



ANTEC[®] 2021

EXHIBITOR
PROSPECTUS

ABOUT ANTEC®

THE ANNUAL TECHNICAL CONFERENCE FOR PLASTICS PROFESSIONALS

ANTEC® is the largest, most respected and well-known technical conference in the plastics industry. It's where must-hear plastics leaders share their valuable industry insights and classroom theory connects with real world solutions. ANTEC® 2021, will offer real-time, remote presentations occurring over 10-days with 20 technical tracks. Additionally, it will include International Spotlights with real-time global presentations broadcast online from various regions around the world, including Asia, India, Australia/New Zealand, Europe, and the Middle East. Dates for International Spotlights will be forthcoming.

WHY EXHIBIT AT ANTEC®?

YOU control your experience.

- 1) Upload your product and company information
- 2) Search out qualified leads via AI matchmaking and targeted demographics
- 3) Proactively schedule meetings

PRODUCT CATEGORIES

As an exhibitor at ANTEC® you will have access to buyers looking for solutions, equipment, and services in the plastics space. Here are some of the types of products and services our attendees are interested in...

- » 3-D/4-D Technology: Rapid Manufacturing/Prototyping Equipment, Materials, and Services
- » Auxiliary Equipment and Components and Supplies
- » Bottling
- » Chemicals and Additives
- » Decorating, Printing and Finishing
- » Design and Engineering Systems and Software
- » Machining Centers
- » Mold, Dies, and Tooling
- » Primary Processing
- » Primary Processing Equipment
- » Reinforced Plastics and Composites (including fillers)
- » Resins and Compounds
- » Services
- » Testing and Inspection Systems

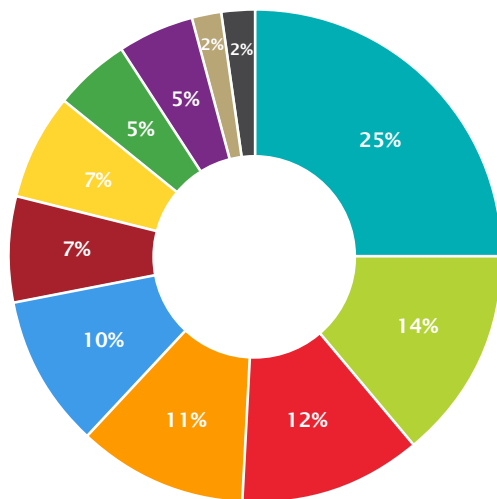
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For more information or to secure an ANTEC® booth contact
Michael Greskiewicz, SPE Sales, +1 203-740-5411 | mgreskiewicz@4spe.org

DEMOGRAPHICS

2020 ATTENDEE COMPANY TYPE

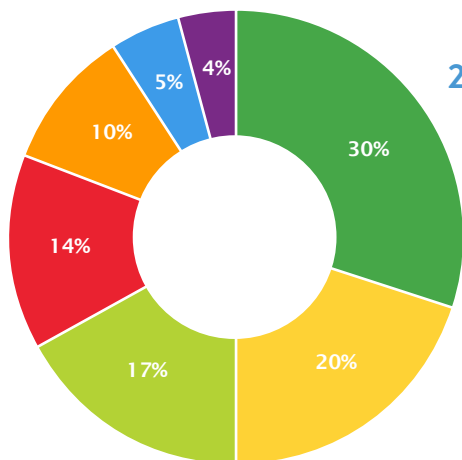
- Virgin Resin, Chemicals, or Additives Supplier
- Research & Development
- Other Plastics Products/Services Supplier
- Consultant
- End-user of Plastics Products
- Plastics Processing Equip/ Machinery Supplier
- Custom or Contract Plastics Processing
- Captive/Proprietary/In-house Plastics Processing
- Color & Additives
- Molds, Tools & Dies Supplier
- Other



Total number of attendees

1,223

2020 ATTENDEE JOB FUNCTION



- General/Corp. Manager
- Engineer
- Commercial
- Academia
- Operations
- Consulting
- Research & Development

EXHIBITING COMPANIES IN 2021

as of 1/5/21

- | | |
|------------------------------|------------------------------|
| Accede Mold & Tool | Masterduct |
| Advanced Blending Solutions | Melt Prep |
| American Cutting Edge | Moldex 3D (CoreTech) |
| Ametek Mocon | NETZSCH Instruments |
| B&P Littleford LLC | NFM Welding Engineering Inc. |
| Brabender | Parkinson Technologies Inc. |
| Bruker | PART Consulting, LLC |
| C.W. Brabender | Perkin Elmer |
| Collin Lab & Pilot Solutions | Plastics Technology |
| Die-Sep | Ploymers Center |
| Dynisco | Rapid Coating |
| ECON, Inc. | Shamrock Technologies, Inc. |
| Emitted Energy | Shimadzu |
| ENTEX Rust & Mitschke GmbH | SPE Foundation |
| Gefran | SPEX SamplePrep |
| GOETTERT | STEER |
| Hanser Publications | Struktol Co. of America |
| Kaneka North America | TA Instruments |
| Leistritz Extrusion | Thermo Fisher Scientific |
| Linseis, Inc. | Wiley |

SEE THE FULL LIST OF 2021 ATTENDING COMPANIES

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EXHIBITOR PACKAGES

STEP
1

Choose the exhibitor package that best serves you and your company's goals.

All exhibitor packages include company profile with logo or short video, and include adding documents and white papers in their listing. (Exhibitors/Participants are found by attendees through Company Name, Type, Keywords, Products and Reports)

TIER	PRODUCTS/IMAGES	#DOCUMENTS	RIGHT HAND AD	PRESENTATION TIME	COMP REGISTRATIONS	RATE
1	15	10	Included	Up to 30 Minutes	25	\$4,900
2	15	10	Additional Cost	Up to 10 Minutes	20	\$4,300
3	15	10	Additional Cost	Up to 5 Minutes	15	\$3,900
4	8	5	Additional Cost	NA	10	\$3,500
5	3	3	Additional Cost	NA	5	\$2,900

Key Features

Exhibitor Profiles with easy-to-find products and services, multiple matchmaking and networking activities, extensive conference program with live and on-demand sessions and stand-out speaker list - integrated into a smart event engagement platform powered by artificial intelligence.

ANTEC® delivers **sophisticated and varied ways to find attendees and exhibitors.**

Attendees and Exhibitors can connect by:

1. Keyword Search
2. Industry Filters
3. Product and Service Category matches
4. AI technology matches attendees to content and exhibitors based on their search behaviors
5. Content Sponsorship and Thought Leadership
6. Virtual Branding and Advertising

Measurable ROI – Actionable connections. Gain access to a powerful audience with real time lead capture, reporting and assessment.

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HOW IT WORKS

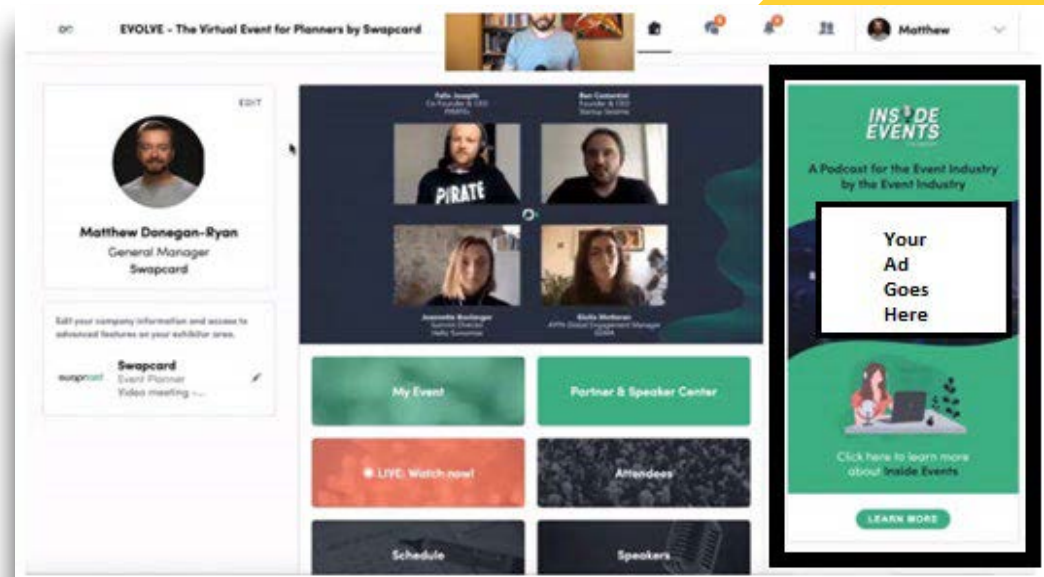
The homepage displays current sessions, the user's profile, and any meetings. The far-right block is advertising space.

STEP 2

Familiarize yourself with the platform to ensure you are ready for ANTEC® 2021!

Summarizing the Tabs:

1. **My Event** - This tab takes you to your own event page/company booth.
2. **Services** - Products and services listed in a virtual marketplace for attendees to browse, much like online shopping.
3. **Attendees** - List of attendees at the event, filtered automatically to display the best match first. You can also create your own filters and searches.
4. **Content Schedule** - Shows all available sessions in the event, which can be filtered by day/time/topic/track. The powerful AI engine will also recommend content based on your attendee journey.
5. **Exhibitors** - This lists all the exhibitors and their virtual "booth" pages, which can be sorted by sponsor package, industry, or product/service category.



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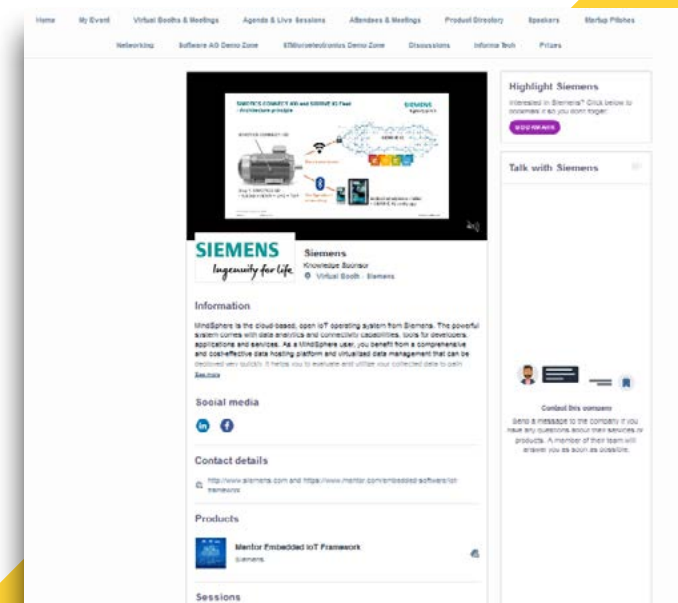
EXHIBITOR PROFILES

Features & Benefits:

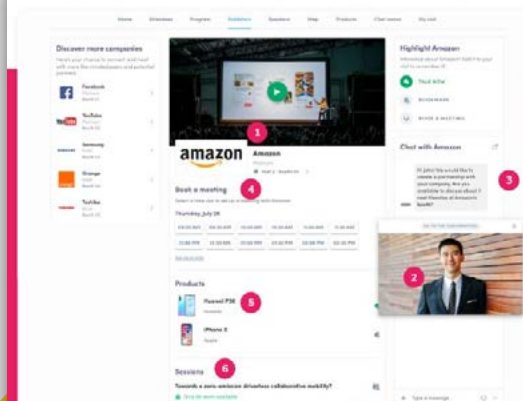
1. **Introductory Video** – Meet the attendees via your own introductory video, where you highlight your company's offerings, content, and encourage interaction via chat and live meetings.
2. **Schedule Meetings** – attendees can login to request meetings with experts from your team. Check out the attendee list in advance of the event and be proactive about reaching out to key contacts.
3. **Product Literature** – post product information for audience download.
4. **Content Sessions** – Choose the type of content session right for you to ensure qualified lead generation via thought leadership. Sponsored content sessions will be listed within your exhibitor profile and within the content agenda for the event.
5. **Your Team** – Your best assets in helping to demonstrate your products and value proposition.
6. **Chat** – online and live chat features.

Company profiles include:

- Embedded YouTube video
- Website URLs
- Company representatives
- Session/webinar overview
- Chat capabilities
- Meeting scheduler
- Product catalogue



Virtual Booths that generate leads



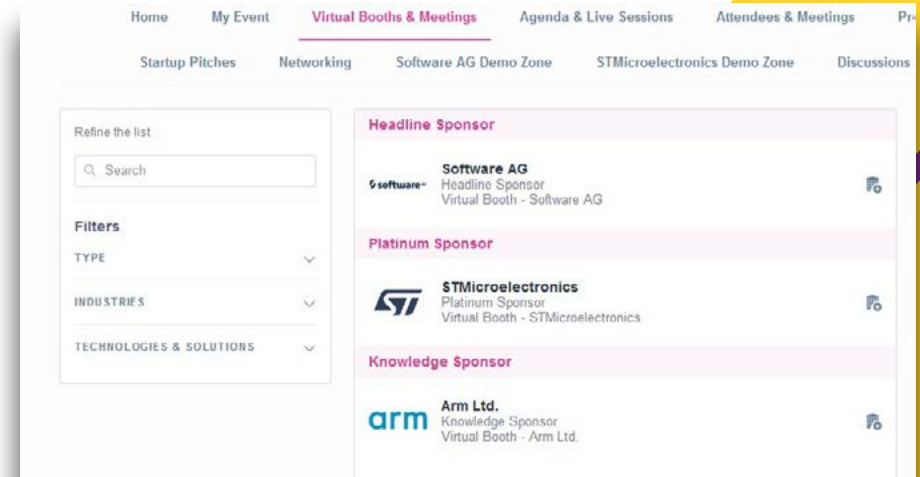
- 1 Exhibitor video and collateral
- 2 Instant Video Calls with lead scoring
- 3 Live chat with sales staff
- 4 Inbound meetings
- 5 Showcase products
- 6 Live stream product demos with Q&A

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ATTENDEE SEARCH FUNCTIONALITY

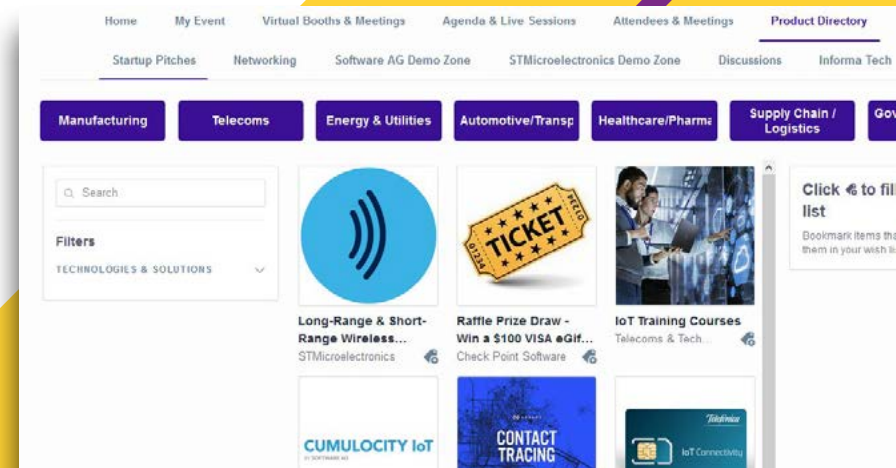
Exhibitor Profile Page:

1. Keyword search
2. Filter by:
 - Industry
 - Product/Service
3. AI Technology suggests products, services, exhibitors, and content based on your registration profile and site activity.



Products Page:

1. Keyword search
2. Filter by:
 - Industry
 - Product/Service
3. AI Technology suggests additional products, services, exhibitors, and content based on your search activity.



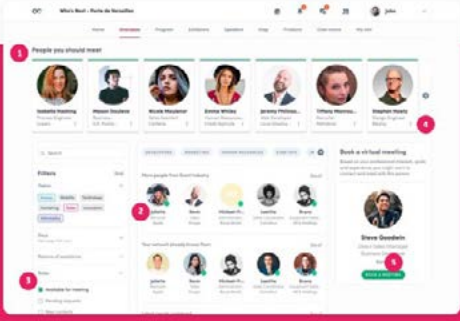
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ATTENDEE/EXHIBITOR MEETINGS

Populate your Exhibitor Profile with timely information to attract attendees and schedule meetings.

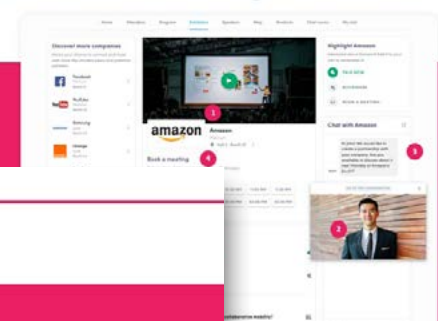
Use the platform to search attendees and proactively chat or book virtual meetings.

Virtual Meetings – Outbound



- 1 AI recommended people to meet
- 2 See who's online
- 3 Advanced filters
- 4 Chat with anyone
- 5 Book virtual meetings

Virtual Booths that generate leads

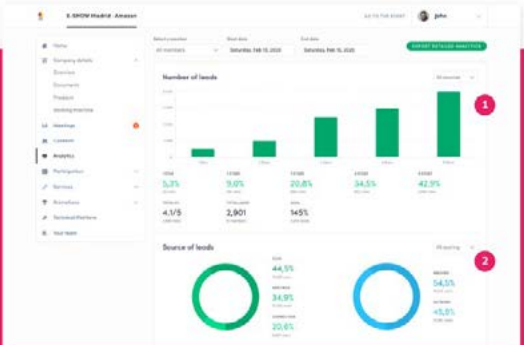


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LEAD REPORTING

BONUS! Visual and stylized reporting which includes full analysis from a realtime dashboard. Exhibitors can have access to their own dashboard during and after the event that allows them to see leads and data in real time, push data to their CRM or team members, and download excel files.

Exhibitors can follow their ROI in real-time



Exhibitors modules

- Company
- Products
- Meetings
- Settings

- 1 Volume of leads by rating
- 2 Lead source tracking

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ADDITIONAL OPPORTUNITIES

All participants will be able to see any contacts that ask to chat or request an appointment.

ADD-ONS:	RATE
**Platform Sponsor	\$5,500
**Sponsor SPE Awards Ceremony	\$4,900
**Keynote Sponsor (Introduce Keynote plus up to 5 min. pitch)	\$4,900
**Session Sponsor (5 min. pitch/moderator position)	\$3,900
**Plant Tour (live or recorded, produced/provided by you)	\$3,500
**Live Demo/Testimonial during Exhibitor Showcase	\$3,500
Sponsor SPE Poster Session	\$3,500
Dedicated Email Pre/Post Event	\$2,000
Right Hand Ad	\$2,000
Sponsored Gamification/Passport Program	\$1,200
Push Notifications (Includes 3)	\$600
Ad in <i>Plastics Engineering</i> magazine	25% off
Enhanced Analytics (Contact <u>Michael Greskiewicz</u> for more info)	
Create your own! (Contact <u>Michael Greskiewicz</u> for more info)	

****Includes listing/Exhibit booth**

STEP 3

Customize your exhibitor experience by choosing specific additional opportunities to get in front of your potential customers.

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