

2018 WATERBORNE SYMPOSIUM

NEWSLETTER

• ASTOR CROWN PLAZA | NEW ORLEANS, LA •

FEBRUARY
4-9, 2018

CELEBRATING OUR
45TH YEAR



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Purpose

Learn more about who we are and how your participation helps students of Polymer Science

Who typically attends Waterborne?

Waterborne attendees typically include: coatings formulators, research and development scientists/chemists, technical managers or technical sales managers in coatings or related fields, management or marketing executives, owners of small paint companies, coatings end users, coatings applicators/technicians, academicians and students in chemistry/polymers/coatings. The vast majority (75-85%) of Waterborne attendees are employed in private industry, the balance are academic/government.

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IMPORTANT DATES

MARK YOUR CALENDARS

Welcome to the International Waterborne, High-Solids and Powder Coatings Symposium.

Unlike other coatings conferences, we are strictly non-profit. Our profits primarily fund undergraduate scholarships and recruiting efforts. We strive to be the elite resource for highly qualified employees entering the field of coatings and related polymer industries. Your involvement at the Waterborne Symposium makes this possible!

We want to thank you for your participation at our event and your support of our program at the School of Polymer Science & Engineering at The University of Southern Mississippi.

February 4 - 9, 2018

- Online Registration Opens, November 1, 2017
- Early Bird Registration Discount Ends December 2, 2017 at Midnight
- Short Courses
Sunday - Tuesday, February 4 - 6
- Technical Symposium
Wednesday - Friday, February 7 - 9
- Expert Panel Session: Wednesday
- Technology Showcase: Tuesday - Thursday, February 6 - 8
- Student Poster Session: Thursday

*a note
from our
chairmen*

On behalf of the School of Polymer Science and Engineering at The University of Southern Mississippi (USM), we seek your company's participation at the 45th Annual International Waterborne, High-Solids and Powder Coatings Symposium to be held February 4 - 9, 2018, in New Orleans, LA.

The Waterborne Symposium is a renowned technical forum dealing with coatings and related fields, with a focus on sustainable materials and practices. Paper presentations cover new and emerging technologies related to materials, processes, production, characterization, application and markets in the field of surface coatings.

In addition to the main technical program, the symposium also includes three short courses (Sunday - Tuesday), a student poster session (including a meet and greet reception with USM students), and a three-day Technology Showcase Exhibit Hall featuring technical tabletop exhibits.

Robson F. Storey & James W. Rawlins

To discuss how your company can participate or if you have any questions, please contact our program manager at melanie.heusser@usm.edu or 601.266.4475.

Sponsorships

\$121,970 IN SCHOLARSHIPS HAVE BEEN
AWARDED FROM WATERBORNE PROCEEDS
OVER THE LAST 5 ACADEMIC YEARS.



The following opportunities for support are available for the upcoming Waterborne Symposium. Your support directly helps the School of Polymer Science and Engineering at The University of Southern Mississippi to recruit, retain, support and train the highest caliber of students from across the country. Funds from our symposium are used primarily for undergraduate scholarships and to recruit new students at both the graduate and undergraduate level.

Why Become a Sponsor?

Communicate your message in an effective and sophisticated manner directly to the key decisionmakers with direct responsibility for purchasing, recommending, and using your products, facilities and services. Put your products, services, expertise and know-how in the spotlight alongside a select group of other prestigious companies. Enhance your exposure with sponsorship opportunities for maximum visibility to our attendees

We understand that companies seek effective sponsorship's that bring their brand to life in creative and unique ways. This is why we are happy to create a tailored package that integrates your company into the heart of our events. We are always seeking innovative ways to delight our delegates and are happy to embrace new ideas from you.

\$121,970 in scholarships have been awarded from Waterborne proceeds over the last 5 academic years.



01 Platinum Level
\$15,000+

Wednesday Evening Reception



02 Gold Level \$5,000+

Tuesday Evening Opening Reception
Expert Panel Session
Student Poster Session

03 Silver Level \$2,000+

Abstract | Program Books
Proceedings Book Thumb Drives
Wednesday Morning King Cake Break
Key Note Speaker Sponsorship



04 Bronze & Patron Level

Coffee Break
Registration Booth Sponsorship
Pocket Schedule and Badges
Sign Sponsorship
Session Sponsorship
Student Sponsorship
Conference Bags
Donated Items



05 Donated Items

Conference Bags
Lanyards
Pens
Giveaways



For full sponsorship specifications, media outreach reports and pricing please email info@waterbornesymposium.com



Become a Sponsor

**CONTACT MELANIE HEUSSER AT
INFO@WATERBORNESYMPOSIUM.COM
601.266.4475**

Media Outreach and Analytics

The Waterborne Symposium provides wide exposure through a variety of media outlets and marketing channels. Please request a full media outreach report to view the types of advertising, public and community relations opportunities afforded by a symposium sponsorship.

A full outreach report is available upon request.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your company's name and products to our attendees and students
- Providing you with exposure to over 10,000 addresses on our mailing list through email blasts
- Providing exposure and a link to your company's website on our symposium website
- Providing signage at the symposium
- Recognizing your support in our annual printed symposium proceedings book.
- Educating quality students in the field of polymer science and providing recruitment opportunities for your company to hire employees by way of job postings, annual departmental resume books, and interview sessions.

PLATINUM SPONSORSHIPS

WEDNESDAY EVENING RECEPTION

Sponsorship covers the cost of food, beverage, entertainment, and decorations at our Wednesday Evening Reception. This is the highest level of sponsorship available and means your company would be showcased and highlighted in the premier spot in email blasts, on our website as well as in our printed program and symposium book.

- This sponsorship directly benefits the attendees
- Logo and hyperlink on email blasts and website
- Open bar can be added onto sponsorship at cost (approximately \$5,000)



GOLD SPONSORSHIPS

TUESDAY EVENING OPENING RECEPTION \$5 - 7,000

Sponsorship covers cost of food, beverage at our Tuesday Evening Opening Reception held in the exhibitor's hall.

Your company would be showcased and highlighted in a premier spot in email blasts, on our website as well as in our printed program and symposium book.

- Logo and hyperlink on email blasts and website
- This sponsorship directly benefits the attendees
- Open bar can be added onto sponsorship at cost (approximately \$3,500)



PANEL DISCUSSION SPONSORSHIP \$5,000

Sponsorship covers the cost of bringing panel members to the symposium as well as the fees for set up and av costs for this special session.

Your company would be highlighted in the printed program, on the signage for the panel, as well as mentioned at the beginning and end of the session.

Sponsor is welcome to have promotional items or fliers on the tables for attendees of the panel session

STUDENT POSTER SESSION \$5,000

This sponsorship directly benefits the students. Sponsors student travel costs to participate in poster session.

Sponsors student lunch while at the symposium. Sponsors monetary cash awards for the best student posters.

Sponsorship means your company would have a logo and hyperlink in email blasts, on our website as well as being recognized in our printed program and symposium book.

SILVER SPONSORSHIPS

ABSTRACT / PROGRAM BOOK \$3,500

This unique sponsorship provides your company with excellent visibility during the entire event. Copy of the abstract book will be placed on our website and will remain for an entire year. We also hand out the abstract books when we travel to various trade shows to exhibit.

- Full color ad on inside front cover of program book - handed out to all attendees.
- Sponsorship means your company would have a logo and hyperlink in email blasts, on our website as well as being recognized in our printed program and symposium book.



STUDENT RECEPTION AND EMPLOYMENT CLEARINGHOUSE \$2,500

Sponsorship covers the cost of hosting a reception in support of the USM students. This reception is not held without a direct sponsor. Reception would occur during the student poster session and employment clearinghouse

Sponsorship means your company would have a logo and hyperlink in email blasts, on our website as well as being recognized in our printed program and symposium book

PROCEEDINGS THUMB DRIVES \$2,000

WEDNESDAY MORNING KING CAKE COFFEE BREAK \$2,000

BRONZE/PATRON SPONSORSHIPS



- COFFEE BREAKS \$1,500 (3 AVAILABLE)
- REGISTRATION TABLE SPONSORSHIP \$1,000
- POCKET SCHEDULES AND BADGES (SOLD)
- SIGN SPONSORSHIP \$500
- SESSION SPONSORSHIP \$500
- STUDENT SPONSORSHIP \$350 (4 AVAILABLE)

Full details regarding sponsorship available on www.waterbornesymposium.com

DONATED ITEMS

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your sponsorship or providing a full in-kind sponsorship, please contact info@waterbornesymposium.com. Some in-kind items received in the past include: conference bags, lanyards, badges, pens, gift cards, magnets, etc.

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Melanie Heusser, Program Manager, at melanie.heusser@usm.edu. Please don't hesitate to contact us with any questions (601) 266-4475.

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Company Website for Hyperlink

Email Address for website

Sponsorship Contact Person

Sponsorship Contact email for follow-up

Contact Phone Number

Billing Address

City/State/Zip Code

SPONSORSHIP SELECTION:



THANK YOU FOR SUPPORTING THE SCHOOL OF
POLYMERS & HIGH PERFORMANCE MATERIALS

Once we receive your completed sponsorship form, we
will contact you if necessary to discuss event
arrangements, sponsorship benefits and recognition.

Please send your high-resolution logos to
melanie.heusser@usm.edu.

PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a check made payable to the
Polymer Science Fund

___ Please charge my credit card

Name on Credit Card

Billing Zip Code for Credit Card

Card Number

Expiration Date

Security Code

\$ _____

Total Sponsorship Commitment

Authorized Sponsor Signature

Date

Exhibitors

TECHNOLOGY SHOWCASE EXHIBIT HALL
OPEN FEBRUARY 6 - 8, 2018



Booth Pricing and Information

A La Carte Booth: \$1250

Double Booth: \$2500

-Purchase EXHIBITOR ONLY passes for \$500

-Purchase FULL CONFERENCE passes for \$850 / \$950

*Booths are a la carte - all personnel will need to purchase the appropriate pass

Why Exhibit at the Waterborne Symposium?

This internationally recognized four day event will bring together global leaders in the field of coatings science for insight, education and networking – all in an engaging, new conference format and more personalized setting.

engage one-on-one with our attendees; develop, strengthen and establish new contacts; learn from industry leaders; and be inspired by your profession all over again.

Join us in New Orleans for this unmatched opportunity to learn, share and grow.

For more information visit
www.waterbornesymposium.com



School of Polymer Science and Engineering
The Waterborne Symposium

THE UNIVERSITY OF
SOUTHERN
MISSISSIPPI.

| Quantity | Description | Subtotal | Total |
|--------------------|--|----------|-------|
| | \$1,250 8 x 8 booth only | | |
| | \$2,500 Premier 16 x 8 booth only | | |
| | \$500 Exhibitor exhibit hall only pass \$450 before Dec. 2 | | |
| | \$950 Exhibitor full conference pass \$850 before Dec 2 | | |
| Amount Due: | | | |

Company Name _____

Contact Person(s) _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____

Website Address for Hyperlink _____

Booth Title _____

Additional items needed: (please email)

- ◆ 50 word (or less) booth description ◆ Company logo
- ◆ Booth attendee's names *and contact information* (If purchased on this form)

PAYMENT INFORMATION:

Check Visa MasterCard American Express Invoice for Payment Later

Credit Card or Check Number: _____

Expiration Date _____

Security Code (AMEX front, Visa/MC back of card) _____

Cardholder: _____

Signature: _____

Please make check payable to: Polymer Science Fund

Checks must be drawn on United States Banks only and the amount must be in US Dollars. For security purposes please do not submit credit card information via email - phone, fax or online only.

Fax or Email this form to:

ATTN: Melanie Heusser / Waterborne Coordinator

Email: waterborne@usm.edu Fax: 601-266-6265 Phone: 601-266-4475 AA/EOE/ADA

Our Purpose

\$121,970 IN SCHOLARSHIPS HAVE BEEN
AWARDED FROM WATERBORNE PROCEEDS
OVER THE LAST 5 ACADEMIC YEARS.



THE UNIVERSITY OF
SOUTHERN
MISSISSIPPI.

Purpose of the symposium?

Financial proceeds of the Symposium are very important to USM and the School of Polymer Science and Engineering. Apart from supporting various elements of academic program development including graduate student stipends, new faculty development, equipment acquisition and maintenance, funds generated by the symposium are used to provide scholarships for undergraduate

students majoring in Polymer Science and Polymer Science & Engineering, most of whom enter the coatings or related polymer industries upon graduation. These scholarships are critical to the University's efforts to recruit the highest achieving students into our program.

\$121,970 in scholarships have been awarded from Waterborne proceeds over the last 5 academic years.

Benefits of the Symposium

How it benefits industry: Our goal is to train the finest polymer scientists and engineers and to be the elite resource for highly qualified employees in these fields.

How it benefits academia: The conference provides an outlet for academia representatives (both domestic and international) to showcase the research they are doing and offer insight into the future of the industry.

Who typically attends Waterborne? Waterborne attendees typically include: coatings formulators, research and development scientists/chemists, technical managers or technical sales managers in the coatings or related fields, management or academic/government.

marketing executives, owners of small paint companies, coatings end users, coatings applicators/technicians, academicians and students in chemistry/polymers/coatings. The vast majority (75-85%) of Waterborne attendees are employed in private industry, the balance are Academic and government.

"50 UNDERGRADUATE SCHOLARSHIPS WERE AWARDED IN 2016 - 17 ACADEMIC YEAR VALUED AT OVER \$40,000"

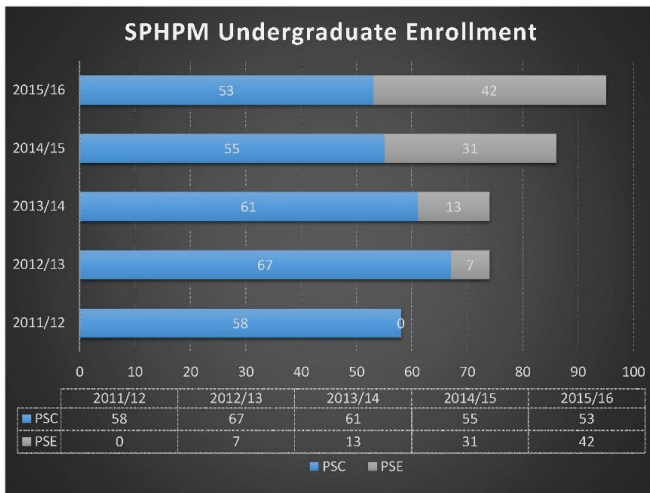
MISSION STATEMENT

To administer the preeminent educational/technical forum in the United States directed to the science and technology of surface coatings and to provide revenue to support and advance the School of Polymers and High Performance Materials at The University of Southern Mississippi.



School of Polymer Science & Engineering

A BRIEF OVERVIEW OF OUR PROGRAM



\$121,970 in scholarships have been awarded from Waterborne proceeds over the last 5 academic years.

ABOUT THE SCHOOL OF POLYMERS AND HIGH PERFORMANCE MATERIALS

The School of Polymers and High Performance Materials consists of 11 full-time faculty members, 5 active emeritus faculty members, and 1 research faculty member. Of these 17 individuals, seven are particularly associated with the coatings education and research program: Lochhead, Rawlins, Storey, Azoulay, Simon, Patton, and Thames.

The vast majority of students within the School of Polymers and High Performance Materials are full time. These students pursue programs of study leading to the degrees of Bachelor of Science in Polymer Science, Bachelor of Science in Polymer Science and Engineering, Master of Science in Polymer Science and Engineering, and Doctor of Philosophy in Polymer Science and Engineering. The undergraduate and graduate programs receive equal emphasis, and the enrollment for undergraduate students has shown unprecedented growth in recent years with the addition of our Polymer Science and Engineering Degree. Our undergraduate program has increased by almost 80% over the last five years (see chart on left). A greater proportion of the undergraduate curriculum (as compared to the graduate curriculum) is devoted strictly to coatings education. A larger proportion of B.S. graduates accept their first jobs in the coatings industry.

Waterborne Symposium

EST. 1972

FEB. 4 - 9, 2018

Astor Crowne Plaza | New Orleans, LA