

ADHESIVES & BONDING EXPO

June 28 - 30, 2022
Novi, Michigan, USA

Co-located with
FOAM EXPO
North America

SOLUTIONS INNOVATION STAGE

New for 2022, a dedicated on-floor stage designed to illustrate best in-class products & solutions; offering exhibitors the chance to educate the market and stay front of mind during supplier shortlisting for upcoming projects.

KEY BENEFITS:

- **Engage** your target market on the benefit of your products and solutions
- **Expose** your brand to specialists responsible to resourcing upcoming projects
- **Demonstrate** your value proposition to a filtered audience of decision makers
- **Enhance** the understanding of your products and services across the supply chain
- **Adapt** how your target market perceives your brand and value
- **Capture** the full contact details of all attendees to your session(s) and generate red hot leads

FORMAT:

- 20-minute sessions
- Session to run in one of three stated themes
- 50 seat stage

PACKAGE:

- 20-minute session in Solutions Innovation Stage
- AV included
- Contact information of all attendees to session
- Session included in Solutions Innovation Hub show guide agenda
- Session included in agenda on event website
- Opportunity to position roll up banner on stage during presentation (sponsor to supply and manoeuvre banner)

CONTACT

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Attended by technical and procurement leads from across the industrial bonding supply chain, the Solutions Innovation Stage content is split into three themes that align with project requirements:

MATERIALS AND PRODUCTS

Illustrating industry leading products and solutions that are primed to fulfil the requirements of the end user, OEM and tier 1 markets. If your organization currently services these markets and is developing innovative, fully formed products designed to boost performance further down the supply chain, then this is the theme for you.

RAW MATERIALS AND ADDITIVES

With a plethora of concerns and objectives surrounding the sourcing and development of raw materials and, ultimately, delivery to the supply chain, presentations focus on the latest methodologies and solutions that support optimal property improvement and product development, including flame retardance, durability and sustainability (to name a few). Perfect for well-positioned chemical, raw material and additive suppliers!

MACHINERY AND PROCESSING TECHNOLOGIES

Machinery and process optimization considerably increase output for end user markets, with a continuous demand for process improvement. However, with the evolution of technology and the need to balance cost v new resources, it is key for customers to fully understand the benefits before making a purchase.

- **How can machinery and process technologies add value further up the supply chain?**
- **What are the latest innovations in the end user markets?**
- **What role does software play in modern machinery and process optimization?**
- **To what extent can bespoke production be accomplished while remaining cost efficient?**

If your organization can answer or expand on any of these considerations, then this theme presents an excellent opportunity to tell your story.

RATE OF INVOLVEMENT:

1 x session - **\$2500**

2 x sessions - **\$4500**

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