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ASC FALL CONVENTION IN LOUISVILLE TO DELIVER ENHANCED PROGRAMMING

Emerging Technologies & Transportation Tracks Add Value and Critical Perspective

Bethesda, MD—July 27, 2012—The Adhesive and Sealant Council’s (ASC) Fall Convention and EXPO is returning to Louisville, KY. The largest adhesive & sealant event in North America will be held at the Louisville Marriott Downtown, October 21-23, 2012. This year’s programming will be enhanced with the addition of two new concepts:

- **Advanced Technology Link** – this brand new program element will feature eight research institutions presenting emerging research and technologies that are being developed for the marketplace. The new track is designed to support technologists who are actively engaged in creating next generation products and technologies for their companies.

- **Transportation Focus** within the Business Development and Market Trends Track – end users including General Motors and Harman-Becker Automotive and intelligence provider IHS Global Insight offer engineer-driven perspective and insight on the automotive industry’s needs from the A&S industry, particularly from formulators.

“A focus on the future is always a priority at ASC events, and the Advanced Technology Link and Transportation Track will provide scientific research and customer perspectives that can drive innovation,” noted Matthew E. Croson, President, ASC. “The eight Advanced Technology Link sessions and the three Transportation Track speakers will join more than thirty presenters that will round out a strong Fall Convention and EXPO.”

Leading companies and organizations like Dow Corning, Dow Chemical, ASTM International and U.S. Chamber of Commerce will present on critical topics important to the industry. Convention attendees will hear firsthand about the trends, issues and opportunities from primary sources and industry leaders during the two and a half day event.
ASC’s Fall Convention features exclusive networking opportunities, 12 focused education tracks, the ASC EXPO (a beneficial, three hour trade show for the industry), and the Caulks & Sealants Short Course (a two-day technical course covering the leading caulk and sealant products in use today.)

Keynote addresses will include topics vital to the growth of the industry from leaders in both public and private sectors including:

**Martin Regalia, Senior Vice President and Chief Economist, U.S. Chamber of Commerce** will open the convention on Monday morning with an ‘Economic Outlook’ covering all facets of the economy while also providing perspectives on how the presidential race may impact future growth.

**Tim Brooke, Vice President, ASTM International – Certification, Training & Proficiency Testing** will give an overview on Tuesday morning of ASTM industry solutions as they relate to instructor lead training, e-learning modules, standards with embedded videos, and the development of product category rules for verification of environmental product declarations.

**Ken Yarosh, Global Service Line Manager, Dow Corning Corporation** will discuss Tuesday afternoon the interesting history and importance of standards for sealants. Ken’s experience in the industry and his leadership role with ASTM will provide unique insight into the intersection between sealants and standards and the path forward for the entire industry.

**Sarah Eckersley, Global Research & Development Director, Dow Chemical Company** will close out the convention on Tuesday with a perspective on the future of global packaging. Sarah will discuss how market trends of consumerism, convenience and sustainability have evolved and how they translate into advances in the materials used in the design and fabrication of packaging.

The **ASC EXPO**, a beneficial three hour trade show within the convention, will add significant value to the event as buying teams learn about new innovations and sit down with suppliers. Attendees often note that the face to face networking that occurs at the EXPO is both enjoyable and highly productive as they discuss issues, challenges and opportunities for the coming year.

The **Caulks & Sealants Short Course**, offered only once every three years and co-located at the convention, will include three new presentations this year:

- Design considerations and joint application best practices when using a sealant
- New standards impacting building restoration with regard to vertical wall assemblies
- The challenges of discoloration in elastomeric joint sealants

This popular short course also examines caulks & sealants markets, applications, technical aspects, product types & uses, functions in B&C, performance properties, testing, regulatory issues and more. The course is designed to help attendees authoritatively explain caulks or sealants to their customers and learn how these versatile products can be used in specific applications to enhance end use and ultimately improve product performance. The course is ideal for entry-level chemists, application engineers, sales and marketing staff and other technical personnel.
“This event will help guide decision making with ASC member companies and throughout the industry as leaders will provide data, viewpoints and commentary that can be leveraged after the convention,” noted Croson. “We look forward to seeing the entire adhesives and sealants supply chain this fall in Kentucky.”

**Early/discounted registration for the ASC 2012 Fall Convention & EXPO ends August 17.** Hotel reservations can be made at the Louisville Marriott Downtown under ASC’s group rate. Complete information is available on ASC’s website.

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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](http://www.ascouncil.org).

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