Why SALT LAKE CITY?

A Vibrant World-class City

Salt Lake City is located in the center of the American west. The city of over one million people rests in a valley at 4,330 feet. The majestic Wasatch Mountains surround the city and soar to a dramatic 11,000 feet. As the region’s hub for commerce, transportation, medical services, research, higher education, and cultural attractions, Salt Lake is a vibrant, modern metropolis.

The walkable downtown convention district features 200+ restaurants, cafes, brewpubs, and bars. There are two large shopping malls, art and history museums, IMAX theater, planetarium, professional sports teams, theater, opera, ballet and symphony. Historic Temple Square offers numerous admission-free cultural attractions, including the Mormon Tabernacle Choir. A fare-free light rail line runs through the compact convention district.
Why you should exhibit at CORROSION 2021

- Network and enhance your company profile to thousands of key industry stakeholders
- Develop new business relationships and increase sales
- Increase your company’s global reach

CORROSION Conference & Expo is the ONLY conference that unites different corrosion market segments across the world. CORROSION gives you the opportunity to interact with experts as they come together to focus on methods for identifying, preventing, and combating corrosion problems across all major industries.

CORROSION Conference & Expo brings together buyers across the entire corrosion industry

Attendance by Job Function

- Executive/Senior Management: 15%
- Engineer: 13%
- Consultant: 7%
- QA/QC: 2%
- Technologist: 7%
- Scientist/Researcher: 7%
- Coatings/Corrosion Inspector: 23%
- Project Manager/Supervisor: 7%
- Sales/Marketing: 19%
- Coatings: 17%

Connect with the largest gathering of corrosion-fighting professionals. Exhibit, sponsor, and advertise at CORROSION 2021. Explore the many options for doing so on the pages that follow.

EXHIBIT Options
We bring the best prospects for your business to you so you can spend time doing what matters—face-to-face interaction and sharing your company’s technologies, products, and services with the people who can impact your bottom line.

<table>
<thead>
<tr>
<th>Exhibit Booth Rates</th>
<th>Island 20x20</th>
<th>Island 20x20</th>
<th>Corner 10x20</th>
<th>10x20</th>
<th>Corner 10x10</th>
<th>Standard 10x10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Identification Sign (7”x44”)</td>
<td>$19,200 USD + $200 premium</td>
<td>$12,800 USD + $200 premium</td>
<td>$6,400 USD + $100 premium</td>
<td>$6,400 USD</td>
<td>$3,200 USD + $100 premium</td>
<td>$3,200 USD</td>
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<tr>
<td>8’ Drape &amp; 3’ Side Dividers</td>
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<td>Perimeter Guard Service</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Full Conference Registration(s)</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Exhibit Staff Registrations</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>$500 USD</td>
<td>$500 USD</td>
<td>$500 USD</td>
<td>$500 USD</td>
<td>$500 USD</td>
<td>$500 USD</td>
</tr>
<tr>
<td>Turnkey Package for Your Convenience: $4,900 USD</td>
<td>Streamline the Exhibit Process! Exhibitor benefits listed above Plus:</td>
<td></td>
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<tr>
<td>- 3m x 3m x 2.5m Octanorm shell scheme booth in silver with white infill panels</td>
<td>- 9x10 ft. grey carpet with nightly vacuuming</td>
<td>- One (1) 6 ft. x 30” H table; skirted white</td>
<td>- One (1) wastebasket</td>
<td>- Electricity 120-volt (up to 1000 watts)</td>
<td>- Lead retrieval</td>
<td></td>
</tr>
<tr>
<td>- 2 arm lights (per 10’ space)</td>
<td>- Installation &amp; dismantle of exhibit</td>
<td>- One (1) SPF</td>
<td>- Structural Steel</td>
<td>- Concrete</td>
<td>- Spray Bedliners</td>
<td>- SPF</td>
</tr>
</tbody>
</table>
Benefits of Exhibiting at CORROSION 2021

Pre-Show
- Increased exposure through the exhibitor and floorplan listings on the CORROSION homepage
- Complimentary invite program offering customizable e-mails, banner ads, and landing pages to send to your customers and clients
- Company listing in the October Advance Program and February Conference issue of Materials Performance
- Event promotion through NACE marketing via direct mail, publications, and website advertising

On-Site
- One (1) conference registration and five (5) booth attendants per 100 square feet of booth space
- Exposure to the 5,000+ corrosion professionals onsite
- Company listing and description in the CORROSION Final Program and exhibition map distributed to all CORROSION attendees

For more information to register as an exhibitor please contact:
Tiffany Krevics
NACE Exhibits/Sponsorship Sales Specialist
+1 281-228-6411 • tiffany.krevics@nace.org
Eric Freer
NACE Media Key Accounts Specialist
+1 281-228-6292 • eric.freer@nace.org

EXHIBIT HALL Activities
- The Cathodic Protection Test Field
- The Coatings Experience Area
- The popular Corrosive Chronicles Theater Presentations
- The Protective Coatings Workshop
- CoatingsPro Magazine Annual Contractor Awards Program
- Student Poster Session
- Attendee Give-Aways
- High Rollin' for a Harley
- CORROSION Connection - NEW!
- MP Innovations Theater
Match your marketing objectives with our sponsorship options. Sponsorships offer your organization the opportunity to maximize your exposure to thousands of corrosion and coatings professionals. Whether you’re looking to increase brand visibility, network with decision makers and gather leads, or introduce a new product – we have a sponsorship for you.

Price points range from $1,000 USD to exclusive opportunities priced at $25,000 USD. Explore available offerings and prices at nacecorrosion.org. If you can’t find what you are looking for, NACE International can customize a package for you.

**SPONSORSHIP Opportunities**

**Branding**
- Aisle Sign
- Benches
- Conference Shuttle
- Escalators
- Exhibit Hall Floor Decal
- Freestanding Meterboard Ad
- Hospitality Suite
- Hotel Room Key
- Lanyards
- Meeting Signs
- NACE Store Bags
- Pens
- Professional Development Hours Station
- Registration and Express Pass
- Water Stations
- Wireless Internet

**Traffic Builders**
- Corrosive Chronicles Theater
- Expo Grand Opening Entertainment
- High Rollin’ for a Harley

**Attendee Focus**
- Conference Backpacks
- Conference Proceedings
- Corporate Access Lounge Massage Station
- Final Program
- Grand Expo Beverage Cups and Napkins
- Headshot Station
- Honoree Night
- Host Hotel Room Drop
- International Forums
- Leadership Forum
- Notebooks
- Opening Reception
- Pens
- Popcorn Stations
- Specialty Snack Station
- Symposium Coffee Break

NOTE: Sponsorship in CORROSION 2020 AFFORDS First Right of Refusal for 2021 sponsors. Check with your NACE Sales Representative for details.
ADVERTISING Opportunities

Maximize your exposure at CORROSION 2021 through our many print and digital advertising avenues from NACE International Media. Make your booth an attendee destination.

PRINT

**Materials Performance** - The official publication of NACE International and the largest circulation magazine dedicated to corrosion prevention & control; circulation 38,000

Issues not to be missed for industry-wide readership and reach:

- **Advance Program** (October 2020 Issue)
- **Program Preview** (February 2021 Issue)
- **Conference Recap** (July 2021 Issue)

**CoatingsPro Magazine** - The leading resource for commercial and industrial coatings professionals; circulation 30,569

Reach coatings professionals in the issues leading up to CORROSION 2021 and drive traffic to your booth. March 2021 issues distributed at CORROSION.

**Onsite Conference Program** - The definitive “map” of the event used by attendees to navigate the world’s largest conference on corrosion. Make an impact onsite with cover ad, section intro ads, or a full page.

DIGITAL

**CORROSION Daily News**

CORROSION’s official e-newsletter, delivered each morning of the conference to all attendees, exhibitors, and NACE members. It is THE digital tool attendees use to plan and navigate the show while onsite. Options include banners, sponsored content, and digital packages with the event’s Mobile App.

**CORROSION Mobile App**

Increase your onsite visibility by putting your name and messages into the palms of attendees’ hands with this sponsorship that includes banner advertising.

**NACE Websites**

NACE.org is THE online destination for corrosion control and protective coatings professionals generating nearly 700,000+ page views per month; it is home to the online version of the industry’s leading magazines, materialsperformance.com and coatingspromag.com

For closing dates and pricing on any of these leading industry media options, visit adsolutions.nace.org, nacecorrosion.org, or contact a NACE Sales Specialist.
Important CORROSION 2021 Deadlines

June 4, 2020
50% of total exhibit fees due

October 1, 2020
Final deadline for booth payment

January 18, 2021
Exhibit reservation must be paid in full to be featured in the Final Program

Contacts

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See you in Salt Lake City!