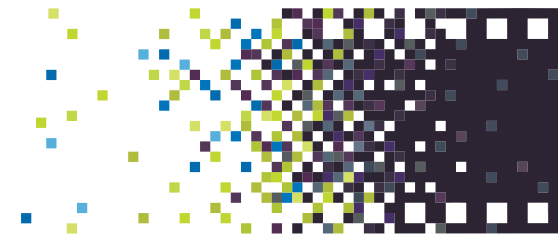


# ANTEC® 2017

*The plastics technology conference*  
**CELEBRATING 75 YEARS!**



**May 8-10**

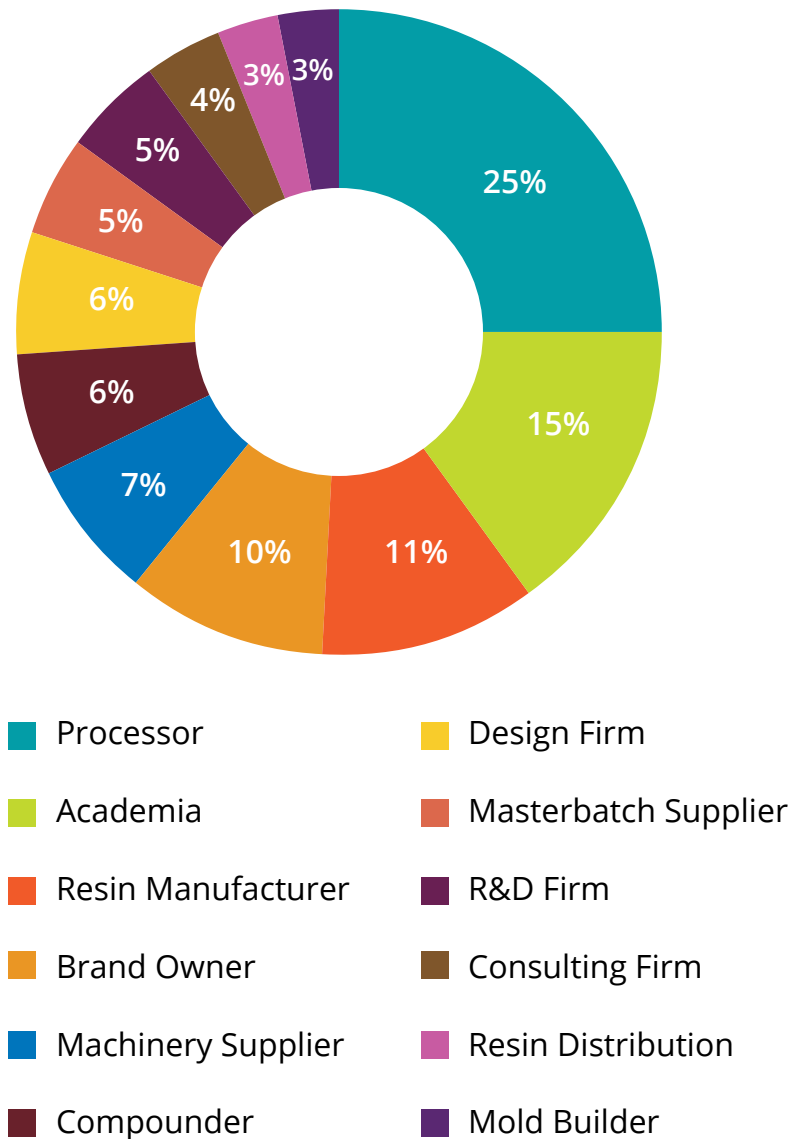
Hilton Anaheim - Anaheim, CA

EXHIBITOR & SPONSORSHIP Prospectus

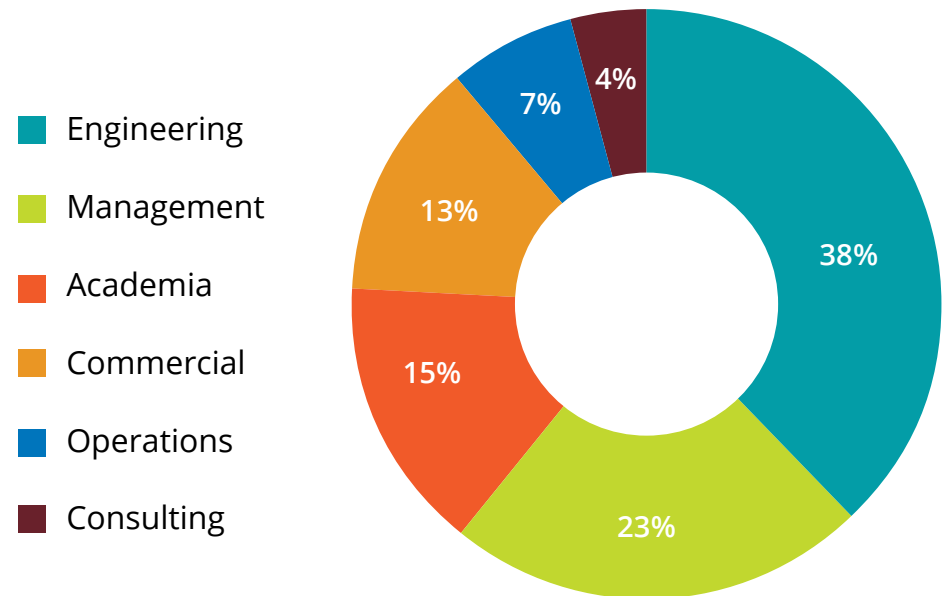


[4spe.org/antec](http://4spe.org/antec)

## 2016 ATTENDEE COMPANY TYPE



## 2016 ATTENDEE JOB FUNCTION



Total Exhibiting Companies	87
Net Sq. Ft. of Exhibit Space	10,860
<b>TOTAL REGISTERED ATTENDANCE</b>	<b>1,354</b>

## COMPANIES ATTENDING IN 2016

3M Company	Ford	Medtronic
Apple	GE Appliances	Mercury Marine
B/E Aerospace	GE Healthcare	Molex
Baxter Healthcare	General Cable	NASA
Becton Dickinson	General Motors	Nike
Boeing	GOJO	Nissan
Boston Scientific	Goodyear	Oakley
Briggs & Stratton	Google	PACCAR
Callaway Golf	Henkel	Parker Hannifin
Caterpillar, Inc.	Honda	Plantronics
Celgard	Honeywell	Procter & Gamble
CertainTeed	Hospira	Robert Bosch
Clorox	HP	S.C. Johnson & Son
Coca-Cola	Jeld-Wen	Saucony
ConAgra Foods	John Deere	St Jude Medical
Corning Cable Systems	Johnson & Johnson	TE Connectivity
Dart Container	Johnson Controls	Tesla Motors
Delphi Automotive	Kimberly-Clark	Toro
Delta Faucet	Kraft Heinz	Toyota
Diebold	LaFrance	Tupperware
Edwards Lifesciences	Leggett & Platt	Volkswagen
Eli Lilly	Lexmark	Whirlpool
Energizer	Lockheed Martin	Xerox
Firestone	LORD	
Flowserve	Mazda	

## RESERVE YOUR SPACE NOW

100 - 300 sq. ft.	\$31.00 sq.ft.
400 sq. ft.	\$27.50 sq.ft.
100 sq. ft turnkey package:	\$3,650
200 sq. ft. turnkey package:	\$7,000

Turnkey Package: 6' table, 2 chairs, power source, ID sign waste basket, 2 or 4 full conference registrations.

For more information contact Pete Dicks at  
+1 703-259-6132 or [antec@naylor.com](mailto:antec@naylor.com)

**View the 2017 floorplan at [4pe.org/antec](http://4pe.org/antec)**

## NEW THIS YEAR!

- **Plasticity Forum**  
A Big Conversation on the Future of Plastics
- **Industry 4.0**  
From Evolution to Revolution with Wittman Battenfeld
- **Women's Networking Breakfast**

Learn more at [4spe.org/antec](http://4spe.org/antec)

## PRELIMINARY EXHIBITOR SCHEDULE

*Subject to change*

### Sunday, May 7

8:30 am - 5:00 pm      Exhibitor Move-In

### Monday, May 8

8:00 am - 11:00 am      Exhibitor Move-In

12:30 pm - 12:45 pm      Exhibit Hall Opening/Ribbon Cutting

12:30 pm - 5:00 pm      Exhibit Hall Open

### Tuesday, May 9

10:00 am - 5:00 pm      Exhibit Hall Open

5:00 pm - 6:00 pm      Exhibitor Reception

### Wednesday, May 10

8:00 am - 1:00 pm      Plastics for Life Competition












10:00 am - 1:00 pm      Exhibit Hall Open

10:30 am - 11:00 am      Press Conference

View the 2017 floorplan:  
[4pe.org/antec](http://4pe.org/antec)



ANTEC® 2017 Marketing Opportunities	PLATINUM	GOLD	KEYCARD	LANYARD	CONF BAGS	REG BOOTH	POSTERS	COFFEE BREAKS	PLENARY SESSIONS	NETWORK LOUNGE	MOBILE APP
	\$25,000	\$15,000	\$12,500	\$10,000	\$10,000	\$10,000	\$10,000	\$8,500	\$6,500	\$5,500	\$4,500
Promotional recognition; website, email, social media, <i>Plastics Engineering</i>	Listed 1 <sup>st</sup>	✓	✓	✓	✓	✓	✓				
<i>Plastics Engineering</i> magazine ad	Full-April	Half-April									
Editorial preview & wrap-up	✓	✓									
All event signage	✓	✓									
Sponsor sign & session slide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Poster session signs							✓				
Coffee break signs								✓			
Networking lounge signs										✓	
Conference bag inserts/giveaways	2	2	1	1	1	1	1	1	1	1	1
Complimentary ANTEC registrations	4	3	2	2	2	2	2	1	1	1	1
Expo leads	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promotional material distribution	✓	✓									
Pop-up banner placement	✓										

 <b>Sponsor Signs/Session Slides:</b> Recognition at the start of 100+ sessions	 <b>Registration Area:</b> Major logo recognition & significant pre-show/onsite exposure; full surround of the registration desk	 <b>Networking Lounge:</b> Brand this popular hotspot right outside the exhibit
 <b>Hotel Key Cards:</b> Recognition every time an attendee uses their key card	 <b>Digital Poster Session:</b> Your brand on 100+ posters on 60" displays presented over 2 days	 <b>ANTEC® Mobile App:</b> Leverage 24/7/365 exposure on SPE's native mobile multi-event app
 <b>Lanyards:</b> Distributed to all conference registrants, putting your logo around the neck of every attendee	 <b>Coffee Breaks:</b> Available 2 mornings and 2 afternoons	 <b>For more information, contact:</b> Pete Dicks, ANTEC Show Management +1 703.259.6132   antec@naylor.com
 <b>Conference Bags:</b> Attendees carry your logo during the conference	 <b>Plenary Sessions:</b> Broad audience exposure at ANTEC's Plenary Sessions	

## Additional Sponsorship Opportunities

### Welcome Reception

*Exclusive Sponsorship: \$25,000*

Kick off the conference and take the credit for the exciting, heavily-attended opening reception. Other benefits include:

- 5-minute presentation to welcome attendees and blurb about your company
- Seat drop
- 2 reserved tables
- Branded drink tickets
- Recognized as Platinum Sponsor
- 4 ANTEC Registrations
- Post Conference Dedicated E-mail Send to all attendees
- 2 Announcements via Event App day of reception (morning and 2:00PM)

### Professional Headshot Lounge

*Exclusive Sponsorship: \$12,000*

Sponsor the Photo Lounge—an executive photo portrait-taking experience where conference attendees are photographed by a professional and expert photographer!

- Sponsor name on signage
- Ability to participate in the operation of the lounge
- Sponsor mention on email sent immediately with photo
- Photo personnel will wear logo attire

## Additional Sponsorship Opportunities

### Charging Stations

*Exclusive Sponsorship: \$10,000*

Be noticed by a captive audience while attendees charge up their devices for the day.

### Hydration Station

*Exclusive Sponsorship: \$10,000*

Water Bottle & Water Station Sponsor.

### Conference Program

*Inside & Back Cover: \$10,000*

Keep your brand right in front of attendees every time they check for an exhibitor, session or general information by sponsoring the conference program.

### Escalator Runners

*Exclusive Sponsorship: \$10,000*

Your company message appears alongside the handrails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas.

## Additional Sponsorship Opportunities

### Pre-Con Exhibitor Webinar

Limited to 4  
companies **\$8,000**

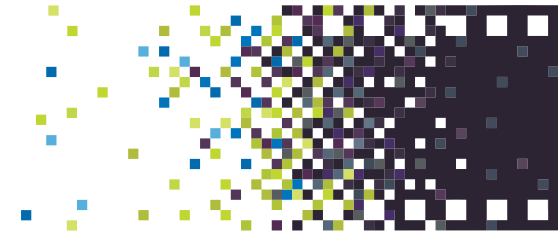
Opportunity to host a webinar to present particular product or service you will have at ANTEC. Includes post conference dedicated email send to all attendees. Limited to four (4) companies

### Wine Bar

2 Per  
Day **\$4,500**

A proven method to increase your booth traffic is through this sponsorship. During this 2-hour networking session in the Exhibit Hall, the sponsor will receive 200 branded drink tickets. A wine bar will be setup adjacent to your booth to drive traffic to your sales team. Benefits include:

- Recognition as a wine sponsor in the program guide with your booth number
- Social media promotion with your booth number
- 200 branded tickets to distribute to attendees
- Event App promotion 30 minutes before wine bar opens
- Wine Bar is located as close to your booth as possible
- Signage on bar promoting your company as the sponsor



## New Experiential Marketing Opportunities

### Virtual Reality Experience

**\$9,500**

A unique way to provide an out-of-this-world, exhilarating, sponsor-customized virtual reality experience to conference attendees.

### Social Media Wall

**\$7,500**

More impactful than banner ads, allows sponsor logo/tagline to be continuously displayed with sponsor message integrated into content generated by conference attendees.

### Live Streaming Content Sponsor

**\$7,500**

Brand video capture of plenary/panel discussions, your own company presentation, how-to's, or behind-the-scenes glimpses of the conference. Video will be viewed in the future on multiple public sites, ensuring continued marketing mileage for your brand, product or service.

### Snapchat On-Demand Geofilter

**\$5,500**

Create your customized On-Demand Geofilter for this event, your business / product. Brand logos and trade-marks are permitted. Content flows thru to Instagram and Facebook,



**For more information, contact:**

Pete Dicks, ANTEC Show Management, +1 703.259.6132 | [antec@naylor.com](mailto:antec@naylor.com)