



## Conference Host Proposal Guide

### Purpose and Background

The purpose of this Conference Host Proposal Guide is to provide interested organizations with general guidance in developing and preparing a competitive proposal for hosting co-located conferences sponsored by the ASME Manufacturing Engineering Division (MED) and the North American Manufacturing Research Institution of SME (NAMRI/SME). Hosting co-located conferences bears a huge responsibility of planning, coordination, and execution of the conferences; however, it also offers a unique opportunity and a rewarding experience for the host organization to serve the manufacturing community and showcase their manufacturing activities and leadership.

### MSEC, NAMRC, and Co-location

The International *Manufacturing Science and Engineering Conference* (MSEC) is the annual flagship forum sponsored by ASME MED to disseminate the most recent results in manufacturing research and development through both technical papers and panel sessions. Since its inception in 2006, MSEC attendance has had attendance over 200 researchers and practitioners from over 20 countries. The *North American Manufacturing Research Conference* (NAMRC), inaugurated in 1973 and sponsored by NAMRI/SME, has been held on the campus of a host organization to encourage a dialogue between conference attendees, offer opportunities for laboratory tours, and disseminate state-of-the-art manufacturing knowledge. NAMRC has historically had about 120 attendees on average.

In July 2009, the ASME MED and the NAMRI/SME decided to collocate the annual meetings of each organization, *i.e.*, MSEC and NAMRC, starting in 2011. The annual co-located conferences are typically held in the second week of June. Conference co-location means that the two conferences will be held side-by-side at the same venue and a single registration will allow full access to both conferences, more effectively serving the broad manufacturing community.

Since the first co-located MSEC/NAMRC in 2011, both MSEC and NAMRC have seen a surge in attendance, over 500 in recent years. The increase in attendance has been due to the increased awareness of the importance of advanced manufacturing as well as the dedication and best practices of the conference organizers, and the many newly added programs such as the *Blue Sky* Competition in NAMRC and the *Symposium Invited Speakers* program in MSEC.

### Conference Coordinating Committee

For effective conference planning and execution and smooth transition from one year to the next, the ASME MED Executive Committee (EC) and the NAMRI/SME Board of Directors (BoD) established the Conference Coordinating Committee (CCC) to assist and provide high-level guidance to the host organization and any involved parties and ensure a successful co-located MSEC/NAMRC. The CCC membership includes representatives from both ASME MED and

NAMRI/SME who serve one-year terms (July 1 to June 30). The current CCC members are listed in Appendix I.

## **Proposal Contents**

The proposal should include and elaborate on the following elements:

### **1. *Conference Organizers***

- 1.1 Organizing Committee – Individuals and their roles (must include the Chair and Co-Chair and others that will participate in conference preparation activities, including participating in ASME MED monthly conference calls and NAMRI/SME BoD meetings to update and discuss conference planning)
- 1.2 Institutional support and commitments
  - 1.2.1 Relevance of the host organization to manufacturing research, development, and education
  - 1.2.2 Letters of support from upper administration with detailed commitments, such as release time, secretarial support, and financial commitment
  - 1.2.3 Professional conference services that will be available and considered (either through the host organization, ASME, SME, or others) to execute the conference (should include a general description of what is available and whether or not these services have been contacted prior to submitting proposal)
- 1.3 Team qualifications and experiences in organizing conferences

### **2. *Conference Site***

- 2.1 Site access and travel options: air travel and ground transportations with associated cost estimates
- 2.2 Conference facilities
  - 2.2.1 Available rooms for opening ceremony, parallel sessions, committee/BoD meetings, and staff and author preparation rooms
  - 2.2.2 Location and a layout for sponsor exhibits and poster sessions
  - 2.2.3 Banquet and/or reception format and venue
  - 2.2.4 Maximum conference capacity
  - 2.2.5 Availability of audio/visual/internet
  - 2.2.6 Distances from accommodations to conference site and between all planned events
- 2.3 Availability of industry and laboratory tours
- 2.4 Weather/climate
- 2.5 Local attractions

### **3. *Accommodation***

- 3.1 Lodging options and cost estimates
- 3.2 Student dormitory (for NSF student travel support)
- 3.3 Distance to the meeting site (including transportation arrangements if appropriate)

- 3.4 Availability of internet at lodging sites
- 4. *Conference Schedule*<sup>i</sup>
  - 4.1 Tentative session/event allocation plan (*i.e.*, plenary, technical, student sessions, meeting schedule)
  - 4.2 Plan for plenary keynote speakers
  - 4.3 Technical tours (campus laboratory and/or industry tours if appropriate)
  - 4.4 Special sessions to encourage active participation from industry, universities, and governmental or non-profit organizations
  - 4.5 Companion program
- 5. *Conference Finance*
  - 5.1 Conference budget, including but not limited to:
    - 5.1.1 Facilities charge
    - 5.1.2 Conference website charge
    - 5.1.3 Registration service (*e.g.*, website, credit card charge, name tags, swag bag, misc. office supplies)
    - 5.1.4 Audio/visual/internet charges
    - 5.1.5 Banquet, reception and transportation costs (as appropriate)
    - 5.1.6 Food and refreshment charge covering breakfasts, coffee breaks, lunches, and banquet
    - 5.1.7 Publication associated charges for both MSEC and NAMRC (*e.g.*, paper submission/review website, conference proceedings, conference program, conference promotion material and staff charge)
    - 5.1.8 Guest speakers' honorarium (MSEC – Merchant Medalist; NAMRC – Founder's Lecture)
    - 5.1.9 Poster boards and attachment materials for the poster session
    - 5.1.10 Dues to the societies based on the ASME MED and NAMRI/SME policies regarding conference operations
  - 5.2 Registration cost structure:
    - 5.2.1 Regular registrations (early/regular/late/one-day registration)
    - 5.2.2 Student registrations (early/regular/late registration)
    - 5.2.3 Guest registrations (*e.g.*, guest speakers, student design competition presenters, companions)
    - 5.2.4 Estimated number of registrations in each category
    - 5.2.5 At least total eight (8) complimentary registrations for ASME MED and NAMRI/SME to use for special guests
  - 5.3 Plan for securing external sponsorships<sup>ii</sup>
    - 5.3.1 Responsible parties in the host organization, including point of contact

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<sup>i</sup> Based on previous co-located conferences, the Welcome Reception is typically held in Monday evening, Technical Programs are held Tuesday through Thursday, and Industry Tours are held on Friday.

<sup>ii</sup> This is vital to the health of the conference finances. The host is strongly encouraged to engage with the Societies (ASME, SME) for broader sponsor recruitment. Staff of ASME MED and NAMRI/SME can be the starting points of contact.

- 5.3.2 Target companies/organizations
  - 5.3.3 Target sponsorship cost and timeline
  - 5.4 Plan for conference promotion
6. *Conference Name Alternation between “MSEC/NAMRC” and “NAMRC/MSEC”*  
The conference promotional and official documents should alternate the conference name between MSEC/NAMRC in even years (e.g., 2018, 2020) and NAMRC/MSEC in odd years (e.g., 2019, 2021). To help remember, MSEC has four letters (even number) and will be first in even years, and NAMRC has five letters (odd number) and will be first in odd years. Therefore, the proposing organizations should pay attention and address the proposal title accordingly.
7. *Special elements (pre/post-conference events, unique features, event highlights, etc.)*
8. *Appendices (if applicable)*

### Proposal Submission

The host organization can be a university located in North America or a governmental or non-profit organization in U.S. Interested organizations can submit conference host proposals as one PDF file via email to both the CCC Chair and Vice-Chair before the proposal submission due date. Questions related to the conference host proposal guide, MSEC, or NAMRC can be addressed to any CCC member. The CCC will review and discuss proposals submitted and make a recommendation to the ASME MED EC and the NAMRI/SME BoD. If necessary, the proposing organizations may be invited to make a verbal presentation (via web-based meeting) at the ASME MED EC meeting and the NAMRI/SME BoD meeting. The selected host organization is expected to provide regular updates to the ASME MED EC and NAMRI/SME BoD both before and after the conferences, including the final financial closeout. In addition, the selected host organization agrees to have its successful proposal included in the Conference Host Proposal Guide as a reference for future proposers.

The due date for conference host proposal submissions is January 15, about two and a half years before the conference dates. The CCC will make a recommendation to the ASME MED EC and NAMRI/SME BoD by March 1 of the same year. A final selection of the conference host organization will be announced by April 15 of the same year. The critical dates are summarized below:

January 15 (Event Year–2)	Conference Proposal to CCC
March 1 (Event Year–2)	CCC recommendation to MED EC and NAMRI/SME BoD
April 15 (Event Year–2)	Announcement of the host organization
2nd week of June (Event Year–1)	Official presentation in the preceding year Co-located Conferences
2nd week of June (Event Year)	Co-located Conferences

### Selection Criteria

Selection will be based on the ability of an organization:

- To provide a high-quality, high-value venue for a first-class international conference in the areas of manufacturing research and development, manufacturing education, and workforce training, and
- To communicate effectively with the ASME MED and NAMRI/SME communities.

All items listed in the Proposal Contents section will be evaluated. Traditionally, preference has been given to proposals that offer:

- Competitive registration fee,
- Extensive networking opportunities,
- A minimum of 12 rooms for parallel technical sessions, and
- A walkable venue.

In addition, universities with conference/event hosting services will be favorably reviewed.

Additional consideration:

Since 2011, the International Conference of Materials and Processing (ICM&P), co-sponsored by Japan Society of Mechanical Engineers (JSME) and ASME, has also been co-located with MSEC/NAMRC every three years. Thus, one additional factor in the selection process for those conference years (*e.g.*, 2020, 2023) will be that the location may be of easy access for attendees from Japan (*e.g.*, city close to the west coast or not too far from a major airport).

**Notes**

A suggested timeline for conference preparations is included in Appendix II. In addition, an example of a previous successful MSEC/NAMRC host proposal is attached to this document as a reference.

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Drafted and recommended by the Conference Coordinating Committee: November 1, 2009

Revisions recommended by the Coordinating Committee: Feb 2011, March 2011, June 2011, May 2013, August 2016, October 2017 (latest)

Approved by MED Executive Committee: October 30, 2017

Approved by NAMRI/SME Board of Directors: October 30, 2017

## Appendix I

### CCC Membership (2017-2018):

#### NAMRI/SME representatives:

President-Elect: Hitomi Yamaguchi ([hitomiy@ufl.edu](mailto:hitomiy@ufl.edu))

Secretary: Albert Shih ([shiha@umich.edu](mailto:shiha@umich.edu))

Scientific Committee Chair: Lihui Wang ([lihuiw@kth.se](mailto:lihuiw@kth.se))

#### ASME MED representatives:

Vice-Chair: Kevin Chou ([kevin.chou@louisville.edu](mailto:kevin.chou@louisville.edu))

Program Chair: Radu Pavel ([pavel@techsolve.org](mailto:pavel@techsolve.org))

MSEC 2018 Technical Program Chair: Arif Malik ([arif.malik@utdallas.edu](mailto:arif.malik@utdallas.edu))

#### Conference Host (2018):

Organizing Committee Chair: Jyhwen Wang ([jwang@tamu.edu](mailto:jwang@tamu.edu))

CCC Chair and Vice-Chair (2017-2018): Kevin Chou and Hitomi Yamaguchi, respectively

## Appendix II

### Suggested Timeline for Conference Preparation

Prepared by John Ziegert (Host of the 2015 MSEC/NAMRC)

About 2.5 years prior to conference:

1. Secure commitment from host organization to participate in and support the conference; including seed money to cover costs incurred prior to receipt of registration revenue, financial liability for any losses, and agreement for the participation of appropriate parties to serve as meeting planners, conference staff, etc.
2. Decide how financial transactions will be managed and tracked; *i.e.* who will accept registration payments, pay invoices, maintain the conference books, etc.

About 2 years prior to conference:

3. Identify tentative venue and understand associated costs; including meeting space, catering, etc. Place a “hold” on the selected venue pending selection by ASME MED and NAMRI/SME.
4. Prepare and submit a proposal, including preliminary budget, to the CCC Chair and Vice-Chair.
5. Following selection by ASME MED and NAMRI/SME, initiate Event Planning and Approval Tool (EPAT) with ASME.

About 1.5 years prior to conference:

6. Finalize EPAT and Cooperative Agreement.
7. Reserve main venue.
8. Launch conference website.
9. Identify members of local organizing committee. Decide on division of responsibilities. Schedule regular meetings. Suggested meeting schedule is bimonthly until 1 year out, monthly until 6 months out, bi-weekly until 3 months out, then weekly or as-needed.

About 1 year prior to conference:

10. Create tentative conference schedule.
11. Identify and reserve any off-site venues.
12. Contract for necessary support services; including transportation, AV, signage and printing, etc.
13. Identify, contact, and confirm any keynote or plenary speakers, panelists, or other special guests.
14. Compile sponsorship materials and list of potential sponsors to approach. Delegate sponsor contacts among the organizing committee.
15. Identify tour sites and confirm availability.

About 9 months prior to conference:

16. Work with ASME MED and NAMRI/SME to understand all special events to be held, including membership meetings, student design competitions, workshops, poster sessions, etc.
17. Update conference schedule to include all known special events.
18. Tentatively assign events to specific rooms in conference venue to make sure all planned events can be accommodated.

About 6 months prior to conference:

19. Set up online registration system and test.

20. Refine conference schedule.
21. Identify student team to serve as assistants during conference.
22. Compile list of all materials to be distributed to attendees at conference, and assign responsibility to create those materials.

About 3 months prior to conference:

23. Monitor number of accepted papers to predict any unexpected changes in attendance.
24. Buckle your seat belt and ride it out.





Proposal to Host: 2018 MSEC NAMRC Conference  
Texas A&M University at College Station

Presented to the  
NAMRI/SME Board of Directors  
ASME MED Executive Committee

Host Departments  
TEES Institute for Manufacturing Systems  
Engineering Technology and Industrial Distribution  
Industrial and System Engineering  
Mechanical Engineering

Co-Chairs  
Professor Jyhwen Wang  
Professor Satish Bukkapatnam  
Professor Arun Srinivasa

November 2015



## **Organizing Committee**

Prof. Yu Ding

Prof. Michael Johnson

Prof. Mathew Kuttalamadom

Dr. Dean Schneider

Prof. Bruce Tai

Prof. Li Zeng

## 1. *Conference Organizers*

The manufacturing faculty at Texas A&M University (Texas A&M) is pleased to propose that MSEC/NAMRC 2018 Conference be held at Texas A&M, College Station in June 2018. Texas ranks No 2. In the nation for both manufacturing employment and value added (GDP).<sup>\*</sup> Manufacturing is a critical component of the Texas economy; and advanced manufacturing has been a strategy focus at Texas A&M. Bringing MSEC/NAMR to the state of Texas for the first time will strengthen the tie between Texas manufacturing and the MSEC/NAMRC community.

### 1.1 Organizing Committee

The conference organizing committee will consist of co-chairs and committee members, all associated with the Institute for Manufacturing Systems at the Texas A&M Engineering Experiment Station (TEES). The committee has worked together in the preparation of this proposal and will collaborate in the planning and execution of the conference activities. The Co-Chair and Organizing Committee consists of:

#### Co-Chairs:

- Jyhwen Wang, Engineering Technology and Industrial Distribution, Mechanical Engineering
- Satish Bukkapatnam, Industrial and System Engineering, Biomedical Engineering
- Arun Srinivasa, Mechanical Engineering
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#### Organizing Committee:

- Yu Ding, Industrial and System Engineering, Electrical and Computer Engineering
- Michael Johnson, Engineering Technology and Industrial Distribution
- Mathew Kuttolamadom, Engineering Technology and Industrial Distribution
- Dean Schneider, Texas A&M Engineering Experiment Station
- Bruce Tai, Mechanical Engineering
- Li Zeng, Industrial and System Engineering

### 1.2 Institutional Support and Commitments

Founded in 1876, Texas A&M University is the first public institution of higher learning in Texas. Today, Texas A&M stands as a research intensive flagship state university. The engineering program has been a critical part of the University since its inception. The Dwight Look College of Engineering (CoE) currently has 14 departments with more than 350 faculty members and 16,000 students.

An exceptional strength of the Texas A&M System's Engineering Program is its makeup, both academically from each of the Texas A&M University System Institution's engineering schools, but also from the state engineering agencies supporting the Land Grant mission. The Texas A&M Engineering Experiment Station (TEES) continuously interacts with industry and external agencies to develop and understanding of industry needs across all disciplines of engineering and develops relationships leading to sponsored research to meet those needs at both the basic and applied levels of engineering research.

#### 1.2.1 Relevance of the organization to manufacturing research and development

Texas A&M Engineering Experimentation Station's Institute for Manufacturing Systems (IMS) is one of the 30 engineering centers at Texas A&M University ([texasmakes.org](http://texasmakes.org)), It coordinates the advanced

manufacturing initiatives of the Look College of Engineering and TEES, and is the chief hub for research, education and outreach activities in manufacturing for both Texas A&M University and the Texas A&M System. It engages over 35 faculty members of the advanced manufacturing group to discuss major challenges and collaboration opportunities. The faculty represent 11 different departments from five colleges of TAMU. The leadership of the institute comprises the departments of Industrial and Systems Engineering (ISEN), Mechanical Engineering (MEEN), Engineering Technology and Industrial Distribution (ETID), and Materials Science and Engineering (MSEN). The sustained discussions among the faculty of this institute were documented in whitepapers on advanced manufacturing for energy industry and the Cybermanufacturing primer (highest downloaded literature on the topic). This group has secured 14 awards in the past 23 months from NSF CMMI's "Manufacturing" programs (~\$2-3 M in FY 14-15, compared to 0 in 12-13), including two Cybermanufacturing EAGER awards, one Advanced Technological Education (ATE) grant, and one workforce development (SEEI) grant. Towards gathering stakeholder needs, IMS has launched workshops on advanced manufacturing for oil and gas industry (sponsored by NSF), degradation and protection of material systems, smart manufacturing, and advanced infrastructure manufacturing. IMS is also working with the University leadership in major initiatives: Revolutionary Fibers and Textiles Manufacturing Innovation, and Clean Energy Smart Manufacturing Innovation Institutes. The Institute also established an interdisciplinary advanced manufacturing facility (IMF) where advanced manufacturing equipment and instrument testbeds worth over \$5M pooled from participating faculty resources are collocated. Spread over 5,000 sq. ft. space, common shared testbeds at IMS offer an unprecedented opportunity for sustained collaboration among the faculty. Additionally, 10,000 sq ft shared labs for broad aspects of conventional and modern manufacturing at ETID and MEEN serve the dual education and research missions of the institute. A unique aspect of this facility is that manufacturing testbeds are sensor integrated to allow *in situ* monitoring and interfacing with cloud services. IMS is also working with departmental leadership and faculty on undergraduate and graduate specializations in advanced manufacturing.

The MEEN, ISEN, and ETID departments have vibrant undergraduate and graduate programs in manufacturing. The departments host various education and research laboratories, including: manufacturing processes (manual and CNC machining, casting, injection molding), welding, additive manufacturing (3D printing), roll to roll manufacturing (coating and laminating), and nanomanufacturing (AFM tip based lithography) laboratories.

### 1.2.2 Institutional Support and Commitments

The proposal to organize MSEC/NAMRC 2018 at Texas A&M is strongly endorsed by the College of Engineering, TEES, and three major departments in the CoE. The support from upper administration includes a \$20,000 commitment, faculty release time, and secretarial support. The support letter from CoE, TEES, and three department heads are included in the Appendix.

## 2. *Conference Site*

### 2.1 Site Access and Travel Options

Texas A&M is located in College Station (CS), a university town of 100,000 residents about 95 miles northwest of Houston, 100 miles northeast of Austin, and 180 miles south of Dallas (see Figure 1). While the city is within only 1.5-hour drive from Houston's George Bush Intercontinental Airport (IAH), there are four daily flights (United Airlines) between CS and Houston and five daily flights (American Airlines) between CS and Dallas. Houston and Dallas are the main hubs of United Airlines and American Airlines, respectively. The airfare from major US cities to CS is very reasonable. Groundshuttle.com offers ten daily shuttles from Houston IAH airport to CS (and from CS to IAH) at the affordable price of \$30 per trip.



Figure 1. College Station, Texas



Figure 2 Memorial Student Center (MSC)

## 2.2 Conference Facilities

The conference program will be held in the Memorial Student Center (MSC) on the Texas A&M campus (Figure 2). The Memorial Student Center promotes leadership development through campus programs and service opportunities. Through its recently renovated facilities (Figure 3), the MSC provides students with academic, cultural awareness, and arts programs. For the conference, the opening ceremony, banquet, and meals will be held in the MSC ballroom (Figure 4), with 15,824 sq. ft. space and 992 maximum banquet sitting capacity. There are at least 12 meeting rooms with lecture capacity of 40 to 160 for parallel sessions. Committee and board meetings can be held in four separate conference rooms each with a capacity of 18. These conference rooms can also be used as staff and author preparation rooms. The Event Services Office at Texas A&M will provide audio/visual equipment. On-site technical support will also be available. Table 1 shows the MSC meeting rooms and their capacities. Inside the MSC, there is ample hall space near the meeting rooms for attendees to interact. There are also stores, courtyards, art galleries, and exhibition rooms in MSC. The Organizing Committee will explore the possibility of hosting a reception at the recently renovated Kyle Field Stadium (Figure 5).



Figure 3. MSC Entrance Hall



Figure 4 MSC Ballroom

## 2.3 Weather/climate

The conference will be held in early June 2018. The average high and low temperatures in June are 70 and 90 degrees F, respectively. On average, there are 209 sunny days per year in College Station. The number of days with any measurable precipitation is 86.

Table 1 MSC rooms and capacity

Room#	Square Feet	Max Lecture	Max Banquet	Max Workshop	Max Conference
Ballroom	15,824	1,700	992	996	
2400	4,320	375	256	252	
2401	1,132	100	64	54	
2404	1,333	100	64	63	
2405	906	75	64	45	
2406A	1,533	160	64	81	
2406B	1,534	160	64	81	
2500-WW	805	50		27	24
2501-WW	635	50		27	24
2502-WW	586	50		27	24
2503-WW	676	50		27	24
2504-WW	600	50		27	24
2505-WW	629	50		27	24
1400	1,118	100	64	60	30
1402	619	40			18
1403	964				18
2402	812				18
2403	847				18
1401	770				16

#### 2.4 Local Attractions

College Station and the neighboring city of Bryan have a wonderful selection of quality attractions all within a 10 mile radius of Texas A&M University. Texas A & M University has several galleries and museums, horticultural gardens, pavilions and a full tour of the campus, which explains the various traditions. Cultural attractions include: the George Bush Presidential Library and Museum (Figure 6), the Brazos Valley Museum of Natural History, the Brazos Valley African American Museum, and the Brazos Valley Children’s Museum. The Messina Hoff Winery and Resort offers wine tasting and tours. The area has many wonderful parks such as Wolf Pen Creek Park with an amphitheater and Veterans Park & Athletic Complex. Downtown Bryan offers boutiques, shops and restaurants from casual to fine dining along with art galleries and music venues set among the quant historic buildings of a classic American downtown main street.



Figure 5 Kyle Field



Figure 6 George Bush Presidential Library and Museum



### 3. Accommodation and Parking

The Bryan-College Station area hosts many hotels; there are over two dozen located on the main city thoroughfares of Texas Avenue and University Drive (Figure 7). The nightly rates for these range from \$70-\$160. Many of these hotels offer free breakfast, free Wi-Fi internet access, and shuttles to the airport and campus. Some of the popular hotels in the immediate vicinity (< 1 mile) include: Hilton (~\$139/night), Hyatt Place (~\$118/night), Courtyard Marriott (~\$139/night), Home2 Suites by Hilton (~\$119/night), Homewood Suites by Hilton (~\$159/night), Hawthorn Suites by Wyndham (~\$97/night), Vineyard Court Designer Suites (~\$82/night), Hampton Inn & Suites (~\$119/night), Hampton Inn (~\$109/night), Ramada (~\$95/night). If needed, Conference & Guest Services will help to provide on-campus student housing. This Dept. of Residence Life office will work with sponsors to provide guests with affordable housing that will make their stay on campus pleasant and comfortable, and close to the meeting venue. For attendees driving to campus, ample parking is available within walking distance to MSC in the form of surface lots of garages.

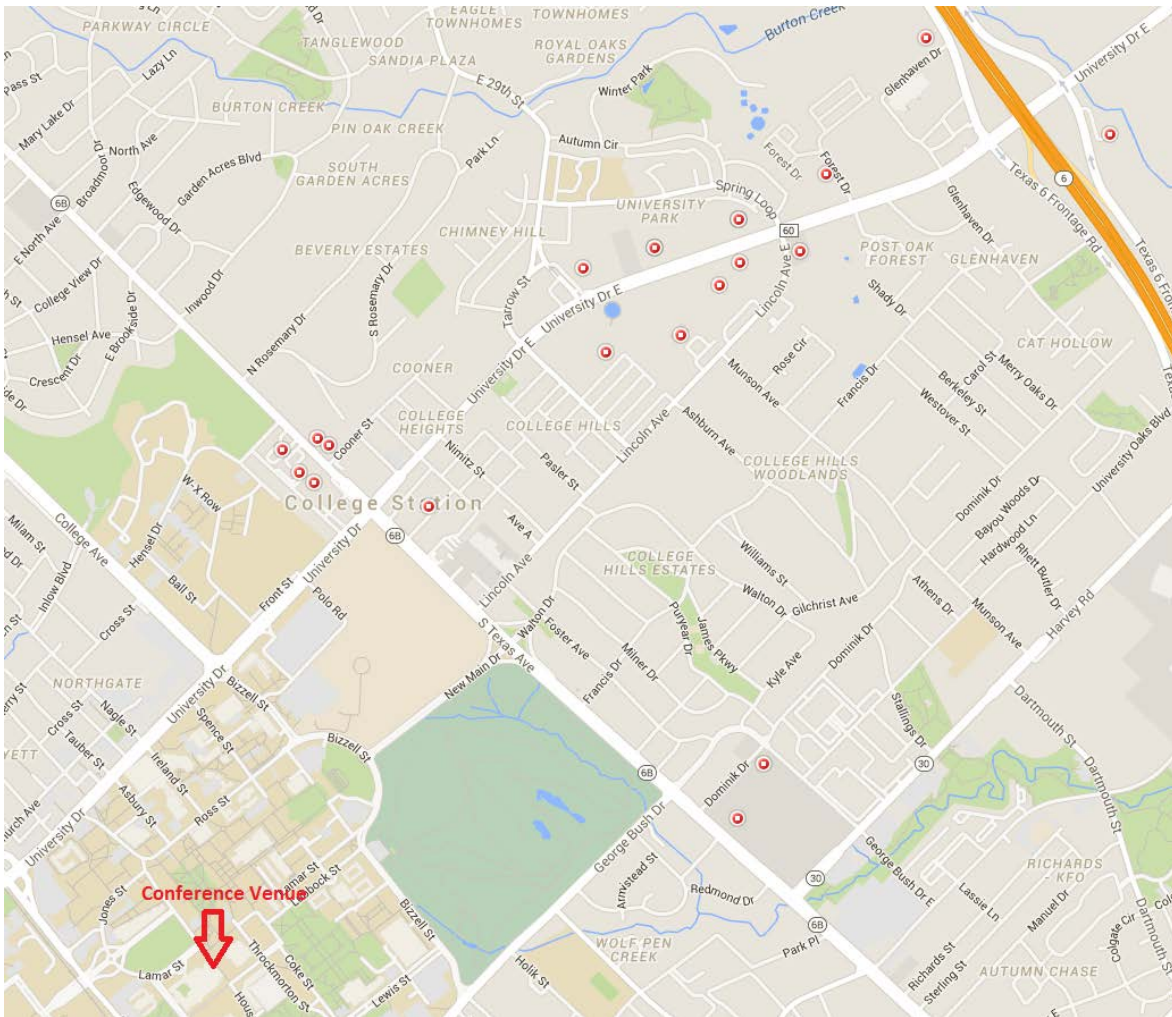


Figure 7 Hotel options near the conference venue

#### 4. Conference Schedule

##### 4.1 Tentative session/event allocation plan

General attendees will arrive on Monday afternoon, June 4<sup>th</sup>, 2018, and a welcoming reception would be held that evening. The conference will formally begin on Tuesday, June 5<sup>th</sup> with opening and welcome remarks, followed by panel and technical sessions. It is proposed to have 3 or 4 panel sessions on current topics such as manufacturing education, cyber manufacturing, and additive manufacturing. Collaborating with the Program Committee, the Organizing Committee plans to invite speakers from industry, government, and academia in the panel discussions. The panel sessions will be held in larger rooms (2400, 2406A, or 2406B) in parallel to the technical sessions. A whole-afternoon long poster session will be scheduled in Gates ballroom (2400), which is also shared with the industrial sponsor booths. This room has adequate size to set up booths and posters while allowing comfortable space for the attendees. Table 2 shows a Tentative schedule for the conference.

Table 2 A Tentative Schedule for MSEC/NAMRC conference, June 4-7, 2018

<b>Monday, June 4</b>	
9:00 - 3:00	NAMRI Board Meeting
1:00 - 5:30	Registration
1:00 - 5:30	Workshop(s)
5:30 - 7:30	Welcome Reception
<b>Tuesday, June 5</b>	
7:00 - 8:00	Registration and Breakfast
8:00 - 8:30	Opening and Welcome
8:30 - 10:00	Technical Sessions, Panel A (topic TBD)
10:00 - 10:30	Break
10:30 - 12:00	Technical Sessions
12:00 - 1:30	Lunch – Award Lecture ASME
1:30 - 3:30	Technical Sessions
3:30 - 4:00	Break
4:00 - 6:00	Technical Sessions
4:00 - 5:00	NAMRI Membership Meeting
5:00 - 6:00	ASME MED Membership Meeting
6:00 -	Cultural Event - Reception
<b>Wednesday, June 6</b>	
7:00 - 8:00	Registration and Breakfast
8:00 - 9:30	Technical Sessions, Panel B (topic TBD)
9:30 - 10:00	Break
10:00 - 12:00	Technical Sessions
12:00 - 1:30	Lunch – Award Lecture SME
1:30 - 3:30	Technical Sessions, Panel C (topic TBD)
1:30 - 4:00	Poster Sessions
3:30 - 4:00	Break
4:00 - 6:00	Lab/Facility tours
6:00 - 9:00	Conference Banquet at MSC Ballroom



<b>Thursday, June 7</b>	
7:30 - 8:30	Registration and Breakfast
8:30 - 10:00	Panel D (topic TBD)
10:00 -10:30	Break
10:30 -12:00	Technical Sessions
12:00 - 1:30	Lunch
1:30 - 3:30	Technical Sessions
3:30 - 4:00	Break
4:00 - 5:30	Technical Sessions
6:00 -	Free time to tour College Station/Bryan

#### 4.2 Technical Tours

Tours of six manufacturing labs at the Conference Site will be arranged. Each lab, for example the Materials Characterization Center and National Center for Therapeutics Manufacturing (Figure 8), has a specific focus related to manufacturing. This will be a walking tour through these laboratories and centers on the TAMU main campus (Table 3). A bus will be arranged to transport participants to the off-campus/west-campus labs. The Organizing Committee will also arrange technical tours to companies such as Halliburton, Schlumberger, and US Steel in Houston area (1.5-hour drive).



Figure 8 National Center for Therapeutics Manufacturing

Table 3 On-site Technical Tours

Tour Stop	Lab	Building	Focus
1	Engineering Shared Manufacturing Facility	ETB	Advanced manufacturing, additive manufacturing, precision measurements
2	National Center for Therapeutics Manufacturing	Off campus	Biopharmaceutical and vaccine manufacturing industries
3	Klebanoff–Saric Wind Tunnel	Off campus	Renewable energy production
4	Microscopy and Imaging Center	ILSB	Precision instrument for advanced manufacturing
5	Materials Characterization Facility	Frederick E. Giesecke	Nano manufacturing, new materials in manufacturing
6	ETID Manufacturing Labs	Thomason Hall	Conventional manufacturing

### 4.3 Special Sessions

To encourage active participations from industry, universities, or governmental/non-profit organizations, the Committee will leverage TEES' relationships in the oil & gas industry to create a special panel/session targeted at regional needs in manufacturing research. Collaborating with the Conference Program Committee, special panels/sessions will also be organized to invite DOD, DOE, NIST and NNMI Institutes to present and discuss manufacturing initiatives. Another special international session or panel will be organized to discuss global manufacturing issues.

### 4.4 Companion Program

This program offers companions of conference attendees a variety of opportunities to enjoy popular attractions in the College Station-Houston area. The program fee will be based on the actual costs and be determined prior to the launch of the conference website. A tentative plan is as follows (Table 4):

Table 4 Companion Program

<i>Day 1. Discover Houston: A day tour of sites Houston, leaving at 8 am and returning at 6 pm.</i>	
10:00 am to 12:30 pm	Museum District, with 20 museums, galleries, cultural centers and community organizations distributed in four walk zones, including Houston Museum of Natural Science, Children's Museum of Houston, Rice University Art Gallery, Houston Zoo; free admission for many of them.
Alternate	Houston Downtown Aquarium, located on a 6-acre site, housing over 200 species of aquatic animals in 500,000 US gallons of aquariums, including two restaurants and a bar; \$19 for all-day pass.
1:00 pm to 4:00 pm	Space Center Houston, the official visitor center of the National Aeronautics and Space Administration's (NASA) center for human spaceflight activities; \$24 for ticket; itinerary: Starship Gallery, a Tram Tour, Living in Space, Astronaut Gallery, and seasonal exhibit.
<i>Day 2: Tour TAMU and Brazos Valley Museum of Natural History</i>	
9:00 am to 12:00 noon	A half-day tour of TAMU campus, including the Memorial Student Center, Bonfire Memorial, Military Walk, and George Bush Presidential Library and Museum; lunch in University Club, located on the 11th floor of Rudder Tower in the heart of campus; \$15 buffet.
2:00 pm to 5:00 pm	Brazos Valley Museum of Natural History, a science, nature and cultural history museum near TAMU campus, with collections in archaeology, botany, conchology, geology, etc., Carter Creek Nature Trail, and restored wildlife habitats.
<i>Day 3: Hug Farms: A full-day tour of farms in the Bryan-College Station area</i>	
9:00 am to 4:00 pm	Messina Hof Winery: taste the famous Messina Hof wine, cellar tour, vineyard cuisine, herb and vegetable garden, one-hundred acres of gentle rolling hills and two wonderful lakes around. Royalty Pecan Farm: orchard tour, pie baking, gift shop for fresh Texas pecans, breads, etc. Royal Oaks Alpacas: farm tour to learn and play with alpacas, fiber art projects, gift shop for alpaca yarn and other items made from alpaca fiber. <sup>9</sup>

## 5. Conference Finance

The conference finance is based on an expected attendance of 350 to 400 people. The financial plan is presented in two sections. The registration structure and sponsorship section presents the revenue. The

conference budget section shows the budgeted spending for the conference activities.

### 5.1 Registration and Sponsorship

The conference registration fee is estimated at \$600, with the student registration fee at \$250 before the cut off date. The preliminary conference registration fee structure is shown in Table 5. The fee will cover two (2) receptions, three (3) breakfasts, six (6) breaks (between sessions), three (3) lunches, and one (1) dinner, in addition to other conference expenses. Based on the professional, student and industry exhibitor registrations and the commitment from Texas A&M administration, the revenue is estimated at \$217,500 as shown in Table 6.

Table 5 Conference Registration Fee Structure

Type	Early Registration (3/21 – 5/19)	Late Registration (After 5/19)
Member (SME/ASME)	\$600.00	\$650.00
Non-Member	\$700.00	\$750.00
Student Member	\$250.00	\$350.00
Student Non-Member	\$350.00	\$450.00

Table 6 Conference Revenue

Item	Amount	Remarks
Professional Registration	\$180,000.00	Assuming a low watermark of 300 registrations @ \$600
Student Registration	\$12,500.00	Assuming 50 student participants @ \$250
Industry Exhibitor Registration	\$5,000.00	Assuming 10 exhibitors @\$500
TEES and DH Sponsorship	\$20,000.00	Commitment from TEES and Department Head
Total Revenue	\$217,500.00	

### 5.2 Conference Budget

The conference is budgeted based on an expected attendance of 300 professional delegates and up to 50 students. The expenses for the conference facilities and meals are based on those incurred at the Society of Engineering Science (SES) annual meeting, featured 620 attendees, held in Texas A&M, College Station in October 2015. Additional society and organization costs were estimated based on those budgeted and/or incurred for previous MSEC/NAMRC conferences. The conference fee will include refreshments, lunches, banquet, receptions, and a complimentary pack (e.g., memento, program details). Costs for various conveniences that will enhance the conference experiences are included. A preliminary cost estimates are summarized in Table 7.

Table 7 Conference Budget/Expenses

Item	Cost	Remarks
Facilities charge	\$23,000.00	Based on SES for 3 days + one evening inclusive of AV charges
Transportation	\$6,000.00	to hotels and tours (optional)
Conference website charge	\$8,681.00	Setup and onsite adjustments

Registration service	\$12,000.00	(e.g., website, credit card charge, name tags, goody bag, misc. office suppliers, etc.)
Audio/visual/internet charges	\$0.00	included as part of facilities charge
Banquet and its transportation cost if appropriate	\$22,000.00	350 @ \$60 + arrangements
Food and refreshment charge covering breakfasts, coffee breaks and lunches	\$90,250.00	Monday reception for 200 @\$20, T-W-R two break refreshments: 350 @\$25, Breakfast T-W-R 300 @\$20, Lunch T-W-R 350 @\$40
Publication charges	\$0.00	Paper submission/review website, conference proceedings, conference program, conference promotion material, etc.
At least six (6) complimentary registrations	\$9,000.00	15 complimentary (medal winner, Founders lecture, society leaders)
ASME staff charge	\$4,000.00	Based on previous conference charges
SME/NAMRI promotion charge	\$4,000.00	Based on previous conference charges
SME foundation charge (\$20/per full registration)	\$3,000.00	Assuming 150 NAMRI registrants
Guest speakers' honorarium (MSEC – Merchant Medalist; NAMRC – Founder's lecture)	\$6,000.00	Honorarium
Poster boards if applicable	\$1,000.00	To add to 50 plus procured for recent SES meeting
<b>Total Expense</b>	<b>\$188,931.00</b>	

### 5.3 Plan for Securing External Sponsorships

The Organizing Committee will engage TEES in the development of the sponsorships for the conference. TEES would present and solicit sponsorships primarily from the energy sector, but also strong representation from the aerospace and transportation industries. The Committee will also survey sponsors from previous conference years regarding their interest in continuing their participation in the conference. Initial sponsor approaches will begin with the selection of Texas A&M as the host with a target of obtaining at least 5 top level sponsorships within 6 months of selection.

### 5.4 Plan for Conference Promotion

The Organizing Committee will promote the MSEC/NAMRC 2018 immediately after the conclusion of MSEC/NAMRC 2017. In addition to standard channels such as post-mails, emails, postings on the ASME and SME websites, and launching the 2018 Conference website, efforts will be made to promote the Conference (distributing flyers or posting on the websites) at other professional conferences such as CIRP, IIE, INFORMS, ASEE, NUMISHEET, and IDDRG conferences. The TEES Corporate Relations Office will also promote the Conference through their meetings with Texas manufacturing companies.

### 5.5 Conference Finance Summary

Based on the preliminary evaluations, even with conservative estimates of attendance the conference

revenues are expected to completely offset the costs incurred. It is expected the conference would generate significant revenues above and beyond the stated amounts due to the projection of an increase in registration (e.g., attractive location for international delegates, accessibility to various locations across nation, and affordable student registration fees). Based on the recent intensity of engagement of Texas A&M/TEES with regional industry, a strong participation of regional industry is anticipated. The proposal includes an aggressive industry sponsorship plan. The industry sponsors could contribute to subsidize costs including a number of lunches, breakfasts, and the receptions. The excess revenues would be disbursed among ASME, SME and TEES-IMS based on the customary revenue sharing model.

## **6. *Special elements (pre/post-conference events, unique features, event highlights, etc.)***

The proposed conference features many special elements that would bring unique experience to the participants. These events/features include:

*Poster session:* The conference will highlight a poster session that is a forum for conference attendees to report their research stories and to share their innovative ideas on the future of manufacturing. Academic and industry presenters are welcome. The author of each poster will present their work and answer questions in person during scheduled time slots. This will provide another opportunity for learning and open discussions besides the technical sessions.

*International sessions/panel:* The Committee will organize international technical sessions, such as “Manufacturing in Asia,” “Manufacturing in Europe,” and “Manufacturing in South America,” and invite renowned academic and industrial leaders in manufacturing all over the world to speak in those sessions. A panel discussion with experts from different countries being panelists will also be organized. The international conversations on the advancements and prospects of manufacturing are supposed to broaden the vision of the conference and promote future collaborations.

*Pre/post-conference workshop:* The Committee will solicit proposals to plan workshop events before or after the conference. The conference venue, Memorial Student Center, provides excellent facilities and services for such learning/knowledge dissemination events.

*On-campus attractions:* Texas A&M is the home of the George Bush Presidential Library and Museum and Kyle Field. The Bush Library is one of the top attractions in the state of Texas. As described in the Bush Library website, “The museum’s core exhibits reveal the unique influences and challenges that shaped George Bush’s life and presidency, and frequently changing temporary exhibits present visitors new and interesting perspectives on President Bush, his life and work. Through artifacts, film, photographs, documents, music, sound effects and interactive videos, this special museum experience encompasses much of U.S. history since 1941.” Kyle Field is the largest collegiate football stadium in Texas and one of the largest in the nation. The 45 to 60-minute tour of the 102,512-seat stadium offers “unique, behind the scenes experience includes: details of new renovations, east side club and suites, media conference room, visitor locker room, field access and an Aggie football souvenir.”

*Pre/Post-conference regional attractions:* College Station is an ideal location to start a visit to many regional attractions including: Cruise Galveston – 150 miles from CS. Cruises from Port of Galveston offer exciting itineraries to Caribbean Islands (Belize, Jamaica, Cayman Islands, Costa Rica, Bahamas, US Virgin Islands, Puerto Rico, etc.) and Mexico (Acapulco, Costa Maya/Majahaul, Cozumel, etc.) destinations. Carnival, Royal Caribbean, Disney & Princess Cruises all operate from the historical Galveston Island. Houston – 95 miles from CS. Museum District (Museum of Natural Science, Museum of Fine Arts, Children’s Museum), Rice University, Houston Zoo, Space Center/NASA. Austin – 100 miles from CS. Texas State Capitol, Town Lake, music theatres, University of Texas, Hill Country. Dallas – 180 miles from CS. Dealey Plaza National Historic Landmark, Dallas Arboretum and Botanical

Gardens, Perot Museum of Nature and Science, Dallas Museum of Art, AT&T Cowboy Stadium, Dinosaur Valley State Park. San Antonio – 180 miles from CS. River Walk, The Alamo, Mission Trail, Majestic Theatre, Natural Bridge Caverns. New Orleans, Louisiana – 440 miles from CS. French Quarter, Jackson Square, The National WWII Museum, Audubon Zoo, Aquarium of the Americas, jazz clubs, Cajun and Creole cuisine, swamp and plantation tours. West Texas – 550 to 600 miles from CS. Big Bend National Park, McDonald Observatory, Guadalupe Mountains National Park, Franklin Mountains State Park/El Paso.

### ***References and Photo Sources***

\* [http://gov.texas.gov/files/ecodev/Manufacturing\\_in\\_Texas.pdf](http://gov.texas.gov/files/ecodev/Manufacturing_in_Texas.pdf)

Cover photo: <http://fcor.tamu.edu/>

Figure 1, <http://admissions.tamu.edu/psc/>

Figure 2, <http://maroonweekly.com/msc-open-house-connects-students-to-organizations>

Figure 3, <https://one.arch.tamu.edu/news/2013/2/22/memory-cloud/>

Figure 4, [https://c2.staticflickr.com/8/7091/7113865759\\_ee8c65ceab\\_b.jpg](https://c2.staticflickr.com/8/7091/7113865759_ee8c65ceab_b.jpg)

Figure 5, <http://kylefield.com/photo-gallery>

Figure 6, <http://campustours.tamu.edu/locations/1606/photo/>

Figure 8, <http://nctm.tamu.edu/facilities.html>

*Appendix – Support Letters*

**TEXAS A&M ★ ENGINEERING**

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Dwight Look College of Engineering | Texas A&M Engineering Experiment Station | Texas A&M Engineering Extension Service | Texas A&M Transportation Institute

**Costas N. Georghiades, D.Sc., PE**  
*Associate Dean for Research*  
*Associate Agency Director, TEES*  
*Delbert A. Whitaker Chair Professor of ECE*  
**georghiades@tamu.edu**

December 1, 2015

ASME MED Executive Committee  
NAMRI/SME Board of Directors

Dear 2018 MSEC-NAMRC Conference Selection Committee:

On behalf of the Dwight Look College of Engineering at Texas A&M University I am pleased to provide my enthusiastic support for our faculty's proposal to host the 2018 MSEC NAMRC Conference in College Station, Texas. We will be delighted to be given the opportunity to host such a prestigious event which brings together academic and industry leaders as well as graduate students from around the world.

Manufacturing is one of only three focused strategic areas currently pursued by the college and our faculty are currently engaged in several manufacturing initiatives. The theme of your conference fits perfectly with our focus and we would be delighted to host the event if given the opportunity.

In addition to logistical support, the College of Engineering will be pleased to provide \$5,000 to support the conference if our faculty's proposal is successful. If given the opportunity to organize the conference, I am confident our faculty will do so exceptionally well.

Sincerely,



Costas N. Georghiades

Satish T.S. Bukkapatnam  
Rockwell International Professor  
Industrial and Systems Engineering



Director, TEES Institute for Manufacturing Systems

November 30, 2015

Dear Colleagues in Manufacturing:

I am writing to provide my wholehearted support to the proposal led by Professor Jyhwen Wang, co-director of our Texas A&M Engineering Experimentation Station Institute for Manufacturing Systems (TEES-IMS) for hosting 2018 MSEC-NAMRC Conference at TAMU in College Station. The TEES-IMS is one of the vibrant research centers at the Texas A&M Engineering Experimentation station, and it is home to 30+ faculty members engaged in various aspects of manufacturing research and education pursuits. As the director of this institute, it is a great privilege to commit \$11,000 cost sharing for hosting this conference.

Given an opportunity, I am confident that Professor Wang and our team will provide you with a marvelous conference experience and that TAMU and TEES-IMS would be an excellent host for our flagship manufacturing conference. Please feel free to let me know if you have further questions on this matter.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Satish T.S. Bukkapatnam', with a long horizontal flourish extending to the right.

Satish T.S. Bukkapatnam, Ph.D.  
Rockwell International Professor  
Department of Industrial and Systems Engineering  
Director, TEES Institute for Manufacturing Systems  
Texas A&M University  
Phone: 979-458-2348  
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DEPARTMENT OF ENGINEERING TECHNOLOGY  
AND INDUSTRIAL DISTRIBUTION



November 23, 2015

ASME MED Executive Committee  
SME NAMRI Board of Directors

Dear Conference Selection Committee Members:

The purpose of this letter is to state my strong support of Dr. Jyhwen Wang's effort to host the 2018 ASME MSEC/SME NAMRC Conference. On behalf of the Department of Engineering Technology and Industrial Distribution at Texas A&M, I wholeheartedly endorse this event, which will bring industrial leaders and academic researchers together towards addressing the technical and educational issues of advanced manufacturing.

With this in mind, the Department of Engineering Technology and Industrial Distribution at Texas A&M will provide a one-course off-loading of Dr. Jyhwen Wang (equivalent to \$18,000 in financial support) as well as staff support towards this initiative.

I am confident that this will be a productive manufacturing conference.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Jangari'.

Reza Jangari, Ph.D., Professor and JR Thompson Department Head Chair  
Engineering Technology and Industrial Distribution (ETID)

3367 TAMU, College Station, TX 77843-3367  
Phone: 979.845.4951  
Fax: 979.847.9396

DWIGHT LOOK COLLEGE OF ENGINEERING  
DEPARTMENT OF MECHANICAL ENGINEERING



Andreas A. Polycarpou, Ph.D.  
Meinhard H. Kotzebue '14 Professor & Department Head  
Tel: 979.845.5337, Fax: 979.845.3081  
Email: [tamu-me-head@tamu.edu](mailto:tamu-me-head@tamu.edu)

November 24, 2015

Dear Colleagues in Manufacturing:

I am writing to provide wholehearted support to the proposal lead by the Texas A&M University (TAMU) Dwight Look College of Engineering professors Bukkapatnam, Srinivasa, and Wang, for hosting the 2018 MSEC-NAMRC conference at TAMU in College Station. The TAMU College of Engineering has identified advanced manufacturing as one of the strategic research areas and the Department of Mechanical Engineering is a key part of their initiatives.

I am delighted to commit \$4,000 cost sharing for hosting this conference and providing support staff.

Please feel free to contact me should you have any questions.

Regards,

A handwritten signature in blue ink that reads 'Andreas A. Polycarpou'.

Andreas A. Polycarpou, Ph.D.  
Department Head  
Meinhard H. Kotzebue '14 Professor

DEPARTMENT OF INDUSTRIAL AND SYSTEMS ENGINEERING  
Dwight Look College of Engineering



César O. Malavé

Professor and holder of the Sugar and Mike Barnes Department Head Chair in  
Industrial and Systems Engineering

November 24, 2015

Dear Colleagues in Manufacturing:

I am writing to provide my wholehearted support to the proposal, led by Texas A&M University (TAMU) Engineering faculty, and Texas A&M Engineering Experimentation Station Institute for Manufacturing Systems (TEES-IMS) faculty members for hosting 2018 MSEC-NAMRC Conference at TAMU in College Station. The Industrial and Systems Engineering department (ISEN) department has experienced an unprecedented growth in manufacturing research and education programs recent years, and it has been a highlight of our department.

Our strategic plan places Manufacturing as the department's main thrust with five faculty hires in this area in the past two years and concomitant accrument of world class research facilities. Advanced Manufacturing has been identified as one of the four strategic areas of our department. Our department also offers leadership to the college and TEES level initiatives in advanced manufacturing. As the head of the ISEN department I am delighted to commit a reduction of one course during FY 18 to Professor Satish Bukkapatnam and provide conference staff.

I am confident that Professor Bukkapatnam, working with Professor Wang will do a marvelous job and that TAMU would be an excellent host for this important manufacturing conference. Please feel free to let me know if you have further questions on this matter.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Cesar Malave', written over a large, stylized flourish that extends downwards and to the left.

César O. Malavé, Ph.D., P.E.

Professor and holder of the Sugar and Mike Barnes Department Head Chair  
in Industrial and Systems Engineering

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