup>	●	●	●	○
On-screen promo <sup>6</sup>	●	●	●	●
Digital conference program advertisement	full page	half page	logo	logo
Complementary registrations	3x	2x	1x	-

- 1) 15+5 min invited talk in industry session (no parallel sessions, full attendance of delegates).
- 2) Exhibition offers 8'x10' booths, 5'x8' tabletops and poster stands with exposure to delegates.
- 3) Showcase your organization in a short promotional video during session breaks.
- 4) See the Dalhousie battery laboratories and join exclusive tours of the NS battery companies.
- 5) Display your company logo on signage during lunches and poster sessions.
- 6) Display your company logo on screen during session breaks.

**Terms and conditions:** (1) For all sponsorship levels and additional opportunities, sponsor's logo with hyperlink will be featured on the conference website. Logo with website link and company bio will be posted on the conference website when payment is received. (2) All Sponsorship/Exhibit promotions will be set in place once payment is received. (3) All bookings need to be paid with in 45 days from the order being submitted, after that time unpaid sponsorship items will be released back for re-sale. (4) The cancellate date up to which a sponsor and/or exhibitor can cancel with a 5% administration fee is May 31<sup>st</sup>, 2024. After that date, no refunds can be provided for cancellations.

# IBA 2024 – Halifax

## Additional Stand-alone Sponsorship Opportunities

Item	Details	Price
Poster session sponsor	Sponsor one of two poster sessions with company logo on signage and booth at poster session to interact with delegates (2 opportunities).	\$20,000
Award banquet	Sponsor's logo on signage during the award banquet and short address of the delegates.	\$20,000
Student travel award sponsor	Sponsor travel and registration for a selected group of students. Meet-and-greet between students and company delegates (2 opportunities for 10 students each).	\$10,000
Lunch time symposium	Sponsor a lunch time symposium to interact with delegates. 1 h timeslot in session room (4 opportunities).	\$10,000
Exhibition booth	8'x10' booth to display equipment and interact with delegates.	\$10,000
Exhibition tabletop	5'x8' tabletop to interact with delegates.	\$8,000
Conference tote bag	Sponsor's logo and conference logo printed on bags.	\$8,000
Lanyards	Represent your company logo on name badge lanyards.	\$6,000
Pad and pen	Company branded pads and pens handed out to delegates (300 pads and pens to be supplied by the sponsor).	\$6,000
Delegate T-shirts	Represent your company logo on the delegate give-away T-shirts.	\$5,000
Coffee break sponsor	Sponsor's logo on signage during the coffee break.	\$3,000
Water stations sponsor	Sponsor's logo on the water stations.	\$4,000
Volunteer T-shirts	Represent your company logo on staff T-shirts.	\$2,000

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International Battery Materials Association

# IBA 2024 – Halifax

September 8-13, 2024  
At The Westin Nova Scotian

## Contact Information

Co-chairs of the Organizing Committee:  
Michael Metzger ([michael.metzger@dal.ca](mailto:michael.metzger@dal.ca))  
Chongyin Yang ([c.yang@dal.ca](mailto:c.yang@dal.ca))

Chairman of the International Committee:  
John Zhang ([johnzhang@celgard.com](mailto:johnzhang@celgard.com))

To book your sponsorship opportunity or exhibit booth,  
please contact Mike Daugulis at:  
[iba2024-sponsorship@venuewest.com](mailto:iba2024-sponsorship@venuewest.com) .

*Showcase your organization and network at one of the  
leading battery conferences in the world.*

*See you in Halifax, Nova Scotia!*

