



Powder Coating 2020

Technical Conference



Tabletop Exhibit Prospectus & Event Sponsorships



February 17 - 20, 2020

Renaissance Orlando at SeaWorld®
Orlando, FL

conference.powdercoating.org



Powder Coating 2020 Technical Conference

Dear PCI Members and Powder Coating Industry Suppliers,

For more than 30 years, the Powder Coating Institute has hosted an annual event that focuses on providing education for all those using powder coating and those interested in learning more about the technology. Over the years, the event has taken many forms. With a strong commitment to continuous education of the powder coating industry, PCI will host its Powder Coating 2020 Technical Conference from February 17-20 in Orlando, FL. This event will consist of the following:

- **PCI's Powder Coating 2020 Technical Conference**

Evaluations from last year's Technical Conference were the best in many years! In 2020, attendees can count on receiving valuable and innovative information at the Powder Coating Technical Conference.

- **PCI's Powder Coating 2020 Tabletop Exhibits**

A tabletop exhibition will take place on February 19 & 20 with lunch in the tabletop ballroom on both days and an evening reception on February 19. You'll find floor plans, a tabletop contract with rules & regulations, and a sponsorship & advertising order form in this packet. Companies may select up to two tables. All hospitality will be on the tabletop exhibit floor.

- **PCI's Powder Coating 101 Workshop - Basic Essentials**

This workshop will be held at the Renaissance Orlando at SeaWorld® on Monday and Tuesday, February 17 & 18.

- **PCI's Custom Coater Forum**

The Custom Coater Forum will be held opposite the Powder Coating 101 Workshop at the Renaissance Orlando at SeaWorld® on Monday and Tuesday, February 17 & 18.

Bringing these events together over the course of one week offers everyone in the industry the chance to come together, learn, network, and see the latest in powder coating technology.

Now is the time to review all the opportunities available to your company to gain valuable exposure through the above events. In this brochure, you will find everything you'll need to prepare for your participation in PCI's Powder Coating 2020 including descriptions of all sponsorships. To reserve your tabletop or sponsorship, visit www.powdercoating.org/Exhibitors.

Important Note:

To be included in the *Powder Coated Tough* Jan/Feb issue that will feature the PCI Powder Coating 2020 Technical Conference, you **MUST** return a completed tabletop contract and sponsorship application **NO LATER THAN November 1, 2019**.

Questions? For tabletop exhibition and sponsorship questions, contact **Anne Goyer** (anne@goyermgmt.com); for advertising questions, contact **Troy Newport** (troy@goyermgmt.com) or by phone at 859-525-9988.

EXHIBITOR PROSPECTUS

EVENT LOCATION

Renaissance Orlando at SeaWorld®

Orlando, FL

The Peninsula Ballroom 1-4

EVENT DATES

February 17 - 20, 2020

TABLETOP EXHIBITION HOURS

February 19: 11:00 AM - 1:00 PM; 4:30 - 6:30 PM

February 20: 11:00 AM - 1:00 PM

*Stations will offer lunch and reception food & beverages in the exhibit area.

EVENT PROFILE

This four-day event includes a two-day tabletop exhibition. Tabletop exhibitors will include powder coating manufacturers, powder coating application equipment manufacturers, systems houses, chemical suppliers and the various services and supplies that support the powder coating industry.

The four-day program designed to educate users of powder coatings offers:

February 17 & 18

Powder Coating 101 Workshop – Basic Essentials & Custom Coater Forum

February 19 & 20

Technical Conference and Tabletop Exhibition

EVENT SPONSOR



**Powder®
Coating
Institute**

EVENT MANAGEMENT



CURRENT FLOOR PLAN:

<http://www.powdercoating.org/FloorPlan>

TABLETOP EXHIBIT SPACE RENTAL FEES (maximum two tables per exhibiting company)

PCI Members:

One Table - \$1,800

Two Tables - \$3,000

Non-Members:

One Table - \$3,000

Two Tables - \$5,000

RENTAL FEES INCLUDE:

- * Draped table (color determined by event management)
- * Carpeted ballroom
- * Two complimentary registrations to the POWDER COATING 2020 Technical Conference if taking one table, three complimentary registrations if taking two tables.
- * Complete attendee list with company and address following the event
- * Free promotional tools & materials
- * Detailed tabletop exhibit service manual
- * Company listing in Official Event Directory
- * Company listing on powdercoating.org website
- * Free link to your company website from the event website

ATTENDEE PROFILE

Attendees include representatives from manufacturing companies and job shop finishers who apply powder coatings, or who are interested in using powder coatings.

At POWDER COATING 2020, your table will be visited by:

- * Presidents/Company Owners
- * Finishing Supervisors
- * Finishing Coordinators
- * Booth Operators
- * Manufacturing Engineers
- * Quality Control Managers
- * Foremen
- * Plant Managers
- * Design Engineers
- * Technical Directors
- * Business Managers
- * Purchasing Agents
- * ... and more

QUESTIONS?

For tabletop exhibition and sponsorship questions, contact Anne Goyer (anne@goyermgmt.com); for advertising questions, contact Troy Newport (troy@goyermgmt.com) or by phone at 859-525-9988.

SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE:

- * Company logo on on-site signage
- * Company logo listed as sponsor on opening general session slides
- * Recognition & logo on the PCI Powder Coating 2020 Technical Conference landing page on PCI website
- * Recognition in PCI Powder Coating 2020 Event Directory
- * Recognition in Powder Coated Tough 2020 Pre-event issue Jan/Feb (Nov. 1 deadline)
- * Recognition on social media
- * Opportunity to insert one piece of literature in tote bag (sponsor must supply the literature no later than January 15)

See individual sponsorships for additional benefits // All PCI Members receive 5% off sponsorship prices

TECHNICAL CONFERENCE AND TABLETOP EXHIBITION SPONSORSHIPS

Wednesday, February 19 & Thursday, February 20

TUESDAY EVENING TECHNICAL CONFERENCE \$2,000 (exclusive)

AFTER-HOURS WELCOME EVENT (8:30 - 10:00 PM)

This informal gathering will give you time to meet others attending the technical conference in a casual setting. Check-in, unpack and join us for drinks and good conversation!

- Sign on bar
- Tabletop signs with logo on each table

FOOD STATIONS IN THE TABLETOP EXHIBITION BALLROOM

Promote your company in the ballroom where the tabletops and all food functions will be held. We will feature food stations around the ballroom along with two bars during Wednesday afternoon's reception. Each station is available for sponsorship.

- Company signage on food station
- Table tent with company logo on 4 tall cocktail rounds near the sponsored station that states "Compliments of"

Sponsorship(s) Available: Five per event

Wednesday, February 19

LUNCH

Station #1 - Roasted Turkey Breast Carving Station: **\$1,500**

Station #2 - Pasta Bar: **\$1,500**

~~Station #3 - Beverage & Dessert: \$1,500~~

Station #4 - Fajitas Station: **\$1,500**

~~Station #5 - Build a Salad: \$1,500~~

RECEPTION

Station #1 - Hors d'oeuvres: **\$1,500**

Station #2 - Hors d'oeuvres: **\$1,500**

~~Station #3 - Bar: \$1,500~~

Station #4 - Bar: **\$1,500**

Station #5 - Hors d'oeuvres: **\$1,500**

Thursday, February 20

LUNCH

Station #1 - Bourbon Sugar Glazed Ham Carving Station: **\$1,500**

Station #2 - Asian Noodle Station: **\$1,500**

Station #3 - Beverage & Dessert: **\$1,500**

Station #4 - Taco Station: **\$1,500**

Station #5 - Build a Salad: **\$1,500**

BREAKFAST & REFRESHMENT BREAKS FOR CONFERENCE

Breakfast: **\$2,000** | Refreshment Break: **\$800**

- Easel signage that reads "Compliments of..."

See website for remaining availability

Sponsorship(s) Available:

Two Breakfasts (Wednesday & Thursday)

Four Breaks (one each morning and one each afternoon)

CONFERENCE PROCEEDINGS FLASH DRIVES

\$1,500 (Exclusive)

Each attendee will receive a flash drive containing all of the technical presentations. Your logo will adorn one side of the drive.

- Company logo on conference proceedings flash drive provided to every conference attendee

Sponsorship(s) Available: One

LANYARDS

\$2,000* (Exclusive)

Distributed with badge holders at on-site registration, lanyards with your company name/logo will be provided to every attendee.

- Company name/logo on lanyards provided to every attendee

*Sponsor must supply lanyards by January 15. Minimum required: 400

Sponsorship(s) Available: One

POWDER COATING 2020 TOTE BAGS

\$2,000* (Exclusive)

Tote bags will be distributed at on-site registration to all attendees.

- Company logo on tote bag distributed to all attendees

*Sponsor must supply tote bags by January 15. Minimum required: 300

Sponsorship(s) Available: One

POWDER COATING 2020 TOTE BAG INSERT

\$500 per insert

Provide your company collateral to each attendee inside the pre-stuffed Powder Coating 2020 tote bags. All sponsors receive one complimentary insert. Non-sponsors and additional inserts are \$500 each.

- Sponsor must supply insert by January 15; you may only promote your own company

Sponsorship(s) Available: Multiple

SPONSORSHIP & ADVERTISING OPPORTUNITIES

POWDER COATING 101 WORKSHOP SPONSORSHIPS

Monday, February 17 & Tuesday, February 18

Coffee & Soft Drink Refreshment Breaks for Workshop Attendees

\$1,500 for duration of event (Exclusive)

- Signage that reads "Compliments of..." on break tables

Sponsorship(s) Available: One

Continental Breakfast (TUESDAY, FEBRUARY 18) \$1,000

- Logo on signage on buffet

Sponsorship(s) Available: One

POWDER COATING 101 WORKSHOP & CUSTOM COATER FORUM JOINT EVENT SPONSORSHIPS

Monday, February 17 & Tuesday, February 18

Afternoon Reception (MONDAY, FEBRUARY 17) \$1,500

- Signage that reads "Compliments of..." on bar and hors d'oeuvres table

Sponsorships Available: One

Lunch (TUESDAY, FEBRUARY 18) \$1,500

- Logo on signage on buffet and lunch tables

Sponsorship(s) Available: One

PCI CUSTOM COATER FORUM SPONSORSHIPS

Monday, February 17 & Tuesday, February 18

Coffee & Soft Drink Refreshment Breaks for Forum Attendees

\$1,500 for duration of event (Exclusive)

- Signage that reads "Compliments of..." on break tables

Sponsorship(s) Available: One

Continental Breakfast (TUESDAY, FEBRUARY 18) \$1,000

- Logo on signage on buffet

Sponsorship(s) Available: One



ADVERTISING OPPORTUNITIES

PCI Members receive 20% off all advertising prices

PRINT

PCI Powder Coating 2020 Technical Conference Directory:

1/4 page 4C: \$750

1/2 page 4C: \$975

Full page 4C: \$1,400

DIGITAL

Thank You Page and Confirmation Email Advertising

\$2,000 (Exclusive)

This package is a highly targeted advertisement that will be seen multiple times by every Powder Coating 2020 registrant!

- 728px x 90px banner ad that appears on the "Thank You" web page when a person registers
- 468px x 60px banner ad appears on the confirmation emails attendees receive after registering

Website Advertising

\$1,000

The event pages will be viewed thousands of times and give great exposure for your brand. This sponsorship package will be sold to a maximum of 4 sponsors so act fast!

- 160px x 600px skyscraper ad on event pages on www.powdercoating.org

Email Blast Advertising

These promotional emails will land your banner ad in the inboxes of thousands of PCI email subscribers. This advertising package will be sold to only one sponsor each month leading up to the event so act fast!

October: \$900 (two emails)

November: \$900 (two emails)

December: \$1,200 (three emails)

January: \$1,200 (three emails)

- A 468px x 60px banner ad that appears at the top and bottom of Powder Coating 2020 promotional emails. One advertiser will be exclusively featured each month