The Complete CORROSION Experience

Limitless ways for everyone in corrosion to interact and exchange knowledge.

CORROSION
Conference & Expo 2020

March 15 - 19 • Houston, Texas
George R. Brown Convention Center

1 event. 5 days. The Complete CORROSION Market.

Exhibit | Sponsor | Advertise

nacecorrosion.org
Ask any attendee what brings them to CORROSION and they’ll tell you it is the one time, the one event, each year at which they can:

■ Connect with industry peers/colleagues, network, make potential business contacts; interact with NACE Members/Leaders, and alliance partners; and

■ Learn of industry’s new products, emerging technologies, and best practices.

It’s on the “not-to-be-missed” list of industry’s corrosion and protective coatings professionals. *Is it on yours?*
Quick Facts

- The world’s largest event for the prevention and mitigation of corrosion
- Industry’s most significant event
- Welcomes more than 6,000 corrosion and protective coatings professionals from around the globe each year
- Delivers a comprehensive program packed with technical education and endless ways for everyone along the entire corrosion-fighting continuum to connect and exchange knowledge

CORROSION Conference & Expo is your best opportunity of the year to:

- Showcase your newest products in front of customers, prospects, partners and influencers; generate leads efficiently and effectively
- Build relationships with key players and decision makers
- Bolster the global influence and reach of your company’s product or service
- Expand your reach and tap into new markets meeting new potential buyers and suppliers
- Gain valuable brand exposure, position your company as an industry leader, align your company with the world’s leading professional society advancing corrosion knowledge
The COMPLETE CORROSION EXPERIENCE for attendees and exhibitors

As the Worldwide Corrosion Authority®, NACE International uniquely organizes an event whose program offers corrosion-related technical, research, educational, and public awareness content that appeals to engineering professionals and those involved in corrosion control methods such as chemical treatment, materials selection/design, and protective coatings/linings and application.

Its complete corrosion program appeals to all those focused on the study, prevention, and control of corrosion, and likewise attracts an extensive audience.

Thousands of serious buyers and major players from across the corrosion industry. There’s no other event where you’ll gain such broad access to this market!
CORROSION Conference & Expo brings together—and delivers—buyers from the entire corrosion-fighting continuum.

Attendance by Job Function

- Coatings/Corrosion Inspector: 23%
- QA/QC: 29%
- Engineer: 13%
- Scientist/Researcher: 7%
- Technician/Technologist: 7%
- Project Manager/Supervisor: 7%
- Consultant: Other
- Executive/Senior Management: 15%
- Sales/Marketing: 19%

Source: Show Organizer, based on attendance data, 2018.
## Attendance by **Company Type**

**Technical**
- Engineering
- Cathodic/Anodic Protection
- Materials Selection & Design
- Testing Services/Laboratory & Research
- Chemical Processing
- Onshore/Offshore Exploration
- Architectural/Design

**Coatings/Contractors**
- Surface Preparation/Blasting
- Coatings Services i.e.,
  - General Contracting
  - Structural Steel
  - Concrete
  - Spray Bedliners
  - SPF

## Attendance by **Industry & Technology**

**Cathodic Protection**
- Chemical Inhibitors
- Coatings & Linings
- Composites
- Department of Defense
- Energy Generation, Transmission & Distribution

**Highways & Bridges; Infrastructure**
- Maritime
- Materials Selection & Design
- Oil & Gas Exploration & Production
- Petroleum Refining
- Pipelines, Tanks, Underground Systems

**Process Industries**
- Science of Corrosion
- Testing
- Transportation
- Water/Wastewater

Connect with the largest gathering of corrosion-fighting professionals! Exhibit, sponsor, and advertise at CORROSION 2020. 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 20x30</th>
<th>Island 20x20</th>
<th>Corner 10x20</th>
<th>10x20</th>
<th>Corner 10x10</th>
<th>Standard 10x10</th>
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<tr>
<td></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>
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<td>8’ drape &amp; 3’ side dividers</td>
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<td>Booth Identification Sign (7”x44”)</td>
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<td>Perimeter Guard Service</td>
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<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>
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<tr>
<td>Exhibit Staff Registrations</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Product Showcase</td>
<td>An additional way for exhibitors to promote new product innovations, drive attendance from outside the exhibit hall to your booth.</td>
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<tr>
<th>International Pavilion Exhibit</th>
<th>An additional way for exhibitors to promote new product innovations, drive attendance from outside the exhibit hall to your booth.</th>
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<tr>
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<td>$500 USD $500 USD $500 USD $500 USD $500 USD $500 USD</td>
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The CORROSION Experience extends to the exhibit hall with the following activities typically taking place on the show floor—maximizing opportunities for interaction with your target audience.

- 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
Unmatched Value for Exhibitors

Your exhibit fee also includes:

- Increased exposure through the exhibitor and floorplan listings on the CORROSION homepage
- A complimentary exhibitor invite program offering customizable e-mails, direct mail, and digital ads 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 e-mail, print and digital advertising, and promotional materials, publications, and website advertising
- Company listing and description in the CORROSION Final Program and exhibition map distributed to all CORROSION attendees
- Access to the Online Exhibitor ROI Center, a knowledge resource to help you expand exhibit know-how, improve your company's exhibiting performance, and its ROI
SPONSORSHIP Opportunities

What is your marketing focus? There’s a sponsorship for that! Experience the power of marketing through conferences to meet your goals when you use NACE sponsorship opportunities as an integral component in your marketing mix.

Price points range from modestly priced sponsorships of $1,000 USD to exclusive opportunities priced at $25,000 USD. Explore available offerings and prices at nacecorrosion.org.
**Branding**
- Registration and Express Pass
- Hospitality Suite
- Conference Shuttle
- Water Stations
- Escalators
- Professional Development Hours Station
- Hotel Room Key
- Meeting Signs
- Lanyards
- Pens
- Freestanding Meterboard Ad
- NACE Store Bags
- Aisle Sign
- Exhibit Hall Floor Decal
- Benches
- Wireless Internet

**Traffic Builders**
- Networking Zone
- Golf Lounge in the Exhibit Hall
- Harley Giveaway
- International Pavilion Package
- Corrosion Crew Social Brew VIP
- Corrosion Crew Social Brew

**Attende Focus**
- Conference Backpacks
- Leadership Forum
- International Forums
- Opening Reception
- Honoree Night Title
- Conference Proceedings
- Corporate Access Lounge Massage Station
- Grand Expo Beverage Cups and Napkins
- Headshot Station
- Host Hotel Room Drop
- Honoree Night Tasting Room
- Notebooks
- Pens
- Dippin’ Dots Station
- Popcorn Stations
- Symposium Coffee Break

*NOTE: Sponsorship in CORROSION 2019 affords First Right of Refusal for 2020 sponsors. Check with your NACE Sales Representative for details.*
ADVERTISING Avenues

Before, during, or after the year’s biggest event; in print or online; promote participation, drive decision-makers to your booth, or be top-of-mind in industry...with these advertising avenues from NACE International Media.

PRINT

Materials Performance - The official publication of NACE International and the largest circulation magazine dedicated to corrosion prevention & control; circulation 37,077

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

- Advance Program
  (October 2019 Issue)
- Program Preview
  (February 2020 Issue)
- Conference Recap
  (July 2020 Issue)

CoatingsPro Magazine - The leading resource for commercial and industrial coatings professionals; circulation 29,919

Reach coatings market with ads in the issues leading up to CORROSION 2020 and then take messages to event attendees with a message in the March 2020 issue, which is 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
This is CORROSION’s official e-newsletter delivered each morning of the conference to all attendees and exhibitors. 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
Put your name and messages into the palms of attendees’ hands with this sponsorship that includes banner advertising. Digital packages with CORROSION Daily News are also available.

NACE Websites
nace.org is THE online destination for corrosion control and protective coatings professionals generating nearly 600,000 page views per month; it’s home to the online version of 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 Representative.
Important
CORROSION 2020
Deadlines

June 3, 2019
50% of total exhibit fees due

October 1, 2019
Final deadline for booth payment

January 15, 2020
Exhibit reservation must be paid in full to be featured in the Final Program
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See you in Houston!