



POWDER COATING WEEK 2021

 **Powder Coating**
Technical Conference

 **CUSTOM
COATER
FORUM**
PRESENTED BY  Powder
Coating
Institute

POWDER COATING 101
Powder Coating Done Right: The Basics

Tabletop Exhibit Prospectus & Event Sponsorships

February 23 - 26, 2021

Renaissance Orlando at SeaWorld® | Orlando, FL

conference.powdercoating.org

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 Week 2021 from February 23-26 in Orlando, FL. This event will consist of the following:

- **PCI's Powder Coating 2021 Technical Conference**

Our Technical Conference regularly garners high evaluation marks from attendees and continues to attract more industry professionals each year.

- **PCI's Powder Coating 2021 Tabletop Exhibits**

A tabletop exhibition will take place on Thursday and Friday, February 25 & 26 with lunch in the tabletop ballroom on both days and an evening reception on February 25. You'll find floor plans, a tabletop contract with rules & regulations, and a sponsorship & advertising order form by clicking here. Companies may select up to two tables. All hospitality will be on the tabletop exhibit floor.

- **PCI's Powder Coating 101 Workshop - The Basics**

This workshop will be held at the Renaissance Orlando at SeaWorld® on Tuesday and Wednesday, February 23 & 24.

- **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 Tuesday and Wednesday, February 23 & 24.

Bringing these events together over the course of one week allows 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 for your company to gain valuable exposure at the above events. In this brochure, you will find everything you'll need to prepare for your participation in Powder Coating Week 2021 including descriptions of all sponsorships. To reserve your tabletop or sponsorship, visit <https://conference.powdercoating.org/exhibit>.

Important Note:

To be included in the *Powder Coated Tough* November/December issue that will feature Powder Coating Week 2021, you **MUST** return a completed tabletop contract and sponsorship application **NO LATER THAN October 1, 2020**.

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

EXHIBITOR PROSPECTUS

EVENT LOCATION

Renaissance Orlando at SeaWorld®

Orlando, FL

The Oceans Ballroom 5-8

EVENT DATES

February 23 - 26, 2021

TABLETOP EXHIBITION HOURS

February 25: 11:00 AM - 1:00 PM; 4:30 - 6:30 PM

February 26: 11:00 AM - 1:00 PM

*Stations will offer lunch and reception food & beverages in the tabletop exhibition 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 program designed to educate users of powder coatings offers:

February 23 & 24

Powder Coating 101 Workshop – Basic Essentials & Custom Coater Forum

February 25 & 26

Technical Conference and Tabletop Exhibition

EVENT SPONSOR



Powder®
Coating
Institute

EVENT MANAGEMENT



CURRENT FLOOR PLAN:

conference.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 2021 Technical Conference; three complimentary registrations if taking two tables
- * Complete attendee list with attendee name & company name ONLY 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 2021, your table will be visited by:

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

QUESTIONS?

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conference.powdercoating.org

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 Powder Coating Week 2021 landing page on PCI website
- * Recognition in Powder Coating Week 2021 Event Directory
- * Recognition in *Powder Coated Tough* Pre-event issue Nov/Dec (Oct. 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

Sponsorship and advertising available to exhibitors only.

TECHNICAL CONFERENCE AND TABLETOP EXHIBITION SPONSORSHIPS

Thursday, February 25 & Friday, February 26

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 Thursday afternoon's reception. Each station is available for sponsorship.

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

Sponsorship(s) Available: Six per event

Thursday, February 25

LUNCH

Stations #1 & #4 - Beverage & Dessert: **\$1,500 each**

~~Station #2 - Carving Station: \$1,500~~

Station #3 - Pasta Bar: **\$1,500**

Station #5 - Fajitas Station: **\$1,500**

Station #6 - Build a Salad: **\$1,500**

RECEPTION

Stations ~~#1~~ & #4 - Bar: **\$1,500 each**

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

Station #3 - Hors d'oeuvres: **\$1,500**

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

Station #6 - Hors d'oeuvres: **\$1,500**

Friday, February 26

LUNCH

Stations #1 & #4 - Beverage & Dessert: **\$1,500 each**

Station #2 - Carving Station: **\$1,500**

Station #3 - Asian Noodle Station: **\$1,500**

Station #5 - Taco Station: **\$1,500**

Station #6 - Build a Salad: **\$1,500**

BREAKFAST & REFRESHMENT BREAKS FOR CONFERENCE

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

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

Sponsorship(s) Available:

Two Breakfasts (Thursday & Friday)

~~Three Breaks (one each morning and one Thursday afternoon)~~

CONFERENCE PROCEEDINGS FLASH DRIVES

\$1,500

Each attendee will receive a flash drive containing all of the technical conference presentation. 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

DOUBLE-CLIPPED LANYARDS

\$2,000*

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

*Sponsor must supply double-clipped lanyards by January 15.

Minimum required: 400

Sponsorship(s) Available: One

POWDER COATING WEEK 2021 TOTE BAGS

\$2,000*

Tote bags with your company name/logo will be distributed at on-site registration to all attendees.

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

Sponsorship(s) Available: One

POWDER COATING WEEK 2021 TOTE BAG INSERT

\$500 per insert

Provide your company collateral to each attendee inside the pre-stuffed Powder Coating Week 2021 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

reserve now at conference.powdercoating.org

SPONSORSHIP & ADVERTISING OPPORTUNITIES

POWDER COATING 101 WORKSHOP SPONSORSHIPS

Tuesday, February 23 & Wednesday, February 24

Coffee & Soft Drink Refreshment Breaks for Workshop Attendees for Duration of Event

\$1,000

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

Sponsorship(s) Available: One

Continental Breakfast (WEDNESDAY, FEBRUARY 24)

\$750

- Logo on signage on buffet

Sponsorship(s) Available: One

PCI CUSTOM COATER FORUM SPONSORSHIPS

Tuesday, February 23 & Wednesday, February 24

Coffee & Soft Drink Refreshment Breaks for Forum Attendees for Duration of Event

\$1,000

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

Sponsorship(s) Available: One

Continental Breakfast (WEDNESDAY, FEBRUARY 24)

\$750

- Logo on signage on buffet

Sponsorship(s) Available: One

POWDER COATING 101 WORKSHOP & CUSTOM COATER FORUM JOINT EVENT SPONSORSHIPS

Tuesday, February 23 & Wednesday, February 24

Afternoon Reception (TUESDAY, FEBRUARY 23)

\$1,500

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

Sponsorships Available: One

Lunch (WEDNESDAY, FEBRUARY 24)

\$1,500

- Logo on signage on buffet and lunch tables

Sponsorship(s) Available: One



ADVERTISING OPPORTUNITIES

PCI Members receive 20% off all advertising prices

PRINT

Powder Coating Week 2021 Event 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 Week 2021 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 email 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 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 2021 promotional emails. One advertiser will be exclusively featured each month.

reserve now at conference.powdercoating.org