

Advertising & Sponsorship Opportunities

AC American Coatings SHOW 2018

Hosted by the American Coatings Association, in collaboration with Vincentz Network.

**Indiana Convention Center
Indianapolis, IN
April 10-12, 2018**

**American Coatings CONFERENCE
April 9 -11, 2018**





Sponsorships

Increase booth traffic, gain market visibility and solidify company branding with sponsorship opportunities throughout the American Coatings Show and Conference. We want to help bring you the most success possible at the AC Show. If you don't see an opportunity you're looking for, just let us know!

AC Show Pocket Guide *

The guide features a layout of the show floor, with a list of exhibitors' booth numbers. It is distributed to all attendees at registration. A sponsor ad will appear in the guide.

Cost: \$7,500 SOLD: Sponsored by Lonza

AC Show Beverage Break

Sponsoring the complimentary morning & afternoon beverage breaks is a great way to attract new business. Your company logo will be featured on the disposable hot beverage cups, as well as on signage to invite attendees for complimentary beverages courtesy of your company.

Cost: \$5,000 (per day)

Aisle Signs

Help guide attendees to your booth by featuring your company name and booth number.

Art Deadline: March 1, 2018

Cost: \$850 per aisle (production included)

Cell Phone Charging Stations *

Charge-N-Go stations allow attendees to charge their phones, laptops and tablets without leaving the show floor. Stations are branded with the sponsor's company logo, with the option to run a promotional video on the stations' LCD screens. Includes three charging stations.

Cost: \$7,500

Column Wraps

These vinyl banners wrap the columns in the Indiana Convention Center foyer. Limited availability.

Art Deadline: March 1, 2018

Cost: \$1,500

Directional Floor Stickers

Drive attendees from the connected hotel walkways, through the convention center, directly to your booth. Floor stickers are one sq. ft. in area and will be produced and distributed by the general service contractor.

Art Deadline: March 1, 2018

Cost: \$750 per sticker

Email Campaigns

Reach attendees before or after the show by sending a targeted email to the attendee list. Send us your graphics and content and we take care of the rest!

Cost: \$1,500

Expo Bags *

Tote bags will be distributed to each attendee and exhibitor with their registration materials. Features sponsor name and logo.

Cost: \$15,000

Expo Tote Full Page Insert

A full-page insert will be included in the Expo Tote, which will be distributed to attendees and exhibitors at registration. Sponsors will also be acknowledged in the AC Show Daily.

Cost: \$5,000

Fun Run & T-shirts *

Sponsorship includes sponsor's company logo at the Fun Run location, on the event T-shirts and in the ACS newsletter.

Cost: \$17,500

SOLD: Sponsored by BYK USA





AC SHOW SPONSORSHIPS (continued)

Hotel Key Cards*

The sponsor's name and logo will appear on the key cards of event attendees registered at the Marriott Downtown, JW Marriott, Westin, and Omni.

Cost: \$13,500 SOLD: Sponsored by ICL/Advanced Additives: HALOX



Industry Buyers Lounge*

Located on the show floor, the Industry Buyers Lounge offers attendees and exhibitors a place to hold meetings. All promotions and signage will feature the sponsor's name and logo.

Cost: \$10,000 SOLD: Sponsored by Michelman

Lanyards*

Lanyards will be distributed to all exhibitors and attendees at registration as a badge holder to be worn throughout the event. The sponsor's name and logo will be featured on the lanyards.

Cost: \$20,000 SOLD: Sponsored by Elementis Specialties

Lobby Banners

Large hanging vinyl banners in the foyer/lobby space of the convention center provide a high visibility sponsorship. Limited availability.

Art Deadline: March 1, 2018

Cost: \$8,000

Meterboard Ads

These 4' wide x 8' tall ads are printed on foam core boards and placed in a cubed metal structure with 3 other ads.

Art Deadline: March 1, 2018

Cost: \$700

Mobile App*

The sponsor's name and logo will appear to all on the AC Show mobile app, which is utilized by attendees to navigate the show.

Cost: \$10,000

Product Presentations

Take the opportunity to make presentations on the show floor and provide on-the-spot interaction for attendees. These 15-minute presentations will also be posted on the show website, providing you with additional exposure after the show. Limited Availability!

Cut-off Date: January 31, 2018

Cost: \$750 per presentation

Show Luncheon*

This buffet luncheon will be held on the show floor, Wednesday, April 11, for all exhibitors and attendees. This opportunity is open for up to 3 sponsors, who will be acknowledged on-site.

Cost: \$15,000 each (max. 3)

Wi-Fi*

Complimentary wireless internet will be available throughout the building, providing service to both AC Show and CONFERENCE attendees. The password will feature the sponsor's company name, and all signage and references to Wi-Fi will be noted as "provided by [sponsor name]."

Cost: \$20,000

Window Clings

These static clings are applied to windows throughout the convention center. \$700 covers a standard-sized window pane. For more information on large format clings, contact show management.

Art Deadline: March 1, 2018

Cost: \$700

*Asterisk indicates premium sponsorship.



PLACING YOUR ORDER

For technical requirements/specs or to place your order, please refer to the sponsorship order form at www.american-coatings-show.com. If you have any questions or need more information, please contact:

Cameron Hames, Trade Show Manager
AC Media
770-727-0407
chames@paint.org

AC CONFERENCE SPONSORSHIPS

AC CONFERENCE Abstract Notebook *

Abstracts for each session presentation are provided in this book, which also contains room to jot down notes for each presentation attended. The entire back cover will feature the sponsor's logo and/or ad.

Cost: \$7,500

AC CONFERENCE Coffee Break

Coffee breaks and refreshments will be provided throughout the duration of the AC Conference. This includes the opportunity to sponsor either the AM or PM break, the entire day, or the entire conference. Your sponsorship will be acknowledged on-site and in the AC SHOW Daily.

Cost: \$1,500 each (AM or PM)

AC CONFERENCE Flash Drive*

Conference attendees receive a flash drive containing all conference handouts and abstracts. The sponsor's company logo will appear on the flash drive.

Cost: \$2,500

AC CONFERENCE Notepads*

Notepads with the sponsor's logo will be distributed to all conference attendees.

~~Cost: \$2,500~~ **SOLD: Sponsored by Reichhold**

AC CONFERENCE Pens*

Pens branded with the sponsor's name and logo will be distributed in conference packets and available for use throughout the conference.

~~Cost: \$2,000~~ **SOLD: Sponsored by Reichhold**

AC CONFERENCE Portfolio Insert (Excluding Production)

Receive special attention from all conference attendees by adding your company leaflet or a product flyer to the conference documents. Your sponsorship will be acknowledged in the AC SHOW Daily.

Cost: \$4,000 production excluded

AC CONFERENCE Poster Session & Reception*

A joint reception and poster session will be held on Monday, April 9, for conference attendees, chairpersons and speakers. The sponsor will be acknowledged on-site.

Cost: \$7,500

AC CONFERENCE Schedule At-A-Glance*

This full-sized schedule folds down to an easy-to-carry reference given to all conference attendees. Sponsor ad and/or logo will be featured on the schedule.

Cost: \$5,000

AC CONFERENCE: Monday Luncheon *

Luncheons will be held for attendees during the conference. The sponsor will be acknowledged on-site. Separate sponsorships are offered for the Monday and Tuesday luncheons.

Cost: \$7,500

AC CONFERENCE: Tuesday Luncheon *

Luncheons will be held for attendees during the conference. The sponsor will be acknowledged on-site. Separate sponsorships are offered for the Monday and Tuesday luncheons.

Cost: \$7,500

American Coatings Show 2018 Sponsorships

Sponsorship Order Form

Company Name: _____

Contact: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Invoice Address: _____

City: _____ State: _____ Zip: _____

Country: _____

** Asterisk indicates premium sponsorship.*

Select	SHOW Sponsorships	Cost
	Window Clings	\$700
	Meterboard Ads	\$700
	Directional Floor Stickers (per sticker)	\$750
	Product Presentations (per session)	\$750
	Aisle Signs (cost, per aisle sign)	\$850
	Column Wraps	\$1,500
	Email Campaigns	\$1,500
	AC SHOW Beverage Break (per day)	\$5,000
	Expo Tote Full Page Insert	\$5,000
	AC SHOW Pocket Guide *	SOLD
	Cell Phone Charging Stations * (3 charging stations total)	\$7,500
	Lobby Banners	\$8,000
	Industry Buyers Lounge *	SOLD
	Mobile App *	\$10,000
	Hotel Key Cards *	SOLD
	Expo Bags *	\$15,000
	SHOW Luncheon *	\$15,000
	Fun Run & T-Shirts *	SOLD
	Lanyards *	SOLD
	Wi-Fi *	\$20,000

Select	CONFERENCE Sponsorships	Cost
	CONFERENCE Coffee Break (each, AM or PM)	\$1,500
	CONFERENCE Pens * (Excluding Production)	SOLD
	CONFERENCE Flash Drive *	\$2,500
	CONFERENCE Notepads *	SOLD
	CONFERENCE Portfolio Insert (Excluding Production)	\$4,000
	CONFERENCE Schedule At-A-Glance *	\$5,000
	CONFERENCE Abstract Notebook *	\$7,500
	CONFERENCE: Monday Luncheon	\$7,500
	CONFERENCE: Tuesday Luncheon	\$7,500
	CONFERENCE Poster Session & Reception *	\$7,500

Terms & Conditions



Indianapolis, IN
April 9-12, 2018

American Coatings
SHOW 2018

Terms and Conditions for Print
Advertising in SHOW PREVIEW and DAILY &
SHOW POCKET GUIDE

1. Order Forms

SHOW PREVIEW and DAILY & SHOW POCKET GUIDE advertisement orders are accepted by AC Media LLC only in writing on the official order form. Special pages for advertisement orders are allocated in the order of receipt of the written orders. SHOW PREVIEW and DAILY advertisements must be ordered through Vincenz Network, and will be subject to conditions outlined by Vincenz Network. Therefore the outlined terms and conditions are not applicable.

2. Deadlines

The deadlines for returning the forms and submitting files for advertisements is Feb. 1, 2018.

3. Responsibility for Contents

The client is responsible for the content of advertisements in SHOW materials and any damages arising out of such content. The client bears the responsibility for the content and legal admissibility of graphic, photographic and text material provided for advertisements. AC Media LLC reserves the right to decline advertisement orders because of their content, origin or technical form if according to standard, objectively justified principles and if at the due discretion of AC Media LLC, their content is unlawful, is against official regulations or good moral standards. Under such circumstances AC Media LLC cannot reasonably be expected to approve publication. Clients will be informed without delay if an advertisement order is declined.

4. Quality of Print Material

The client is responsible for providing error-free printing material. A color sample is to be enclosed for color print, otherwise no responsibility can be accepted for correct color reproduction. AC Media LLC will request replacement without delay if print material is obviously unsuitable or damaged. AC Media LLC guarantees standard printing quality within the limitations imposed by the print material. Graphic work, changes to data already supplied and the production of color proofs are charged separately.

The client may also be charged extra for major changes to previously agreed work. The client is to bear any additional costs or losses in production, due to defects in the printing material supplied which were not immediately apparent but first detected during processing. The actual print height usual for the type of advertisement is used as the basis for charging unless special sizes are stipulated.

5. Liability

AC Media LLC and its employees and agents exercise the customary degree of care in accepting and checking advertisement texts, but are not liable for misleading or deceiving conduct by the client. AC Media LLC and its employees and agents are only liable for accidental omissions, printing errors, faulty workmanship of any kind, etc., if such defects can be proved to have been caused by intent or gross negligence. Any defects apparent must be registered by the client by no later than four weeks after the end of the event.

6. Cancellation of Orders

Cancellation of advertisement orders must be made in writing. In case of cancelling before the due date, costs incurred prior to that date may be invoiced. The exhibitor cannot cancel their order after March 1, 2018.

7. Charging for Entries and Advertisements

The invoice for advertisement orders is due for payment without deductions immediately and, in any event, by not later than eight days after receipt of the invoice.

8. Force Majeure

Occurrences of force majeure and labor disputes release the publisher and AC Media LLC from any obligation to fulfill orders and pay damages.

9. Place of Performance and Jurisdiction

Place of performance and jurisdiction for all obligations arising out of the contract for print advertisements is Washington, DC. Place of jurisdiction for debt collection proceedings is Washington, DC.



Specifications for Sponsorship/Advertising



Indianapolis, IN
April 9-12, 2018

American Coatings
SHOW 2018

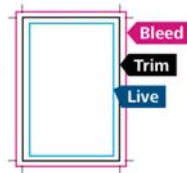
Sponsorship/Advertising Opportunities

1. Signage

- Aisle Signs: 4 ft. x 8 ft., full color, double-sided
- Lobby banners: 10 ft. x 3 ft.
- Directional Floor Stickers: 1ft. x 1 ft.
- Window Clings: 2'x2'
- 'You are Here' Exhibit Floor Directory: Can be placed in up to 3 locations on the Show floor. Rate is per location. Features 4-color company logo and a color accentuation of the area with booth number.
- Meterboards: 38.25" w x 84"

2. Registration

- Expo Tote Full Page Insert: Full Color, Full Page: 8.5"x11" Live print area 8.25" x 10.75".
- Must have full bleed 8.75" x 11.25" with crop marks.
- Expo Tote Half Page: 5.5"x8.5":
- Live print area 5.25" x 8.25".
- Must have full bleed 5.75" x 8.75" with crop marks.



3. Show Floor

- New Product Showcase: One sponsor per charging station
Product Presentation: 15-minute presentation. Rate is per product presentation.
- Cell Phone Charging Stations: Exclusive sponsorship for all units. Option to display a video commercial. Supported video & file formats: mpg, mpeg1 mpeg4, jpg, vod, voc. Charging station will display company logo on the kick panel. Submit JPG or EPS file.
- SHOW Floor Wireless Internet and Internet Kiosks: Exclusive sponsorship. Submit graphics for print and online.
- Beverage Break Sponsorship: Available all three days of the SHOW; preference is given on a first-come, first-served basis.

4. Digital Advertising

- Email Campaign: Rate is per email. Sponsor is responsible for production of graphics and text. Sponsor can select available launch dates (first-come, first-served basis) between 4 weeks prior to and up to 4 weeks post show.

5. Print Advertising

- AC SHOW Pocket Guide: 4.37" x 8.50".
- AC Conference Schedule at a Glance.



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Indiana Convention Center
Indianapolis, IN
April 10-12, 2018

Advertising Opportunities

PRINT ADVERTISING

ACS PREVIEW & DAILY

Target your customers before and during the show with the American Coatings Show's official show publications!

The ACS PREVIEW offers concise information on exhibitors, schedules and tips on hotels and travel, as well as important deadlines for preparing for the leading U.S. coatings show. Published four months before the show and offering an unmatched circulation of 75,000 copies plus digital distribution, consider your marketing message delivered!

The ACS DAILY will be published on all three days of the show with trends and reports off the show floor. Featuring attendee insights, exhibitor profiles, last minute tips on upcoming events: each issue will be an important signpost to your company booth!

ACS PREVIEW

Publication date: January 2018

Print run: 75,000 copies

- Distribution:**
- ▶ inserts in *Paint & Coatings Industry*, *Coatings World*, *CoatingsTech*, *European Coatings Journal* and *FARBE UND LACK*
 - ▶ distribution to all members of ACA
 - ▶ mailings to all former and potential attendees of the American Coatings SHOW
 - ▶ digital version available on ACS website, promoted through the ACS Newsletter

Closing date: **November 16, 2017**

Digital data due: December 11, 2017



ACS DAILY

Publication dates: April 10-12, 2018 (3 issues)

Print run:
No. 1: 4,500 copies
No. 2: 3,500 copies
No. 3: 3,500 copies

- Distribution:**
- ▶ exclusive show floor distribution
 - ▶ extensive hotel distribution
 - ▶ digital version available on ACS website

Closing date: **February 28, 2018**

Digital data due: March 13, 2018



Sizes and Rates

Size	Position	Width x height inches	American Coatings SHOW PREVIEW \$/issue	American Coatings SHOW DAILY \$/issue
Tabloid page	1 st right-hand page*	10 ³ / ₄ x 15	8,550	7,600
	back cover*		8,000	7,050
	ROP		7,350	6,500
Header	front page (two available)*	2 ¹ / ₃ x 2 ¹ / ₃	2,700	2,400
Tail piece	front page*	9 ³ / ₄ x 2 ¹ / ₃	3,950	3,500
Corner ad	ROP, upper corner	3 ¹ / ₃ x 3 ¹ / ₃ (trim edges)	2,100	1,900
Island page	ROP	7 x 10	5,950	5,300
Half page (horizontal)	ROP	9 ³ / ₄ x 7	4,450	4,000
One-third page (horizontal)	ROP	9 ³ / ₄ x 4 ² / ₃	3,700	3,250
One-quarter page (square)	ROP	4 ³ / ₄ x 7	3,050	2,750

Rates are per issue, full color (CMYK), and subject to VAT where applicable.
 Non-ACS 2018 exhibitors add 10% on total rate.
 Loose inserts are not available. Special positions (*) cannot be canceled.
 Cancellation period for advertising orders: 6 weeks before publication.

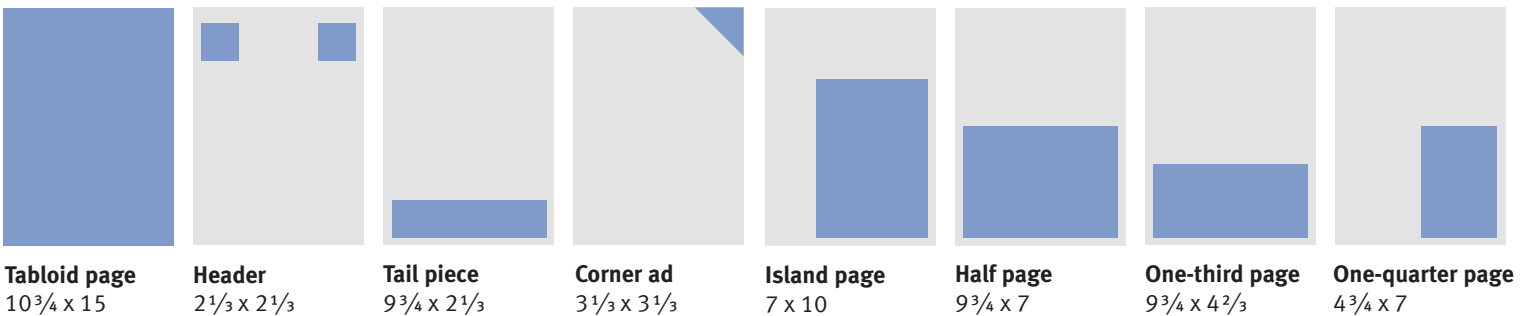
Discounts
ACS PREVIEW & DAILY:
 3 ads → 5%
 4 ads → 10%

Specifications

Trim size: 10 3/4 x 15 inches

Bleed: No charges for bleed, but only available for tabloid, half, and one-third pages, tail pieces, and corner ads. Add 1/8 inch on each trim edge, critical matter must be kept at least a 1/2 inch from all trim edges.

Digital files: Please send your digital data (TIF, JPEG, EPS, or high-resolution PDF) for the advertisement via email (max. 10 MB) to dave.weidner@vincentz.net



ACS NEWSLETTER

AC American Coatings SHOW 2018

Hosted by the American Coatings Association, in collaboration with Vincentz Network.

Indiana Convention Center
Indianapolis, IN
April 10-12, 2018
www.american-coatings-show.com

NEWSLETTER No. 1



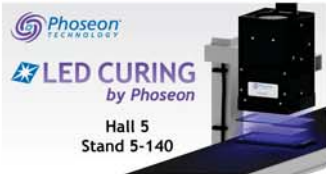
COVESTRO
INVENTING POLYMER STANDARDS FOR YOU

Covestro is an independent, globally leading provider of polymer solutions. In the field of coatings, adhesives, and specialties, we operate a cutting-edge network of production plants with the same high standards at every site. This is how we enable our customers to apply their formulations globally standardized. For efficiency and reliable quality in every region. What can we invent for you?

VISIT BOOTH 4A-528

LEARN MORE

Get your colors right with Datacolor's new instrument. Come visit us on our booth 5-350. Don't miss the chance to win an iPad!



PHOSEON TECHNOLOGY
STAY AHEAD WITH PHOSEON LED TECHNOLOGY

Phoseon Technology will showcase the latest LED curing solutions for coating applications at the European Coatings Show. Visit the booth to learn how Phoseon LED is a perfect fit for coating applications. Users of Phoseon LED curing systems can process a variety of materials at maximum production speeds with low-input power.

VISIT BOOTH 5-140

LEARN MORE



VENCOREX
OUR SOLUTIONS RELEASE THE POWER OF YOUR FORMULAS

Vencorex is a leader in aliphatic isocyanates (Tolonate™ and Easaqua™, HDI, IPDI), used to design high performance formulations for coatings, adhesives, elastomers, inks, leather finishing. Serving our customers' needs with innovative solutions is our objective we will demonstrate it again during the show. Come to discover our new product on our booth!

The only official e-newsletter of the leading U.S. coatings event in Indianapolis!

Starting three months before the show, the ACS NEWSLETTER keeps the coatings industry up to date on recent developments, news, and announcements before the American Coatings SHOW 2018.

Sent to over 15,000 coatings professionals, the ACS NEWSLETTER is the perfect platform to present your company and/or product highlights to industry professionals preparing for the show!

Publication dates:

January 24, 2018 February 21, 2018 March 21, 2018
February 7, 2018 March 7, 2018 April 4, 2018

Closing date & digital data due:

5 working days prior to publication date

Sizes and Rates

Type	Specs	\$/issue
Text ad (Product/Exhibitor highlight)	text: max. 400 characters (incl. spaces), headline: max. 70 characters (incl. spaces), incl. product picture or company logo (510 x 270 px), booth no., and link to your homepage, pic/logo file: JPEG, GIF (not animated), max. 100 KB	1,450
Banner ad	570 x 140 px, incl. link to your homepage, JPEG, GIF (not animated), max. 100 KB	1,050

Rates are subject to VAT where applicable. Non-ACS 2018 exhibitors add 10% on total rate. Cancellation period for advertising orders: 6 weeks before publication. Order of placement: first-come, first-served, limited availability.



Advertising Contacts

For inquiries from the U.S. & Canada
Dave Weidner
Phone 603-556-7479
Fax 253-847-3692
dave.weidner@vincentz.net

For inquiries from outside the U.S. & Canada
Anette Pennartz
Phone +49-511-9910-240
Fax +49-511-9910-259
anette.pennartz@vincentz.net