

# EXHIBITOR APPLICATION



MARCH 31 - APRIL 2, 2020  
INDIANA CONVENTION CENTER | INDIANAPOLIS, INDIANA

## Please return to:

Cameron Hames  
Trade Show Manager  
AC Media  
3600 Dallas Highway, Suite 230-161  
Marietta, GA 30064, USA

Email [chames@paint.org](mailto:chames@paint.org)  
Phone +1 (770) 727-0407  
Fax +1(877) 722-6123

For expedited service, please complete application online: [www.american-coatings-show.com](http://www.american-coatings-show.com)

Company name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP Code \_\_\_\_\_

Country \_\_\_\_\_

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

Email \_\_\_\_\_

Website \_\_\_\_\_

Show Contact Name \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Direct Email \_\_\_\_\_

Invoice address (only if different) \_\_\_\_\_

We are:  Manufacturer  Distributor  Wholesaler  Importer  Other

Entry in the list of exhibitors under letter

We agree to have our company name listed without legal forms (ie. LLC, Inc., etc.) or country designation.

**Exhibitor Application** and acceptance of the terms and conditions (please complete in detail or mark as applicable)

### 1. Exhibit Space

We request the following size and type of exhibit space (minimum exhibit space of 100 sq. ft. for in-line and corner booths, 400 sq. ft. for peninsula and island booths):

Front \_\_\_\_\_ ft Depth \_\_\_\_\_ ft Total \_\_\_\_\_

- In-line booth (1 side open) USD 32.50/sq. ft.  
  Corner booth (2 sides open) USD 33.50/sq. ft.  
  Peninsula booth (3 sides open) USD 34.50/sq. ft.  
  Island booth (4 side open) USD 35.50/sq. ft.

### 2. We would not like to be located next to the following companies: (without legal claim)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. Our three (3) preferred booth locations are indicated in order of preference by booth number as they appear on the current ACS floor plan:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### 4. We are:

- Member of American Coatings Association (10% discount)  
 Exhibitor at European Coatings SHOW 2019 (5% Discount)

ACA member and ECS exhibitor discounts may not be combined, and are only applicable to price of exhibit space.

## Exhibitor Booth Guidelines (required):

- We agree to erect 8 ft high hard wall partitions on all closed sides of our exhibit space and to lay carpet, and hereby confirm that we have a full understanding of the booth requirements outlined in the Terms and Conditions for Participation section 3 - Basic Booth Requirements, including booth rendering submission and liability insurance coverage.
- We confirm our understanding that any items not included in the exhibit space price per sq. ft. outlined in section 2 of the Terms and Conditions for Participation such as hard walls, carpet, booth furniture, electricity, etc. must be ordered separately from the application at a later date via the Exhibitor Service Manual provided by the show management appointed General Service Contractor, and/ or a third-party booth construction firm.
- We agree to the cancellation policy (section 6 in Terms and Conditions for Participation)
- We have assigned our products/services to be exhibited to the appropriate categories on the enclosed list of products.

## Enhanced Listing Services:

- We decline to purchase enhanced listing services offered to exhibitors outlined on the enclosed form, including the enhanced marketing package, etc.
- We have completed the enclosed enhanced listing services order form indicating the services we choose to purchase.

## Co-Exhibitor(s):

- We have completed the enclosed co-exhibitor application form indicating any co-exhibitors who we are requesting be listed.

## Early Booking Deadline:

A 5% exhibit space discount will be applied to applications received by August 1, 2019.

**Note: The American Coatings Show is a hard wall show, NOT pipe and drape. Exhibitors are required to erect 8 ft. high hard wall partition wall as part of their booth layout.**

We accept all items on the Terms and Conditions for Participation, and hereby submit our official application to exhibit in American Coatings Show 2020.

Date \_\_\_\_\_

Authorized signature of exhibitor \_\_\_\_\_



# ENHANCED EXHIBITOR LISTING FEATURES ORDER FORM



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Company \_\_\_\_\_

Direct Phone \_\_\_\_\_

Contact \_\_\_\_\_

Direct Fax \_\_\_\_\_

Title \_\_\_\_\_

Direct Email \_\_\_\_\_

## Exhibitor Listing Packages Overview:

Each exhibitor receives the Basic Package features indicated in column 2 of the table below at no charge. The Enhanced Marketing Package includes the additional features and services indicated in the table below at the cost of \$600.

Feature:	Basic (Included in Price to Exhibit)	Enhanced Marketing Package (\$600)
<b>Online Event Directory/Pocket Guide:</b>		
Entries in the event online app: Alphabetical listing with company name, booth number, address, website, phone/fax number, and 200-character description.	x	x
By Product Category and by Country with: Exhibitor Name and Booth Number		
Company Logo: With alphabetical listing in the online event app		x
Entry in Show Pocket Guide: Company name and booth number	x	x
Complimentary access to the online event app and Pocket Guide	x	x
<b>Online Event App Listing:</b>		
Company Name	x	x
Company Logo		x
Company Description	200 Characters	500 Characters
Booth Number	x	x
Address	x	x
Hidden Contact Email Link	x	x
Product Categories	up to 10	up to 10
Press Releases		up to 5
Show Specials: highlight special promotions/incentives to be featured during the show		up to 5
Enhanced Booth Listing Designation		x
Social Media Icons (Links to Company Facebook, LinkedIn, and Twitter pages)		x
<b>Additional Marketing Support Features:</b>		
Unlimited Complimentary Show Visitor Passes via ExpoBrander		x
Option to Display of Exhibitor Press Kit in the Press Center		x
10% Discount on Product Presentations and/or New Product Showcases		x

Feature:	Check to Indicate Order(s)
Basic Listing (included in the price to exhibit)	<input type="checkbox"/>
Enhanced Marketing Package \$600	<input type="checkbox"/>

Feature:	Check to Indicate Order(s)
Video - Upload a video into your company listing online featuring your latest products/innovations. Price - \$530 per video	<input type="checkbox"/> ____ QTY
Floor Plan Logo Ad - Exhibitors with a booth 400 sq. ft. or larger may feature their company logo in their booth space on the online floor plan. Price - \$530	<input type="checkbox"/>
Online Floor Plan Banner - Maximize company exposure with an advertisement on online floor plan. Price - \$1,100	<input type="checkbox"/>

**We hereby confirm our order request:**

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**



**American Coatings Show 2020  
List of Products**

Please return this sheet with form "Exhibitor Application"

 Our products and/or services are to be assigned as follows:  
(Check all that are appropriate)

**1. Coating Raw Materials**
**1.1 Binders**

- 1.1.1 Natural Binders
- 1.1.2 Acrylic Resins
- 1.1.3 Alkyd Resins
- 1.1.4 Amino Resins
- 1.1.5 Cellulose Nitrates
- 1.1.6 Epoxy Resins
- 1.1.7 Isocyanate Resins
- 1.1.8 Melamine Resins
- 1.1.9 Polyester Resins
- 1.1.10 Polyurethanes
- 1.1.11 Silicone Resins
- 1.1.12 Monomers
- 1.1.13 Intermediates
- 1.1.14 Dispersions
- 1.1.15 Other Binders

**1.2 Solvents**
**1.3 Pigment**

- 1.3.1 Anticorrosion Pigments
- 1.3.2 Color Pigments (inorganic)
- 1.3.3 Color Pigments (organic)
- 1.3.4 White Pigments
- 1.3.5 Effect Pigments
- 1.3.6 Pigment Preparations
- 1.3.7 Other Pigments

**1.4 Fillers**
**1.5 Additives**

- 1.5.1 Biocides
- 1.5.2 Anti-foam Additives and De-Aerationers
- 1.5.3 Adhesion Promoters
- 1.5.4 Anti-skinning Agents
- 1.5.5 Catalysts
- 1.5.6 Matting Agents
- 1.5.7 Rheological Additives
- 1.5.8 Slip Additives and Lubricants
- 1.5.9 Stabilizers
- 1.5.10 Surfactants, Cross-Linking, Dispersants, Emulsifiers
- 1.5.11 Thixotropic agents (thickeners)
- 1.5.12 Driers
- 1.5.13 Leveling Agents
- 1.5.14 Waxes
- 1.5.15 Plasticizers
- 1.5.16 Other Additives

**1.6 Adhesive Raw Materials and Sealants**
**1.7 Powder Coatings**
**2. Laboratory, Production and Packaging Equipment**
**2.1 Mixers**

- 2.1.1 Dissolvers
- 2.1.2 Continuous Mixers
- 2.1.3 Intermittent Mixers
- 2.1.4 Container Mixers
- 2.1.5 Laboratory Mixers

- 2.2 Extruders, Kneaders
- 2.3 Mills, Triple Roller Mills and Accessories
- 2.4 Engineering
- 2.5 Filters and Filtration
- 2.6 Pumps
- 2.7 Metering Devices, Balances
- 2.8 Conveying Systems
- 2.9 Filling Systems
- 2.10 Packaging and Packaging Materials
- 2.11 Labeling Machines
- 2.12 Logistics
- 2.13 Tinting Systems
- 2.14 Screening Machines and Sintering Plants
- 2.15 Coolers
- 2.16 Pipe Technology
- 2.17 Other Laboratory, Production and Packaging Equipment

**3. Testing and Measuring Equipment**
**3.1 Quality Control and Laboratory Testing Equipment**

- 3.1.1 Mechanical Properties
- 3.1.2 Optical Properties
- 3.1.3 Chemical Properties
- 3.1.4 Rheology
- 3.1.5 Stability
- 3.1.6 Surface Tension and Wetting

**3.2 Production and Process Control**

- 3.2.1 Pressure Gages
- 3.2.2 Flowmeters
- 3.2.3 Moisture Meters
- 3.2.4 Filter Monitors
- 3.2.5 Level Indicators
- 3.2.6 Process Controls
- 3.2.7 Process Monitoring and Visualization Techniques

**3.3 Other Testing and Measuring Equipment**
**4. Environmental Protection and Safety at Work**

- 4.1 Occupational Safety
- 4.2 Container Washing Equipment
- 4.3 Emission Treatment
- 4.4 Effluent Treatment
- 4.5 Solvent Recycling
- 4.6 Other Environmental Protection and Safety at Work

**5. Services**

- 5.1 Software, Hardware
- 5.2 E-Commerce
- 5.3 Training and Education, Qualification
- 5.4 Technical information and Publication
- 5.5 Consultancy
- 5.6 Research and Development
- 5.7 Contract Manufacturing
- 5.8 Other Services

We wish to be listed in the following main product group:

(In case of overlapping product groups, please enter only one of the product groups 1-5. If no entry is made in this box, listing will be assigned by the organizers!)

# CO-EXHIBITOR APPLICATION (see section 7 of the Terms and Conditions for Participation)



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We, as the exhibitor, wish to register the company stated below as co-exhibitor (see section 7 of the Terms and Conditions for Participation).

Company name \_\_\_\_\_

Show Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Address \_\_\_\_\_

Direct Email \_\_\_\_\_

City, State, ZIP Code \_\_\_\_\_

Invoice address (only if different) \_\_\_\_\_

Country \_\_\_\_\_

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

Our Co-Exhibitor is:

- Manufacturer  Distributor  Wholesaler  Importer  Other

Email \_\_\_\_\_

Entry in the list of exhibitors under letter

Website \_\_\_\_\_

- We agree to have our company name listed without legal forms (ie. LLC, Inc., etc.) or country designation.

## Co-Exhibitor Application (please copy this form for additional co-exhibitors) and acceptance of the Terms and Conditions for Participation

1. We, as the exhibitor, confirm that the co-exhibitor will be present with his own personnel and exhibits or services.

Company name of exhibitor: \_\_\_\_\_

2. We agree to pay a fee of \$1,500 for each co-exhibitor.

3. We have assigned our co-exhibitors products/services to be exhibited to the appropriate categories on the enclosed list of products.

4. Enhanced Listing Services

- We decline to purchase enhanced listing services offered to exhibitors outlined on the enclosed form, including the enhanced marketing package, etc.
- We have completed the enclosed enhanced listing services order form indicating the services we choose to purchase.

We accept all items of the enclosed Terms and Conditions for Participation.

Date \_\_\_\_\_

Authorized signature of exhibitor \_\_\_\_\_