



**TAPE
WEEK
2020**

May 4-7

Hilton Orlando Buena Vista Palace
Lake Buena Vista, Florida

 **#TapeWeek2020**
pstc.org/tapeweek

The only
**knowledge-building
and networking**
event for PSA
tape professionals.

ADVANCE
ENGAGE
DISCOVER
INFLUENCE
THRIVE



pstc.org/tapeweek

We've reinvigorated our historic Tape Summit and amplified its legacy to create **Tape Week**.

NEW FOR 2020:

- ▶ The Exhibitor Showcase for strategic discussion
- ▶ Optimized schedule
- ▶ Expanded educational opportunities
- ▶ More time for networking
- ▶ Private meeting space and dedicated meeting rooms

**TAPE
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2020**



Connect with the right people and make yourself known during the new Exhibitor Showcase.

 **500+**
ATTENDEES

 **100+**
COMPANIES

10  **COUNTRIES**



250+ individual technical track and building and construction industry attendees



10 market segments

8 industry verticals

16 hours of networking time



EVENT APP



- Generate & track leads
- Monitor the conversation
- Message potential customers

“

The new PSTC Tape Week is all about more networking time, more dedicated opportunities with the Exhibitor Showcase and being able to customize your agenda to ensure you are getting the right amount of value.”

Tyler Derus
Market Manager- Converted Goods
Bostik

“

Tape Week lets us interact with a whole range of customers and some suppliers from across the industry all in one location and in the same few days.”

Graeme Roan
Product Manager – Global Adhesives
Synthomer



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The Exhibitor Showcase

What's new for exhibitors?

TUESDAY

- ▶ Jumpstart your Exhibitor Showcase experience with the Innovation Poster Session.
- ▶ Make appointments with existing and new customers.

WEDNESDAY

- ▶ Participate in the Technical Track and Markets and Applications Track (focused on the building and construction and automotive industries).
- ▶ Attend the opening Exhibitor Reception and have time for hosted events.

THURSDAY

- ▶ Network at breakfast.
- ▶ Collaborate with colleagues and peers during educational sessions.
- ▶ Attend the Exhibitor Lunch and generate leads during more Showcase time.
- ▶ Participate in Tape Week Closing Reception.

Pricing

- ▶ **PSTC Non-Member**
\$7,500 (includes 3 exhibitor-only passes)

- ▶ **PSTC Member**
\$2,500 (includes 5 exhibitor-only passes)

First time exhibiting? Get special pricing!

For details, contact PSTC Senior Coordinator Jake Doro at jdoro@pstc.org



At Tape Week, we get to speak with our customers, our allied suppliers and other industry professionals, and it sparks conversations that we really wouldn't be able to have in a different setting."

Kate Layser
Marketing Director
Henkel

Not sure where to start?

Follow this plan, and you'll be ready to roll.

Advance: Further your mission and demonstrate your commitment to the industry. Participate in the Exhibitor Showcase and bolster your authority as a thought leader.

Engage: Strengthen current business relationships and cultivate new ones.

Discover: Attend the Technical Track and Markets and Applications Track.

Thrive: See your business flourish by bonding with contacts during and after Tape Week.

Influence: Articulate new technologies and methods during the Exhibitor Showcase Innovation Poster Session.

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Sponsor

As an official PSTC Tape Week sponsor, you will be supporting the only inclusive event focused on pressure sensitive adhesive tape. This gives you the unique opportunity to interact strategically and intimately with attendees and establish valuable relationships.

- ▶ Get your name in front of key industry leaders and decision-makers.
- ▶ Create valuable bonds with attendees and cultivate those relationships during Tape Week and beyond.
- ▶ Interact with your target audience.
- ▶ Engage in-depth with pressure sensitive adhesive tape professionals and gain a foothold in the market.

Exclusive Sponsorships

\$5,000	Keynote Speaker at General Session*
\$3,500	General Lunch*
\$3,500	Spring Member Meeting Lunch*
\$3,500	Markets and Applications Track*
\$3,500	Technical Track*
\$3,000	Conference App
\$3,000	Attendee Tote Bag

Additional Sponsorships

NEW!	\$2,500	Member-Only Welcome Reception
	\$2,500	Breakfast
	\$2,500	Coffee Break
	\$2,500	Closing Reception
	\$2,500	Exhibitor Showcase Lunch
	\$2,500	Exhibitor Showcase Opening Reception
	\$2,500	Innovation Poster Session Reception
	\$500	Attendee Bag Insert
	\$250	Conference App Push Notifications

*Includes podium time.

Achieve greater brand recognition with:

- ▶ Sponsorship ribbons
- ▶ Mention at opening general session
- ▶ Logo prominent in digital and onsite printed materials and displays
- ▶ Link on PSTC Tape Week website
- ▶ Mention in media release
- ▶ Recognition on social media



 **PSTC**

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For sponsorship details and to customize a package that helps you reach your unique business objectives, go to pstc.org/tapeweek or contact PSTC Senior Coordinator Jake Doro at jdoro@pstc.org.

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