Corrosion & coatings professionals are HUNGRY for products that help them do their jobs better. FEED ‘EM yours!

Affordable, effective product promotion to decision makers along the corrosion fighting continuum.

The Product Showcase at CORROSION Conference & Expo
An ANNUAL opportunity for promoting products to the entire market

Each year, hundreds of companies from around the globe exhibit at CORROSION to connect with the largest corrosion control audience gathered in one location. If you’re one of them, you know how important exhibiting here can be for getting your products in front of buyers. But did you know you can take your product display efforts to the next level?

The Product Showcase is prominently located outside the show’s exhibit hall in busy, high-traffic areas. Consisting of small individual areas for exhibitors to display their products, the Product Showcase provides a way to:
- Increase product/company awareness among the shows 6,000 attendees;
- Drive attendance to your booth; and
- Gain additional exposure for your product.

Priced at $500.00 USD*, you get:
- A 36” wide x 24” high x 16” deep area for display of your product and/or information;
- One electrical drop; and
- Listing of company/product description/booth number in the event’s onsite program.

Product too large? Explore with your NACE sales rep a custom sponsorship and place large equipment in other high-trafficked areas.

“For over 10 years we’ve been using these for highlighting our corrosion prevention products. This past year, we used it to introduce a new product and I saw several attendees reviewing it in the showcase and then they stopped at our booth to learn more. We’ll continue to use the Product Showcase at CORROSION. In fact, we’re already signed up for next year.”

Adam McQuillen, Marketing Service Manager, Denso North America

* Call NACE Sales non-exhibitor for pricing.
Product Spotlights from Materials Performance & CoatingsPro Magazine

A MONTHLY way to promote your products to the entire market!

Materials Performance & CoatingsPro Magazine, both published by NACE International, offer Monthly E-news Updates that feature Product Spotlights, which let you highlight your products to many of the same decision-makers you reach at the corrosion control industry’s most significant event.

Monthly E-News Updates from NACE Media serve as the perfect background for spotlighting products with each digital edition featuring:

- A link to the current issue of Materials Performance or CoatingsPro
- Highlights of new online-only content recently posted to materialsperformance.com or coatingspromag.com
- Industry news quick links
- Links to upcoming industry events
- and your Product Spotlight!

Product Spotlights include a photo, logo, an 80-word product description, URL and are priced at $800.00 USD (NET).

Target one market or use both Monthly E-news Updates to reach all those along the entire corrosion control continuum. Distribution and reach:

- Materials Performance – 32,000 corrosion control professionals
- CoatingsPro – 23,000 commercial and industrial coatings professionals

Look to Product Spotlights to help you with your pre- and/or post-CORROSION promotion efforts — or anytime you want to spotlight your products to corrosion control and coatings professionals.

The past year, the Spotlight generated over 500 quality leads. (Feb. 2018 – Mar. 2019)

For respective schedules and material deadlines, visit Adsolutions@nace.org.

Reserve your space in either of these avenues by calling your
NACE Sales Rep (adsolutions.nace.org/) or contacting Sales Manager
Diane.Gross@nace.org or +1 281-228-6446