Why Exhibit at SUR/FIN?

The Event for the Finishing Industry
SUR/FIN is the only trade show connecting hundreds of surface finishing professionals to the industry's best products, latest innovations and most influential leaders. As an exhibitor, you'll have the chance to meet with hundreds of qualified buyers representing every area of surface finishing all in one place.

Alongside the tradeshow, SUR/FIN also hosts the annual Manufacturing & Technology Conference which offers world class education to attendees who want to gain knowledge to improve their business in surface finishing. Through a mix of time in the exhibit hall and time spent in the conference sessions, the buyers learn what is new, relevant and critical in the surface finishing industry.

SUR/FIN 2019 was the largest show to date, and we are excited to build on that excitement in Atlanta.

Meet New and Different Contacts
LESS THAN 10% of attendees crossover between event locations.

ATLANTA 2017
CLEVELAND 2018
ROSEMONT 2019

More Exhibitors than Ever
207 EXHIBITING COMPANIES

Reaching the Right People
53% of attendees have significant purchasing influence or are the final decision maker in purchases.

38% of attendees are upper management.

Attracting New Attendees
APPROXIMATELY 1 in 4 Attendees came to SUR/FIN for the first time.

Approximately 10% of attendees are upper management.

Sample of 2019 Exhibitors:
- American Plating Power
- Asterion
- Atotech
- Columbia Chemical
- Coventya
- Dynapower
- Fischer Technology
- GOAD
- Haviland Products
- Hubbard Hall
- KCH Services
- Luster-On
- MacDermid Enthone
- Metal Chem
- Palm Technologies
- Pavco
- Price Walgren
- Serfilco
- Technic
- Therma-Tron-X
- Uyemura

RESERVE YOUR EXHIBIT SPACE: NASFSURFIN.COM
### Attendees by Job Function

- **Owners / President / C-Suite**: 32%
  - 19% Executive Management
  - 8% Owner / President
  - 5% General & Corporate Management

- **Engineers / Production / Lab / Technology**: 32%
  - 13% Engineering / Consulting
  - 8% Finishing / Production Manufacturing
  - 5% Production Supervisor
  - 3% Laboratory / Analytical
  - 3% Technology / Technical Services

- **Sales / Marketing**: 14%

- **Quality / Design / R&D / Purchasing**: 11%
  - 5% Research & Development
  - 3% Purchasing
  - 3% Quality Assurance

- **Other**: 11%
  - 8% Other
  - 3% Customer Service

### Attendees by Industry

- **Motor Vehicles**: 20%
- **Aerospace and Aviation**: 18%
- **Industrial Machinery**: 15%
- **Agriculture**: 4%
- **Computer / Electronics**: 4%
- **Hardware**: 4%
- **Medical**: 4%
- **Household Appliances**: 2%
- **Military**: 2%
- **Restoration**: 1%
- **Other**: 26%

*SUR/FIN 2019 Registration Data*
Where Finishing Connects

SUR/FIN is promoted through an extensive, integrated marketing program reaching more than 300,000+ manufacturing professionals via print magazines, online ads, email and social media. In addition to everything the SUR/FIN team does we also provide tools for exhibitors to use to market themselves, including free VIP invitations to send to your customers and prospects, logos and banners for use digitally and more!
Who Should Exhibit?

You should exhibit if your company supplies any of the following products, equipment or services to the finishing industry:

- Chemicals
- Coating Suppliers (including Powder Coatings)
- Finishers
- Information Management
- Plating and Processing Equipment
- Process Automation/Control
- Material Handling
- Medical Device Surface Finishing
- Fastener Plating
- Electronics Plating
- Plating & Processing Auxiliary Equipment
- Cleaning Equipment
- Pollution Control Equipment
- Testing Instruments & Laboratory Equipment
- Waste Treatment
- Water Recycling
- Recovery Systems
- Environmental Equipment Supplies
- Value-added Services
- Manufacturing Management Tools
- Architectural/Engineering Services
- Research & Development Laboratories
- Visual Inspection
- Consulting Services

Technologies Attendees Want to See:

- Surface Preparation for Powder Coating, Hydro-Dipping, Conventional Wet Painting
- Robotic Plating Processes
- Abrasive Blasting Equipment
- Shop Production Programming
- Environmental Equipment
- Plating for Electronic Component and PCB Masking
- UV Exposure Technology
- Semiconductor IC Packaging
- Solar Panel Manufacturing
- Polishing and Buffing
- Laboratory Software Packages That Are Priced Modestly
- Mechanical Finishing
- Safety-related Companies

Promote Yourself!

With Sponsorships and Advertising:

After you’ve secured your space at SUR/FIN, it’s time to think about driving booth traffic. That’s why we’ve designed a wide array of placements where you can display your company’s logo, booth number and messaging in ways that are both attention-getting and appropriate. Advertising opportunities are also available in the Official Trade Show and Conference Directory and on the SUR/FIN app. Opportunities include:

- Welcome Reception
- Conference Audio/Visual
- Network Lunch
- Foundation Training Courses
- Keynote Presentations
- SUR/FIN Boot Camp
- Sponsored Conference Sessions
- Conference Bags
- Bag Stuffers
- Directional Signs
- Hotel Key Card
- Lanyards
- Registration Coffee
- Conference Session Breaks
- Charging Station
- Or create a custom sponsorship!

RESERVE YOUR EXHIBIT SPACE: NASFSURFIN.COM

NASF Partners and Members get priority event sponsorship selection!

Contact Matt Martz for more information
MMartz@nasf.org | (202) 527-0252

Survey

Contact Matt Martz for more information
MMartz@nasf.org | (202) 527-0252
What Does a Booth Include?

All Exhibitors Receive:

- Complimentary listings in the online exhibitor guide, mobile app and printed conference directory
- Exhibitor Marketing Kit
- Complimentary show floor passes for your guests
- Discounts for employees to attend Technical Conference
- 2 Booth Personnel Badges per 10 x 10 Booth
- NASF Corporate Member-Exhibitors receive:
  - 2 Booth Personnel Badges per 10 x 10 Booth
  - 2 Conference Registration Badges per 10 x 10 Booth

Exhibit Space Includes:

- 8’ high back wall
- 36” high siderail dividers of free-standing, interlocking, tubular aluminum framework
- Flame-proof draperies
- Standard black and white sign with your company name and booth number if space is reserved by print deadline.

Reserve your booth space and sponsorships today!

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<tr>
<td>NASF Members</td>
<td>$29 per sq. ft.</td>
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<tr>
<td>Non-NASF Members</td>
<td>$39 per sq. ft.</td>
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Visit NASFSURFIN.com
Or contact Ellen Durchholz at:
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