

2027 SPONSORSHIP BROCHURE

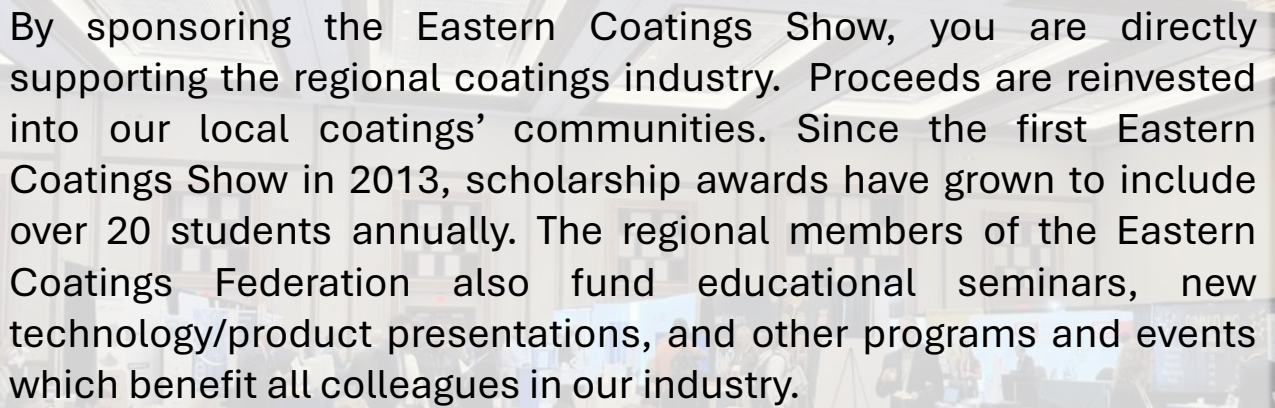


HARRAH'S RESORT - ATLANTIC CITY, NJ
MAY 11TH – 13TH, 2027

The Eastern Coatings Show is hosted by The New England Society For Coatings Technology
and The Metropolitan New York Coatings Association

TCSNE





By sponsoring the Eastern Coatings Show, you are directly supporting the regional coatings industry. Proceeds are reinvested into our local coatings' communities. Since the first Eastern Coatings Show in 2013, scholarship awards have grown to include over 20 students annually. The regional members of the Eastern Coatings Federation also fund educational seminars, new technology/product presentations, and other programs and events which benefit all colleagues in our industry.

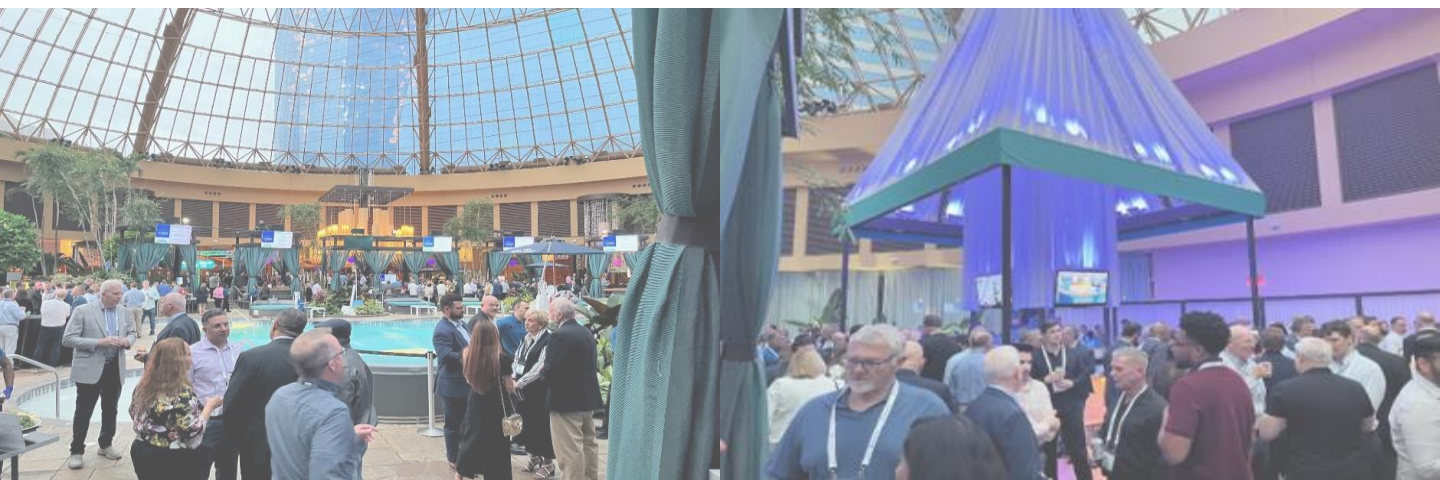
Pool Gala Reception

Cost: *Please call for more information*

All attendees, exhibitors, and speakers are cordially invited to a welcome reception featuring cocktails and hors d'oeuvres on Wednesday evening.

Benefits include:

- **Premier Branding:** Company name and logo displayed on prominent signage and TV monitors throughout the reception venue.
- **Custom Branding:** Company-branded napkins, beer koozies, and beverage cups.
- **On-Site Presence:** Venue staff will wear sponsor-provided shirts / hats.
- **Meeting Space:** Access to a reserved private cabana for client meetings.
- **Attendee Outreach:** The opportunity to distribute pocket-sized branded giveaways to all registrants.





Eastern Coatings Show Sponsorships

Breakfast Sponsor, Wednesday/Thursday *

All conference attendees are invited to breakfast in the Expo Hall on Wednesday and Thursday mornings. Sponsoring companies will receive premier recognition through prominent 'Breakfast Provided By' signage displayed throughout the hall.

Cost: \$3,500 Each day

Lunch Sponsor, Wednesday/Thursday *

Lunch will be served to all attendees and exhibitors in the exhibit hall. Sponsors will be recognized via prominent signage featuring their company name and logo, strategically placed in the luncheon area.

Cost: \$6,000 Each Day

Coffee Break Sponsor, Wednesday / Thursday*

Coffee and refreshments will be available for all guests on Wednesday and Thursday mornings. Your company will receive high-profile recognition through prominent signage throughout the break area identifying the service as 'provided by' your brand.

Cost: \$3,000 each day

Meet-the-Board Reception – Tuesday, May 11 *

This is an opportunity meet and networking opportunity with key players in industry. Guests will enjoy a variety of passed hors d'oeuvres and bar service. Sponsors of this event will receive premier visibility on event signage as well as show marketing promotional materials.

Cost: \$5,000

***Exclusive sponsorship**

Businesswomen in Paint & Coatings Networking Reception

Sponsors will be recognized via prominent signage featuring their company name and logo, strategically placed in the reception area.

Cost: \$3,000

Wi-Fi Sponsorship *

Everyone attending will need to have a password to use Wi-Fi. This password will be your company name, i.e. "ABC Paint Company"

Cost: \$3,000 exclusive

SESSION SPONSORSHIPS

Keynote Sponsor *

The Keynote speaker will kick off the Technical Sessions and Trade Show on Wednesday morning. All Conference and Trade Show attendees are welcome to this event. Your company will gain maximum exposure through hosted coffee and pastries, supported by prominent logo signage and official 'Provided By' recognition.

Cost: \$4,000

Short Course Sponsor *

A specialized **short course** will be offered on Day One to provide attendees with in-depth technical insights. Sponsoring this session ensures your brand stands out with prominent signage featuring your company name and logo displayed throughout the course area.

Cost: \$3,000



Eastern Coatings Show Sponsorships - continued

SESSION SPONSORSHIPS – cont'd

Panel Discussion Sponsor *

The final day of the conference begins with an insightful, topic-oriented Panel Discussion. As a sponsor, your company name and logo will be featured on prominent signage, ensuring high-impact visibility as we wrap up the event's technical programming.

Cost: \$1,500

Technical Track Sponsor

Our Technical Sessions feature three concurrent tracks of presentations running each morning and afternoon. Maximize your brand's impact by sponsoring a specific track, where your company will be featured on prominent 'Sponsored By' signage.

We highly recommend that presenting companies sponsor the track featuring their own technical paper for optimal visibility. Sponsorship opportunities open once the Technical Program is finalized, with presenting companies receiving priority notification. Available on a first-come, first-served basis.

Cost: \$1,000 non-exclusive

Conference/Trade Show Sponsor

Support the Eastern Coatings Show and help us deliver an exceptional experience. For a modest contribution, your company will receive a special thank-you in both our official Program Guide and on the ECS website.

Cost: \$300 non-exclusive

STANDARD SPONSORSHIPS

Conference Tote Bags *

Maximize your brand's visibility by sponsoring the official event bags. Distributed at registration, these bags are carried by attendees throughout the show to store materials and giveaways. You may choose to have show management produce them with your logo or provide your own custom bags.

Quantity Requirement: 1,400 minimum.

Cost: \$6,000

Private Meeting Room on Show Floor *

Private meeting suite on the show floor available for either Wednesday or Thursday.

Cost: \$3,000 each day

Badge Lanyards *

As one of the most visible sponsorship opportunities available, lanyards are worn by every attendee and exhibitor throughout the entire event. This placement offers constant, eye-level brand exposure from registration to the closing session. Show management can produce these with your logo, or you may provide your own (subject to Board approval).

Quantity: 1,400 minimum.

Cost: \$4,000 exclusive

***Exclusive sponsorship**



Eastern Coatings Show Sponsorships - continued

STANDARD SPONSORSHIPS – cont'd

Conference Notepads *

Keep your brand front and center as attendees take notes during technical sessions. These official notepads are distributed to every conference attendee. You can choose to have show management produce them with your branding, or you may provide your own custom-designed pads (pending Board approval).

Requirement: 600 units minimum.

Cost: \$3,000 exclusive

Conference Pens *

Ensure your brand is at every attendee's fingertips. These official pens are distributed to all conference participants for use throughout the event and beyond. Show management can produce these using your logo, or you may provide your own custom pens (subject to Board approval).

Quantity: 600 minimum

Cost: \$3,000 exclusive

Floor Plan Panel Display *

Capture maximum attention in the most high-traffic area of the show. Your company name and logo will be featured on prominent signage flanking both sides of the official Floor Plan Display. Located directly in the busy registration hub, this placement ensures your brand is one of the first things every attendee sees.

Cost: \$3,000 exclusive

Registration Desk Sponsorship *

Capture maximum visibility with an exclusive web banner at the registration desk, the primary touchpoint for every attendee picking up their badge.

Cost: \$3,000 exclusive

ONLINE ADVERTISING SPONSORSHIPS

Online Directory Sponsorship *

Secure an exclusive web banner in the header of the online exhibitor directory—the primary tool utilized by all visitors to search for specific exhibitors and products.

Cost: \$3,000 exclusive

Website Banner *

Maximize your brand's reach with year-round visibility on the official ECS website. Your company banner will be prominently displayed to every visitor before, during, and after the event.

Cost: \$3,000 exclusive

Floor Plan Web Banner *

Feature your logo or web banner on the interactive floor plan, a top-tier destination for website visitors. This high-traffic placement remains active for the entire duration of the show.

Cost: \$3,000 exclusive

Enhanced On-Line Profile

Elevate your brand by uploading your company logo to your exhibitor profile. An enhanced booth listing ensures you stand out to attendees navigating the digital floorplan.

Cost: \$500

Mobile App Sponsorships

Banner Sponsorship - **\$3,500 exclusive**

Splash Screen Sponsorship - **\$3,000 exclusive**

Messaging Alerts - **\$1,500 exclusive**

Email Campaign

Reach our curated attendee list with a dedicated email blast. Schedule your message to go out either before or after the event to build anticipation or follow up on leads.

Cost: \$750 / per e-blast

***Exclusive sponsorship**





Sponsorship Order Form

Company Name: _____

Contact Name: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Invoice Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Check off selections. Please e-mail form to info@easterncoatingsshow.com

Sponsorship	Cost	Sponsorship	Cost
<input type="checkbox"/> Pool Gala Reception *	Call	<input type="checkbox"/> Online Directory *	\$ 3,000
<input type="checkbox"/> Meet-the-Board Rec. - Tues, May 11 th *	\$ 5,000	<input type="checkbox"/> Website Banner *	\$ 3,000
<input type="checkbox"/> Businesswomen Networking Reception	\$ 3,000	<input type="checkbox"/> Floor Plan Web Banner *	\$ 3,000
<input type="checkbox"/> Luncheon – Wed, May 12 th *	\$ 3,500	<input type="checkbox"/> E-mail Campaign (per e-blast)	\$ 750
<input type="checkbox"/> Luncheon – Thurs, May 13 th *	\$ 3,500	<input type="checkbox"/> Mobile App – Banner	\$ 3,500
<input type="checkbox"/> Breakfast – Wed, May 12 th *	\$ 3,500	<input type="checkbox"/> Mobile App – Splash Screen	\$ 3,000
<input type="checkbox"/> Breakfast – Thurs, May 13 th *	\$ 3,500	<input type="checkbox"/> Mobile App – Messaging Alerts	\$ 1,500
<input type="checkbox"/> Coffee Break – Wed, May 12 th *	\$ 3,000	<input type="checkbox"/> Enhanced Online Profile	\$ 500
<input type="checkbox"/> Keynote *	\$ 4,000	<input type="checkbox"/> Tote Bags *	\$ 6,000
<input type="checkbox"/> Short Course *	\$ 3,000	<input type="checkbox"/> Private Meeting Room – Wed *	\$ 3,000
<input type="checkbox"/> Panel Discussion *	\$ 1,500	<input type="checkbox"/> Private Meeting Room – Thurs *	\$ 3,000
<input type="checkbox"/> Technical Track	\$ 1,000	<input type="checkbox"/> Badge Lanyards *	\$ 4,000
<input type="checkbox"/> Conference/Trade Show	\$ 300	<input type="checkbox"/> Notepads for Conference *	\$ 3,000
<input type="checkbox"/> Wi-Fi – Sponsor for Password *	\$ 3,000	<input type="checkbox"/> Pens for Conference *	\$ 3,000
<input type="checkbox"/> Registration Desk Banner *	\$ 3,500	<input type="checkbox"/> Floor Plan Panel Display *	\$ 3,000

*Exclusive sponsorship

All sponsorship forms will be processed and invoiced.