

Exhibitor Brochure

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



Make Your Presence Known at the 2018 American Coatings Show!

The American Coatings Association and Vincentz Network are gearing up to host the next American Coatings SHOW and CONFERENCE, April 9-12, 2018 in Indianapolis, Ind.

2018 will mark 10 years of success for the biennial event. We are honored to continue building on that success by offering the industry a larger platform to showcase new products and technologies. We are committed to growing with the industry and providing an unparalleled learning and networking experience.

The 2016 American Coatings SHOW featured 559 exhibitors and hosted more than 9,100 industry attendees from around the world; that's an increase of over 16 percent and 11 percent, respectively. In addition, net exhibit space grew more than 18 percent, from 109,000 sq. ft. to 130,000 sq. ft. This growth has given exhibitors access to more industry professionals, while providing attendees with broader exposure to what the industry has to offer.

Attendees gained valuable insight into innovative advancements in coatings technology, while exhibiting companies had an opportunity to engage with potential customers and cultivate existing business relationships. This is a win-win atmosphere that has been consistent since the show's inception, bolstered by the infusion of professionals that also attend the conference.

The American Coatings CONFERENCE, which is held for technical professionals in conjunction with the American Coatings SHOW, presents an exceptional learning experience. Consistently drawing more than 1,000 attendees from around the world, the conference offers nearly 100 presentations on the latest technologies and trends in coatings science. The 2018 American Coatings CONFERENCE will be held April 9-11, as the perfect complement to the American Coatings SHOW.

Both the show and conference have earned a reputation for being must-attend events for coatings industry professionals. From technical and sales professionals to university professors and top-level decision makers, the ACS and ACC have always provided the inside track on future trends and the latest developments in the coatings industry.

Don't hesitate to claim a prime spot as an exhibitor at the 2018 American Coatings SHOW!



Andy Doyle, President
American Coatings Association



A Track Record of Success

The biennial American Coatings SHOW and CONFERENCE has repeatedly been named one of the 50 Fastest Growing Trade Shows in the United States, by *Trade Show Executive* magazine, for its exponential growth.

	2010	2012	2014	2016
Exhibitors	328	425	480	559
Net Exhibit Space (Sq. Feet)	68,100	91,200	109,919	130,000
Visitors	6,643	7,508	8,183	9,100

A Complete Portfolio

The American Coatings SHOW offers a comprehensive showcase of innovative products, technologies, equipment and services.

- **Coating Raw Materials**
Binders / Solvents / Pigments / Fillers / Additives
- **Laboratory, Production and Packing Equipment**
Mixers / Extruders, Kneaders / Mills, Triple Roller Mills and Accessories / Engineering / Filters and Filtration / Pumps / Metering Devices, Balances / Conveying Systems / Filling Systems / Packaging and Packaging Materials / Labeling Machines / Logistics / Tinting Systems / Screening Machines and Sintering Plants / Coolers / Pipe Technology
- **Testing and Measuring Equipment**
Quality Control and Laboratory Testing Equipment / Production and Process Control
- **Environmental Protection and Safety at Work**
Occupational Safety / Container Washing Equipment / Emission Treatment / Effluent Treatment / Solvent Recycling
- **Services**
Software, Hardware / E-Commerce / Training and Education Qualification / Technical Information and Publication / Consultancy





Show Highlights

Interactive Online Floor Plan

The American Coatings SHOW will feature an interactive floor plan in which attendees can simultaneously search for specific companies, products, etc., and find the booth location on the show floor. Exhibitors will have the ability to upgrade their listing and maximize their exposure through enhanced e-booth features, such as uploading products, press releases, videos, and more!

Product Presentations

Take the opportunity to showcase your innovations on the show floor and engage attendees during a live, on-stage Product Presentation.

Industry Buyers Lounge

The Industry Buyers Lounge provides the opportunity to meet with customers and potential buyers without leaving the show floor.

American Coatings SHOW DAILY

The trade show and conference newspaper, published all three days of the show, features daily highlights, interviews with industry experts, booth locations and more. The AC SHOW DAILY also offers advertising opportunities to present your company and product information to thousands of attendees as they plan their daily itineraries.

Career Center

Trade shows are an excellent place to find qualified candidates for any job openings you may have. The American Coatings SHOW will feature a Career Center on the show floor, where you can post open positions in your organization.

American Coatings CONFERENCE

The American Coatings CONFERENCE, held April 9-11, 2018, provides an in-depth comprehensive overview of advancements in coatings formulations, as well as key technological developments. Reach top decision-makers in international coatings development. Be there to present your own expertise or show your commitment with targeted sponsoring.

Fun Run

This event began in 2016, with 300 runners and walkers gathering at sunrise to jump start their day, network, and participate in this fundraising effort. Proceeds from the Fun Run are used to fund student participation in the AC CONFERENCE. Sponsors receive signage at the event, company logo featured on the ACS website and inclusion in post-event coverage.





Premium Sponsorships

What better way is there to make sure your company gains the attention it deserves than to take advantage of a high-profile sponsorship that puts your company's name and logo front-and-center during the ACS and ACC? **Sponsorships in excess of \$7,500 will be listed in the AC SHOW DAILY, ACS Pocket Guide, and on the ACS website.**

AC SHOW

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

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

Expo Bags

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

Cost: \$15,000

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

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.

\$13,500

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

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

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

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

Additional sponsorships will be listed on the ACS website at www.american-coatings-show.com.



AC CONFERENCE

AC CONFERENCE 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 per luncheon

AC CONFERENCE Notepads

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

Cost: \$2,500

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

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 Abstract Notebook

Abstracts for each session presentation are provided to attendees in this book, which also provides 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 Flash Drives

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

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
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Welcome to Indy!

A \$275 million expansion has made the Indiana Convention Center and Lucas Oil Stadium a powerhouse destination for the largest events in the country — including the 2012 Super Bowl. With its striking contemporary look and sense of openness, the ICC redefines the character of a trade show and meeting venue.

The Indiana Convention Center is located in the heart of the 12th largest city in the United States, Indianapolis, Ind. The state capital, Ind. ranks in the top 25 most visited cities in the country, with 26 million annual visitors. Indianapolis International Airport accommodates 150 flights each day, carrying 7.2 million yearly passengers to and from the Circle City.



Now one of the largest convention centers in America, the Indiana Convention Center is connected by skywalks to more hotel rooms than any other city in the nation. Also linked to the center is a four-story urban shopping mall, surrounded by more than 200 restaurants and clubs, well-known sports venues, and a 10-block state park that features top museums, green space and a convenient canal walk. It's the reason *Sports Illustrated's* Peter King calls Indianapolis "the most walkable downtown in America."

With over \$3 billion in convention industry investments, no other city in the nation can match Indianapolis' collection of upgrades and developments.

AC American Coatings SHOW 2018

www.american-coatings-show.com



Venue

Indiana Convention Center
100 S. Capitol Avenue
Indianapolis, IN 46225

Dates:

American Coatings SHOW
April 10-12, 2018

American Coatings CONFERENCE
April 9-11, 2018

Show Hours:

Tuesday, April 10 &
Wednesday, April 11
9:00 am – 5:00 pm

Thursday, April 12
9:00 am – 1:00 pm

Organizers

American Coatings Association

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