

ANTEC[®] 2017

The plastics technology conference
CELEBRATING 75 YEARS!



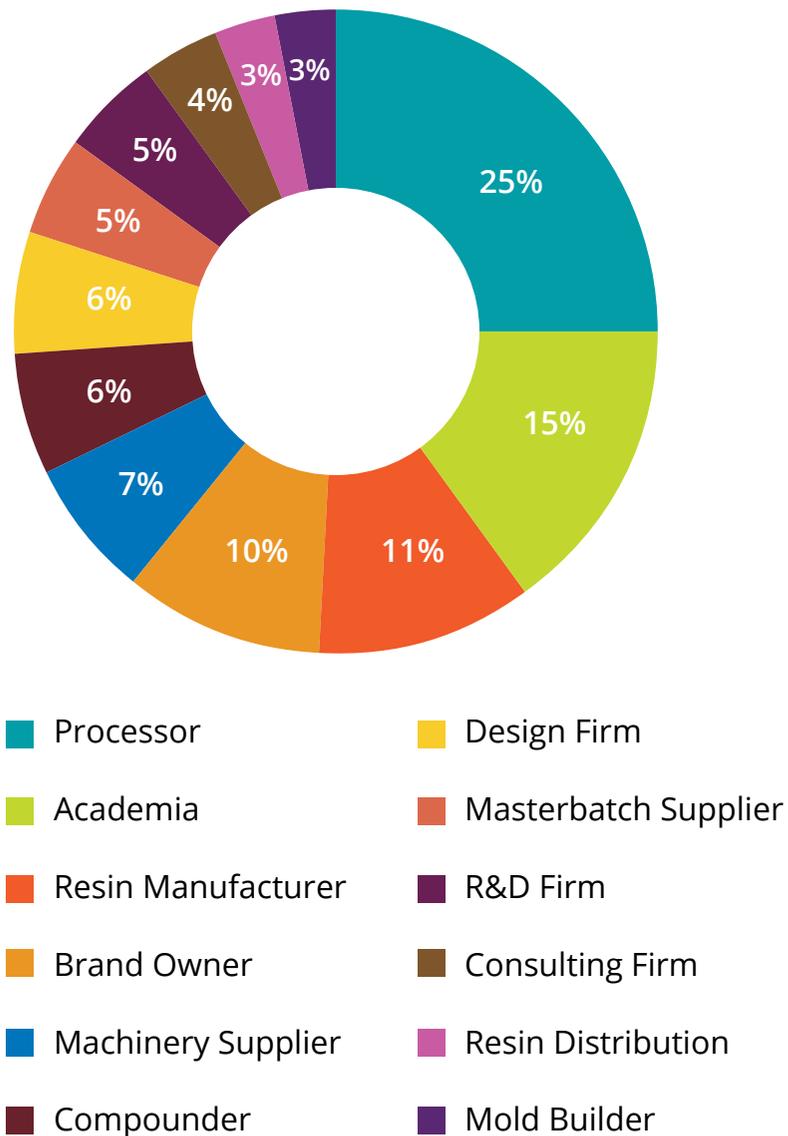
EXHIBITOR & SPONSORSHIP Prospectus



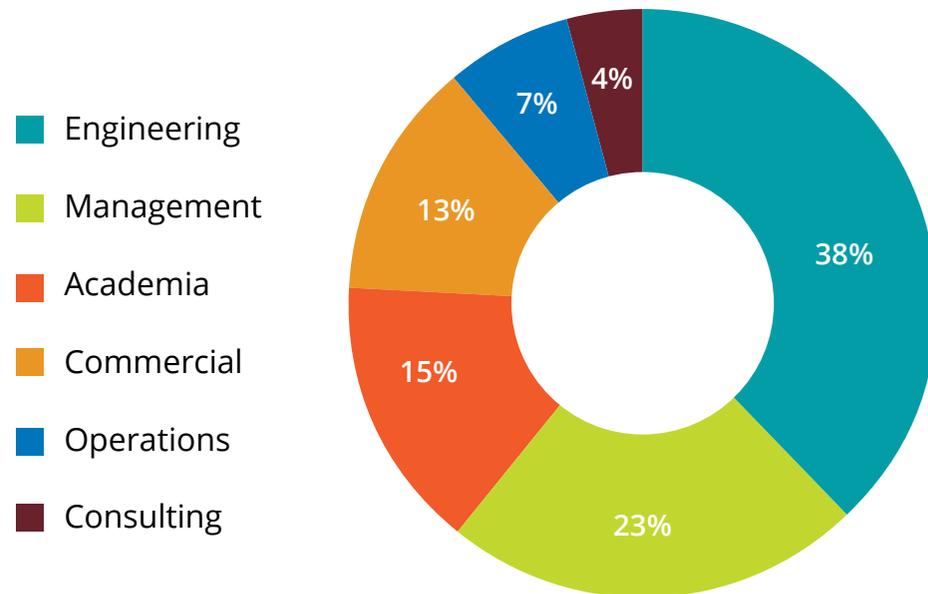
May 8-10
Hilton Anaheim - Anaheim, CA

4spe.org/antec

2016 ATTENDEE COMPANY TYPE



2016 ATTENDEE JOB FUNCTION



| | |
|------------------------------------|--------------|
| Total Exhibiting Companies | 87 |
| Net Sq. Ft. of Exhibit Space | 10,860 |
| TOTAL REGISTERED ATTENDANCE | 1,354 |

COMPANIES ATTENDING IN 2016

| | | |
|-----------------------|-------------------|--------------------|
| 3M Company | General Cable | NASA |
| Apple | General Motors | Nike |
| B/E Aerospace | GOJO | Nissan |
| Baxter Healthcare | Goodyear | Oakley |
| Becton Dickinson | Google | PACCAR |
| Boston Scientific | Henkel | Parker Hannifin |
| Briggs & Stratton | Honda | Plantronics |
| Callaway Golf | Honeywell | Procter & Gamble |
| Caterpillar, Inc. | Hospira | Robert Bosch |
| Celgard | HP | S.C. Johnson & Son |
| CertainTeed | 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 | Boeing |
| Delta Faucet | Kraft Heinz | Clorox |
| Diebold | LaFrance | Coca-Cola |
| Edwards Lifesciences | Leggett & Platt | Toro |
| Eli Lilly | Lexmark | Toyota |
| Energizer | Lockheed Martin | Tupperware |
| Firestone | LORD | Volkswagen |
| Flowserve | Mazda | Whirlpool |
| Ford | Medtronic | Xerox |
| GE Appliances | Mercury Marine | |
| GE Healthcare | Molex | |

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 packages include table, 2 chairs, power source, ID sign, waste basket, 2/4 full conference registrations.

For more information contact Pete Diecks at +1 703-259-6132 or antec@naylor.com

NEW THIS YEAR!

- **Plasticity Forum**
A Big Conversation on the Future of Plastics
- **Industry 4.0**
From Evolution to Revolution with Wittman Battenfeld
- **All Things Bakelite**
The Documentary of Leo Baekeland, Inventor of Plastic

Learn more at 4spe.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 st | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| <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 | ✓ | | | | | | | | | | |

 **Sponsor Signs/Session Slides:** Recognition at the start of 100+ sessions

 **Hotel Key Cards:** Recognition every time an attendee uses their key card

 **Lanyards:** Distributed to all conference registrants, putting your logo around the neck of every attendee

 **Conference Bags:** Attendees carry your logo during the conference

 **Registration Area:** Major logo recognition & significant pre-show/onsite exposure; full surround of the registration desk

 **Digital Poster Session:** Your brand on 100+ posters on 60" displays presented over 2 days

 **Coffee Breaks:** Available 3 mornings and 2 afternoons

 **Plenary Sessions:** Broad audience exposure at ANTEC's Plenary Sessions

 **Networking Lounge:** Brand this popular hotspot right outside the exhibit

 **ANTEC® Mobile App:** Leverage 24/7/365 exposure on SPE's native mobile multi-event app

 **For more information, contact:**
Bill Sheehan, Strategic Business Development
+1 703.473.7760 | bsheehan@4spe.org

Additional Sponsorship Opportunities



Welcome Reception

Exclusive Sponsorship: \$25,000

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

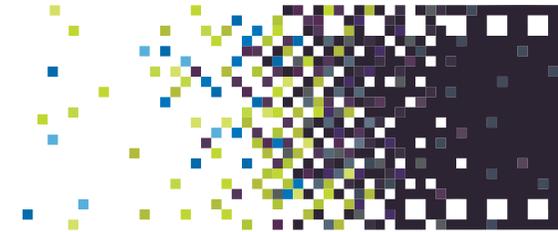
- 5-minute presentation to welcome attendees and blurb about your company
- Seat drop on every seat
- 2 reserved tables
- Branded drink tickets
- Recognized as Platinum Sponsor
- 4 ANTEC Registrations
- Post Conference Dedicated E-mail Send to all attendees
- 2 Announcements via Event App day of reception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

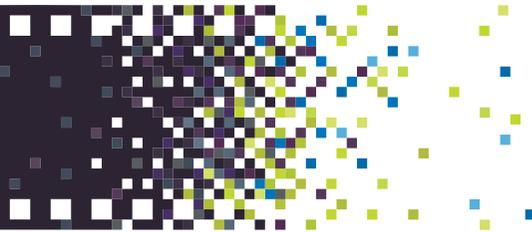
Inside & Back Cover: \$10,000

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.



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Additional Sponsorship Opportunities

Pre-Con Exhibitor Webinar

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

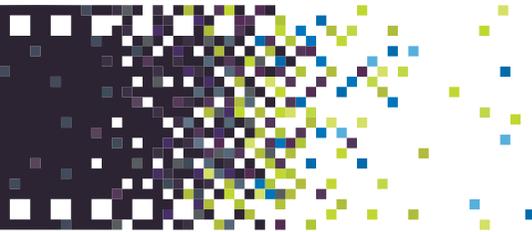
Opportunity to host a webinar to present particular product or service you will have at ANTEC. Includes post conference dedicated email send to all attendees. Limited to four (4) companies

Wine Bar

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

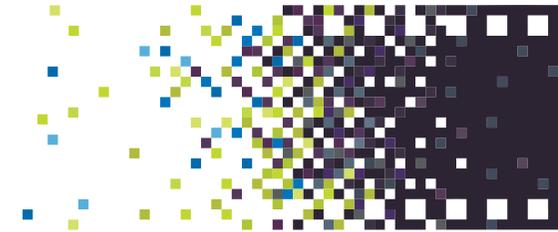
A proven method to increase your booth traffic is through this sponsorship. During this 2-hour networking session in the Exhibit Hall, the sponsor will receive 200 branded drink tickets. A wine bar will be setup adjacent to your booth to drive traffic to your sales team. Benefits include:

- 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



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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:

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