



# TechCon 2018 Orlando

## 61st Annual SVC Technical Conference

Gaylord Palms Resort and Convention Center, Orlando, Florida, USA

## Exhibit Prospectus

Exhibit Dates:  
May 8–9, 2018

## Exhibit at the Largest Expo Dedicated to Vacuum Coating Technologies

Join Over 150 Exhibitors at the Industry's Leading Event

- *Improve Your Visibility and Enhance Your Corporate Credibility*
- *Broadcast Your Company's Brand*
- *Capitalize on Face-To-Face Interactions*
- *Expand Your Professional Network*
- *Connect With Motivated Decision-Makers*
- *Regionally located with NPE 2018 – The Plastics Show*



### Technical Program May 7–10

*Featuring a Symposium on Multi-functional Thin Films - The Tailoring of Interfaces  
Today's High Performance Films Shape Tomorrow's Products*

### Education Program May 5–10

*Problem-Solving Tutorial Courses*

### Interactive Networking May 7–10

*Forums, Discussion Groups, Experts Corner*

Reserve a Booth Online Today at [www.svc.org/SVCTechCon](http://www.svc.org/SVCTechCon)  
Contact Jacque at 505-897-7743 or send an Email to [svcinfo@svc.org](mailto:svcinfo@svc.org)

[www.svc.org](http://www.svc.org)

# Fast Facts

The Largest Exhibit Dedicated to Vacuum Coating Technologies

## Reserve Early for Best Booth Selection and Price

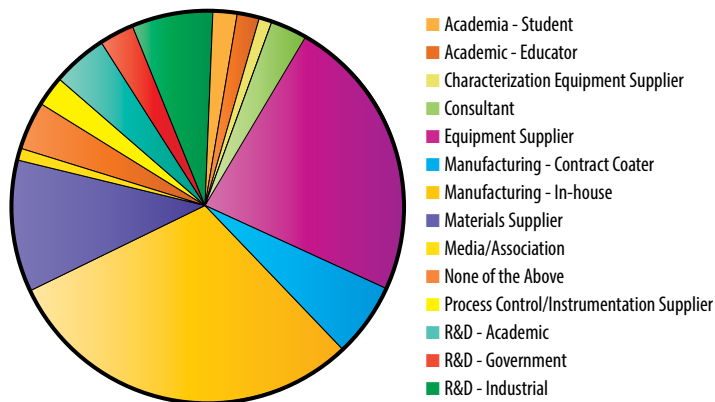
Reserving a booth early is essential for exhibitors who want to be prominently placed on the exhibit floor and engage face-to-face with industry decision makers. Reserve a booth online by September 1, 2017 to utilize your Exhibitor Priority Points and ensure the best possible booth placement. Visit [www.svc.org/PointSystem](http://www.svc.org/PointSystem) for a full description. After September 1, all booths will be assigned and reserved on a space-available basis. Booth fees for all 10' x 10' booths at the 2018 TechCon Exhibit are \$2,395 USD (a reduction of \$200 USD from 2017).

## Reach a Global Audience

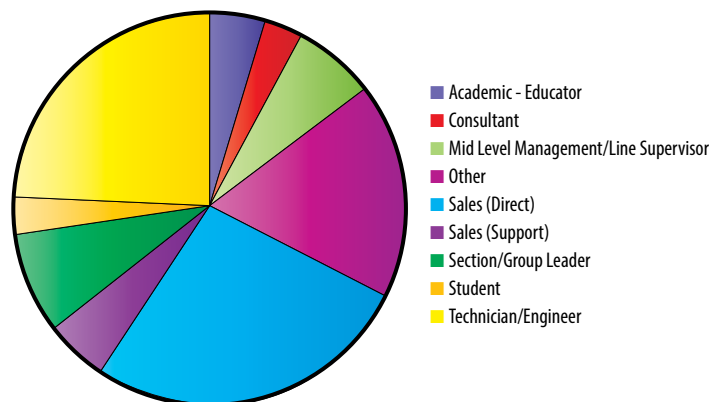
The SVC TechCon is an international conference, attracting industry professionals, engineers, academics and scientists from around the world. In 2017, nearly 20% of all TechCon attendees traveled from outside the United States.

## Who Attends the SVC TechCon? Data Source: 2017 SVC Online Registration System

### What Sector Best Describes Your Organization?



### What is Your Job Description?



**36% of all visitors to the TechCon were "first timers" which highlights the dynamic nature of the technology and markets that the SVC reaches; representing a wonderful opportunity for our Exhibitors to make new contacts and meet new prospective customers. The SVC is truly international in scope as the 2017 TechCon drew in visitors from 35 countries.**

## Which Companies Exhibited in 2017?

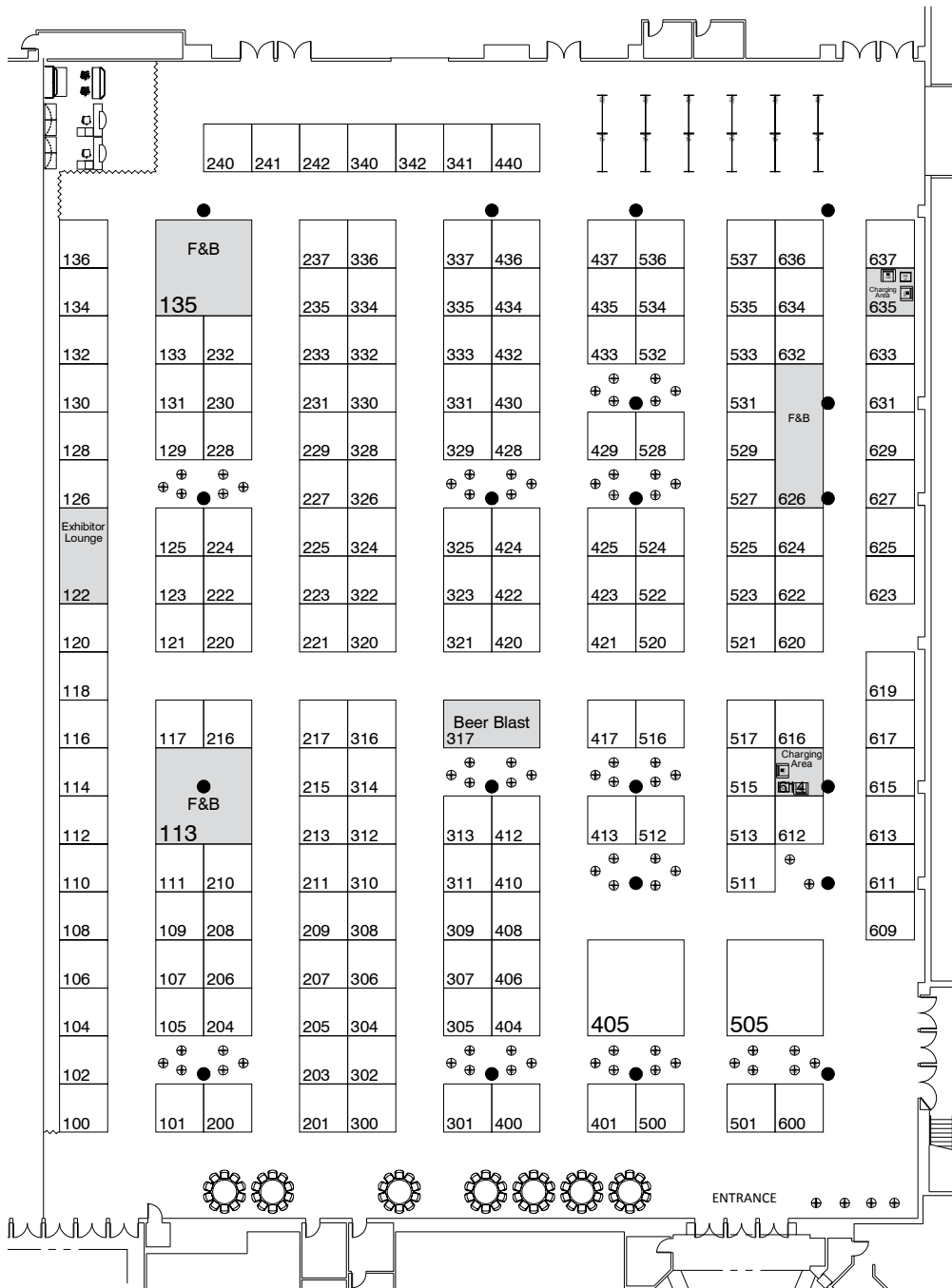
A&N Corporation	Dynavac	IHI Hauzer Techno Coating B.V.	Materials Science, Inc.	Protec Surface Technologies	TDK - Lambda Americas High Power Div.
Advanced Energy Industries, Inc.	EAG Laboratories	IHI Ionbond, Inc.	Materion Corporation	ProTech Materials, Inc.	tecSUSA, Inc
Advanced Nano Products Co., Ltd	EB Sources, Inc.	Impedans Ltd.	MBraun, Inc.	PVD Products, Inc.	Telemark
Agilent Technologies	EBARA Technologies, Inc.	Indium Corporation	McVac Manufacturing Co., Inc.	QEI Corporation	Testbourne Ltd.
Alicat Scientific, Inc.	Ebatco	INFCON	MDC Vacuum Products, LLC	R.D. Mathis Company	The DigiVac Company
AMETEK	Edwards Vacuum	Inland Vacuum Industries, Inc.	Meivac Inc	Reliable Corporation	Thermal Conductive Bonding, Inc.
Anderson Dahlen - Applied Vacuum Division	Ferrotec (USA) Corporation	InstruTech	Meyer Burger (Germany) AG	RF VII, Inc.	Tieway Technology (Zhongshan) Inc.
Angstrom Sciences, Inc.	FHR Anlagenbau GmbH	Intellivision, LLC	Midwest Tungsten Service, Inc.	Rigaku Vacuum Products	Trillium US, Inc.
AVACO, Inc.	Filmetrics, Inc.	Intivac Thin Film	Mitsui Mining & Smelting Co., Ltd.	robeko	TRUMPF Huettinger, Inc.
Axetris AG	Fil-Tech, Inc.	IZOVAC	MKS Instruments, Inc.	Rocky Brook Associates, Inc.	ULvac Technologies, Inc.
BOBST	Fischer Technology, Inc.	J. Schneider Elektrotechnik GmbH	MPF Products, Inc.	Rocky Brook Associates, Inc.	Umicore Thin Film Products
BOBST	Fraunhofer FEP	J.A. Woollam Co.	MPF Products, Inc.	Rocky Brook Associates, Inc.	UV Tech Material Ltd.
Brooks Automation, Inc.	Fraunhofer IST	Jiangyin Entret Coating Technology Co., Ltd	Mustang Vacuum Systems, LLC	Rocky Brook Associates, Inc.	V&D New Materials (Jiangsu) Co. LTD
Buhler, Inc.	Fraunhofer USA-CCD	Kaufman & Robinson, Inc.	NEYCO	Rocky Brook Associates, Inc.	Vacuum Depositing, Inc.
Burkert Fluid Control Systems	Gannon & Scott	KDF	Niles Electronics, Inc.	Rocky Brook Associates, Inc.	Vacuum Plus Manufacturing, Inc.
CCR Technology GmbH	Gencoa Ltd.	Kolzer	Nor-Cal Products, Inc.	Rocky Brook Associates, Inc.	Vacuum Process Technology LLC
Coastal Instruments, Inc.	Geowell Vacuum Co., Ltd.	Korea Vac-Tec Co., Ltd.	Nordmeccanica NA Ltd - Vacuum Division	Rocky Brook Associates, Inc.	Vacuum Research Corporation
Comet Technologies USA, Inc.	GfE Metalle und Materialien GmbH	Kurdex Corporation	Osaka Vacuum USA, Inc.	Rocky Brook Associates, Inc.	Vapor Technologies, Inc.
COSMOTEC, Inc.	Glines and Rhodes Inc.	Kurt J. Lesker Company	Pfeiffer Vacuum	Rocky Brook Associates, Inc.	VAT, Inc.
D&W Tool Inc.	GNB Corporation	LDS Vacuum Products, Inc.	PHPK Technologies	Rocky Brook Associates, Inc.	Veeco Instruments, Inc.
Dalian King Choice Non-Ferrous Metals Products Co., Ltd.	Grenzbach Maschinenbau GmbH	Leybold USA Inc.	Phytron, Inc.	Rocky Brook Associates, Inc.	Vergason Technology, Inc.
Dark Field Technologies, Inc.	HHV Ltd.	Linde	Plansee USA, LLC	Rocky Brook Associates, Inc.	VON ARDENNE GmbH
Denton Vacuum, LLC	Hine Automation LLC	Manitou Systems Inc.	Plasma Process Group	Rocky Brook Associates, Inc.	Wenling Aitcool Equipment Co., Ltd
DHF Technical Products	HORIBA Instruments	Material Sampling Technologies	PLASUS GmbH	Rocky Brook Associates, Inc.	WTHEISS Hardware and Software
Duniway Stockroom Corporation	HORIBA Scientific	Materials Science International, Inc.	Precision Plus Vacuum Parts Inc.	Rocky Brook Associates, Inc.	Yeagle Technology, Inc.
	HVA, LLC		Process Materials, Inc.	Rocky Brook Associates, Inc.	

**2018 SVC TechCon Exhibit Administrator:** [Jacque Matanis, jacque.matanis@svc.org, 505-897-7743](mailto:jacque.matanis@svc.org)  
**2018 SVC TechCon Exhibit Committee Co-Chairs:** [Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com](mailto:jasonh@lesker.com)  
[Steve Simons, Manitou Systems Inc., ssimons@manitousys.com](mailto:ssimons@manitousys.com)



# Exhibit Floor Plan

Gaylord Palms Resort and Convention Center



## Exhibit Dates and Hours

**Tuesday, May 8**

11:00 a.m. to 5:00 p.m.

**Wednesday, May 9**

10:00 a.m. to 4:00 p.m.

## Booth Fee: \$2,395 USD

10 ft. x 10 ft. space includes 8 ft. back drape, 3 ft. side dividers, and a 7 in. x 44 in. one-line identification sign. All registered exhibitor personnel also receive complimentary access to all food and beverage events hosted by the SVC in the Exhibit Hall. The exhibit area is not carpeted. All exhibitors are required to carpet their booth.

## Booth Set-Up Hours

**Monday, May 7** 11:00 a.m. to 8:00 p.m.

**Tuesday, May 8** 7:00 a.m. to 9:00 a.m.

## Booth Tear-Down Hours

**Wednesday, May 9** 4:00 p.m. to 10:00 p.m.

**Thursday, May 10** 7:00 a.m. to 2:00 p.m.



# Reserve Your Booth Today!

Visit [www.svc.org/SVCTechCon](http://www.svc.org/SVCTechCon)

**New for 2018:**

**B2B Business Session** from 10:00 a.m. to 11:00 a.m. on Tuesday, May 8

The SVC will provide coffee and pastries to our exhibitors so they can interact for an hour before the show is opened to general admission

# TechCon Sponsor Program

## The Benefits of Sponsorship

TechCon sponsors are prominently recognized as key players in the vacuum coating community, and every sponsor is acknowledged with signage during its sponsored event, on the SVCTechCon Web Site and in all SVC publications throughout the year. Choose a **Level Sponsorship** that fits your budget.

### PLATINUM SPONSOR \$4,000

- Full page ad in the TechCon Exhibit Guide
- One page promotional flier in the registration bags
- Wireless internet sponsor during Exhibit open hours
- Banner ad on the TechCon website home page

### SILVER SPONSOR \$2,100

- Half page ad in the TechCon Exhibit Guide
- Technical Program refreshment breaks sponsor

### GOLD SPONSOR \$3,000

- Full page ad in the TechCon Exhibit Guide
- Banner ad on the TechCon website home page
- Snacks and non-alcoholic refreshments during the Beer Blast
- *Heuréka!* Session Refreshments Sponsor

### BRONZE SPONSOR \$1,200

- Quarter page ad in the TechCon Exhibit Guide
- Technology Forum Breakfast sponsor



## Specialty and Special Event Sponsorships

### Networking Lounge \$5,000

The Networking Lounge allows attendees to conduct business and make connections in a relaxing atmosphere at the conference. The sponsor may provide corporate signage and literature for display. For details of lounge location, furnishings and features, contact Jacque Matanis, [jacque.matanis@svc.org](mailto:jacque.matanis@svc.org), 505-897-7743.

### Beer Blast \$4,450

Sponsor the beer kegs that are offered during the afternoon Grand Finale in the Exhibit Hall.

### Badge Lanyards \$4,000

Badge lanyards containing your company's logo and the SVC logo will be distributed to all attendees.

### USB Flash Drive \$3,900

Sponsor the USB Flash Drives that contain the Final Program abstracts and are given to all full conference registrants.

### Logo Bottled Water \$3,750

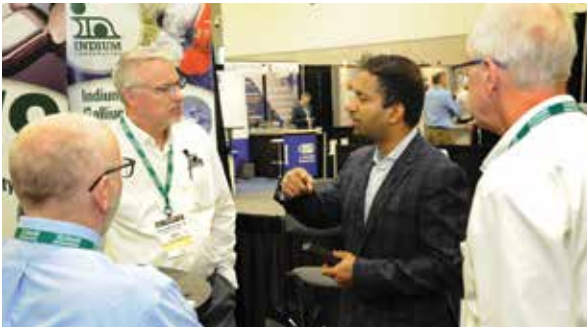
Bottled water with your logo will be supplied at breaks during the TechCon.

### Mobile App Splash Screen \$3,500

Display your banner ad to everyone launching the SVC TechCon Mobile App. The app provides mobile-friendly access to the Exhibit Floor Plan, Exhibitor Profiles and the entire Technical Program Schedule.

### Notepad Sponsor \$3,000

Notepads printed with your logo, slogan and/or booth information will be available for all attendees. 2-color printing.



**Conference Dates:** May 5-10, 2018  
**Gaylord Palms Resort and Convention Center** Orlando, Florida, USA

**Welcome Reception Sponsor** \$3,000

All TechCon registrants and exhibitors will receive a ticket, featuring the Sponsor's name, to enjoy the conference's opening networking event. Signage recognizing the sponsor will be prominently displayed during the event.

**Specialty Coffee Cart** \$2,800

Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee sleeves imprinted with your company logo. 2-color printing. Up to 3 sponsors.

**Tuesday Evening Networking Mixer** \$2,600

All TechCon registrants and exhibitors will receive a ticket, featuring the sponsor's name, to enjoy the Tuesday Evening Networking Mixer. Signage recognizing the sponsor will be prominently displayed during the event.

**Frozen Treat Station in the Exhibit Hall** \$2,500

Sponsor frozen ice cream treat stations in the Exhibit Hall.

**Conference Tote Bags** \$2,500

Tote bags with five company logos on the front and the SVC logo on the reverse will be distributed to all attendees. Up to 5 sponsors.



**Exhibit Reception Sponsor** \$2,400

All TechCon registrants and exhibitors will receive a ticket, featuring the sponsor's name, to enjoy the Tuesday afternoon Reception in the Exhibit Hall. Signage recognizing the sponsor will be prominently displayed during the event.

**Registration Web Splash Page** \$2,300

Put your company in front of every attendee who registers for the TechCon using our online registration system. *December 2017 – May 2018.*

**Hotel Reservation Web Splash Page** \$1,000

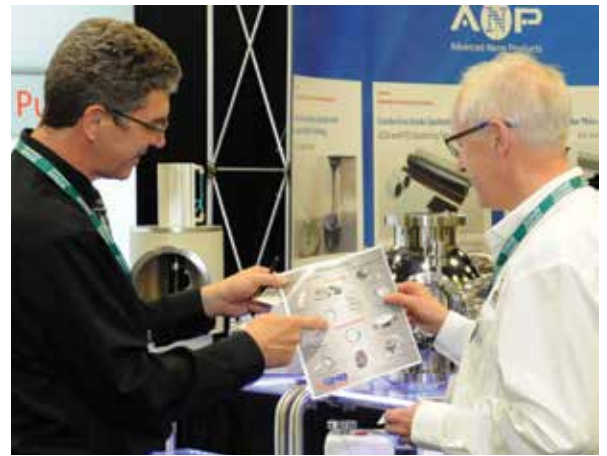
Put your company logo in front of every attendee who makes their hotel reservation using our online reservation system. *December 2017 – May 2018.*

**Don't Wait!**

**Choose from the widest selection of 2018 sponsorships right now!** Select the level or specialty sponsorship that fits your needs on the Advance Booth Registration Form. Sponsorships are reserved on a first come, first served basis.

**Have an idea for a customized sponsorship?**

Contact Jacque Matanis to discuss details.  
jacque.matanis@svc.org · 505-897-7743



# Brand Recognition

High Profile Advertising That Lasts All Year Long



## TechCon Exhibit Guide

Used as a reference guide throughout the year, the TechCon Exhibit Guide showcases the products and services of exhibiting companies participating in the SVC TechCon Exhibit. Drive attendees to your booth with an ad in the TechCon Exhibit Guide, distributed in print to each TechCon attendee and visitor, plus mailed to thousands of potential TechCon attendees living and working in the states surrounding Orlando. The digital version is distributed globally to the entire SVC community and beyond.

## SVC Bulletin

The SVC Bulletin informs and educates with its balanced mix of news and technology. The Bulletin is published three times each year (Spring, Summer, Fall/Winter) and is read, in print and digitally, by more than 15,000 professionals working in the vacuum coating community and related sciences and technologies. An affordable ad in the SVC Bulletin is an effective tool to promote your company before, during and after the TechCon Exhibit.

## TechCon Web Site Banner Ads [www.svc.org/SVCTechCon](http://www.svc.org/SVCTechCon)

### New! Larger banner sizes in 2017!

The TechCon Web Site is the center of all information for the 2018 TechCon and is the one-stop shop for all TechCon attendees, visitors, and exhibitors.

Registration • Exhibit Floor Plan • Exhibitor List • Technical Program Details • Presentation Search • Education Program • Networking • Hotel/Travel • Sponsors • Much More!

Everyone Visiting the 2018 TechCon Web Site from now through July 2018 will see your company's message. Place your ad in any of three rotating banner positions seen on the home page and every content page of the site.

## SVC Web Site Banner Ads [www.svc.org](http://www.svc.org)

The SVC Web Site is a global resource for learning, applying and advancing vacuum coating, surface engineering and related technologies. Its many resource tools and availability of technical and educational content make it attractive to a wide audience. Two rotating banner positions and the rotating corporate sponsor logo are both located on the home page of the SVC Web Site and include a URL link.

## SVConnections

This is a monthly Email newsletter designed to update and inform the vacuum coating community with news of special interest. Companies can place an ad to reach potential customers and promote participation in the TechCon Exhibit.

## SVC Tech Talk

This is a quarterly Email newsletter featuring news and information from our Corporate Sponsors.

Incorporate SVC print and digital advertising into your marketing plan and receive special discounts when purchasing multiple ads in one order. Contact [svcinfo@svc.org](mailto:svcinfo@svc.org) for details.

**Exhibitors!** For every dollar you spend in advertising, lodging, booth fees, and corporate sponsorships, your company earns additional Exhibit Priority Points. Purchase ads by September 1, 2017 to apply points to your booth placement in 2018. Visit [www.svc.org/PointSystem](http://www.svc.org/PointSystem) for a full description.

**Download the latest SVC Media Kit for details.**

Visit [www.svc.org/AdvertisingSponsorships/Download-Media-Kit.cfm](http://www.svc.org/AdvertisingSponsorships/Download-Media-Kit.cfm)



**Back by Popular Demand: FREE Technical Conference Admission for May 8th or 9th**

One day free passes will be heavily promoted to drive in foot traffic to the SVC Exhibition from local industry and adjacent expositions.