WHAT CAN I EXPECT AT COATINGS+?

Coatings+ is the protective coatings industry’s definitive annual technical conference and trade show. Hosted by SSPC, the event engages technical experts from across the industry spectrum with a focus on educating coatings professionals on the innovative programs, products and resources offered by the leading companies meeting the worldwide demand in asset protection. Conference events feature Technical Sessions, Panel Discussions, Hands-on Demonstrations and Workshops covering surface preparation, application, coating formulation, testing, inspection, and green coatings solutions. Additionally, Coatings+ serves as a meeting space for SSPC standards committees, the SSPC Annual Meeting, networking events, and a trade show featuring hundreds of exhibitors.

WHY ATTEND?

Coatings+ attracts a global audience of craftworkers, facility owners, industry professionals, and college students with purchasing/decision making power within the protective, marine, and industrial coatings industry.

WHEN ASKED WHY THEY ATTEND COATINGS+, ATTENDEES ANSWERED:

- 46% Technical Program
- 40% Find new products on the show floor
- 14% Meeting with clients and customers

WHAT DO OUR ATTENDEES VALUE ABOUT COATINGS+?

“It’s a great place to network, see the innovations that are coming out from the different manufacturers from inspection equipment, to contractor equipment. This conference every year opens up doors and gives you the opportunity to see what’s coming out on the horizon. Meet people who are some of the lead people in the industry, and have conversations with them. It’s a great place to network and get a lot of good information.”

— Tony S., Gannett Flemming
WHY EXHIBIT AT COATINGS +

TARGETED AUDIENCE
+ Opportunity to interact with more than 2,000 protective coatings professionals; including facility owners, specifiers, end users, manufacturers, contractors, engineers, consultants, inspectors, and more.

SSPC PUTS YOU IN FRONT OF THE DECISION MAKERS FROM THE FOLLOWING INDUSTRIES

FOCUSED EXHIBIT HOURS
+ 13 hours of prime exhibit time with 9 hours unopposed by other programming and events
+ Exhibit Hall — 13 hours over 3 days
  - Opening Reception (Tuesday)
  - Exhibit Hall Lunch (Wednesday and Thursday)
  - Open Exhibit Hall Hours
  (5 PM–8 PM Tuesday, 11 AM–4 PM Wednesday, and 10 AM–3 PM Thursday)

EDUCATIONAL BENEFITS
+ Full Conference Exhibitors can access education sessions with over 140 presentations
+ Cost effective upgrades of Booth Attendant badges to Full Conference Registration

NETWORKING OPPORTUNITIES
+ Awards Luncheon
+ Welcome Reception
+ Exhibit Hall — 13 hours over 3 days
+ Conference Closing Party
+ Endless interactions in between scheduled events

ADVERTISING & PUBLICITY
+ Exhibitor descriptions and booth locations published in the Onsite Guide (date sensitive)
+ Exhibitor listing in SSPC’s JPCL Magazine (date sensitive)
+ Listing on Coatings+ website
+ GDPR compliant Mailing list of registered attendees after the show
+ Sponsorship opportunities
+ Mobile App listing with social media links

ADDITIONAL BENEFITS
+ Refreshment breaks in the Exhibit Hall
+ One Full Conference Badge per 10’ x 10’ booth
+ Four Exhibits-Only Badges per 10’ x 10’ booth
+ 24-hour general hall security
IMPORTANT DATES

EXHIBIT SCHEDULE

MEETING DATES
February 1–4, 2021

EXHIBIT DATES
Tuesday, February 2, 2021
Wednesday, February 3, 2021
Thursday, February 4, 2021

COATINGS+ ACTIVITY DATES & TIMES

MONDAY, FEBRUARY 1, 2021
Welcome Reception | 5:30 PM–7:00 PM

TUESDAY, FEBRUARY 2, 2021
Exhibit Hall Ribbon Cutting | 5:00 PM
Exhibit Reception | 5:00 PM–8:00 PM

WEDNESDAY, FEBRUARY 3, 2021
Exhibit Open with Lunch | 11:00 AM–4:00 PM

THURSDAY, FEBRUARY 4, 2021
Exhibit Open with Lunch | 10:00 AM–3:00 PM

INTERESTED IN EXHIBITING?

RESERVE YOUR BOOTH WITH EASE:

+ Review the Exhibitor Prospectus
+ Review the Floor Plan online at www.sspc.org/events/coatings
+ Email Contract with Deposit Information.

EXHIBIT INFORMATION & BOOTH RESERVATIONS CONTACT:
Nicole Lourette, Events Manager | 412.288.6023 | lourette@sspc.org

NOT YET AN ORGANIZATIONAL MEMBER OF SSPC?
ASK HOW JOINING CAN SAVE YOU HUNDREDS OF DOLLARS ON EXHIBITING
**Exhibit Space Contract**

*PLEASE ENTER INFORMATION EXACTLY AS YOU WOULD LIKE IT TO APPEAR IN COATINGS+ MATERIALS.*

Date: _____________________________  
Company Name*:  
Company Address*:  
City/State/Zip*:  
Company Web Address*:  
Booth Logistics Contact Name:  
Booth Logistics Contact Email:  
*ALL IMPORTANT EXHIBITOR UPDATES WILL BE SENT TO THIS EMAIL ADDRESS.*

**EXHIBIT BOOTH RATES** *(Prices are for 10x10s. All booths must be carpeted.)*

<table>
<thead>
<tr>
<th>How Many 10 X 10s?</th>
<th>EARLY PRICE</th>
<th>FULL PRICE</th>
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<tbody>
<tr>
<td></td>
<td>Paid by 4/10/2020</td>
<td>Paid after 4/10/2020</td>
</tr>
<tr>
<td>SSPC Industrial Affiliate</td>
<td># booths _______</td>
<td>@ $2100</td>
</tr>
<tr>
<td>SSPC Sustaining Member</td>
<td># booths _______</td>
<td>@ $2200</td>
</tr>
<tr>
<td>SSPC Patron Member</td>
<td># booths _______</td>
<td>@ $2300</td>
</tr>
<tr>
<td>Non-Member</td>
<td># booths _______</td>
<td>@ $3500</td>
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**LOCATION UPGRADES** *(If your final booth selection is on a corner or an island, the premium will be added to your total)*

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<tbody>
<tr>
<td>Corner Booth Premium (Single charge)</td>
<td></td>
<td></td>
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<tr>
<td>Island Booth Premium (Single charge)</td>
<td>$150</td>
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<td></td>
<td>$250</td>
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**INDOOR LARGE EQUIPMENT EXHIBITS** *(Required minimum of one 10x10 ft space on the show floor.)*

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<tbody>
<tr>
<td>Indoor Large Equipment (10x60 ft)</td>
<td># booths _______</td>
<td>$2000 = $ ________</td>
</tr>
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</table>

**BOOTH PREFERENCES** *(Please make multiple selections. We will make every effort to give you one of your preferences.)*

<table>
<thead>
<tr>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
<th>Fourth Choice</th>
<th>Fifth Choice</th>
<th>Sixth Choice</th>
</tr>
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</tbody>
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List companies you prefer NOT to be near:  
________________________________________________________________________  
________________________________________________________________________  
________________________________________________________________________  
________________________________________________________________________  
________________________________________________________________________  
________________________________________________________________________

Total = $ ________________
PAYMENT INFORMATION
• 50% deposit is due with this application; remaining balance is due October 23, 2020
• EARLY PRICE applies for those applications received with a down payment of 50% on or before April 10, 2020
• Booth spaces reserved after October 23, 2020 require a 100% payment at the time of application.

Email contracts with credit card payments to the Event Manager: lourette@sspc.org
Mail contracts with payments by check to: SSPC | PO Box 645710 | Pittsburgh, PA 15264

Questions? Nicole Lourette | Phone: 412-288-6023 | E-mail: lourette@sspc.org

Credit Card Payment: ❑ Visa ❑ MasterCard ❑ American Express ❑ Discover Security Code: ________
Credit Card Number: ____________________________________________ Deposit Amount: $ ___________
Name on Card: ____________________________________________ Exp. Date: _______________________
Signature: ___________________________________________________
Billing Contact Name:__________________________________________ Billing Contact Phone: _______________________
Billing Contact E-mail _________________________________________

❑ Check box if you want the balance charged to the same Credit Card on October 23, 2020.

COMPANY DEMOGRAPHICS
❑ Application Equipment ❑ Coatings Manufacturer ❑ Consultant ❑ Containment
❑ Corrosion Technology Resource ❑ Engineering ❑ Equipment Manufacturer ❑ Inspection Services
❑ Media Supplier ❑ Rentals ❑ Resource Technology ❑ Safety Equipment
❑ Scaffolding ❑ Supplier ❑ Surface Prep Equipment ❑ Other ________________

CANCELLATION PENALTIES
Written requests for cancellations will be honored until December 4, 2020; less a service charge equal to 25% of the total booth fee. After that date, there will be no refunds. Exhibitor is responsible for any balance due on booth space cancelled after December 4, 2020.
Freeman customer service department.

such official contractors, and exhibitor agrees to look only to such official contractors in such event. Therefore, Show Official General Service Contractor

Exhibitors agree to comply with all subsequent reasonable rules. Show Management may grant such equipment or arrangements.

Booth Requirements—All exhibits must be confined to the limits of their respective booth(s) as indicated on the floor plan. All equipment, products, or materials to be displayed or demonstrated must be placed within the exhibit booth space in order to ensure that the attendee viewing the exhibit will stand within said booth and not in the aisles. All exposed parts of displays must be finished to present an attractive appearance when viewed from the aisles or from adjoining exhibits.

Floor Covering—Floor covering is mandatory for all exhibit booths and it must cover the entire net square footage of contracted exhibit space. Exhibitors may use their own floor covering, carpet or hardwood, or order it from Freeman Exposition Services. Order forms are included in the Exhibit Service Kit. Booths must be completed by 3:00 PM the day the show opens. If at that time you do not have floor covering, either your own or carpet ordered from Freeman, Show Management has the right to order carpet and charge your credit card on site if you are noncompliant or can withhold the delivery of your booth supplies until you comply.

Booth Design—The back wall of the standard booth is 8’ high. The side partitions are 4’ high. Exhibits will be arranged so as not to obstruct the view of other exhibitors. The sidewalks of any booth, exceeding 4’ in height to a maximum of 8’ height, may not extend more than 5’ from the back wall. Sidewalls 4’ or less in height are limited to 7’ in length from the back wall. No built-up exhibit or other construction will exceed 8’ in overall height. Overhead canopies or simulated ceilings cannot extend out more than two-thirds of the depth of the booth space measured from the back wall. The height of display materials in the remaining one-third of the booth space depth is limited to a maximum height of 4’. Exhibitors desiring to use other than standard booth equipment, any sign or materials conflicting in any way with the above regulations should submit a detailed sketch of the proposed layout at least 60 days before the meeting or before construction is ordered and receive written approval from Show Management.

Peninsula and Island Booths—A peninsula booth occupies both corners at the end of a row of back to back booths and faces three aisles. Exhibitors with a peninsula booth must limit the length of the back wall to 5’ centered and the back wall height must not exceed 18’. This eliminates the use of composite booth systems in this configuration. An island booth is surrounded by aisles on all four sides. Exhibitors with this configuration may utilize the full cubic content of the booth space and will be permitted to a maximum height of 18’ including signs.

To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than 8’ in the back and 4’ along the dividers and aisles. This does not apply to island exhibits or those utilizing an entire separate block of booths, which are not directly adjacent to another exhibitor. Peninsula exhibits are subject to standard back and side height requirements on the side adjoining other booths. Show Management's opinion, do not interfere with the view of any other exhibitor, may be utilized within the islands up to a height of 18’. Exhibitors desiring to use other than standard equipment or arrangements must submit a detailed proposed layout and receive written approval from Show Management, prior to the use of other such equipment or arrangements.

Interpretation and Application of Rules and Regulations—All matters and questions not specifically covered by these Rules and Regulations are subject to the decision by Show Management. Exhibitors agree to comply with all subsequent reasonable rules. Show Management may grant permission to exhibit subject to such special conditions of limitation, as it deems necessary to assure that an exhibit satisfies the basic criteria for exhibits.

Exhibitor Service Center—A service center located in the hall and staffed by representatives of all official contractors will be open throughout the duration of the show.

Official General Service Contractor—The official general service contractor and those represented in the service kit have been selected as the official exhibitor service contractor. All official contractors act in their own behalf in all arrangements with exhibitors and are not agents, employees or representatives of SSPC. All services or materials supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, Show Management does not assume any liability or responsibility for any act performed or omitted by such official contractors, and exhibitor agrees to look only to such official contractors in such event. General questions regarding any services ordered through Freeman should be directed to the Freeman customer service department.

Exhibit Service Kit—The Exhibitors’ Service kit contains all of the forms and information necessary for ordering of labor and services. The kit contains order forms for services such as rental furnishings, booth carpet, labor, signage, plumbing, floral, audiovisual, telephone, photography, electrical services, rental displays and cleaning and will be available on line to you no less than 60 days prior to show opening.

Independent Contractors—Independent contractors providing services are subject to any rules imposed by the Convention Center and Show Management. In order to protect the security of the exhibit hall, independent cleaning contractors will not be allowed in the exhibit hall.

Registration/Badging—All individuals representing an exhibiting company must register as an exhibitor and wear the appropriate badge. This policy applies to personnel staffing a particular booth for the duration of the exhibition, as well as those who will be visiting for a short period of time. It is against SSPC policy for exhibitors to lend their badges to anyone. In addition, it is against SSPC policy for an exhibitor to assist an ineligible individual in obtaining a badge or gaining access to the exhibit hall. Anyone who violates this policy will be barred from further participation in all future meetings.

Temporary Personnel—if it is necessary for your company to employ temporary personnel, be sure to provide them with the exhibiting company’s name, booth number, the name of the contact at the booth and where to go to pick up their badge.

Guest Badges—Each exhibiting organization will receive passes to distribute to their customers for complimentary exhibit hall only attendance.

Work Badges—Unregistered exhibitor agents, vendors and exhibitor-designated contractors who wish to access the exhibit floor during installation and dismantlement hours will be required to show proof of affiliation with the exhibiting company or exhibitor-designated contractor to receive a work badge. Work badges will be distributed in the registration area during posted registration hours.

After Hours Admission to Exhibit Hall—Exhibitors wearing badges may enter the exhibit hall two hours before the opening and may remain in the hall one hour after the close of the exhibition each day. Exhibitors needing access to the exhibit hall at times not stated above must get approval from Show Management and provide ID to security upon entering the hall. Only exhibitors with badges will be permitted to enter the exhibit hall.

Selling—To help companies maximize their exhibiting opportunity, exhibitors are permitted to sell their products/services in the exhibit hall. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the exhibitor’s responsibility to acquire any necessary licenses, permits, and/or identification numbers required by the local government to sell their products/services.

Music, Videos, Posters/Pictures—At no time should music or videos be played at a level that interferes with a neighboring booth’s exhibiting activities. Music, videos or posters/pictures containing explicit or vulgar language or acts are strictly prohibited.

Hospitality Suites—Exhibitors that would like hospitality suites may request them by calling the hotel. The hotel will confirm all requests with Show Management.

Hospitality Suites are reserved for those organizations participating in the exhibit or sponsoring the SSPC conference. Please remember that no functions are permitted during exhibit or conference hours as outlined in the program.

Non-Exhibitor Selling In Aisles—Show Management makes every effort to protect against unauthorized selling within the show exhibit area by individuals not renting booth space. SSPC management requests any individual attempting to sell or market in the aisles or other areas of the Convention Center be reported. These individuals are taking advantage of exhibitors who pay for their space and abide by show rules. Any non-exhibitor that is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, or in any violation of any portion of the Exhibitor Rules & Regulations will forfeit his or her registration and be escorted from the hall.

Minimum Age Requirement—the minimum age to gain access to the show floor, at any time, is 16 years old. This applies to all exhibitors, staff, and contractors.

Acceptance of Rules and Regulations—On behalf of the company named below, I am authorized to sign and accept the terms and conditions outlined herein.

Name:

Title:

Company:

Signature:

Date:

ANTITRUST NOTICE: It is the policy of the SSPC to comply in all respects with federal and state anti-trust laws. This meeting will follow a formal, pre-approved agenda for the purpose of conducting the business of the Organization. Accordingly, discussion of any matters relating to competition among our members or relating to practices that may restrain trade with third parties is not permitted. These prohibited subjects include prices, discounts, allocating territories or customers, boycotts or any other statements that may be construed as being anti-competitive.