

# 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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**Email** chames@paint.org  
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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.	<b>x</b>	<b>x</b>
By Product Category and by Country with: Exhibitor Name and Booth Number		
Company Logo: With alphabetical listing in the online event app		<b>x</b>
Entry in Show Pocket Guide: Company name and booth number	<b>x</b>	<b>x</b>
Complimentary access to the online event app and Pocket Guide	<b>x</b>	<b>x</b>
<b>Online Event App Listing:</b>		
Company Name	<b>x</b>	<b>x</b>
Company Logo		<b>x</b>
Company Description	200 Characters	500 Characters
Booth Number	<b>x</b>	<b>x</b>
Address	<b>x</b>	<b>x</b>
Hidden Contact Email Link	<b>x</b>	<b>x</b>
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		<b>x</b>
Social Media Icons (Links to Company Facebook, LinkedIn, and Twitter pages)		<b>x</b>
<b>Additional Marketing Support Features:</b>		
Unlimited Complimentary Show Visitor Passes via ExpoBrander		<b>x</b>
Option to Display of Exhibitor Press Kit in the Press Center		<b>x</b>
10% Discount on Product Presentations and/or New Product Showcases		<b>x</b>

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 \_\_\_\_\_