

September  
18 – 20, 2007



Indiana  
Convention  
Center



Indianapolis,  
Indiana, USA

# FIN-X '07

*The International Conference & Expo for Industrial Finishers*

## Exhibitor Prospectus

*Select your booth space today!*

### FIN-X Major Sponsors



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### FIN-X Co-Sponsors



*It's a whole new show!*

**Emphasis:  
Education**

*"We will be involved in a big way. We're confident that the quality of the attendees that will visit FIN-X '07 and the location in Indianapolis are certain to make our investment in this show a profitable one."*

*Jerry Trostle,  
VP & General Manager  
Wagner Systems, Inc.*

**Emphasis:  
Product Demos**

## The Event

FIN-X '07 is the premier event for users of industrial coating processes. Both the conference and exhibition will focus on the needs of those using industrial coating processes in manufacturing operations. The leading trade associations and publication in the finishing field combine efforts to bring the industry a conference & exhibition that offers products, services and educational opportunities for virtually **ALL** coating technologies. No other show offers so much to so many. You can't afford not to be there!

This three-day event consists of a show floor of 200,000 gross sq. ft. of exhibition space. The conference program will be divided into tracks based upon various coating technologies.

The FIN-X '07 conference program will have the cohesiveness and focus on the important topics only possible with a single leader -

Rodger Talbert of R. Talbert Consulting. Widely recognized as the industry's pre-eminent educator, and the Technical Director of sponsor Chemical Coaters Association International, Rodger has signed on to coordinate, direct and oversee all aspects of conference programming.

The FIN-X '07 exhibit floor will include companies involved in every finishing discipline, including: liquid coating, powder coating, electrocoating, porcelain enamel, UV/EB curing, vacuum coating, electroplating/mechanical finishing, and air and waste management.

Finally, we'll look beyond our borders at finishing around the world. We live and work in a global marketplace and now is the time to learn from finishers and suppliers worldwide.

## **FIN-X '07:**

*It's a whole new show!*

## Attendee Profile

You'll see representatives from manufacturing companies and job shop finishers who apply coatings and plating on any type of substrate at FIN-X '07. Your booth will be visited by:

- ◆ **Presidents/Owners**
- ◆ **Manufacturing Engineers**
- ◆ **Design Engineers**
- ◆ **Finishing Supervisors**
- ◆ **Foreman**
- ◆ **Quality Control Managers**
- ◆ **Business Managers**
- ◆ **Finishing Coordinators**
- ◆ **Purchasing Agents**
- ◆ **Booth Operators**
- ◆ **Custom Coaters**
- ◆ **...and more**

## Exhibit Details

### Event Location

Indiana Convention Center  
Indianapolis, IN

### Show Dates

September 18 – 20, 2007

### Event Management

Goyer Management  
International

### Exhibit Hall Size

200,000 gross sq. ft.

### Booth Specifications

Each standard booth is 10 foot x 10 foot. Available standard booths may be combined to form larger booths.

### Booth Space Rental Fees

Co-sponsoring Association  
Corporate Members:

#### For Co-Sponsoring Association Corporate Members

1-399 ft.<sup>2</sup> - \$ 19.00 per ft.<sup>2</sup>

400-999 ft.<sup>2</sup> - \$ 16.00 per ft.<sup>2</sup>

1000 ft.<sup>2</sup> (or more) - \$ 13.00  
per ft.<sup>2</sup>

#### Non-Members \$24 per ft.<sup>2</sup>

### Rental Fees Include

- ◆ Standard 8' backwall and 3' siderails.
- ◆ Free promotional materials.
- ◆ Detailed on-line exhibit service manual.

### Rental Fees Include (continued)

- ◆ Complete attendee list with company and address following the show.
- ◆ Company listing in Official Show Directory and on Show website.
- ◆ Free link to your company website from the Show website.
- ◆ One conference registration at a 50% discount.
- ◆ Two free conference session passes for booths up to 399 ft.<sup>2</sup>/ Five free session passes for booths 400 ft.<sup>2</sup> or larger.
- ◆ Two line identification sign.

## Emphasis: New Technologies

*"Nalco is very excited to exhibit at FIN-X 07! We still believe that our industry's associations, magazines and trade shows are where our customers look for education and new processes that can help move their businesses forward. Our decision to exhibit is driven by our desire to be viewed by the industry as a world-class supplier of innovative products and services. We know that our investment in a show of the caliber of FIN-X 07 will easily be returned to Nalco."*

**Craig Burkart,**  
**Industry  
Development  
Manager, Nalco**

## Emphasis: Cost Efficiencies

## What's New at FIN-X '07

### Protecting Your Investment

We'll work hard to protect your investment. Non-exhibiting suppliers will be limited to the number of badges they may purchase and the cost of their badges will be significantly higher than attendee badges.

### Pre-Purchase Session Passes

Exhibitors will be able to pre-purchase individual conference session passes at a special price for your employees and customers.

### New Product Booth Markers

Attendees love to see new products. All exhibitors displaying a new product released to the market in the past 12 months will receive a special booth marker pole indicating a new products is on display in your booth.

### Conference Sessions in Spanish

FIN-X '07 will feature a series of training sessions for Spanish-speaking employees.

### Custom Coater Showcase

Custom Coaters will have their own showcase on the FIN-X '07 show floor. Custom coater members of sponsoring associations may participate at no charge.

### Conference Technical Director

Well-respected finishing industry consultant Rodger Talbert will serve as the FIN-X Conference Technical Director, ensuring the highest quality presentations for attendees.

## Major Sponsors



### Chemical Coaters Association International

The Chemical Coaters Association International (CCAI), founded in 1970, is a technical and professional organization that provides information and training on surface coating technologies. The objectives of the association include: disseminating current information on developing technologies, providing unique educational opportunities designed to enhance the professional skills of the members, maintaining an extensive network throughout the finishing industry to be a valuable resource for anyone involved in the application of coatings.



### Products Finishing

*Products Finishing* is the only magazine in the industry whose editorial and advertising covers the application of both organic coatings, such as paint and powder coating, and inorganic coatings, like electroplating, electroless plating and conversion coatings, including anodizing, phosphating, and chromating. *Products Finishing* offers a vertically integrated marketing plan that reaches its more than 42,000 BPA-audited subscribers in 27,000+ plants - the largest circulation in the finishing industry.

## Co-Sponsors

### The Electrocoat Association

The Electrocoat Association is a non-profit trade association founded in 1997 to promote the environmental and economic benefits of electrocoat technology. The Association represents the electrocoating industry by promoting use of the technology as a stand-alone application or in conjunction with other coating technologies; and by communicating the benefits of electrocoating to manufacturers, consumers and industry.

### Infrared Equipment Div. – Industrial Heating Equipment Association

IRED works to expand the market for, and the use of, electric and gas infrared (IR) heating equipment. IRED organizes and conducts activities that increase understanding and awareness of IR technology among potential users; provide members with easy access to technical literature and published papers; promote state-of-the-art equipment design and utilization; promote the development of new applications utilizing IR. IHEA is the parent organization of IRED, representing manufacturers of a wide range of industrial heat processing equipment.

### The Porcelain Enamel Institute

The Porcelain Enamel Institute (PEI), founded in 1930, is dedicated to advancing the common interests of porcelain enameling plants and suppliers of porcelain enameling materials and equipment. PEI serves three primary objectives: showcase and promote innovations in materials and processing; promote the product generally and encourage its use; and advance and protect the legitimate interests of the industry.

### Society of Manufacturing Engineers

The Society of Manufacturing Engineers is dedicated to bringing people and information together to advance manufacturing knowledge. SME is internationally recognized by manufacturing practitioners, companies and other organizations as a prime source for information, education and networking. Through recognition activities and industry alliances, SME promotes an increased awareness of manufacturing engineering and advocate for improvements and investments in education.



## Show Management



**FIN-X '07** is owned and managed by Goyer Management International, the industry's only professional show management company dedicated to finishing. GMI has been managing shows in the finishing industry since 1990 and promises exhibitors and attendees alike new and innovative programs and show floor events at FIN-X 07. New guidelines will reflect GMI's philosophy of maximizing and protecting each exhibitor's investment, and providing true value to attendees.