

# ASC EXPO

AT THE SPRING CONVENTION

2012

APRIL 16, 2012 • GRAND HYATT DENVER, COLORADO



## Exhibitor Prospectus

EXHIBITING, SPONSORSHIP  
& ADVERTISING OPPORTUNITIES

# Advertising Opportunities

## Preliminary Program & Exhibit Guide Advertising

Your exclusive opportunity to reach **OVER 5,000 PROSPECTS** in the Adhesive and Sealant Industry and drive traffic to your booth.

The Preliminary Program is mailed to over 5,000 manufacturers, suppliers and end users in the industry. It is a cost effective way to promote your involvement in the leading Adhesive & Sealant event serving North America. *Space is limited!*

The Exhibit Guide is the exclusive on-site publication for the 2012 Adhesive & Sealant EXPO. It will be used by the attendees to plan their visits and learn more details about each exhibitor. This is your chance to **STAND OUT** in the guide.

*To Stand Above the Crowd*  
and discuss advertising & sponsorship opportunities contact  
Malinda Armstrong at  
(301) 986-9700 ext. 106 or by e-mail:  
malinda.armstrong@ascouncil.org

### Advertising Specifications

Preliminary Program	(WIDTH X HEIGHT)
Full page, non bleed	5.25" x 8.25"
Full page, bleed	5.75" x 8.75"
Trim	5.5" x 8.5"
Half page	5" x 3.875"
Quarter page	2.375" x 3.875"

Exhibit Guide	(WIDTH X HEIGHT)
Full page, non bleed	5.5" x 9.5"
Full page, bleed	6.25" x 10.25"
Trim	6" x 10"
Half page	5.5" x 4.625"
Quarter page	2.625" x 4.625"

**Artwork Requirements:** PRESS quality PDF required in CMYK; fonts embedded. All images should be 300ppi minimum. Email high resolution PDF artwork to malinda.armstrong@ascouncil.org

### ADVERTISEMENT DEADLINES

**PRELIMINARY PROGRAM: Friday, January 6, 2012**

**EXHIBIT GUIDE: Monday, February 24, 2012**

**PAYMENT DUE UPON SPACE RESERVATION** (Credit Cards Accepted)  
Submit Your Space Reservation & Payment Information using the attached form.

### Preliminary Program (mailed to 5,000 prospects)

SIZE	MEMBER	NONMEMBER
Full page interior	\$950	\$1050
Full page inside back cover	\$950	\$1050
Half page	\$475	\$575
Quarter page	\$400	\$500

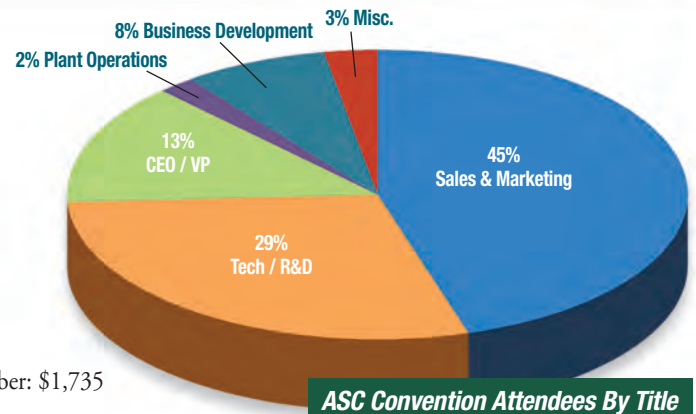
### Exhibit Guide (official on-site publication)

SIZE	MEMBER	NONMEMBER
Full page interior	\$750	\$850
Full page back cover	\$750	\$850
Half page	\$275	\$375
Quarter page	\$200	\$300

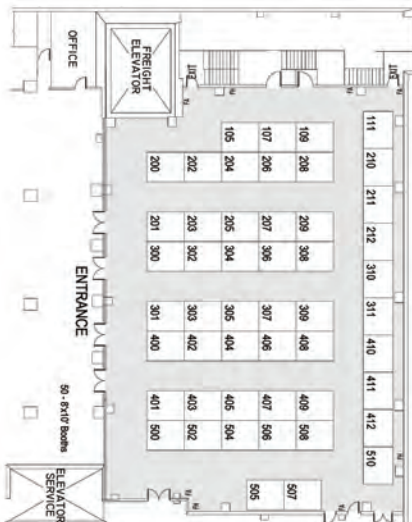
# Exhibit Information

## ATTENDEE PROFILE

The ASC is expecting more than 300 industry leaders from all levels and departments of large and small adhesive and sealant manufacturer and supplier companies worldwide to attend the 2012 Spring Convention & EXPO on April 15-17 in Denver. Specifically, attendees of the ASC EXPO are:



### Exhibit Hall Floor Plan



**Booth Assignments: Sign up early!** Booths are assigned on a first come, first serve basis.

## EXHIBIT FEES

ASC member: \$890 Nonmember: \$1,735

## EXHIBIT FEES INCLUDE

### Basic Package:

- One 8' x 10' booth
- Two complimentary Exhibit Only personnel; additional Exhibit Only personnel must pay \$195 each
- One 7" x 44" ID sign with company's name
- Booth with pipe and drape
- One 6' skirted table with two side chairs and wastebasket
- Free Exhibitor Appreciation Reception

### Marketing Campaign:

- Direct-mail promotion to targeted adhesive and sealant manufacturers and suppliers
- Broadcast e-mails
- Company logo, booth number and product description posted on ASC's website with a link to your company's website
- Company listing and product description posted in the Fall Exhibit Guide given to every attendee

## BOOTH CONTRACT SUBMISSION

Complete and submit the online Exhibitor Booth Contract at [www.ascouncil.org](http://www.ascouncil.org), fax the contract to ASC at (301) 986-9795, or mail to ASC at 7101 Wisconsin Avenue, Suite 990, Bethesda, MD 20814. EXPO Rules will be posted on the ASC's website and are available upon request.

**RESERVE YOUR BOOTH TODAY!**

The earlier you purchase space, 1) the better your chance of receiving your first choice of booth location and 2) the more pre-show marketing your company receives. Benefit from being listed in ASC's electronic and print promotional materials.

Bringing  
Together  
Leading  
Technology &  
Innovations

## ABOUT THE 2012 SPRING EXPO

The Adhesive and Sealant Council's 2012 Spring EXPO is intended for all suppliers, manufacturers, and service providers for the adhesive and sealant industry. The EXPO will be held in the Imperial Ballroom at the Grand Hyatt Denver Hotel on Monday, April 16, 2012 from 4:00 to 7:00 p.m.

## BENEFITS OF EXHIBITING

This is your company's chance to showcase its products and services to BUYERS and DECISION MAKERS in the Adhesive & Sealant industry, network face to face, share information and discuss the latest developments. The EXPO allows you to CONNECT with the industry.



With exclusive "EXPO Only" hours and traffic builders, such as an Exhibitor Appreciation Reception and door prizes, the exhibit hall is an effective and efficient way for companies to market their products and services.

## STAND ABOVE THE CROWD!

### *Preliminary Program Advertising*

Your exclusive opportunity to reach over 5,000 prospects in the Adhesive and Sealant Industry and drive traffic to your booth. The Preliminary Program is mailed to over 5,000 manufacturers, suppliers, and end users in the industry.

### *Exhibit Guide Advertising*

This is your exclusive opportunity to spotlight your company's products and new developments. Enhance the visibility of your company and drive attendees straight to your booth. The Exhibit Guide will be distributed to over 300+ attendees at the 2012 Spring Convention & EXPO.

### *Sponsorship*

Involving your company in pre-convention and onsite promotion can increase visibility and market recognition while demonstrating your support of the adhesive and sealant industry.

### *Banner Advertising in the ASC e-Catalyst*

Promote your booth, new products or specialized services in the Adhesive and Sealant Council's e-newsletter. A strategically placed banner ad in the months leading up to the show can help raise your company's visibility and drive traffic to your booth. With a distribution to over 5,000 industry professionals, your message will be seen by thousands of potential attendees.

**To reserve your company's booth or discuss sponsorship and advertising opportunities, contact Malinda Armstrong at (301) 986-9700 ext. 106 or [malinda.armstrong@ascouncil.org](mailto:malinda.armstrong@ascouncil.org).**

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# Sponsorship Opportunities

## SPECIFIC SPONSOR BENEFITS

*In addition to the benefits that correspond with the level of sponsorship (listed below), certain sponsorships have additional recognition opportunities.*

### “YourCompanyHere” Opening/

#### General Breakfast ..... \$3,500 each

- Your company logo listed in the Final Program as the sponsor
- PowerPoint slide featuring your company name and logo
- Company representative may introduce keynote speaker

### “YourCompanyHere” Welcome

#### Reception..... call for pricing

- Your company logo listed in the Final Program as the sponsor
- PowerPoint slide featuring your company name and logo
- 1 meter x 8” high sign board prominently displayed at the Welcome Reception with your company logo and any other printed design of your choice
- Company representative may welcome convention attendees to the 2012 Spring Convention

### “YourCompanyHere” Closing Reception ...\$2,500

- Your company logo listed in the Final Program as the sponsor
- PowerPoint slide featuring your company name and logo

### “YourCompanyHere” Educational

#### Track ..... \$500 each

- Your company logo listed in the Final Program as the sponsor and on the session introductory PowerPoint slide
- Your company logo on the onsite meeting room sign
- Company representative may moderate the session
- May have company/product brochures in the meeting room

### Convention Update E-mails .....\$2,500

- Your company logo and hyperlink featured prominently in all convention e-mail blasts (minimum of 10 e-mails)

### Final Program .....\$2,500

- Your company logo on front cover and full-page advertisement on the back cover of the Final Program distributed to all attendees onsite

### “YourCompanyHere” Networking

#### Lunch ..... \$2,500 each

- Recurring PowerPoint slide featuring your company name and logo

### EXPO Raffle.....\$1,000 - \$3,500 each

- Special designation on the EXPO floor plan and Exhibitor List in the onsite Exhibit Guide
- Special signage for your booth
- Special announcements and drawings in EXPO Hall

### Short Course Update E-mails .....\$1,500

- Your company logo and hyperlink featured prominently in all convention e-mail blasts (minimum of five e-mails)

### Promotional Items.....\$500 - \$2,500 each

- Your company name and/or logo on give-aways that are included in the attendee registration tote bags

### “YourCompanyHere” Coffee

#### Lounge ..... \$1,000 each

- Your company name and logo on additional signage displayed at the Coffee Lounge

## BENEFITS AT ALL LEVELS OF SPONSORSHIP

- Mention in the Preliminary Program (mailed to over 5,000 people) and the Final Program and Exhibit Guide distributed onsite
- Verbal recognition at the Opening Session
- Your company logo on Sponsor Sign Board

## SPONSORSHIP BENEFIT LEVELS

### \$3,000 and above

- Exclusive listing in ASI and PCI magazine ads
- Top billing in the Preliminary Program, Final Program and on the ASC website including a larger logo size on printed materials
- Your company logo with hyperlink on the ASC 2012 Spring Convention & EXPO page on the ASC website
- Your company logo on a flashing billboard on the home page of the ASC website
- Listing on 1 meter x 8’ high sign board prominently displayed at the convention
- Exclusive 22 x 28 sign board prominently displayed at the convention

### \$1,000 and \$2,999

- Your company logo with hyperlink on the ASC 2012 Spring Convention & EXPO page on the ASC website
- Your company logo on a flashing billboard on the home page of the ASC website
- Listing on 1 meter x 8’ high sign board prominently displayed at the convention

### up to \$999

- Your company logo with hyperlink on the ASC 2012 Spring Convention & EXPO page on the ASC website
- Listing on 1 meter x 8’ high sign board prominently displayed at the convention

### Sponsor Areas:

- Welcome Reception
- Opening Session Breakfast
- General Session Breakfast
- Tuesday Lunch
- Coffee Lounges
- Attendee T-shirts
- Tote Bags
- Luggage Tags
- Hotel Key Cards
- Notebooks
- Lanyards
- Flash Drive Bracelets
- iPod for EXPO Raffle
- Digital Cameras for EXPO Raffle
- Pocket Guide
- Education Sessions
- PoGo Printers for EXPO Raffle
- Kindle for EXPO Raffle
- Golf Outing (if scheduled)
- EXPO Reception
- Final Program
- In-room Internet Access for attendees
- ASC’s Convention e-Blasts (sent to approximately 5,000 people)
- ASC’s Short Course e-Blasts (sent to approximately 2,500 people)

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malinda.armstrong@ascouncil.org



## STEP 1: Contact Information

Provide name of contact person to receive ASC correspondence regarding booth(s):

Name: \_\_\_\_\_

*(This contact person will also receive the confirmation letter and service kit)*

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## STEP 2: Exhibit Guide Information

The Exhibit Guide will be distributed to all attendees onsite. Provide contact name of the individual to be listed in the Exhibit Guide.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## STEP 3: Booth Personnel

Each exhibiting company is allowed two (2) complimentary exhibit-only personnel per 8' x 10' booth. Additional exhibit-only personnel are \$195/person:

Booth Person #1: \_\_\_\_\_ Title: \_\_\_\_\_

Booth Person #2: \_\_\_\_\_ Title: \_\_\_\_\_

**Additional Personnel (@ \$195/each):**

Booth Person #1: \_\_\_\_\_ Title: \_\_\_\_\_

Booth Person #2: \_\_\_\_\_ Title: \_\_\_\_\_

## STEP 4: Registration Fees

Registration fee per 8' x 10' booth: \$890/ASC Members; \$1,735/Nonmembers

\_\_\_\_\_ booth(s) @ \_\_\_\_\_ each = \$ \_\_\_\_\_

Yes, we would like to take advantage of the nonmember exhibitor offer and register one exhibit staff member (listed in Step 3) to attend the full ASC convention. Please list the exhibit staff member below:

Nonmember Staff Name: \_\_\_\_\_

NOTE: Only one person is permitted to use the full convention badge.

## STEP 5: Booth Space Request

Refer to floor plan online at [www.ascouncil.org](http://www.ascouncil.org) for up-to-date booth availability and indicate booth choices:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

## STEP 6: Other Companies

Please identify the names of companies you would prefer not being located next to: \_\_\_\_\_

## STEP 7: Booth Identification & Product Info

Company Name: \_\_\_\_\_

City/State/Province: \_\_\_\_\_

What new products or innovations will your company launch during EXPO? \_\_\_\_\_

## STEP 8: Booth Description

Submit a booth description of no more than 50 words with this booth contract to be included in ASC's online exhibitor listing. Booth descriptions are due by **February 24, 2012** for inclusion in the Exhibit Guide.

## STEP 9: Advertising

Ads are available in one-quarter, one-half and full page sizes. Ads are due by **January 6, 2012** for the Preliminary Program and **February 24, 2012** for the Exhibit Guide. Please check your ad selections:

Preliminary Program (mailed to 5,000 prospects)

Exhibit Guide (official on-site publication)

Full page inside back cover  
Member \$950; Nonmember \$1050

Full page back cover  
Member \$750; Nonmember \$850

Full page interior  
Member \$950; Nonmember \$1050

Full page interior  
Member \$750; Nonmember \$850

Half page  
ASC Member \$475; Nonmember \$575

Half page  
ASC Member \$275; Nonmember \$375

Quarter page  
ASC Member \$400; Nonmember \$500

Quarter page  
ASC Member \$200; Nonmember \$300

## STEP 10: Payment Information

Enclosed is my payment for \$ \_\_\_\_\_ by check (drawn on a U.S. bank)

Charge \$ \_\_\_\_\_ to:  VISA  MasterCard  AMEX

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

## STEP 11: Declaration of Acceptance

We hereby accept the terms and conditions of participation in the ASC EXPO as outlined in the "EXPO Rules" (available online and by request). Note: contract must be signed to process your request.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

## STEP 12: Submit this form to:

The Adhesive and Sealant Council, Inc.  
7101 Wisconsin Avenue, Suite 990  
Bethesda, MD 20814

**Questions?** Contact Malinda Armstrong at (301) 986-9700 ext. 106 or [malinda.armstrong@ascouncil.org](mailto:malinda.armstrong@ascouncil.org)

## KEY CONTACTS

### EXHIBITING, ADVERTISING & SPONSOR OPPORTUNITIES

Malinda Armstrong  
Senior Manager, Finance & Administration  
7101 Wisconsin Avenue, Suite 990  
Bethesda, MD 20814  
Phone: (301) 986-9700 ext. 106  
Fax: (301) 986-9795  
Email: malinda.armstrong@ascouncil.org

### OFFICIAL DRAYAGE & DECORATING COMPANY

Connie Denton  
Exhibitor Services Manager  
Alliance Exposition Services  
4105 Lee Highway  
Arlington, VA 22207  
Phone: (703) 528-2001 ext. 1  
Fax: (703) 651-5500  
Email: cdenton@alliance-exposition.com

### HOTEL INFORMATION

Grand Hyatt Denver  
1750 Welton Street  
Denver, CO 80202  
Reservations: (303) 295-1234  
**Cut Off:** Friday, March 30, 2012

## DATES TO REMEMBER

**January 6, 2012** ..... Preliminary Program Ads Due  
**January 9, 2012** ..... Convention Registration & Housing Opens  
**February 24, 2012** ..... Exhibitor Guide Ads Due  
**February 24, 2012** ..... Booth Descriptions Due, Service Kits Mailed  
**April 16, 2012**  
Exhibitor Move In..... 11:00 a.m. – 3:30 p.m.  
EXPO Hours..... 4:00 – 7:00 p.m.  
Exhibitor Appreciation Reception..... 6:00 – 7:00 p.m.  
Exhibitor Dismantle..... 8:00 – 10:00 p.m.

**To reserve your company's booth or discuss sponsorship and advertising opportunities, contact Malinda Armstrong at (301) 986-9700 ext. 106 or malinda.armstrong@ascouncil.org.**

Another networking event brought to you by:



THE ADHESIVE AND SEALANT COUNCIL, INC.

SECURING THE FUTURE®

The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. The Council is comprised of 119 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants, representing more than 75% of the U.S. industry with operations around the world. Offering education, legislative advocacy, professional networking and business growth solutions for its members, the ASC is the center of knowledge and catalyst for industry growth on a global basis for manufacturers, suppliers and end-users.



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