

2018 EXHIBITOR PROSPECTUS

JUNE 4-6, 2018 | CLEVELAND, OH | HUNTINGTON CONVENTION CENTER OF CLEVELAND

NASFSURFIN.COM |  



GROWTH.
OPPORTUNITY.
INNOVATION.
PROGRESS.

BUILD YOUR BUSINESS AT SUR/FIN 2018

SUR/FIN is the only trade show connecting hundreds of surface finishing professionals to the industry's best opportunities, latest innovations and most influential leaders. As an exhibiting supplier, you have the chance to meet face-to-face with hundreds of qualified buyers representing every facet of surface finishing in one, convenient location. Showcase what you have to offer among the hottest product and service developments in the industry at this unique, once a year event.

The SUR/FIN Conference also includes the annual Manufacturing & Technology Conference, drawing attendees who want to gain valuable insight to build and sustain their businesses in surface finishing. Through a mix of time in the exhibit hall and conference session time, these buyers are able to learn what's new, relevant and critical within the surface finishing industry from product and service information to regulatory requirements. For both attendees and exhibitors, SUR/FIN delivers!

AGGRESSIVE MARKETING CONNECTS YOU WITH BUYERS

NASF employs vigorous marketing strategies to reach a highly targeted audience of industry professionals and influencers, including print and online ads, as well as sponsorships, direct mail, email, international partnerships and social media. In addition, SUR/FIN offers free online resources, including FREE VIP invitations to send to your customers and prospects; logos and banners for use on electronic mail and print media; helpful exhibit hints; and more.

LINKING MIDWEST MANUFACTURING

SUR/FIN heads to Cleveland in 2018, where the new Huntington Convention Center welcomes events large and small. The city has experienced a refresh lately and now boasts more food, nightlife and sightseeing, as well as more business and professional opportunities than ever before. Cleveland is home to growing innovations in many fields, and companies are flocking to the city to gain access to this bridge between the Midwest and Northeast regions.

RESERVE YOUR SPACE TODAY!

Cheryl Clark
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CLEVELAND PROVIDES UNIQUE BUSINESS OPPORTUNITIES

PROGRAMS FOCUSED ON FOSTERING ECONOMIC EXPANSION

Be part of the commerce evolution taking place in Cleveland. The Greater Cleveland Partnership has brought together private and public organizations to promote and support economic growth in the region.

- Participation from more than 10,000 participating companies
- Dedication of more than \$12 billion in infrastructure investments
- Funding of more than 100 projects throughout downtown

Cleveland has hundreds of acres of vacant land available, historical neighborhoods boasting with culture and sought-after educational institutions to support growing businesses in all industries. Plus, organizations looking to make their mark in Cleveland have the backing of a wide network of influencers and resources, including ties to government advocacy professionals.

SOURCE: GC Civic Connection 2016 Report on Investment & Impact, online.

SURFACE FINISHING INDUSTRIES PLAYING A KEY PART IN BUSINESS GROWTH

Cleveland has continued to see advancements in the automotive sector with an estimated 79% growth in GDP and increase of roughly 19% employment within the industry. Auto manufacturing is still a strong player, but other industries have risen to fuel economic change in the region with access to qualified employee pools, and extensive supplier and buyer networks:

- **Paints and coatings** – One of the top 10 states supporting the largest payroll in this sector; Influence dates back to the 1800s
- **Metal production and fabrication** – Accounts for 10% of overall U.S. output with more than 3,000 fabricated product and machinery manufacturing companies
- **Food processing** – Expected to grow more than 13% between 2014 and 2019
- **Health and information technology** – Home to the Global Center for Health Innovation; Sits on the largest fiber trunk in the nation
- **Oil and gas** – Growing demand from Ohio for manufactured goods, machinery and equipment
- **Electric and lighting** – Attracting producers and buyers with convenient offshore connections to Cleveland

Connect with OEMs and suppliers—both newly established and longstanding—at SUR/FIN 2018, where the most prominent manufacturing regions collide to bring the widest array of technologies and expertise.

SOURCE: City of Cleveland Economic Development, Online.

TOP STATES FOR AUTO MANUFACTURING

1. Michigan
2. Ohio
3. Indiana
4. Texas
5. Illinois

SOURCE: TOP 10 STATES FOR AUTO MANUFACTURING, MICHIGAN AUTOMOTIVE NEWS ONLINE, 24 MAR 2015.

TOP STATES IN EXPORTS OF AIRCRAFT ENGINES & PARTS

1. Texas
2. Georgia
3. Ohio
4. South Carolina
5. Florida

SOURCE: STATE EXPORTS BY HS COMMODITIES, USA TRADE ONLINE, FOREIGN TRADE DIVISION, U.S. CENSUS BUREAU, 2015 DATA

TOP STATES FOR MANUFACTURING

1. Indiana
2. Oregon
3. Louisiana
4. North Carolina
5. Wisconsin
6. Kentucky
7. Ohio
8. Iowa
9. Michigan
10. Alabama

SOURCE: 10 STATES WHERE MANUFACTURING STILL MATTERS, USA TRADE ONLINE, 10 AUG 2013.

WHO SHOULD EXHIBIT?

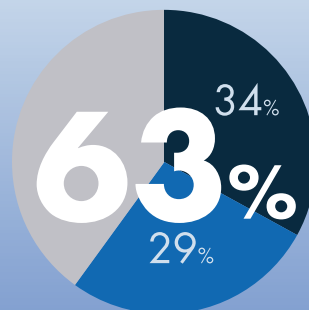
You should exhibit if your company supplies any of the following products, equipment or services to the finishing industry:

- Chemicals
- Coating Suppliers (including Powder Coatings)
- Finishers
- Information Management
- Plating & 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

ATTENDEE-REQUESTED TECHNOLOGIES

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

High Quality ATTENDEES



...of SUR/FIN
Attendees **Have a
Significant Influence
or Are Final Decision
Makers** in their
companies.

SOURCE: SUR/FIN 2016 Registration Data



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INTRODUCE YOURSELF AS AN EXHIBITOR AT SUR/FIN

Rates: NASF Members are Assigned First!

EARLY MEMBER RATE: \$25/ square foot **NON-MEMBERS:** \$38/square foot
Before August 15, 2017

MEMBER RATE: \$27/square foot
After August 15, 2017

EXHIBIT SPACE INCLUDES:

- An eight foot high back wall and 36" side dividers of free-standing tubular framework and flameproof drapery
- Two exhibitor personnel badges per 10' x 10' booth rented
- Aisle Carpet
- A 7" x 44" company identification sign, including booth number
- Perimeter Security
- All Networking Events
- Access to Conference Proceedings

NASF CORPORATE MEMBER EXCLUSIVES:

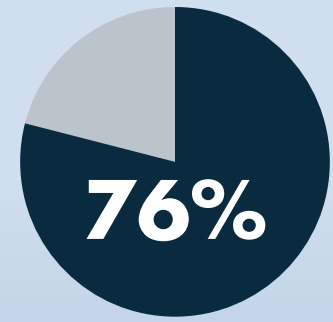
- Reduced exhibit space rates & maximum space size rule
- Priority exhibit space status
- Involvement in show rules and determination
- Input to seminar development

PROMOTE YOURSELF WITH SPONSORSHIPS AND ADVERTISING

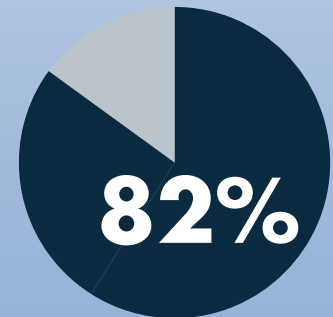
After you've secured your space at SUR/FIN, it's time to think about driving booth traffic. That's why we've designed a wide array of placements where you can display your company's logo, booth number and messaging in ways that are both attention-getting and appropriate. Advertising opportunities are 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!**



...of Surveyed Attendees **agreed or strongly agreed** with the statement "I interacted with companies that were new to me at SUR/FIN"

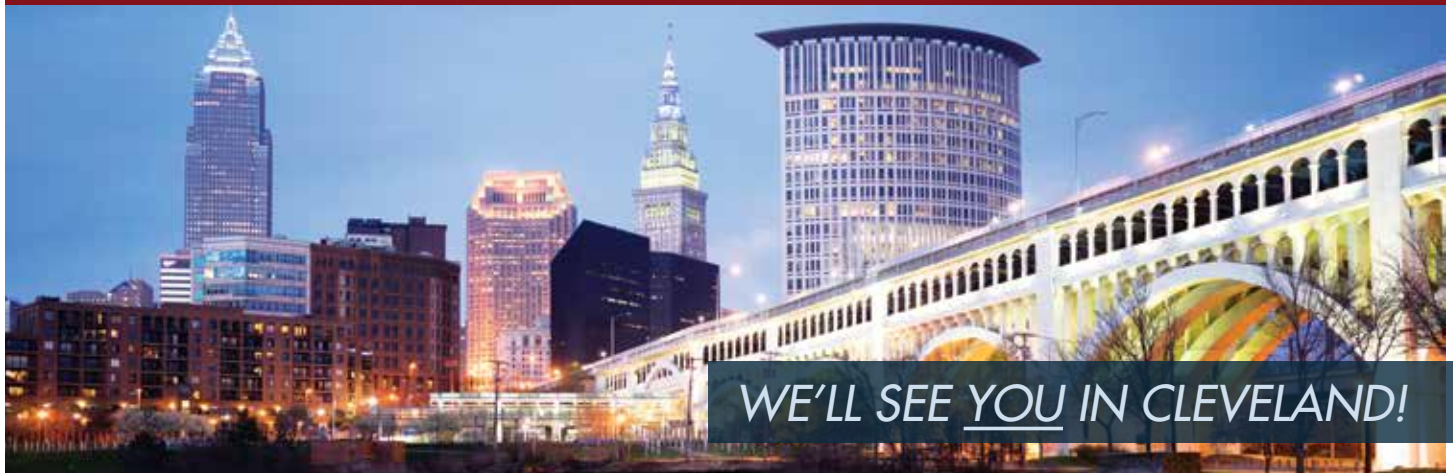


...of SUR/FIN Attendees **agreed or strongly agreed** that "I connected with exhibitors that were valuable to my job and/or business."

SOURCE: SUR/FIN 2016 Attendee Survey
Responding attendees rated items on a 5-point scale, with 5 indicating strongest agreement.

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Contact Cheryl Clark, NASF Director of Events at **302-436-5616** or **info@nasfsurfin.com**



WE'LL SEE YOU IN CLEVELAND!