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### **Adhesive and Sealant Pavilion Connects Buyers with Innovation at COMPOSITES 2011**

Bethesda, MD (February 15, 2011)—The Adhesive and Sealant Council’s inaugural Adhesive and Sealant Pavilion, held at COMPOSITES 2011, successfully connected participating companies with buyers looking to solve specific issues and needing guidance from technical experts on hand during the show.

“The Adhesive and Sealant Pavilion was designed to bring ASC members together in order to deliver a full range of solutions for end users attending the show,” noted Matt Croson, ASC president. “The Pavilion had solutions in spades. It featured six member companies that offered a variety of alternatives, including formulated products, raw materials, equipment and research services.”

Participating companies included **Albion Engineering Company, Ashland, Inc., The CHEMARK Consulting Group, The ChemQuest Group, Inc., Eastman Chemical Company** and **RS Hughes Company**.

The Council also promoted the participation of the following companies that exhibited at the show, but were not in this year’s pavilion: **Arkema, Bayer MaterialScience, Graco Company, ITW Companies, Kenrich Petrochemicals, Inc., Momentive Specialty Chemicals, Inc.** and **Sika Corporation**.

“ASC appreciates these innovative companies collaborating to proactively engage the end-user community at COMPOSITES,” added Croson. “Side by side with the Council, these companies were able to demonstrate the breadth and depth of the industry while making it much easier for end users to locate solutions within an easy-to-find Pavilion, rather than roaming the show floor hoping to find answers.”

Throughout the two-day exposition portion of COMPOSITES, the ASC marketed the Pavilion and its participating companies, promoted [adhesives.org](http://adhesives.org) to attendees, and distributed information about the Council's [upcoming events](#) and services.

“COMPOSITES 2011 was a success for the Council as we were able to sign up 25+ end users to our newsletter, gain 16 new member leads, promote all of our services, but most importantly, put several leading companies in front of buyers to grow the industry,” said Croson. “Our inaugural Pavilion was a solid first effort and demonstrated the Council’s ability to collaborate with its members in order to raise awareness and deliver sales opportunities in a market segment where adhesives and sealants play a critical role. We look forward to hosting other successful Pavilions at future trade shows.”

### **Pavilion Program Overview**

The Adhesive and Sealant Pavilion program is a new concept developed to add value to member companies by leveraging their association memberships, while working together to promote adhesives and sealants to critical end-user buyers. Participating companies that exhibited in the Pavilion paid less for booth space than nonmember exhibitors, and were offered a better location than if they had exhibited individually.

“ASC’s Pavilions are designed to offer a great price and outstanding location—two things the Council can negotiate from the sponsoring organization on behalf of its members,” reported Croson. “The Council, working together with its newly-created Marketing Committee, is approaching other association-sponsored events in emerging markets where it’s important to have a larger footprint to draw a crowd.”

ASC recently agreed to collaborate with the Society of Plastics Industry at its National Plastics Expo 2012. The Council will have 1,000 square feet to offer to its members at a special pavilion rate of \$29.50 per square foot, versus the nonmember rate of \$38.00 per square foot. In addition to the significant price differential and resulting savings, the Adhesive and Sealant Pavilion will be centrally located so participating companies will benefit from better visibility.

“With 1,000 square feet and 10 member companies participating with us, we’ll have a much stronger presence than any company looking to do it alone in a 100 square foot booth,” noted Croson. “NPE is almost 900,000 square feet, and driving traffic to a single 10x10 will be a tough one to pull off, especially when you have such a significant Pavilion presence that is easy to find and will be promoted extensively.”

For more information about the Adhesive and Sealant Pavilion at COMPOSITES 2011 or NPE 2012, contact Malinda Armstrong at [Malinda.Armstrong@ascouncil.org](mailto:Malinda.Armstrong@ascouncil.org) or Matt Croson at [Matt.Croson@ascouncil.org](mailto:Matt.Croson@ascouncil.org).

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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 114 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. For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org).

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