

# EXHIBITOR BROCHURE 2024



# AC<sup>SM</sup>

AMERICAN COATINGS

# SHOW<sup>®</sup>+

# CONFERENCE

Indiana Convention Center  
Indianapolis, IN

**April 30 - May 2, 2024**



# The American Coatings Show and Conference 2024 Offer Unparalleled Opportunities

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The 2024 American Coatings Show and Conference is fast approaching, and I am excited to welcome everyone in advance for what is expected to be an exceptional knowledge exchange and a showcase of innovation. ACS 2024 remains the most important event for the coatings industry, bringing together thousands of industry professionals while providing a platform for companies to connect with customers.

ACS 2024 will once again provide attendees with a top-notch experience at the Indiana Convention Center. To allow for additional convenience and attendee flow and interaction, the conference and exhibition will again be held in adjoining areas of the hall, making the transition from sessions to the show floor a natural part of navigating the event and reinforcing the industry's latest technological advancements in both a learning and business setting.

There will be numerous opportunities for product presentations at the ACS 2024, sponsorship opportunities to highlight your presence, and unlimited networking opportunities to engage with current and potential customers in person. In addition, our online ACS CoBranding makes it possible to invite customers and prospects to the event by offering complimentary registration and gives exhibitors valuable information about those registrants.

Each time the biennial ACS and ACC are held, the events draw a record number of attendees, enabling companies and individuals to establish connections and learn about the latest technologies and products the coatings industry has to offer.

Don't hesitate; act now to claim your spot as an exhibitor at the 2024 American Coatings Show. We look forward to seeing you again!



**Andy Doyle**

**President and CEO  
American Coatings Association**



## A Track Record of Success

The biennial American Coatings Show and Conference continues to grow, increasing the value to companies that exhibit alongside their competitors, and drawing an increasing number of industry buyers.

	2010	2012	2014	2016	2018	2022
<b>Exhibitors</b>	328	425	480	559	558	361
<b>Net Exhibit Space (Sq. Feet)</b>	68,100	91,200	109,919	130,000	137,500	100,300
<b>Visitors</b>	6,643	7,508	8,183	9,100	9,427	7,029

\*The 2020 ACS was cancelled due to the COVID-19 pandemic.

## A Complete Portfolio

The American Coatings Show showcases innovative products, technologies, equipment and services.

### ■ Coating Raw Materials

Binders / Solvents / Pigments / Fillers / Additives / Powder Coatings

### ■ Laboratory, Production and Packing Equipment

Mixers / Extruders, Kneaders / Mills, Triple Roller Mills and Accessories / Engineering / Filters and Filtration / Pumps / Metering Devices, Balances / Conveying Systems / Filling Systems / Packaging and Packaging Materials / Labeling Machines / Logistics / Tinting Systems / Screening Machines and Sintering Plants / Coolers / Pipe Technology

### ■ Testing and Measuring Equipment

Quality Control and laboratory Testing Equipment / Production and Process Control

### ■ Environmental Protection and Safety at Work

Occupational Safety / Container Washing Equipment / Emission Treatment / Effluent Treatment / Solvent Recycling

### ■ Services

Software, Hardware / E-Commerce / Training and Education Qualification / Technical Information and Publication / Consultancy

# SHOW Highlights



## **Interactive Online Floor Plan**

The American Coatings Show will feature an interactive floor plan, allowing attendees to search for specific companies, products, etc., and for booth location on the show floor. Exhibitors will have the ability to upgrade their listings and maximize exposure through enhanced e-booth features, such as uploading products, press releases, videos and more!

## **Product Presentations**

Take the opportunity to showcase your innovations on the show floor and engage attendees during a live, on-stage Product Presentation.

## **Industry Buyers Lounge**

The Industry Buyers Lounge provides the opportunity to meet with customers and potential buyers without leaving the show floor.

## **American Coatings Show Preview and Daily**

The trade show and conference newspaper, published before and all three days of the show, features daily highlights, interviews with industry experts, booth locations and more. The AC Show Daily also offers advertising opportunities to present your company and product information to thousands of attendees as they plan their daily itineraries.

## **Career Center**

Visit our Online Career Center where employees and candidates can connect to discuss future opportunities.

## **American Coatings Conference**

The American Coatings Conference will be held April 30 - May 2, 2024, providing in-depth comprehensive overview of advancements in coatings formulations, as well as key technological developments.

## **Fun Run**

Runners and walkers take part in this event, which draws an impressive crowd of participants. Proceeds from the Fun Run are used to fund student participation in the AC Conference.

## **Industry Pavillion**

The Powder Coatings Pavillion will once again highlight this industry sector in a dedicated space on the exhibition floor.



# ACS CoBranding: Complimentary Registration for Preferred Clients

We are offering exhibitors great way to receive highly qualified leads prior to the ACS!

Exhibitors may “co-brand” with the American Coatings Show 2024 by incorporating a specially supplied hyperlink directly into the company’s marketing efforts. This link is especially designed for customers and prospects and may be paired with ACS 2024 logos noted for comarketing use. Once an individual registers for the show through your company’s hyperlink, two things happen:

1. Preferred clients and prospects will receive FREE trade show admission; and
2. Upon request, show management will provide you with the leads generated by customers utilizing your customized link for complimentary attendance at the ACS 2024.

This unique opportunity will be available to all ACS exhibitors once registration opens. Customers utilizing the link provided by the exhibitor will generate useful information for scheduling on-site meetings, planning receptions, and an opportunity to associate the exhibitor’s brand with the coating industry’s premier event!



## PREMIUM SPONSORSHIPS

What better way is there to make sure your company gains the attention it deserves than to take advantage of a high-profile sponsorship that puts your company's name and logo front-and-center during the ACS and ACC? **Sponsorships in excess of \$7,500 will be listed in the AC Show Daily, ACS Pocket Guide, and on the ACS website.**

### Lanyards

Lanyards will be distributed to all exhibitors and attendees at registration as a badge holder to be worn throughout the event. The sponsor's name and logo will be featured on the lanyards.

**Cost: \$20,000**

### Cell Phone Charging Stations

Charge-N-Go stations allow attendees to charge their phones, laptops and tablets without leaving the show floor. Stations are branded with the sponsor's company logo. Includes three charging stations.

**Cost: \$8,000**

### Expo Bags

Tote bags will be distributed to each attendee and exhibitor with their registration materials. Features sponsor name and logo.

**Cost: \$15,000**

### Fun Run & T-shirts

Sponsorship includes sponsor's company logo at the Fun Run location, on the event T-shirts and in the ACS newsletter.

**Cost: \$18,000**

### Hotel Key Cards

The sponsor's name and logo will appear on the key cards of event attendees registered at the Marriott Downtown, JW Marriott, Westin, and Omni.

**Cost: \$15,000**

### Industry Buyers Lounge

Located on the show floor, the Industry Buyers Lounge offers attendees and exhibitors a place to hold meetings. All promotions and signage will feature the sponsor's name and logo.

**Cost: \$10,500**

### Mobile App

The sponsor's name and logo will appear on the AC Show mobile app, which is utilized by attendees to navigate the show.

**Cost: \$11,000**

### AC Show Pocket Guide

The guide features a layout of the show floor, with a list of exhibitors' booth numbers. It is distributed to all attendees at registration. A sponsor ad will appear in the guide.

**Cost: \$9,000**

### AC Show Luncheon

This buffet luncheon will be held on the show floor, Wednesday, May 1, for all exhibitors and attendees. This is an exclusive opportunity for one (1) sponsor who will be acknowledged on site.

**Cost: \$15,000**

### Wi-Fi

Complimentary wireless internet will be available throughout the building, providing service to both AC Show and Conference attendees. The password will feature the sponsor's company name, and all signage and references to Wi-Fi will be noted as "provided by [sponsor name]."

**Cost: \$18,500**

Additional sponsorships will be listed on the ACS website at [www.american-coatings-show.com](http://www.american-coatings-show.com).

### AC Conference Notepads & Pens

Notepads & Pens branded with the sponsor's name and logo will be distributed to all conference attendees for use.

**Cost: \$5,000** (Production Excluded)

### AC Conference Poster Session & Reception

A joint reception and poster session will be held on the show floor for students to display their research posters, while attendees may enjoy drinks and networking.

**Cost: \$8,000**

### AC Conference Schedule At-A-Glance

This full-sized schedule folds down to an easy-to-carry reference provided to all conference attendees. Sponsor ad and/or logo will be featured on the schedule.

**Cost: \$5,500**



## PLACING YOUR ORDER

For technical requirements/specs or to place your order, please refer to the sponsorship order form at [www.american-coatings-show.com](http://www.american-coatings-show.com). If you have any questions or need more information, please contact:

**Cameron Hames**  
Director of Exhibitions  
ACA  
470-806-5343  
[chames@paint.org](mailto:chames@paint.org)







# See You ..... in Indy!

## The Indiana Convention Center

The Indiana Convention Center is the “home” of the American Coatings Show and Conference. Located in the heart of downtown Indianapolis, it is connected by skywalks to 12 hotels for ease of access.

Named one of *Exhibitor* magazine’s “2021 Centers of Excellence,” it is acknowledged as a top convention center in North America for trade shows. It’s state-of-the-art technology and commitment to minimizing environmental impact make it an ideal site for the coatings industry’s premiere exhibition and conference.

Beyond the venue, there are many options for dining and recreation within walking distance of the convention center. A wide variety of restaurants are located within blocks of the center, and the nearby White River State park offers scenic views and trails, as well as museums.

We look forward to seeing you in Indianapolis for the 2024 American Coatings Show and Conference. You won’t want to miss it!

## ACS 2024 Contact Information



### Venue

Indiana Convention Center  
100 S. Capitol Avenue  
Indianapolis, IN 46225

### Dates

American Coatings Show  
April 30 - May 2, 2024

American Coatings Conference  
April 30 - May 2, 2024

### Show Hours

Tuesday, April 30 &  
Wednesday, May 1  
9:00 am - 5:00 pm

Thursday, May 2  
9:00 am - 1:00 pm

### Organizers

American Coatings Association  
Cheryl Matthews  
V.P., Events & Expositions  
901 New York Avenue, N.W.  
Suite 300 West  
Washington, D.C. 20001  
Phone: 202-462-6272  
[cmatthews@paint.org](mailto:cmatthews@paint.org)  
[www.paint.org](http://www.paint.org)

### Vincentz Network

Kristina Wilger  
Director Event Management  
2885 Sanford Ave., SW #15817  
Grandville, MI 49418  
Phone: 202-684-6630  
[kristina.wilger@vincentz.net](mailto:kristina.wilger@vincentz.net)  
[www.vincentz.net](http://www.vincentz.net)

### Exhibitor Sales/Management

Cameron Hames  
Director of Exhibitions  
ACA  
Phone: 470-806-5343  
[chames@paint.org](mailto:chames@paint.org)  
[www.american-coatings-show.com](http://www.american-coatings-show.com)