Exhibitor Prospectus

Corrosion 2012

March 11-15
Salt Lake City, Utah, USA

Salt Lake Different by Nature NACE

www.nacecorrosion.org
Join over 350 exhibitors and meet nearly 6,000 corrosion professionals from around the world who come together to share ideas, research, and corrosion control products and services.

With more than 65 years of experience in developing corrosion prevention and control standards, NACE International has become the largest organization in the world committed to the study of corrosion.

Technical Program—CORROSION offers the industry’s most comprehensive technical program with over 1,000 hours of forums, tutorials, technical symposia, and meetings in 11 industries.

Lectures and Forums—Get the latest updates on corrosion control under one roof with featured industries such as pipeline, petroleum refining, power generation, and maritime.

47% of attendees found that the technical symposia, papers and or technical forums as extremely valuable.

58% of attendees visited the exhibit hall to primarily see new products.

54% of attendees say they will attend a future NACE Annual Conference.
Attendee Profile—Reach Qualified Buyers

Attendee by Title
- Engineer
- Management
- Scientist/Researcher
- Sales/Marketing
- Technician/Technologist
- Consultant
- Other
- Student
- Professor/Teacher

Attendee by Location
- North America—84%
- Europe—9%
- Asia—4%
- Australia—1%
- South America—2%
- Africa—1%

Conference Goers Span From Over 55 Countries Worldwide

Industries Represented
- Cathodic Protection
- Chemical Inhibitors
- Coatings
- Department of Defense
- Highways and Bridges
- Maritime
- Materials Selection and Design
- Oil and Gas Production
- Petroleum Refining
- Pipelines, Tanks, and Underground Systems
- Power Generation
- Water and Wastewater

“For Tantaline, CORROSION has helped our technology get noticed by countless companies. The quality and caliber of people attending this show has made it our best show, year after year.”

— Dean Gambale, Tantaline
Exhibitor Profile

Why Exhibit?

- Meet New Buyers
- Expand Your International Sales
- Increase Brand Recognition and Visibility
- Let Your Customer Compare Products and Services
- Your Competition Will Be There

On The Event Floor:

Exhibition
Featuring 350+ companies in over 11 different industries

New for 2012— the exhibit floor has been redesigned to increase traffic flow

Over 46% of exhibitors have exhibited for more than 10 years.

Equipment Pavilion
Manufacturers, importers, and distributors of industrial equipment – your opportunity to promote your products in this high profile area of the Exhibit Hall

Over 90% of attendees visit the Exhibit Hall for the purpose of meeting new suppliers, seeing new products, and visiting current suppliers.

Product Showcase
Featured prominently in the Exhibit Hall, the Product Showcase is dedicated to increasing consumer awareness of your products and includes a brief description of its purpose along with your booth number

62.5% of those who visited the Product Showcase found that the Product Showcase was helpful for comparing products.

Over 90% of attendees visit the Exhibit Hall for the purpose of meeting new suppliers, seeing new products, and visiting current suppliers.
How to Maximize Your Presence

Here’s a sample of how you can increase your visibility at CORROSION 2012!

**Wireless Internet—$13,000**
Position your company as being tech savvy and help conference attendees get back in touch with home and work via e-mail.

**Registration Area—$12,500**
All attendees and exhibitors visit the registration area to pick up their name badges and conference materials. Have your company logo featured on registration signage as well as the opportunity to provide co-branded shirts for registration personnel to wear.

**Room Key—$7,500**
Place your name in the hands of those who stay at the headquarters hotel during conference! Leave a lasting impression with your company logo printed on each hotel room key.

**Wednesday Night Reception—$5,500**
Be a part of the event that wraps up CORROSION! Have your company logo featured on event signage, CORROSION 2012 website, and in the Final Program.

**Charging Stations—$4,000**
Get extra exposure with your company logo featured on the charging station booth.

**Expo Hall Coffee—$2,500**
Table-top signage will give you added visibility during conference. Plus, get recognition in the CORROSION 2012 website and in the Final Program.

**Hanging Aisle Signs—$750**
What better way to increase your visibility than to have your logo for all to see. Hanging aisles signs are a cost effective way to increase your brand recognition as attendees navigate their way through conference.

*Over 90% of 2010 exhibitors indicated they plan to exhibit at CORROSION the following year.*
Exhibitor Advertising Packages — NEW for 2012!

Partner With NACE International To Get The Best Possible Results!

Advertise In All Three!

- CORROSION 2012 Advanced Program of *Materials Performance* (October issue)
- CORROSION 2012 conference issue of *Materials Performance* (February issue)
- CORROSION 2012 Final Program

Leverage Your CORROSION 2012 Investment With Special Advertising Support Packages

- Attract more buying influencers to your booth by promoting pre-event interest in your products and services
- Remind and attendees of your company’s capabilities
- Reinforce your company’s branding message during all 5 days of conference

Booth Booster Trip Ticket Program

This opportunity places your company’s logo, name, and booth number on a trip ticket that all attendees receive at registration. Participants will visit your booth to receive a special stamp and submit completed cards to become eligible for valuable prizes!

How the program works

- Qualifying exhibitors/advertisers will be listed on a NACE International Trip Ticket – special cards attendees carry from booth to booth during CORROSION 2012.
- At the show, exhibitors will confirm an attendee’s visit by validating and stamping their Trip Ticket.
- After all booths have been visited, attendee is eligible to enter to win the Trip Ticket drawing for valuable prizes.

How to qualify for your Free Trip Ticket

Be an exhibitor at CORROSION 2012 AND advertise in:

- CORROSION 2012 Advance Program of *Materials Performance* (October issue)
- CORROSION 2012 conference issue of *Materials Performance* (February issue)
- CORROSION 2012 Final Program

*Advertiser must purchase at minimum a full-page 4C ad for each publication.*
What's In it For You?

- Pre-event exposure—Exhibitor Invites, Conference Web Site (Exhibitor Listing, Floor Plan Listing, Industry Tracks Listing), and Pre-Registration List
- Event Promotion—NACE International will promote CORROSION 2012 extensively via direct mail, advertising in publications, electronically, and through promotional partners.
- Company listing in these publications:
  - CORROSION 2012 Advance Program of *Materials Performance* (October issue)
  - CORROSION 2012 conference issue of *Materials Performance* (February issue)
  - CORROSION 2012 Final Program
- Exhibitor Invites for your customers
- On-site Exhibitor Lounge during show hours
- Attendee contact information with mailing addresses for post-conference marketing

Exposition Schedule:

Monday, March 12 .......... 5:30 to 7:30 p.m.
Tuesday, March 13 ........ 10:00 a.m. to 5:00 p.m.
Wednesday, March 14 ... 10:00 a.m. to 6:30 p.m.
Thursday, March 15....... 9:00 a.m. to noon

Over 90% of attendees visit the Exhibit Hall for the purpose of meeting new suppliers, seeing new products, and visiting current suppliers.

Nearly half of exhibitors have exhibited for more than 10 years.
Reserve your CORROSION 2012 booth space today for as low as $2500!

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<thead>
<tr>
<th>Exhibit Booth Rates</th>
<th>8’ Drape &amp; 3’ Side Dividers</th>
<th>Booth Identification Sign (7”X44”)</th>
<th>Access To Exhibitor Lounge</th>
<th>Perimeter Guard Service</th>
<th>Complimentary Conference Registration</th>
<th>Exhibit Staff Registrations</th>
<th>Tracker Web Link</th>
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Friday, August 26, 2011
Deadline for submission as an exhibitor to be featured in the CORROSION 2012 Advanced Program of Materials Performance (October issue)

Wednesday, June 1, 2011
Deadline for 50% of total exhibit fees

Monday, October 3, 2011
Final deadline for booth payment

Friday, January 6, 2012
Deadline for submission as a sponsor

Friday, January 13, 2012
Deadline for submission as an exhibitor to be featured in CORROSION 2012 Final Program

Friday, January 27, 2012
Deadline for submission as an exhibitor to be featured in the CORROSION 2012 conference issue of Materials Performance (February issue)

Sunday, March 11, 2012
Exhibitor Move-In

Monday, March 12, 2012
Exhibitor Move-In
CORROSION 2012 Contacts

For Questions On:

• Exhibit Operations
• Booth Location
• Show Rules & Regulations
• Exhibitor Services
• Contracts
• Final Program Listing
• Payments

Contact:

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“We’ve been attending CORROSION for over 25 years. Aligning ourselves to the largest show of its type in the industry has been a good strategic decision providing value for our investment each time.”

—Terry May, MESA

“Budgets are tight nowadays, but I make it a point to attend CORROSION annually. At these events, I can update my technical corrosion mitigation knowledge and at the same venue, interact with my counterparts from around the world.”

—Jon R. Cavallo
PE, PCS,
Enercon Services, Inc.