



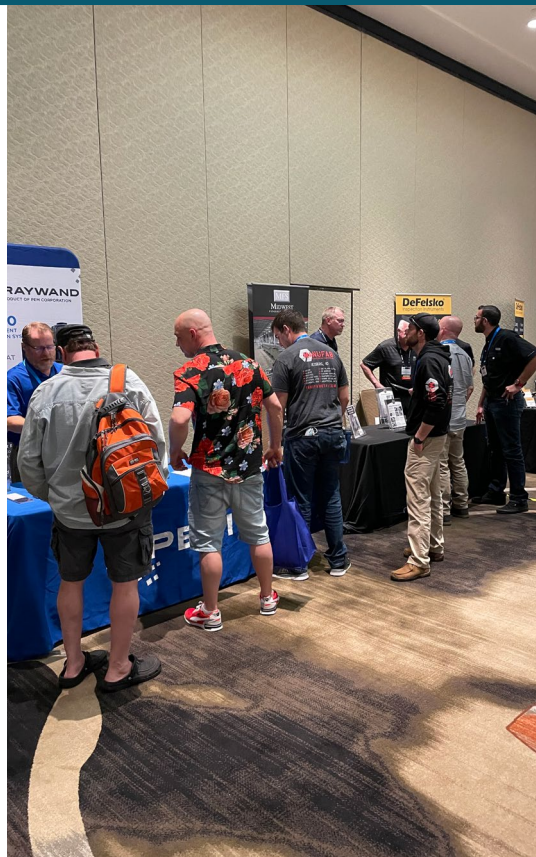
# POWDER COATING WEEK 2023

 **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 6 - 8, 2023**

Renaissance Orlando at SeaWorld® | Orlando, FL

[conference.powdercoating.org](https://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 again host its Powder Coating Week 2023 from February 6-8 in Orlando, FL. This event will consist of the following:

- **PCI's Powder Coating 2023 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, February 7 & 8.

- **PCI's Powder Coating 2023 Tabletop Exhibits**

A tabletop exhibition will take place on Monday & Tuesday, February 6 & 7 with an evening reception in the tabletop ballroom on both days and lunch on February 7. **CLICK HERE** for complete information and a link to reserve your exhibit space or sponsorship. PCI Member 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, February 6 & 7.

- **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, February 6.

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 2023 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 event preview issue that will feature Powder Coating Week 2023, you **MUST** return a completed tabletop contract and sponsorship application **NO LATER THAN September 15**.

Questions? For tabletop exhibition and sponsorship questions, contact **Anne Goyer** ([anne@goyermgmt.com](mailto:anne@goyermgmt.com)); for advertising questions, contact **Troy Newport** ([troy@goyermgmt.com](mailto: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

Peninsula Ballroom 4-7

## EVENT DATES

February 6 - 8, 2023

## TABLETOP EXHIBITION HOURS

February 6: 4:30 - 6:30 PM

February 7: 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:

February 6

Custom Coater Forum

February 6 & 7

Powder Coating 101 Workshop – Powder Coating Done Right: The Basics

February 6 & 7

Tabletop Exhibition

February 7 & 8

Technical Conference

## EVENT SPONSOR



Powder  
Coating  
Institute

## EVENT MANAGEMENT



## CURRENT FLOOR PLAN:

[conference.powdercoating.org/floorplan](http://conference.powdercoating.org/floorplan)

## TABLETOP EXHIBIT SPACE RENTAL FEES (maximum two tables per PCI Member company; non-members are limited to one table)

### PCI Members:

One Table - \$2,500

Two Tables - \$3,700

### Non-Members:

One Table - \$4,000

## RENTAL FEES INCLUDE:

- \* Draped table (color determined by event management)
- \* Carpeted ballroom
- \* Two complimentary registrations to the Powder Coating 2023 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 logo on event 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 2023, 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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Click here to reserve now



# 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 2023 landing page on PCI website
- \* Recognition in Powder Coating Week 2023 Event Directory
- \* Recognition in *Powder Coated Tough* pre-event issue (November/December) **(Sept. 15 deadline)**
- \* Recognition on social media
- \* Opportunity to insert one piece of literature in tote bag **(sponsor must supply the literature no later than January 12)**

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

Monday, February 6, Tuesday, February 7 & Wednesday, February 8

### 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, February 6

##### RECEPTION

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

Stations #2 & #4 - Bar: **\$1,500 each**

#### Tuesday, February 7

##### LUNCH

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

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

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

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

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

##### RECEPTION

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

Stations #2 & #4 - Bar: **\$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)

Two Breaks (one Tuesday morning and one Tuesday afternoon)

### CLOSING KEYNOTE LUNCH

**\$2,000**

- Signage on lunch buffet
- Opportunity to introduce keynote speaker

**Sponsorship(s) Available:** One

### YOUNG PROFESSIONALS EVENT

**\$850 ea.**

- Company signage on bar
- Right to supply promotional giveaway item to attendees (*must provide by January 12*)
- 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 January 12.*

*Minimum required: 400*

**Sponsorship(s) Available:** One

### POWDER COATING WEEK 2023 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 12. Minimum required: 400*

**Sponsorship(s) Available:** One

### POWDER COATING WEEK 2023 TOTE BAG INSERT

**\$500 per insert**

Provide your company collateral to each attendee inside the pre-stuffed Powder Coating Week 2023 tote bags. All sponsors receive one complimentary insert. Non-sponsors and additional inserts are \$500 each.

- Sponsor must supply insert by January 12; you may only promote your own company

**Sponsorship(s) Available:** Unlimited

[Click here to reserve now](#)

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## POWDER COATING 101 WORKSHOP SPONSORSHIPS

Monday, February 6 & Tuesday, February 7

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

\$1,000

- Signage that reads "Compliments of..."

Sponsorship(s) Available: One

### Continental Breakfast

\$750 ea.

(MONDAY, FEBRUARY 6 & TUESDAY, FEBRUARY 7)

- Logo on signage on buffet

Sponsorship(s) Available: Two

## PCI CUSTOM COATER FORUM SPONSORSHIPS

Monday, February 6

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

\$500

- Signage that reads "Compliments of..."

Sponsorship(s) Available: One

### Continental Breakfast (MONDAY, FEBRUARY 6)

\$750

- Logo on signage on buffet

Sponsorship(s) Available: One

## POWDER COATING 101 WORKSHOP & CUSTOM COATER FORUM JOINT EVENT SPONSORSHIPS

Monday, February 6

### Lunch (MONDAY, FEBRUARY 6)

\$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: December 16

### PRINT

#### Powder Coating Week 2023 Event Directory:

1/4 page 4C: \$800

1/2 page 4C: \$999

Full page 4C: \$1,450

### 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 2023 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!

**October: \$900** (two emails)

**November: \$900** (two emails)

**December: \$900** (two emails)

**January: \$900** (two emails)

- A 468px x 60px banner ad that appears at the top and bottom of Powder Coating Week 2023 promotional emails. One advertiser will be exclusively featured each month.

[Click here to reserve now](#)