2020 ADHESIVE & SEALANT CONVENTION
Virtual CONFERENCE + EXPO

The Official Gathering of the Adhesive & Sealant Industry!

EDUCATION SESSIONS
ADHESIVE SCIENCE SHORT COURSE
EXPO • NETWORKING

Now with Lower Rates and More Discounts!
ASC 2020 ANNUAL CONVENTION & EXPO GOES VIRTUAL!
+ EXPO expands to three days.

Remember ASC has been connecting our industry for over 45 years!
No other event delivers this much ROI for companies in the A&S industry.
The Adhesive and Sealant Council (ASC) Annual Convention & EXPO will be
hosted virtually on November 4-6, 2020, with the EXPO expanded over the
three days 2:00-5:00pm EST.
Additionally, the Adhesive Science Short Course is being held November 2-4,
2020, prior to the virtual Convention.

Interactive Virtual Education:
- 40+ live and downloadable* educational sessions (similar to webinars, including live Q&A for maximum learning)
- THREE distinct educational tracks per day to maximize relevancy and spread your team out for maximum ROI.
- Live Keynotes on the Economy and Body Language Training & Statement Analysis Secrets

Interactive Virtual Networking:
- Designated times for networking & interaction with attendees
- Real-time chat
- Discussion forums
- Integrated 1:1 video meetings

Interactive Virtual Adhesive Science Short Course
- Live Video Training from technical experts
- Live Q&A and presentation downloads for maximum learning

Interactive Virtual EXPO Tradeshow (all three days of the virtual conference)
- Visit virtual exhibitor booths each afternoon from 2:00 – 5:00 to access the latest innovations, products and services in the industry
- View videos, product collateral and company contact information for each exhibitor
- Setup a real-time chat meeting and/or 1:1 video meeting with company reps

Registration Now Open
Featuring LOWER RATES and DISCOUNTS for multiple attendees from the same company. Register at www.ascouncil.org under the Events tab. See page 11 for rates & discounts.

BONUS for the First 200 Registrants!
Receive a gift box shipped to your door and chocked full of goodies and fun surprises from ASC and our incredible sponsors!

Learn How to Get The Most Out of Your Virtual Experience
Register today to gain access to the attendee webinar that will provide you instructions on how MAXIMIZE your experience in the virtual platform and get the most out of your virtual experience.

SPONSORS:
ASC thanks its sponsors for their support of the industry’s virtual gathering of adhesive & sealant professionals!

BECOME A SPONSOR!
Sponsorships include pre-event and on-site marketing! Opportunities vary and are sold first come, first serve. Sponsorships include your logo listed in outbound marketing, the Final Program, on the event website, signage at the event, placement of company literature for distribution, and recognition at various sessions.
Remember that this is the ONLY convention specifically for the adhesive and sealant industry in 2020! Be sure your company gets maximum exposure!
Contact Malinda Armstrong for available sponsorships at (301) 986-9700 x 1106 or malinda.armstrong@ascouncil.org

Sponsors: Ingevity, Kaneka, Ashland, Jowat Adhesives
Virtual SCHEDULE

Monday, November 2
1:00–5:00 p.m.  Virtual Adhesive Science Short Course (registrants only)

Tuesday, November 3
1:00–5:00 p.m.  Virtual Adhesive Science Short Course (registrants only)

Wednesday, November 4
7:30 – 9:00 a.m.  OPENING KEYNOTE
YOU SAY MORE THAN YOU THINK: Body Language & Statement Analysis
Secrets for the A&S Industry
Janine Driver, Body Language Expert, JD Consulting
9:00 – 11:00 a.m.  Virtual Networking Lounge & Coffee Break

VIRTUAL EDUCATION SESSIONS

Feedstocks and Technology Trends

11:00-11:30 a.m.  ■ Signposts of Change – Raw Material Outlook for Adhesives
Brad Wigle, Head of Global Sales, Energy & Resources, SVP IHS Markit
11:30 a.m.-Noon  ■ Global Pressure Sensitive Adhesive Market
Corey Reardon, President & CEO, AWA Alexander Watson Associates
Noon-12:30 p.m.  ■ Sustainable Polymers: From Renewable Biopolymers to Advanced Materials
Kevin Miller, Professor, Murray State University
12:30-1:00 p.m.  ■ Adhesives in Sustainable Consumer Goods
Susan McNichols, Global Sourcing Analyst, H.B. Fuller

Applications in the Field

11:00-11:30 a.m.  ■ Adhesive Coated Technology for Chemical Packaging
Amber Fischer, North American Sales Leader, Adhesive Coated Solutions, H.B. Fuller
11:30 a.m.-Noon  ■ Value of Qualifying New Adhesives to Collaboratively Optimize Production and Design Processes for Major Appliances (from a Materials Engineering Perspective)
Aggie Lotz, Vice President, ChemQuest Group & Tim Jones, Retired Materials Engineer, Electrolux Major Appliances
Noon-12:30 p.m.  ■ High Damping Weld Bond Adhesive for Automotive Applications
Steve Howe, R&D Manager - Structural Adhesives, Sunstar Engineering Americas, Inc.

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7:30 – 9:00 a.m.  OPENING KEYNOTE
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Secrets for the A&S Industry
Janine Driver, Body Language Expert, JD Consulting
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Steve Howe, R&D Manager - Structural Adhesives, Sunstar Engineering Americas, Inc.

Thursday, November 5
9:00-10:00 a.m.  ASC MEMBERSHIP UPDATE & INNOVATION AWARDS PRESENTATION
Bill Allmond, ASC President
10:00—10:30 a.m.  Virtual Networking Lounge & Coffee Break

VIRTUAL EDUCATION SESSIONS

Building & Construction Market and Materials

10:30-11:00 a.m.  ■ ASC Growth Program: Building and Construction
Christopher Fisher, Managing Principal, DuckerFrontier
11:00-11:30 a.m.  ■ A Status Update on the ASC Building and Construction Growth Effort
Steve Duren, Managing Director, Membership & Industry Programs, Adhesive and Sealant Council
11:30 a.m.-Noon  ■ Formulation Optimization of ASTM C834 Caulk through Novel Ester Technologies in Ethylene Based Polymers
Sean Neuenfeldt, Senior Research & Development Chemist, Hallstar

Innovation Awards

10:30-11:00 a.m.  ■ Innovation Runner Up #1
11:00-11:30 a.m.  ■ Innovation Runner Up #2
11:30 a.m.-Noon  ■ Innovation Award Winner

*Times, presentation titles and speakers are subject to change. All times are set for Eastern time zone.
Virtual SCHEDULE

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**Trends & Market Drivers in Electric Vehicles**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:30-11:00 a.m.</td>
<td>Autonomous Electric Vehicle Platform Evolution and Opportunities for Automotive OEMs</td>
</tr>
<tr>
<td></td>
<td>Nicolas Inchaustegui, Consultant - Automotive, Transportation, and Mobility, Frost &amp; Sullivan’s Mobility</td>
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<tr>
<td>11:00-11:30 a.m.</td>
<td>Adhesives and Sealants in Battery Electric and Hybrid Vehicles</td>
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<tr>
<td></td>
<td>Marc Benevento, President, Industrial Market Insight</td>
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<td>11:30 a.m.-Noon</td>
<td>Next Generation Battery Trends for Transport Targeting Lower Cost and Longer Range</td>
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<td>Nad Karim, Founder, KeraCel Inc.</td>
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<tr>
<td>Noon-12:30 p.m.</td>
<td>LMC Automotive’s Outlook for the Automotive Industry</td>
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<td>Kevin Riddell, Senior Manager, LMC Automotive</td>
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<td>12:30—1:30 p.m.</td>
<td>Networking Social Hour (lunch)</td>
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**Friday, November 6**

**GENERAL SESSION KEYNOTE**

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>7:30 – 9:00 a.m.</td>
<td>Economic Outlook</td>
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<tr>
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<td>Robert Fry, Chief Economist, Robert Fry Economics LLC</td>
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<tbody>
<tr>
<td>9:00 – 11:00 a.m.</td>
<td>Virtual Networking Lounge &amp; Coffee Break</td>
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**VIRTUAL EDUCATION SESSIONS**

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<th>Time</th>
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<tbody>
<tr>
<td>10:30-11:00 a.m.</td>
<td>Managing Emotions &amp; Expectations Through Change</td>
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<tr>
<td></td>
<td>Twila Kaye Heiselman, CEO, Speaker, Trainer, Personality Science Expert, Twila Kaye International</td>
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<td>11:00-11:30 a.m.</td>
<td>B2B Digitalization: The Top Challenges to Engage Buyers and How to Overcome Them</td>
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<td>Duane Priddy, Global Vice President, SpecialChem S.A.</td>
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<tr>
<td>11:30 a.m.-Noon</td>
<td>Did You Know That 7 Baby Boomers Retire Every Minute?</td>
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<td></td>
<td>Lisa Chubinsky, Partner, Executive Recruiter, New River Search LLC</td>
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<tr>
<td>10:30-11:00 a.m.</td>
<td>Maximizing QA and Testing Productivity Utilizing the Latest Real-time Absolute Coating Thickness Measurement Technology</td>
</tr>
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<td>Bobby Greiner, Industry Manager- Films &amp; Flexible Packaging, Sensory Analytics (SpecMetrix Systems)</td>
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<td>11:00-11:30 a.m.</td>
<td>Modified Starch Polymers as Protective Colloids for Emulsion Polymerization</td>
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<tr>
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<td>David Guptill, Research Chemist - Adhesives Team Leader, Chemstar Products Company</td>
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<td>11:30 a.m.-Noon</td>
<td>Cohesive Performance Enhancement with Low Viscosity of Hot Melt Adhesives through New SBS and Hybrid SB Elastomers</td>
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<td>Jesús Eduardo Ibarra Rodriguez, Chemical Engineer/Senior Technician Adhesives &amp; Sealants, Dynasol Group</td>
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<td>Noon-12:30 p.m.</td>
<td>Mind the Water: A Discussion on Calcium Carbonate for the Adhesives and Sealants Industry</td>
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<td>Andrea Battisti, Application Manager, Omya International AG</td>
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**Formulating Materials & Methods**

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<td>10:30-11:00 a.m.</td>
<td>Evaluating Quality Experience Through the Latest Electronics Measurement Technology</td>
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<td>Bobby Greiner, Industry Manager- Films &amp; Flexible Packaging, Sensory Analytics (SpecMetrix Systems)</td>
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**Regulatory**

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<tr>
<td>10:30-11:00 a.m.</td>
<td>EPA TSCA Policy Updates</td>
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<td>Jamie Conrad, Principal, Conrad Law &amp; Policy Counsel</td>
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<td>11:00-11:30 a.m.</td>
<td>California Regulatory Policy Developments</td>
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<td>Maureen Gorsen, Partner, Alston &amp; Bird</td>
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<td>11:30 a.m.-Noon</td>
<td>Election 2020: What to Expect from Washington After the Vote</td>
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<td>Bill Allmond, President, Adhesive and Sealant Council</td>
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**For questions or need assistance, contact Malinda Armstrong, Senior Director, Meetings & Expositions at Malinda.armstrong@ascouncil.org.**
Who should attend: The course is suitable for a wide range of technical participants including entry level to experienced scientists who wish to learn the fundamentals of adhesives and adhesion. Professionals from R&D, process development, manufacturing, tech service and applications who are developing products for a wide range of industries or using adhesives in their market applications. Technically inclined commercial professionals will receive a better understanding of the principles of adhesives, adhesion, performance applications and market overview.

**Monday November 2, 2020**

1:00-1:50 PM  
*Introduction to Adhesive Markets & Technologies*  
David Speth, Research Chemist, Evans Adhesives

1:50-1:55 PM  
BREAK

1:55-2:45 PM  
*Polymer Design for Adhesion: An Introduction*  
Tim Long, Faculty & Energy Director, Arizona State University

2:45-3:00 PM  
BREAK

3:00-3:50 PM  
*Rheology and Flow*, Teni Chen, Senior Applications Scientist, TA Instruments

3:50-3:55 PM  
BREAK

3:55-4:45 PM  
*Practical Surface Science*, Chris Wohl, Consultant

4:45-5:00 PM  
WRAP UP DAY 1

**Tuesday November 3, 2020**

1:00-1:50 PM  
*Characterization – Mechanical, Physical, Thermal Properties*  
Rochelle Miller, Senior Development Chemist, Henkel

1:50-1:55 PM  
BREAK

1:55-2:45 PM  
*Hot Melt Adhesives*, Tom Kauffman, Research Fellow II, HB Fuller

2:45-3:00 PM  
BREAK

3:00-3:50 PM  
*Waterborne Adhesives*, Raj Ramharan, Senior Group Leader, Mapei

3:50-3:55 PM  
BREAK

3:55-4:45 PM  
*Pressure Sensitive Adhesives*, Lars Kilian, Senior Group Leader, Ashland

4:45-5:00 PM  
WRAP UP DAY 2

**Wednesday November 4, 2020**

1:00-1:55 PM  
*Reactives & Durability*, Dmitriy Sadnok, Senior Product Development Specialist, 3M

1:55-2:00 PM  
BREAK

2:00-2:45 PM  
*Sealants*, Jay Johnston, Senior Scientist, Covestro

2:45-2:55 PM  
BREAK

2:55-3:40 PM  
*Biobased Adhesives*, Ramani Narayan, Fellow, MSU

3:40-3:45 PM  
BREAK

3:45-4:30 PM  
*Automated Adhesive Dispensing*, Larry Saidman, Chief Technologist, Nordson

4:30-4:40 PM  
WRAP UP DAY 3

4:40-5:30 PM  
BREAK-OUT SESSIONS

*Times, presentation titles and speakers are subject to change. All times are set for Eastern time zone.*

**EXHIBITORS** (as of September 9, 2020)

- Adhesives & Sealant Industry (ASI Magazine)
- AGC Chemicals Americas, Inc.
- Albion Engineering Co
- Arakawa Chemical
- Emerald Kalama Chemical
- Evonik
- Fluid-Bag
- Hallstar
- Ingevity Corp.
- JPB Industry
- Kaneka North America LLC
- King Industries, Inc.
- Kowa American Corp.
- Kraton
- Lubrizol
- MUNZING
- Netzsch Instruments North America LLC
- ProSys Servo Filling Systems
- Risun Polymer China Co., LTD
- Showa Denko America
- Springfield Industries
- Teckrez
- TRINTERNATIONAL, INC.
- TSE Industries, Inc.
- Wacker Chemical Corporation

Visit virtual exhibitor booths to access the latest innovations, products and services in the industry

View videos, product collateral and company contact information for each exhibitor

Setup a real-time chat meeting and/or 1:1 video meeting with company reps!
Virtual Networking Lounge & Coffee Break
Each day around 10:00 AM join fellow attendees in the networking lounge while you share your favorite cup of coffee virtually and make introductions (via audio, video or chat). This is a GREAT way to make new connections and meet peers in the industry!

Virtual Social Hour & Lunch Break
Each day around Noon join fellow attendees for lunch or before/after your lunch. Network, ask questions, and share information (via audio, video or chat) about materials from that morning and the previous day. This is your opportunity to collect virtual business cards as well!

EXPO Connect Virtual Reception
Directly after the virtual EXPO trade show each day around 5:00 PM join fellow attendees for a virtual “Happy Hour” reception and networking event. Share your favorite cocktail or wind-down drink virtually with your peers (via audio or video). This is also a great time to schedule face to face time with exhibitors and attendees to create more personal connections virtually.

Virtual Friday Closing Happy Hour
It’s FRIDAY! Join ASC staff and Board of Directors for the end of the week and convention virtual happy hour! Share your favorite cocktail or wind-down drink virtually with everyone (via audio or video). Also we will discuss getting together as an industry in Chicago for the World Adhesive Conference in April 2021!

REGISTRATION INFORMATION
NEW LOWER COSTS & DISCOUNTS FOR MULTIPLE REGISTRATIONS!

Virtual Convention (November 4-6)

<table>
<thead>
<tr>
<th></th>
<th>Member pricing</th>
<th>Nonmember pricing</th>
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<tbody>
<tr>
<td>$595 per person</td>
<td>$795 per person</td>
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<td>$950 – 2 per company</td>
<td>$1160 – 2 per company</td>
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<td>$1250 – 3 per company</td>
<td>$1790 – 3 per company</td>
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<td>$1550 – 4 per company</td>
<td>$2325 – 4 per company</td>
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Registering 5 or more attendees?
Contact Malinda Armstrong at malinda.armstrong@ascouncil.org for deeper discounts!

Virtual EXPO Only

$50 per person
(Access November 4-6 from 2:00-5:00 pm)

Reserve a Virtual EXPO Booth!
$500 – Member per virtual booth space
$750 – Nonmember per virtual booth space

Adhesive Science Virtual Short Course (November 2-4)

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
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<tr>
<td>$425 – Member</td>
<td>$1020 – Member</td>
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</tr>
<tr>
<td>$625 – Nonmember</td>
<td>$1420 – Nonmember</td>
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<tr>
<td>$150 – Student (full time university)</td>
<td>$250 – Student (full time university)</td>
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BONUS for the First 200 Registrants!
Receive a gift box shipped to your door and chocked full of goodies and fun surprises from ASC and our incredible sponsors!

Learn How to Get The Most Out of Your Virtual Experience
Register today to gain access to the attendee webinar that will provide you instructions on how MAXIMIZE your experience in the virtual platform and get the most out of your virtual experience.

HOW TO REGISTER
Registration for the convention, EXPO and the Short Course can be found online at www.ascouncil.org/events. If you have any questions regarding registration, please contact Malinda Armstrong at Malinda.armstrong@ascouncil.org.

www.ascouncil.org

10  ASC 2020 Virtual Annual Convention + EXPO

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