

EXHIBITOR BROCHURE



ACSM AMERICAN COATINGS SHOW[®]+ CONFERENCE

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



The American Coatings Show and Conference 2022 Offers a Long-Awaited Opportunity



The 2022 American Coatings Show and Conference is fast approaching, and I am very excited to welcome everyone for what is expected to be an exceptional exchange of knowledge and a showcase of innovation. ACS 2022 remains the most important event for the coatings industry, bringing together thousands of industry professionals while providing a platform for companies to connect with customers.

Despite the challenges brought on by the pandemic this past year, I am very proud of the way our industry has not only weathered the storm but thrived during these difficult times. And, as we plan for ACS 2022, we thank all of you who supported us during 2020. Your commitment is a testament to the resilience and character of the people in our industry.

It is now time to look to the future and a celebration of our industry. ACS 2022 will once again provide attendees with a top-notch experience at the Indiana Convention Center. To allow for additional convenience and attendee flow and interaction, the conference and exhibition will be held in adjoining areas of the hall, making the transition from sessions to the show floor a natural part of navigating the event. In addition, we are taking every step to adhere to appropriate guidelines and safety protocols, making necessary modifications to allow participants to conduct business in a safe and welcoming environment.

ACS 2022 will feature numerous opportunities for product presentations, highlighting your presence through sponsorship, and engaging with current and potential customers in person. In addition, our online ExpoBrander makes it possible to invite customers and prospects to the event by offering complimentary registration and gives exhibitors valuable information about those registrants.

Each time the ACS and ACC are held, the event draws a record number of attendees ready to establish connections and learn the latest technologies and products the coatings industry has to offer.

Don't hesitate to claim your spot as an exhibitor at the 2022 American Coatings Show. We look forward to seeing you again!

A handwritten signature in blue ink, appearing to read 'Andy Doyle', with a stylized flourish at the end.

Andy Doyle, President and CEO
American Coatings Association



A Track Record of Success

The biennial American Coatings Show and Conference continues to grow, increasing the value to companies that exhibit alongside their competitors, and drawing an increasing number of industry buyers.

	2010	2012	2014	2016	2018
Exhibitors	328	425	480	559	558
Net Exhibit Space (Sq. Feet)	68,100	91,200	109,919	130,000	137,500
Visitors	6,643	7,508	8,183	9,100	9,427

*The 2020 ACS was cancelled due to the SARS-COVID-19 pandemic.

A Complete Portfolio

The American Coatings Show showcases innovative products, technologies, equipment and services. In 2022, the event will also feature Powder Coatings.

■ 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, allowing attendees to search for specific companies, products, etc., and for booth location on the show floor. Exhibitors will have the ability to upgrade their listings and maximize 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 Preview and Daily

The trade show and conference newspaper, published before and 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 job openings, and the ACS is no different. Exhibitors may post job opportunities online and gain access to resumes of qualified individuals prior to the event or visit the Career Center booth during the event.

American Coatings Conference

The American Coatings Conference will be held April 5 - April 7, providing in-depth comprehensive overview of advancements in coatings formulations, as well as key technological developments.

Fun Run

Both runners and walkers gather to take part in this event, which draws an impressive crowd of participants. Proceeds from the Fun Run are used to fund student participation in the AC Conference.

Industry Pavilion

For the first time in 2022 the ACS will feature a Powder Coatings Pavilion.

The ACS EXPOBrander®:

Complimentary Registration for Preferred Clients

The EXPOBrander® is a great way for ACS exhibitors to receive highly qualified leads prior to the ACS!

With the EXPOBrander, exhibitors may “co-brand” with the American Coatings Show 2022 by placing a specially supplied hyperlink directly on the company’s website. This creates a co-hosted registration page especially designed for customers and prospects. Once an individual registers for the show, through your company’s customized hyperlink, two things happen:

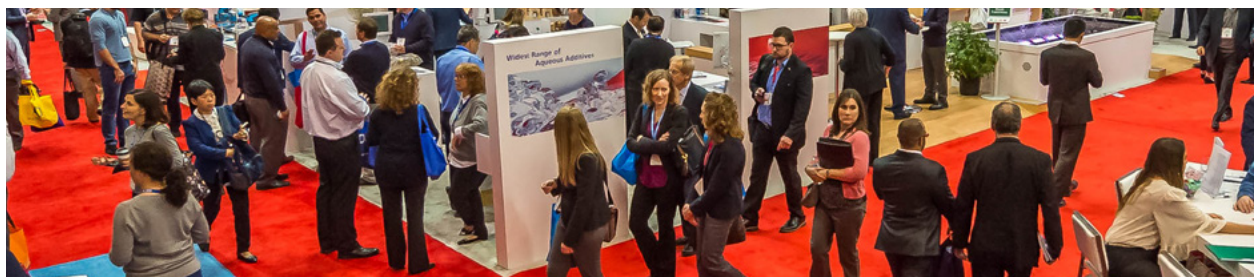
1. The EXPOBrander® enables preferred clients and prospects to receive FREE trade show admission.
2. The exhibitor receives 24/7 access to an online reporting system that provides useful, downloadable information about anyone registering for the event through the exhibitor's website.

The EXPOBrander® is available to all ACS exhibitors once registration opens. It will provide useful information for scheduling on-site meetings and planning receptions, as well as an opportunity to associate the exhibitor’s brand with a premiere industry event.



AC SHOW 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.



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

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

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 Sponsored By: BYK

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 Phosphate Specialty

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 Sponsored By: Pallmer Holland

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

AC Show Luncheon

This buffet luncheon will be held on the show floor, Wednesday, April 6, 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: \$7,500 (per day) or \$20,000 exclusive

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



PREMIUM SPONSORSHIPS



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 Sponsored By: Georgia-Pacific Chemicals

AC Conference Poster Session & Reception

A joint reception and poster session will be held on the show floor. 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 logo will be featured on the schedule.

Cost: \$5,000

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

See You in Indy!

The Indiana Convention Center

The Indiana Convention Center has become the “home” of the American Coatings Show and Conference. Located in the heart of downtown Indianapolis, it is connected by skywalks to 12 hotels for ease of access.

Named one of *Exhibitor* magazine’s “2021 Centers of Excellence,” it was acknowledged as a top convention center in North America for trade shows. It’s state-of-the-art technology and commitment to minimizing environmental impact make it an ideal site for the coatings industry’s premiere exhibition and conference.

Beyond the venue, there are many options for dining and recreation within walking distance of the convention center. A wide variety of restaurants are located within blocks of the center, and the nearby White River State park offers scenic views and trails, as well as museums.

We look forward to seeing you in Indianapolis for the 2022 American Coatings Show and Conference. You won’t want to miss it!

ACS 2020 Contact Information

Venue

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

Dates

American Coatings Show
April 5 - April 7, 2022

American Coatings Conference
April 5 - April 7, 2022

Show Hours

Tuesday, April 5 &
Wednesday, April 6
9:00 am – 5:00 pm

Thursday, April 7
9:00 am – 1:00 pm

Organizers

American Coatings Association
Cheryl Matthews
V.P., Events & Expositions
901 New York Avenue, N.W.
Suite 300 West
Washington, D.C. 20001
Phone: 202-462-6272
cmatthews@paint.org
www.paint.org

Vincentz Network

Amanda Beyer
Dir. Event Management
2885 Sanford Ave., SW #15817
Grandville, MI 49418
Phone: 202-684-6630
amanda.beyer@vincentz.net
www.vincentz.net

Exhibitor Sales/Management

Dirk Ebener
Director of Expositions
AC Media
Phone: 770-727-0406
debener@paint.org
www.american-coatings-show.com

Cameron Hames
Trade Show Manager
AC Media
Phone: 770-727-0407
chames@paint.org
www.american-coatings-show.com