



POST SHOW REPORT

JUNE 20-22, 2023 // NOVI, MICHIGAN

“”

It's a great show as it puts us in direct contact with our suppliers and customers, literally face to face. It helps us cover a lot of ground that we couldn't do by ourselves.

Marlen Valverde, Business Development Manager, **H.B. Fuller**

EVENT ATTENDEES

5,400+

EXHIBITORS

445+

AVERAGE LEADS
PER EXHIBITOR

54

HOURS OF
NETWORKING
OPPORTUNITIES

21.5

BIGGER AND BETTER

TOGETHER UNDER ONE ROOF

261 EXHIBITORS
REBOOKED DURING
THE SHOW

73% OF 2023 FLOOR PLAN
SPACE RESERVED
ONSITE FOR 2024

EXHIBITING ORGANIZATIONS INCLUDED

Armacell, LLC.

Avery Dennison
Performance Tapes

BASF Corporation

Baumer of America Inc.

Chem-Trend L.P.

COIM USA Inc

Dow

Ellsworth Adhesives

Evonik Corporation

H.B. Fuller

Henkel

Hennecke Inc

Huntsman Advanced Materials

Parker LORD

RECTICEL ENGINEERED FOAMS

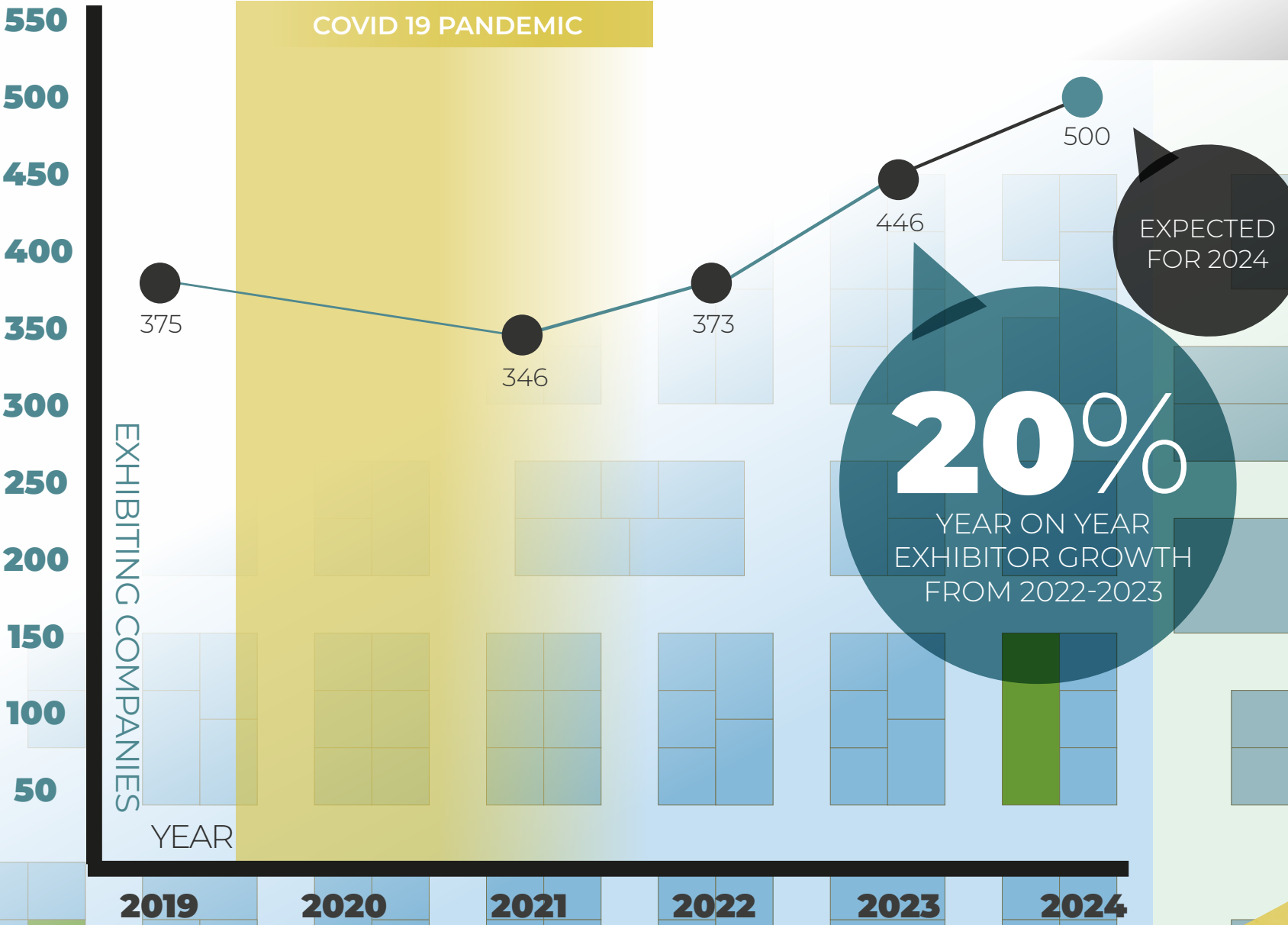
Saint-Gobain Tape Solutions

Sekisui

Sika Corporation

Worldwide Foam

Zotefoams Inc



**LIMITED
SPACE
AVAILABLE
FOR 2024**
**SECURE YOUR
BOOTH TODAY**

AUDIENCE PROFILE

JOB FUNCTION

ACCOUNT MANAGEMENT	6%
BUSINESS UNIT / DIVISION HEAD	4%
CONSULTANT	2%
ENGINEER / TECHNICAL	17%
FINANCE & HR	1%
LOGISTICS & SHIPPING	1%
MARKETING / PR	2%
OWNER / CEO / PRESIDENT / VP / MANAGING DIRECTOR	18%
PRODUCTION / OPERATIONS	5%
PROJECT / PROGRAM MANAGEMENT	3%
PURCHASING PROCUREMENT	7%
R&D	10%
SALES / BUSINESS DEVELOPMENT	23%
STUDENT / ACADEMIA	1%



VISITOR ORGANIZATIONS INCLUDED

- Adient • Amazon • Apple Inc. • Arkema • Bosch • Cadillac Products • Carcoustics USA Inc. • Continental • Faurecia Automotive Seating • Ford Motor Company • FujiFilm Healthcare • GE Appliances • General Motors • Hitachi Astemo • Honeywell • HUNTSMAN • Kawasaki Robotics • Lear Corp • Lockheed Martin • Mercedes-Benz • New Balance Athletics • Nike • Nordson • RECARO Automotive • Stryker • The Cappuccino Man • Toyota • US Army • Volkswagen Group of America • Whirlpool Corp.

37%

INCREASE YOY IN PRODUCTION / OPERATIONS PROFESSIONALS

43

COUNTRIES IN ATTENDANCE FROM 6 CONTINENTS

42%

INCREASE YOY IN PURCHASING / PROCUREMENT PROFESSIONALS

78%

WITH PURCHASING AUTHORITY OR INFLUENCE

67%

C-SUITE OR SENIOR MANAGEMENT

11%

YOY ATTENDEE GROWTH

CONFERENCE

50+ SPEAKERS DISCUSSED THE LATEST INDUSTRY OPPORTUNITIES AND CHALLENGES

The Foam Expo and Adhesives & Bonding Expo conference welcomed speakers providing fantastic insight into the latest challenges, opportunities and innovations regarding the foam and adhesives industries.

The conference opened with an incredibly well attended keynote panel looking at the key supply chain challenges faced by the sector. Day one focused on the many industry applications with spotlights on comfort, lightweighting, thermal conductivity, and flame retardancy. Day two was all about sustainability with one track on carbon reduction and another on recyclability of foams and adhesives. The final day was dedicated to new technologies, including digitalization, automation, materials testing, and additive manufacturing.

18

CONFERENCE SESSIONS

25+

HOURS OF CONTENT

15

PRODUCT PRESENTATIONS
AT THE SOLUTIONS
INNOVATION STAGE

338

VISITS TO SOLUTIONS
INNOVATION STAGE
SESSIONS



DR OMAR FARUK,
Vice President Research,
Ford Motor Company



ASHLEY KONGS,
North America
Sustainability Leader,
Dow Chemical Company



JEFFREY PEET,
Global R&D Manager,
Adhesives Systems,
Saint Gobain



DR ANDREA BROWNING,
Director for Polymer and
Soft Matter Simulations,
Schrodinger



JOSH WIMBLE,
Global Sustainability Lead,
Huntsman



HELEN XIANG,
Technical Director,
Intertek



JOSHUA SABROWSKY,
Material Development
Engineer,
**Hyundai-Kia America
Technical Center Inc.**



TIINA LUTTIKHEDE,
Head of Innovation &
Application Development,
Qolortech Budenheim



XIAOXI WANG,
Associate Technical Fellow,
The Boeing Company

ARE YOU INTERESTED IN SPEAKING AT FOAM EXPO AND ADHESIVES & BONDING EXPO 2024?

Share your interest with us via conference@smartershows.com and we will get in touch with you once we research themes and topics for the next event*

**please note that we cannot guarantee a speaking slot*

GLOBAL REACH

SAVE THE DATES

"WE HAVE HAD A LOT OF TRAFFIC AT THE BOOTH, HAD SOME GREAT DISCUSSIONS, AND GENERATED SOME GOOD LEADS."

LAURA SIVEC
R&D SENIOR TECHNICIAN
L&L PRODUCTS, INC

WATCH NOW



DECEMBER 5 – 7, 2023
STUTTGART, GERMANY



JUNE 25 – 27, 2024
NOVI, MICHIGAN



NOVEMBER 1 – 3, 2023
SHANGHAI, CHINA

COMING SOON!



For inquiries or further information
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Performance
Tapes



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CONTACT US TO BOOK YOUR BOOTH!

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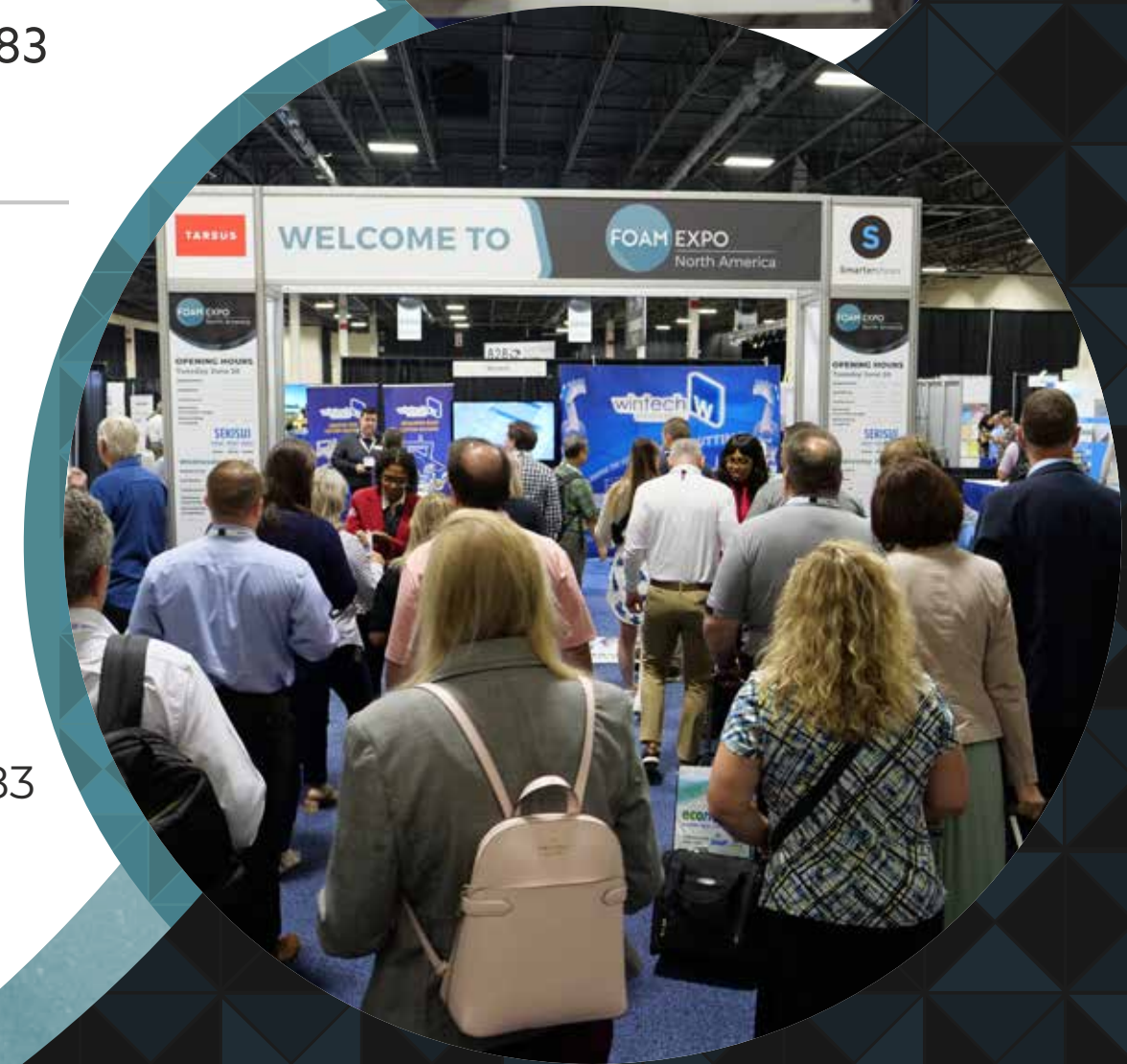
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