

Gasketing/Converting Expo '10

March 23-25, 2010

Hilton Orlando

*A One Of A Kind Opportunity To
Network And Do Business With
Professionals In Our Industry*



Presented by



Co-Sponsored by



Why Should You Attend?

The first two Gasketing/Converting Expos, held in 2006 and 2008 in Orlando, drew over _____ and almost _____ industries. Based on the overwhelmingly positive feedback from both attendees and exhibitors, a third Gasketing/Converting Expo has been planned.

The program will again feature a full-day Expo with a cost-effective table top display format that will allow a broad range of exhibitors to have unprecedented exposure to gasket fabricators and converters without having to arrange for elaborate displays and logistics.

You do not want to miss this important and valuable opportunity to network and conduct business with gasket industry professionals!

Program Schedule

Monday, March 22, 2010

6:00 PM - 7:00 PM Cocktail Reception for
Early Arrivals

Tuesday, March 23, 2010

11:00 AM - 1:00 PM GFA Board of Directors
Meeting

1:00 PM - 4:00 PM GFA Committee Meetings

4:30 PM - 6:00 PM **Nanotechnology 101:
An Introduction to an
Emerging Technology**

6:30 PM - 7:30 PM Cocktail Reception

Wednesday, March 24, 2010

7:00 AM - 8:30 AM Continental Breakfast

7:00 AM - 8:30 AM Exhibitor Set-Up

8:30 AM - 10:00 AM **The Future of Converting
Methods**

10:00 AM **Exhibit Hall Opens**

12:00 PM - 1:00 PM Lunch
(Exhibit Hall Closed)

1:00 PM **Exhibit Hall Reopens**

4:00 PM Exhibit Hall Closes

6:30 PM Cocktail Reception

7:00 PM Dinner & Entertainment

Thursday, March 25, 2010

8:30 AM - 11:30 AM General Session

**Selling: It's Time to Get
Back to It!**
Chuck Connors,
Connors Consulting

1:00 PM Attendee Golf Tournament

1:00 PM Spouse Golf Tournament

1:00 PM - 4:00 PM Networking Event by Pool

6:30 PM - 7:30 PM Cocktail Reception

Who should attend?

- Gasket Fabricators
- Converters
- Distributors
- Owners, Officers, and First Line Managers
- Operations Managers
- Purchasing Managers
- Estimators

Who should exhibit?

Manufacturers and Suppliers of:

- Material
- Converting Equipment
- Tooling
- Quality Inspection Equipment and Software
- Devices to Complement Upstream or Downstream Processing
- Software
- Merger and Acquisition Services in the Converting Industry
- Human Resource Services

Please note that if you exhibited at the 2006 or 2008 Expo, you must be a member of the GFA, IADD, FSA, or ISD in order to exhibit at the Gasketing/Converting Expo '10. Non-members are only permitted to exhibit one time.

Booth personnel for non-member exhibitors must be full-time employees of the company. Rep agencies are not eligible to exhibit.



Online Registration

Register online at www.gasketfab.com/expo.html. The deadline to register is **February 19, 2010**.

The deadline to reserve exhibit space is **January 15, 2010**.

Hotel Reservations

Hotel Reservations are to be made directly with the hotel, and can be made by calling **888-488-3509** or **407-313-4300**. The cutoff date to ensure a reservation at the hotel is **February 19, 2010**.

Registration Fees

Attendee Registration	\$415/person
Reduced Attendee Registration To be eligible for this rate, at least 2 other representatives from your company must be paying the full fee.	\$195/person
Fabricator/Converter Day Pass Includes Tuesday Cocktail Reception and Wednesday Continental Breakfast, Exhibit Hall, and Lunch	\$150/person
Spouse Registration Fee	\$195/person

Exhibit Fees

GFA Members	\$200/table
IADD, FSA, & ISD Members	\$300/table
Non-Members	\$1,000/table
Non-Members Who Do Not Qualify For Membership (Examples: Software Providers, Merger & Acquisition Services, HR Services)	\$500/table

“By locating in a relatively small space for the exhibit, conference, and social events, the Expo maximizes the quality face-to-face time for suppliers with fabricators. Trade shows typically average 3 minutes of contact time per prospect that enters a booth – they cannot begin to match what the Gasketing/Converting Expo provides. Plus, the Expo generates contacts and leads outside of exhibit hours, many of which can be of higher value.”

Presentations

The Future of Converting Methods *How Your Equipment Choices Impact Corporate Competitiveness, Turnaround Time, & Bottom Line Profits*

This session will feature an interactive panel discussion focused on converting technologies and current processing methods. The goal will be to shed new light on day-to-day converting issues that impact global competitiveness, the ability to meet customer timelines and to improve equipment efficiencies, and how each element impacts the bottom line. Having a better understanding of today's converting environment and available technologies will allow you to better plan for tomorrow's business position. The panel discussion will focus on current industry-based "lessons learned" to develop a best case for future planning.

Nanotechnology 101: An Introduction to an Emerging Technology

Nanotechnology, the art and science of manipulating matter at the nanoscale to create new and unique materials and products, continues to develop as one of the most exciting areas of scientific discovery. It has enormous potential to lead to more efficient energy production, storage and transmission; more effective pollution reduction and prevention; and stronger, lighter materials. One of the greatest challenges to benefiting from nanotechnology is having the foresight to develop and use it wisely. This technical session will provide you with an introduction to this emerging technology, and will give you insight into its applications in the gasket fabricating and converting industries.



Selling: It's Time to Get Back to It! *Chuck Connors, Connors Consulting*

After a highly successful program at the last Gasketing/Converting Expo, Chuck Connors has been invited back by popular demand!

Over the past decade, selling skill sets have been in a state of erosion. The thrilling technological times we find ourselves in provide progressive new tools to plan, organize, and track our sales efforts. However, the new computer driven sales models have an inherent trapping. The technology 'quicksand' that our salespeople are being caught in results in many salespeople essentially 'recording and reporting the news' rather than 'making the news'.

Far too many sales individuals have mastered today's technological tools at the forfeiture of being fundamentally sound in terms of executing the sales process. Salespeople do not make enough sales calls and the calls they do make are often recycled calls on the same old customers. Attrition to your business is a dominant reality that needs to be offset by a high energy sales offense. This presentation will show you how to reach a balance between technology and iron clad selling skills in order to achieve sales growth.

Chuck is the President of Connors Consulting, a sales, marketing and consulting company, as well as President of Omni Services, Inc., a leading hose and accessories distributor. As a nationally recognized sales and marketing consultant, Chuck is known for powerful, upbeat, readily-understood presentations delivered with high energy and fun. As the principal of a major industrial supply distributor, with a strong background in gasketing sales, Chuck brings unique value to the program.

"I think it is important to attend the Expo to stay current with market trends, new materials, new applications, and to foster a general sense of what is going on in the industries we service."

*Karen Teller, Sales Manager
Rogers Foam Corporation*

Confirmed Exhibitors

3M Corp.
Adchem Corp.
Adhesive Applications
Allsons, Inc.
ALS Limited
American Biltrite
Amorim Cork Composites, Inc.
Armacell, LLC
Associated Pacific Machine Corporation
Avery Dennison
Berry Plastics
BRP Manufacturing
Coating and Converting Technologies
Day Strong Rubber Products, LLC
Ecore International
FLEXcon
Fluid Sealing Association
Freeman Schwabe Machinery
Gaska Tape Inc.
Gasket Fabricators Association
Griswold Rubber Co.
Hudson Industrial Cutting Solutions
Insul-Fab
International Association of Diecutting and Diemaking
ITW Formex
Kirkhill - TA - CSE Division
Ludlow Composites Corporation
MACTac
Midway Engravers
Monmouth Rubber & Plastics Corp.
MTI Groendyk
Non-Metals, Inc.
PACE Converting Equipment Co., Inc.
Preco, Inc.
Relco, Inc.
Rogers Corporation
Rubberite Cypress Sponge
Rubberlite Inc.
Sealing Devices Inc.
Syntac Coated Products LLC
Target Marketing, Inc.
Technicon Industries
Thermoseal Inc.
Trelleborg Coated Systems US, Inc
Venture Tape Corporation
Virtek Vision International
Wagner Die Supply
WARCO BILTRITE
Zone Reed Industries
MORE TO BE ANNOUNCED!

Where is the Hilton Orlando?

The Hilton Orlando, which opened in September 2009, is centrally located in the heart of Orlando's world famous attractions and entertainment area, off of International Drive, and 13 miles from the Orlando International Airport.

6001 Destination Parkway
Orlando, Florida 32819
Phone: 407-313-4300
www.thehiltonorlando.com

Accommodations

Each guest room offers an in-room refrigerator, 37-inch HD LCD TV, desk with nesting table, wireless and wired high-speed Internet access, Cuisinart dual-cup single-brew coffee maker, programmable safe, and the Serenity Bed.

Our room rate is \$185 plus taxes (currently 12.5%).

The check-in time is 3:00 PM and the check-out time is 11:00 AM. All gratuities are left to the discretion of the guest.

May I go to the meetings?

Attendees who have purchased day passes will be admitted into the exhibit hall, and are invited to attend the cocktail reception on Tuesday evening, and the continental breakfast and lunch on Wednesday.

All other attendees are invited to attend all sessions unless otherwise noted on the program.

Spouse Activities

The spouse registration fee includes admission to all sessions unless otherwise noted on the program. This includes all cocktail receptions, and the continental breakfast, lunch, and dinner on Wednesday.

“Only at the Gasketing/Converting Expo can you see suppliers and machinery manufacturers all under one roof. The atmosphere is friendly and relaxed.”

- Ed Bowman, President, Southern Rubber Co.

Golf

The Attendee Golf Tournament and the Spouse Golf Tournament will begin at 1:00 PM on Thursday at the Falcon's Fire Golf Club, a Rees Jones Signature Designed championship golf course, which received a Four Star Award from *Golf Digest* and was recognized as one of "Florida's 50 Finest Golf Courses" by *Golf & Travel*.

Both groups are teeing off at the same time because it is a shotgun start, but the attendees and spouses are playing separately. The tournament is a 4-person scramble so that golfers of all skill levels can participate. Space is limited.

The cost is \$125 per person and must be pre-paid. Club rental is \$49 per set and is to be paid at the Pro Shop.

Golf Cancellation - Due to the golf club's policy, if you cancel less than 10 days in advance, you will be charged the regular fee.

Recreation

Spa - Full service spa featuring an extensive menu of health and beauty therapies, including massage, facials, and body refreshers

Fitness Center - 24-hour fitness facility offering a full array of cardio, strength, functional, and free weight fitness equipment (Attendees of the Gasketing/Converting Expo will receive a discounted rate of \$8 per day)

Resort Pools - 2 resort pools and a Lazy River

Recreation Courts - Tennis, basketball, and volleyball

Walt Disney World Theme Parks - Minutes from the Magic Kingdom, Epcot, Hollywood Studios, Animal Kingdom, Blizzard Beach, and Typhoon Lagoon

Sea World Orlando - A spectacular marine adventure park with 200 acres of world-class shows, rides, and animal encounters located 5 minutes from the hotel

Universal Studios Florida - A behind the scenes adventure into the movies located about 15 minutes from the hotel

Networking Event by Pool

We have reserved an area by one of the pools on Thursday from 1:00 PM to 4:00 PM exclusively for attendees of the Gasketing/Converting Expo.

The area will serve as a meeting place for attendees, who are not planning to golf, to gather and network informally. Light snacks and refreshments will be available. Spouses and guests are welcome.

Ground Transportation/Parking

You may arrange shuttle transportation through Mears Transportation online at www.mearstransportation.com or by calling 407-423-5566. The cost is \$18 per person for one-way transportation and \$29 per person for roundtrip transportation between the Orlando International Airport and the Hilton Orlando. Please note that this company also services other hotels.

One-way taxi service between the airport and the hotel is approximately \$35. Self-parking at the hotel is \$12 per night. Valet parking is \$20 per night.

Car Rental Services

The following car rental service providers are conveniently located within walking distance at the airport:

- Alamo
- Avis
- Budget
- Dollar
- Enterprise
- E-Z Rent-A-Car
- L&M Car Rental
- National
- Thrifty

All other car rental service providers require shuttle transportation. Car rental service is available onsite at the Hilton Orlando through Hertz Rent-A-Car, which has a counter at the hotel.

Weather

The daytime temperature is expected to average about 78°. Evening temperatures are expected to average about 55°.

Proper Attire

The dress for all events is casual.

Exhibitor Guidelines

1. Exhibit space will be assigned on a first-come, first-served basis.
2. Each table will be 6 feet long, 30 inches wide, and 30 inches high.
3. All exhibit items are to be supplied by the Exhibitor and must fit on the top of the table and/or on an Exhibitor provided table-top mounted display panel.
4. Displays must be no wider than 6 feet (unless you have reserved multiple tables) and no higher than 10 feet from the ground. No curtains, backdrops, or freestanding signs are permitted.
5. Electricity in booths is permitted.
6. Sound amplification is prohibited.
7. Food and beverages in booths are permitted, but alcohol is not.
8. Exhibitors are not permitted to have hospitality suites during the conference.
9. All table top personnel must register for the meeting.
10. Booth personnel for non-member exhibitors must be full-time employees of the company.
11. Rep agencies are not eligible to exhibit.
12. Set-up will be on Wednesday, March 24, 2010 from 7:00 AM - 8:30 AM.
Tear-down will be immediately following the Expo.
13. An Exhibitor Service Manual containing literature and rates for shipments, material handling, and electricity will be sent to exhibitors in February 2010.

Register online at www.gasketfab.com/expo.html.

The deadline to reserve exhibit space is January 15, 2010.

Questions?

If you have any questions, please call 610-971-4850 or send an e-mail to expo@gasketfab.com.

“The Gasketing/Converting Expo is the only place where I can meet with close to 100 of the key suppliers of materials, tooling, and services that directly relate to my business. In one day, I can get all the latest information from my key suppliers, which allows me to increase profitability and to be a valuable resource to my customers.”

*Ken Stober, President & CEO
Mueller Die Cut Solutions*

“I enjoyed the opportunity to meet a wide variety of colleagues from within the Gasketing/Converting industry at the last Expo. The people that attend are decision makers for their organizations. I intend to send a number of employees to network and learn about product offerings.”

Insul-Fab

“I brought my entire sales team to the 2008 Expo because it presents the opportunity to set up multi-level meetings with current customers and also to meet new prospects in both a business and social setting. It is increasingly more important in today’s economic environment to keep abreast of information that is important to your customers and how you can make them more successful by gaining greater insight on materials, equipment, and processing. This all happens with a one day Expo, which is an extremely efficient use of time and money.”

*Pamela Fardelos, National Sales Manager
Adchem Corporation*



994 Old Eagle School Road, Suite 1019
Wayne, PA 19087-1866
610-971-4850
610-971-4859 FAX
expo@gasketfab.com
www.gasketfab.com



www.iadd.org



www.fluidsealing.com