ASC SPRING CONVENTION DRAWS A STRONG CROWD

39 Education Sessions, 63 EXPO Exhibitors and Waterborne Short Course Add Value

May 2, 2012 – Bethesda, MD – The Adhesive and Sealant Council’s (ASC) Spring Convention brought 450 attendees to Denver, CO for two and half days of education, supply chain interaction and networking, making the event the sixth most well attended convention in the past 25 years.

Attendees heard firsthand about trends, issues and opportunities from primary sources – companies they sell to, agencies that directly regulate the industry and organizations that have a vital stake in a vibrant, innovation oriented industry.

The event delivered great value to industry attendees via four keynotes, 39 convention program sessions, a sold out EXPO featuring 63 exhibitors and a waterborne short course.

The event also allowed leaders to reconnect and establish new business relationships during the first timer’s reception, welcome reception, CEO Lunch and closing reception.

“A key value driver for ASC is the energy and commitment attendees put into getting the most out of their time together, and the Denver event was no exception,” reports Matthew E. Croson, president of ASC. “In addition to the convention programming, supplier members and manufacturer members used the opportunity to discuss business conditions and get on the same page as the industry continues to respond to the slowly expanding economy.”

The ASC Spring Convention also featured four keynote addresses covering a variety of topics including:

- The 2012 Economic Update: How to Profit in a Crummy Economy featuring Dr. Ken Mayland, President, ClearView Economics
• **The Outlook for Energy: A View to 2040** featuring Vincent Yuskiewicz, Energy Advisor, Corporate Strategic Planning, ExxonMobil Corporation

• **The Shifting Tide of Chemistry in the 21st Century** featuring Dr. Robert Peoples, Director, ACS Green Chemistry Institute

• **US DOE Building Envelope R&D Activity and Opportunities for the Adhesive and Sealant Industry** featuring Marc LaFrance, Technology Development Manager, U.S. Department of Energy

In addition to the keynote addresses, the ASC Spring Convention featured 39+ speakers and presentations focused on a variety of tracks including:

**Raw Materials** – Featuring speakers from ICIS, IHS/CMAI, DeWitt Consulting, ChemQuest, Post Carbon Institute and American Chemistry Council

**Sustainability/Code/Testing** – Featuring speakers from Environmental Protection Agency, Bio-Amber, BioFormix, GreenGuard, Tremco, Center for Polyurethanes, Healthy Building Network

**Electronics and Non Wovens** – Featuring speakers from Polysciences, Inc., Nordson, HB Fuller, Bostik, Virginia Tech

**End user Trends** – Featuring speakers from Nike, Fletcher & Thompson, U.S. Army Research Lab, Boeing

**Formulation Trends** – Featuring speakers from Honeywell, Emerald Performance Materials, Novomer, Inc., Vertellus Specialty Materials

**Academic R&D** – Featuring speakers from University of Toronto, University of Minnesota, Tulane University, Virginia Tech

**Regulatory** – Featuring speakers from Environmental Protection Agency, California’s Department of Toxic Substances Control and South Coast Air Quality Management District

**EXPO SOLD OUT**

The ASC EXPO – an important part of the dynamic two and half days sold out with 63 supplier companies purchasing booth space within the Grand Hyatt Imperial Ballroom and Foyer.

The ASC EXPO is a beneficial, three hour trade show within the convention designed to add value to the manufacturer’s attendance as buying teams not only learn about new innovations, but also sit down with their suppliers and discuss issues, challenges and opportunities for the coming year.

“The ASC EXPO, held only twice a year during the Spring and Fall Conventions, often scores the highest in attendees surveys as manufacturers clearly communicate to ASC the need to not only learn what new products are being delivered, but to also meet and discuss specifics with the supplier base that supports their efforts,” adds Croson.

**SHORT COURSE VALUE ADD**
Co-located with the ASC Convention and EXPO was the Waterborne Adhesives Short Course. This two-day technical course highlighted the leading waterborne adhesives in use today, recent developments in “green” chemistry, application and production equipment, as well as additives and formulation techniques. The Waterborne Short Course was a strong technical training opportunity for chemists and engineers within the industry. Speakers included representatives from DPNA International, Forbo Adhesives, Emerald Kalama Chemical, Bayer MaterialScience, Dow Chemical Company, Lawter, Nordson, and more.

ASC will bring the industry together again at its Fall Convention and EXPO being held October 21-23, 2012 in Louisville, KY. Details can be found at www.ascouncil.org.

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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. The Council is comprised of 120 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants, representing more than 75% of the U.S. industry with operations around the world. Offering education, legislative advocacy, professional networking and business growth solutions for its members, the ASC is the center of knowledge and catalyst for industry growth on a global basis for manufacturers, suppliers and end-users. For more information about ASC, visit www.ascouncil.org.

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