



POWDER COATING WEEK 2022

 **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



March 7 - 9, 2022

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 2022 from March 7-9 in Orlando, FL. This event will consist of the following:

- **PCI's Powder Coating 2022 Technical Conference**

Our Technical Conference regularly garners high evaluation marks from attendees and continues to attract more industry professionals each year. The Technical Conference will take place on Tuesday & Wednesday, March 8 & 9.

- **PCI's Powder Coating 2022 Tabletop Exhibits**

A tabletop exhibition will take place on Monday & Tuesday, March 7 & 8 with an evening reception in the tabletop ballroom on both days and lunch on March 8. 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 - Powder Coating Done Right: The Basics**

This workshop will be held at the Renaissance Orlando at SeaWorld® on Monday and Tuesday, March 7 & 8.

- **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, March 7.

Bringing these events together over the course of the 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 2022 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*** January/February issue that will feature Powder Coating Week 2022, you **MUST** return a completed tabletop contract and sponsorship application **NO LATER THAN November 15**.

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.

Click here to reserve now

EXHIBITOR PROSPECTUS

EVENT LOCATION

Renaissance Orlando at SeaWorld®

Orlando, FL

Crystal Ballroom CDE

EVENT DATES

March 7 - 9, 2022

TABLETOP EXHIBITION HOURS

March 7: 4:30 - 6:30 PM

March 8: 11:00 AM - 1:00 PM; 5:15 - 7:00 PM

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

EVENT PROFILE

This three-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:

March 7 Custom Coater Forum

March 7 & 8 Powder Coating 101 Workshop – Powder Coating Done Right: The Basics

March 7 & 8 Tabletop Exhibition

March 8 & 9 Technical Conference

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 2022 Technical Conference; three complimentary registrations if taking two tables
- * 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 Week 2022, 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?

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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 2022 landing page on PCI website
- * Recognition in Powder Coating Week 2022 Event Directory
- * Recognition in *Powder Coated Tough* pre-event issue (January/February) **(Nov. 15 deadline)**
- * Recognition on social media
- * Opportunity to insert one piece of literature in tote bag **(sponsor must supply the literature no later than February 25)**

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

Tuesday, March 8 & Wednesday, March 9

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 Monday and Tuesday afternoons' receptions. 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

Monday, March 7

RECEPTION

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

Station #2, #3, #5, & #6 - Hors d'oeuvres: **\$1,500 each**

Tuesday, March 8

LUNCH

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

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

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

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

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

RECEPTION

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

Station #2, #3, #5, & #6 - Hors d'oeuvres: **\$1,500 each**

BREAKFAST & REFRESHMENT BREAKS FOR CONFERENCE

Breakfast: \$1,500 | Refreshment Break: \$800

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

Sponsorship(s) Available:

Two Breakfasts (Tuesday & Wednesday)

Three Breaks (one each morning and one Tuesday afternoon)

CLOSING KEYNOTE LUNCH

\$2,000

- Signage on lunch buffet
- Opportunity to introduce keynote speaker Adam Genei

Sponsorship(s) Available: One

YOUNG PROFESSIONALS EVENT

\$750 ea.

- Company signage on bar
- Right to supply promotional giveaway item to attendees (*must provide by February 25*)
- One minute welcome at beginning of event

Sponsorship(s) Available: Three

CONFERENCE PROCEEDINGS FLASH DRIVES

\$1,500

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

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 February 25.*

Minimum required: 400

Sponsorship(s) Available: One

POWDER COATING WEEK 2022 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 February 25. Minimum required: 400*

Sponsorship(s) Available: One

POWDER COATING WEEK 2022 TOTE BAG INSERT

\$500 per insert

Provide your company collateral to each attendee inside the pre-stuffed Powder Coating Week 2022 tote bags. All sponsors receive one complimentary insert. Non-sponsors and additional inserts are \$500 each.

- Sponsor must supply insert by February 25; you may only promote your own company

Sponsorship(s) Available: Multiple

[Click here to reserve now](#)

SPONSORSHIP & ADVERTISING OPPORTUNITIES

POWDER COATING 101 WORKSHOP SPONSORSHIPS

Monday, March 7 & Tuesday, March 8

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

\$750 ea.

(MONDAY, MARCH 7 & TUESDAY, MARCH 8)

- Logo on signage on buffet

Sponsorship(s) Available: Two

PCI CUSTOM COATER FORUM SPONSORSHIPS

Monday, March 7

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

\$500

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

Sponsorship(s) Available: One

Continental Breakfast (MONDAY, MARCH 7)

\$750

- Logo on signage on buffet

Sponsorship(s) Available: One

POWDER COATING 101 WORKSHOP & CUSTOM COATER FORUM JOINT EVENT SPONSORSHIPS

Monday, March 7

Lunch (MONDAY, MARCH 7)

\$1,500

- Logo on signage on buffet and lunch tables

Sponsorship(s) Available: One



ADVERTISING OPPORTUNITIES

PCI Members receive 20% off all advertising prices | Ad insertion Deadline: May 24

PRINT

Powder Coating Week 2022 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 2022 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 event website.

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!

November: \$900 (two emails)

December: \$900 (two emails)

January: \$900 (two emails)

February: \$900 (two emails)

- A 468px x 60px banner ad that appears at the top and bottom of Powder Coating Week 2022 promotional emails. One advertiser will be exclusively featured each month.

[Click here to reserve now](#)