

EXHIBITOR BROCHURE

ACSM AMERICAN COATINGS SHOW[®]+ CONFERENCE

Indiana Convention Center
Indianapolis, IN
March 31 - April 2, 2020



Secure Your Position at the American Coatings Show 2020!

The American Coatings Association and Vincentz Network are excited to host the American Coatings Show and Conference next year. From March 31 until April 2, 2020, the Indiana Convention Center will be bustling with thousands of industry professionals eager to learn about the latest industry research, trends and coatings technologies.

Almost 560 companies exhibited at the last American Coatings Show (ACS), which provided an opportunity to engage with 9,427 coatings industry professionals. The ACS 2018 featured impressive booths, where companies showcased their newest products, filling 137,500 square feet of exhibit space. Not only did each booth highlight cutting-edge products, exhibitors also took advantage of the opportunity to shed light on their new technologies during 55 product presentations. In 2020, there will be two new pavilions, one focused on Powder Coatings; the other will focus on Adhesives and Sealants.



Because the show continues to grow in size and attendance, it has become a “must-attend” industry event. Past performance of the show has proven, repeatedly, that it is viewed by professionals from all industry segments as a worthwhile investment. Such an influx of people provides the perfect audience for showcasing the latest products and conveying how your company’s products offer solutions that address customer needs.

There are opportunities to maximize your participation, through booth positioning and sponsorship. In addition, our EXPOBrander online tool makes increasing engagement with customers and potential buyers a turn-key process; it also allows free registration for your customers and a unique opportunity to co-brand your company with this premiere industry event.

An added attraction is the American Coatings Conference (ACC), which will feature a new schedule in 2020. The conference draws coatings technology professionals and students for an exceptional learning experience that begins with presentation of cutting-edge research and overflows to discovering the latest technologies showcased at the exhibition. More than 1,000 coatings professionals attend the ACC to gain knowledge, exchange ideas and network.

ACA and Vincentz Network are committed to providing a platform for companies and individuals in the industry that is unparalleled, with opportunities for companies to nurture existing relationships, gain new business, and launch new products. The ACS is a proven investment of resources. Take advantage of the opportunity to secure your position at the ACS 2020!

A stylized, handwritten signature in blue ink, appearing to read 'Andy Doyle'.

Andy Doyle, President
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 |

A Complete Portfolio

The American Coatings Show showcases innovative products, technologies, equipment and services. In 2020, the event will feature new categories, including Powder Coatings and Adhesives and Sealants!

- **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 March 31 – April 2, 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.

New Pavilions

For the first time in 2020, the ACS will feature pavilions for Powder Coatings, as well as Adhesives and Sealants.

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 2020 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.



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

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.

Cost: \$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

AC Show Luncheon

This buffet luncheon will be held on the show floor, Wednesday, April 1, 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.

Premium Sponsorships



AC Conference Luncheon

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

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 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 is located in the heart of Indianapolis, Ind. 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.

This is what makes the Indianapolis Convention Center the perfect location for the American Coatings Show and Conference. We can't wait to see you.



ACS 2020 Contact Information

Venue

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

Dates

American Coatings Show
March 31 - April 2, 2020

American Coatings Conference

March 31 - April 2, 2020

Show Hours

Tuesday, March 31 &
Wednesday, April 1
9:00 am - 5:00 pm

Thursday, April 2
9:00 am - 1:00 pm

Organizers

American Coatings Association

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