



THE POWDER COATING INSTITUTE

2170 Buckthorne Place • Suite 250 • The Woodlands, TX 77380 • 832.585.0770
(800) 988-COAT • FAX 832.585.0220 • www.powdercoating.org



November 30, 2012...PCI Announces COATING 2012, the only trade show completely dedicated to industrial coatings professionals in North America.

After working with NACE for two years to merge the industrial coatings world with the performance coatings world, PCI has decided to present their own event, COATING 2012. The NAI Coating show was moderately successful but PCI felt this combination did not have the broad appeal our exhibitors and attendees were looking for. Therefore, PCI and NACE have agreed to end The North American Industrial (NAI) Coatings Show.

Based on feedback from PCI members and other exhibitors, PCI is excited to return to hosting our COATING SHOW, still the only show in North America dedicated entirely to industrial coatings. We are excited about the event and location and we want to do things that have not been done at any previous industrial coating events. This event will have a fresh, new look and feel with an emphasis on increased attendee participation. We have listened to the input of our exhibitors and attendees and we are actively incorporating these suggestions and ideas into the exhibit timing and program content.

COATING 2012 will be held in St. Louis, Missouri at The America's Center October 9-11. PCI will roll out a new website for COATING 2012 by the end of the year. Promoting a fresh new look, the new COATING 2012 website will have features such as an interactive floor plan, online booth sales, enhanced exhibitor center, agenda builder, printable itinerary, social peer-to-peer matching (attendees can create a profile of personal interests and the system will provide matches), itinerary planner that will suggest exhibitor and educational sessions that match attendees' interests, and more. With the newly planned events and activities, any attendee involved in finishing will quickly see they need to attend this show!

Special events and programs to be added include an offsite hospitality event (hosted at the headquarters hotel, The Renaissance Grande) to create additional opportunities for social interaction, as well as bringing back the popular Happy Hour on the show floor during the opening day. The event also plans to include higher education programming and certification for operators as well as additional opportunities for business and social exchange on the show floor.

COATING 2012 will offer unique opportunities to make new sales, generate new leads, increase brand awareness, and do business with qualified buyers, all there for one reason – coatings. This event is not only designed to offer you an exceptional opportunity to make contact with key coating professionals, but it also introduces attendees to new product technologies, offers an in-depth and comprehensive technical program led by key representatives in the liquid and powder coating industry, gives attendees solutions for coating issues they may have, and offers fun, networking events. All of this combined, makes COATING 2012 the ideal venue for those in the coatings industry. In addition, NACE will continue their support of PCI's event by having a booth at the show to help promote their activities in the performance coatings world.

What you can expect at COATING 2012:

- Targeting over 2,000 qualified attendees with the power to buy
- More than 100 leading manufacturers, distributors, suppliers, and contractors
- High-quality technical conference presented by industry leaders
- A centrally located event positioned for the convenience of drive in attendance
- A focused event that introduces new product technologies
- Low exhibitor costs with high lead ROI

For more information, contact

*Jennifer Egan
Program Director
(832) 585-0770
jegan@powdercoating.org*