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**FOR IMMEDIATE RELEASE**

**Expo Added to ASC Fall Convention Due to Popular Demand**

Bethesda, MD (May 28, 2008) – Coming off the success of the World Adhesive Conference and Expo (WAC), which took place this past April in Miami, FL, the entire industry is waiting to see what The Adhesive and Sealant Council, Inc. (ASC) will do next. The buzz surrounding the ASC 2008 Fall Convention and Expo, set to take place at the Baltimore Marriott Waterfront from October 12-14, has already begun – largely because of the newly added Expo, scheduled for October 13 at 4:00pm.

“The Expo at WAC was a real demonstration of the value and opportunities a trade show presents,” stated ASC President Lawrence D. Sloan. “Our original intent was to host a Product Showcase at the Baltimore event, but with such overwhelming demand for an Expo, we’ve changed our plans to meet our members’ expectations and needs.”

ASC is going to keep the momentum from WAC going by using the feedback from the international event to create their strongest program yet. “The beauty of an event like WAC is that as the industry comes together the issues and concerns we all face come to light,” Sloan held. “We’ll be using what we learned from WAC to create an educational curriculum that covers the topics attendees not only want to hear about, but need to explore in order to make their businesses thrive and grow.”

Presentation topics ASC is currently soliciting from the industry include:

- Business and the Markets
- Latest Hot Melt Innovations
- Structural Tapes
- Toolbox Talks for Tough Times
- High Performance “Smart” Adhesives
- Advances in Structural Adhesives and Sealants
- New Elastomer Technologies
- “Green” Technologies

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In addition to the Expo and educational program, ASC is offering convention participants many new and different ways to shape their experience. “We’ve revamped our sponsorship tiers and opportunities,” Sloan stated with enthusiasm. “We’re also asking our members to name our convention mascot – a happy, little crab that comes complete with a bow tie! With the Fall Convention, ASC is really looking to engage and empower the industry. You can expect a lot from this convention.”

Details on registration, the Expo, sponsorships and other unique ASC Fall Convention activities can be found online at [www.ascouncil.org](http://www.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. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. Today, ASC members account for more than 75% of the aggregate industry revenues, exceeding some \$6 billion annually. The Council is comprised of 130 adhesive and sealant manufacturers, raw material and equipment suppliers and industry consultants. For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org).

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