

SPONSORSHIP BROCHURE

ACSM AMERICAN COATINGS SHOW[®]+ CONFERENCE

Indiana Convention Center
Indianapolis, IN
April 5 - 7, 2022





AC SHOW 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 valued at \$7,500 and above will be listed in the *AC Show Daily*, *ACS Pocket Guide*, and on the ACS website.

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 Sponsored By: LSI

AC Show Beverage Break

Sponsoring the complimentary morning & afternoon beverage breaks is a great way to attract new business as well as on signage to invite attendees for complimentary beverages courtesy of your company.

Cost: \$5,000 (per break, per day)

AC Show Career Center

Located on the show floor, the ACS Career Center helps job seekers and employers make connections by offering a platform for online resumé and job searches that also allows for scheduling face-to-face interviews during the ACS. All promotions and signage will feature the sponsor's name and logo.

Cost: \$5,000

Aisle Signs

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

Art Deadline: March 2, 2022

Cost: \$1,000 per aisle (multiple opportunities available)

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. Includes three charging stations.

Cost: \$7,500 (multiple opportunities available)

Column Wrap

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

Art Deadline: March 2, 2022

Cost: \$1,600 (multiple opportunities available)

Directional Floor Stickers

Guide 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 applied by the general service contractor.

Art Deadline: March 2, 2022

Cost: \$1,000 per package (includes 25 stickers)
(multiple opportunities available)

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'll take care of the rest! Limited availability.

Cost: \$2,000

Expo Tote Bags *

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

Cost: \$10,000 Sponsored By: Covestro

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 (multiple opportunities available)

*Asterisk indicates premium sponsorships.



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 Sponsored By: BYK USA

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 Sponsored By: ICL 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

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 Sponsored By: Azelis Americas CASE

Lobby Banners*

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

Art Deadline: March 2, 2022

Cost: \$8,000 (multiple opportunities available)

Meterboard Ads

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

Art Deadline: March 2, 2022

Cost: \$850 (multiple opportunities available)

Mobile App*

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

Cost: \$10,000 Sponsored By: Palmer Holland

Product Presentations

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!**

Deadline: Jan. 31, 2022

Cost: \$800 per presentation

Show Luncheon (Wednesday)

A luncheon will be held in multiple locations the show floor, offering a variety of meal options for all exhibitors and attendees on Wednesday, April 6. This opportunity is open for up to 3 sponsors, who will be acknowledged on site.

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

Farewell Luncheon

A farewell luncheon will be held on the show floor for all exhibitors and attendees on Thursday, April 7. This opportunity is open for up to 3 sponsors, who will be acknowledged on site.

Cost: \$12,000 (max. 3 per day)

Website Banner Ads

This opportunity allows ACS exhibitors to showcase their company on the show website for a six-month period. Several ad sizes and placements are available. Space is limited, and available on a first-come, first-served basis. Contact show management to reserve ad space.

Materials Deadline: Oct. 1, 2021

Cost: Varies by size and placement.

See "Specifications" page for details.

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: \$7,500 (per day) or \$20,000 exclusive

Window Clings

These static clings are applied to windows throughout the convention center. For more information on large format clings, contact show management.

Art Deadline: March 2, 2022

Cost: \$1,000 for 2 Window Clings



AC CONFERENCE Sponsorships

AC Conference Refreshment Break

Keep conference attendees fueled during the day by making refreshments and soft drinks available in all conference rooms. Sponsorship options include the AM or PM break, an entire day, or the entire conference. The sponsor will be acknowledged on site, and in the *AC Show Daily*.

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

Sponsored By: Troy Corporation (Tuesday),
Wednesday & Thursday still available.

AC Conference Notepads

Notepads with your company's logo will be distributed to all conference attendees. Notepads to be provided by sponsor.

Cost: \$2,500 (production excluded)

AC Conference Pens

Pens with your company's name and logo will be distributed in conference packets and available for use throughout the conference. Pens to be provided by sponsor.

Cost: \$2,000 (production excluded)

Sponsored By: Georgia-Pacific Chemicals

AC Conference Portfolio Insert

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 the show floor on Tuesday, April 5. 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

Are we missing a sponsorship opportunity? Please feel free to contact us with your ideas!

PLACING YOUR ORDER

For technical requirements/specs or to place your order, please refer to the sponsorship order form on 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



SPONSORSHIP Order Form

Company Name: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Invoice Address: _____

City: _____ State: _____ Zip: _____

Country: _____

* Asterisk indicates premium sponsorship.

Select	Show Sponsorships	Cost
	Product Presentations (per session)	\$800
	Meterboard Ads	\$850
	Directional Floor Stickers (25 stickers)	\$1,000
	Aisle Signs (cost, per aisle sign)	\$1,000
	Window Clings (2)	\$1,000
	Column Wraps	\$1,600
	Email Campaigns	\$2,000
	Show Beverage Break (per break, per day)	\$5,000
	Expo Tote Full Page Insert	\$5,000
	Career Center	\$5,000
	Wi-Fi *	\$7,500/day; \$20,000 exclusive
	Show Pocket Guide *	SOLD
	Cell Phone Charging Stations * (3 charging stations total)	\$7,500
	Lobby Banners *	\$8,000
	Industry Buyers' Lounge *	\$10,000
	Mobile App *	SOLD
	Hotel Key Cards *	SOLD
	Expo Tote Bags *	SOLD
	Show Luncheon *	\$15,000

Select	Show Sponsorships (continued)	Cost
	Farewell Luncheon *	\$12,000
	Fun Run & T-Shirts *	SOLD
	Lanyards * (production excluded)	SOLD
	Website Banner Ads	See specifications page for pricing

Select	Conference Sponsorships	Cost
	Conference Refreshment Break (each, AM or PM)	\$1,500
	Conference Pens (excluding production)	SOLD
	Conference Notepads (excluding production)	\$2,500
	Conference Portfolio Insert (excluding production)	\$4,000
	Conference Schedule At-a-Glance	\$5,000
	Conference Poster Session & Reception *	\$7,500

Terms and Conditions for Print Advertising

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 Vincentz Network, and will be subject to conditions outlined by Vincentz Network. Therefore, the outlined terms and conditions are not applicable.

2. Deadlines

The deadline for returning the forms and submitting files for advertisements is Jan. 31, 2022.

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.

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 the order after March 2, 2022.

7. Charging for Entries and Advertisements

The invoice for advertisement orders is due for payment without deductions immediately and, in any event, by no 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, D.C. Place of jurisdiction for debt collection proceedings is Washington, D.C.

Specifications for Sponsorship/Advertising

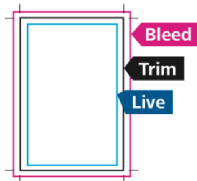
Sponsorship/Advertising Opportunities

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: 2ft. x 2ft.
- '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 in. x 84 in.

2. Registration

- Expo Tote Full Page Insert: Full Color, Full Page: 8.5 in. x 11 in. Live print area 8.25 in. x 10.75 in.
- Must have full bleed 8.75 in. x 11.25 in. with crop marks.
- Expo Tote Half Page: 5.5 in. x 8.5 in.
- Live print area 5.25 in. x 8.25 in.
- Must have full bleed 5.75 in. x 8.75 in. with crop marks.



3. Show Floor

- Cell Phone Charging Stations: 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.

- Website Banner Advertising: All ad materials are due by Oct. 1, 2021; all ads will appear Nov. 1, 2021 – May 1, 2022. Rates are U.S. dollars (gross); file formats: jpg, gif or animated gif; URL link must be provided. A limited number of ads are available on a first-come, first-served basis.

Leaderboard (720 x 90 pixels)

Homepage	\$5,500
Primary Page	\$4,500
Secondary Page	\$4,000

Medium Rectangle Pop-up (300 x 250)

Available on primary pages only.

Exclusive (only banner shown)	\$8,500
Rotating (3 maximum)	\$7,200

Scrolling Medium Rectangle (300 x 250)

Primary page (3 spots max per page)	\$5,000
Secondary page (3 spots max per page)	\$4,000

5. Print Advertising

- AC Show Pocket Guide: 4.37 in. x 8.50 in.
- AC Conference Schedule At-a-Glance.
- Conference Notepads: Sponsor to provide notepads with company logo/branding to be included with conference materials.
- Conference Pens: Sponsor to provide pens with company logo/branding to be included with conference materials.