EXHIBIT INFORMATION

ATTENDEE PROFILE: ASC is expecting more than 500 industry leaders from all levels and departments of large and small adhesive and sealant manufacturer and supplier companies worldwide to attend the 2017 Annual Spring Convention & EXPO on April 3-5 in Atlanta, Georgia.

EXHIBIT FEES: ASC member: $1,500
Nonmember: $2,500
*price includes table, two chairs, carpet & wastebasket.

EXCLUSIVE HOURS
The EXPO will be held at the Atlanta Marriott Marquis, Atlanta, GA on Tuesday, April 4th, from 3:00 to 6:30 p.m.

RESERVE YOUR BOOTH TODAY!
The earlier you purchase space: 1) the better your chance of receiving your first choice of booth location and, 2) the more pre-show marketing your company receives.

Questions? Contact Malinda Armstrong at malinda.armstrong@ascouncil.org or call (301) 986-9700 x106.

Sign up early! Booths are assigned on a first come, first serve basis.
STEP 1: Contact Information
Provide name of contact person to receive ASC correspondence regarding booth(s):
Name: ____________________________________________
(This contact person will also receive the confirmation letter and service kit)
Company: _______________________________________
Title: ___________________________________________
Address: ___________________________________________________________________________________
City/State/Postal Code: _________________________________________________________________
Country: _______________________________________________________________________________
Phone: __________________ Fax: __________________
Email: ____________________________________________

STEP 2: Exhibit Guide Information
The Exhibit Guide will be distributed to all attendees onsite. Provide contact name of the individual to be listed in the Exhibit Guide.
Name: ____________________________________________
Title: ___________________________________________
Company: _______________________________________
Address: ___________________________________________________________________________________
City/State/Postal Code: _________________________________________________________________
Country: _______________________________________________________________________________
Phone: __________________ Fax: __________________
Email: ____________________________________________

STEP 3: Booth Personnel
Each exhibiting company is allowed two (3) complimentary exhibit-only personnel per 10’ x 10’ booth. Additional exhibit-only personnel are $345/person:
Booth Person #1: ___________________________ Title: ___________________________
Booth Person #2: ___________________________ Title: ___________________________
Booth Person #3: ___________________________ Title: ___________________________

STEP 4: Registration Fees
Registration fee per 10’ x 10’ booth: $1,500/ASC Members; $2,500/Nonmembers

<table>
<thead>
<tr>
<th>Number of Booth(s)</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,500</td>
</tr>
<tr>
<td>2</td>
<td>$3,000</td>
</tr>
<tr>
<td>3</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

Yes, we would like to take advantage of the nonmember exhibitor offer and register one exhibit staff member (listed in Step 3) to attend the full ASC convention. Please list the exhibit staff member below:
Nonmember Staff Name: ___________________________
NOTE: Only one person is permitted to use the full convention badge.

STEP 5: Booth Space Request
Refer to floor plan online at www.ascouncil.org for up-to-date booth availability and indicate booth choices:
1st _______ 2nd _______ 3rd _______

STEP 6: Other Companies
Please identify the names of companies you would prefer not being located next to: ___________________________
Company Name: _________________________________________________________________
City/State/Postal Code: _______________________________________________________________
Address: ___________________________________________________________________________

STEP 7: Booth Identification & Product Info
Company Name: _________________________________________________________________
Title: ____________________________________________
What new products or innovations will your company launch during EXPO?

STEP 8: Booth Description
Submit a booth description of no more than 50 words with this booth contract to be included in ASC’s online exhibitor listing. Booth descriptions are due by March 10, 2017 for inclusion in the Exhibit Guide.
Booth Person #1: ___________________________ Title: ___________________________
Booth Person #2: ___________________________ Title: ___________________________
Booth Person #3: ___________________________ Title: ___________________________
Email: ____________________________________________
Phone: __________________ Fax: __________________
City/State/Province: _____________________________________
Country: ___________________________________________________________________________

STEP 9: Advertising
Ads are available in one-quarter, one-half and full page sizes. Complete details can be found online or by request. Ads are due by February 13, 2017 for the Preliminary Guide and March 10, 2017 for inclusion in the Exhibit Guide. Please check your ad selections:

- Full page back cover: $1,500/ASC Members; $2,500/Nonmembers
- Full page interior: $1,000/ASC Members; $1,500/Nonmembers
- Half page: $750/ASC Members; $1,000/Nonmembers
- Quarter page: $500/ASC Members; $750/Nonmembers
- Quarter page (official on-site publication): $550/ASC Members; $750/Nonmembers
- Full page inside back cover: $2,000/ASC Members; $3,000/Nonmembers
- Full page interior: $1,200/ASC Members; $1,800/Nonmembers
- Full page back cover: $2,500/ASC Members; $3,500/Nonmembers
- Half page (ASC Member $750; Nonmember $1,050)
- Half page: ASC Member $1,000; Nonmember $1,500
- Quarter page: ASC Member $500; Nonmember $750
- Quarter page (official on-site publication): ASC Member $550; Nonmember $850

Quarter page: ASC Member $200; Nonmember $300
Exhibit Guide: (drawn on a U.S. bank)

STEP 10: Payment Information
No refunds after March 17, 2017.

- Enclosed is my payment for $_______.
- Charge $_______.
- To: VISA MasterCard AMEX
- Card #: ____________________________
- Exp. Date: __________________ CVV: __________________
- Name: ___________________________
- Signature: _______________________

STEP 11: Declaration of Acceptance
We hereby accept the terms and conditions of participation in the ASC EXPO as outlined in the “EXPO Rules” (available online and by request). Note: contract must be signed to process your request.

Authorized Signature: ____________________________
Date: __________________
Print Name: ____________________________

STEP 12: Submit this form to:
The Adhesive and Sealant Council, Inc.
7101 Wisconsin Avenue, Suite 990
Bethesda, MD 20814
Questions? Contact Malinda Armstrong at (301) 986-9700 x106 or malinda.armstrong@ascouncil.org
PLATINUM

Welcome Reception ................................................Full Cost
• Your company logo listed in the Final Program as the sponsor
• PowerPoint slide featuring your company name and logo
• 1 meter x 8ft. high sign board prominently displayed at the Welcome Reception with your company logo and any other printed design of your choice
• Company representative may welcome attendees to the 2017 Spring Convention

Convention App ......................................................... $6000
• Attendees see your company’s branding on their smart phones & tablets during the convention!

Opening Session Breakfast & Keynote (Tuesday) ........ $6500
General Session Breakfast & Keynote (Wednesday) .... $6500
General Session Lunch & Keynote (Wednesday) ........ $6500
• Your company logo listed in the Final Program as the sponsor
• PowerPoint slide featuring your company name and logo
• Company representative may introduce keynote speaker
• Your company logo on the speaker’s podium sign

ASC Networking Lounge ....................................... $5000
ASC ‘Gives Back’ Volunteer Program ................... $5000
Final Program .......................................................... $5500
• Your company logo on front cover and full-page advertisement on the back cover of the Final Program distributed to all attendees onsite

Coffee Lounges ....................................................... $5000
• Your company name and logo on additional signage displayed at the Coffee Lounge

EXPO Reception ....................................................... $7500

More sponsorships on the back!

NEW!

Branded Elevator Clings
Elevator bank #1 (located off the main lobby) .......... $7500
Elevator bank #2 (located in meeting space) .......... $6500
Elevator bank #3 (located in meeting space) .......... $6500
Elevator bank #4 (located in meeting space) .......... $6500

Branded Escalator Clings (3 total in package) .......... $7500

Atrium Ballroom Level Branding ......................... $8500
(Includes branding on rails, GoBo, above door branding in a prime location)

To Stand Above the Crowd and discuss advertising & sponsorship opportunities contact Malinda Armstrong at (301) 986-9700 x106 or by e-mail: malinda.armstrong@ascouncil.org
# SPONSORSHIP OPPORTUNITIES

## GOLD

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>$4000</td>
</tr>
<tr>
<td>Convention &amp; Short Course eblasts</td>
<td>$4000</td>
</tr>
<tr>
<td>Registration Packet Branding</td>
<td>$3000</td>
</tr>
<tr>
<td>Attendee T-shirts</td>
<td>$3000</td>
</tr>
<tr>
<td>Attendee Tote Bags</td>
<td>$3000</td>
</tr>
<tr>
<td>Hotel Keycards</td>
<td>$3500</td>
</tr>
<tr>
<td>Notepads</td>
<td>$3500</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$3500</td>
</tr>
</tbody>
</table>

- Your company logo and hyperlink featured prominently in all convention e-mail blasts (minimum of 10 e-mails)

## SILVER

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Course Flash Drives</td>
<td>$2500</td>
</tr>
<tr>
<td>iWatch EXPO Raffle</td>
<td>$2500</td>
</tr>
<tr>
<td>iPad EXPO Raffle</td>
<td>$2500</td>
</tr>
<tr>
<td>FitBit Charge HD Raffle</td>
<td>$2500</td>
</tr>
<tr>
<td>Kindle EXPO Raffle</td>
<td>$2500</td>
</tr>
<tr>
<td>Digital Camera Raffle</td>
<td>$2500</td>
</tr>
<tr>
<td>Video Camera EXPO Raffle</td>
<td>$2500</td>
</tr>
</tbody>
</table>

- Raffles: Special designation on the EXPO floor plan and Exhibitor List in the EXPO Guide,
- and Special signage for your booth,
- and Special announcements and drawings in EXPO Hall

## BRONZE

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Sessions</td>
<td>$750 each</td>
</tr>
</tbody>
</table>

- Your company logo listed in the Final Program as the sponsor and on the session introductory PowerPoint slide
- Your company logo on the speaker's podium sign
- Company representative may moderate the session
- May have company/product brochures in the meeting room

## BENEFITS AT ALL LEVELS OF SPONSORSHIP

- Mention in the Preliminary Program (mailed to over 5,000 people), Final Program, and EXPO Guide distributed onsite
- Verbal recognition at the Opening Session
- Your company logo on Sponsor Sign Board

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**ADVERTISING OPPORTUNITIES**

### Preliminary Program

Sent by direct mail to over 5,500 manufacturers, suppliers and end users. It is also distributed electronically to the industry. This is a very cost effective way to reach the adhesive and sealant market and only goes out ONCE PER YEAR! Costs vary. Deadline is January 31st.

### Exhibitor Guide

The guide is used by attendees to plan their visits and learn more about your company’s products and services. It is available electronically BEFORE the Convention and the final version is distributed in attendee packets upon their arrival. Only distributed ONCE PER YEAR! Costs vary. Deadline is February 28th.

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