



April 21-23, 2020 Cleveland, OH

METALCASTING CONGRESS

SEIZE THE OPPORTUNITIES

The \$33 billion metalcasting industry is poised for further growth and investment. Seize the opportunities at Metalcasting Congress 2020.



2020 EXHIBITOR PROSPECTUS



WELCOME EXHIBITORS!

AFS invites you to exhibit at Metalcasting Congress 2020. Cleveland, which is home to new state-of-the-art convention facilities and hotels, will be our host city. The \$33 billion foundry industry is poised for further growth and investment. We invite you to join us and seize the opportunities!

We expect an estimated 2,200 to participate in this show, which is a convenient drive or short flight from hundreds of foundries. The technology available to our industry has never been more promising or exciting, making Metalcasting Congress 2020 the perfect opportunity to connect with your faithful customers and your future clients.

AFS is offering turn-key exhibit packages, coupled with high-impact sponsorship and advertising opportunities that are highlighted in this booklet.

Join us and seize the opportunities!

Doug Kurkul
AFS CEO

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WHO ATTENDS METALCASTING CONGRESS?

Attendees of Metalcasting Congress include a wide range of Industry Professionals, with enormous purchasing power. Attendees include:

- Purchasing Agents
- Consultants
- Metalcasting Professionals
- Equipment Suppliers
- Designers
- Engineers
- Production Managers
- R&D Personnel
- Human Resources
- Future Leaders of Metalcasting Management
- Casting Purchasers
- Marketing Professionals
- Corporate Executives
- Manufacturing Staff
- Production Personnel
- Quality Personnel



CAST IN NORTH AMERICA (CINA) EXHIBITS

North American metalcasting facilities can reach new end-users and purchasers by exhibiting in Cast in North America (CINA). Your current and prospective customers attend this show to learn more about metalcasting technology and to connect with casting industry suppliers.

The Cast in North America exhibit area helps:

- End-user attendees find casting sources and open capacity.
- Exhibitors build brand recognition and showcase their capabilities.
- Exhibitors conduct face-to-face meetings with new and current customers.
- Draw attendees to the exhibit floor through the Designer & Buyer track.



CONNECT WITH OUR APP

The *Metalcasting Congress App* gives exhibitors and attendees a way to stay connected, make schedule adjustments and take notes. Be on the lookout for the app in March 2020.

Join the conversation and share your experiences with us on social media or keep up to date with the latest developments at metalcastingcongress.org.



@AmerFoundrySoc @CastingSource #CastingCongress



American Foundry Society



EXHIBIT DETAILS

EXHIBITION HALL:

**Huntington Convention
Center of Cleveland**

300 Lakeside Ave E.
Cleveland, OH 44113

EXHIBIT INSTALLATION:

Tuesday, April 21:

8 a.m. – 5 p.m.

All exhibits must be installed by
Wednesday, April 22 by 9 a.m.

EXHIBIT HOURS:

Wednesday, April 22:

9 a.m. – 6 p.m.

Thursday, April 23:

9 a.m. – Noon

EXHIBIT EVENTS:

Exhibit Floor Reception

Wednesday, April 22:

4:30 – 6 p.m.

Back by popular demand the Exhibit Floor Reception will be on Wednesday, April 22, from 4:30 – 6 p.m. Enjoy a complimentary beverage and appetizers with attendees on the exhibit floor.

Exhibit Floor Breakfast

Thursday, April 23:

9 a.m.

Enjoy breakfast with attendees on the final day of the show.

EXHIBIT TEAR-DOWN:

Thursday, April 23:

Noon – 5 p.m.

All exhibits must be removed from the convention center between Noon – 5 p.m.

QUESTIONS?

Contact us at **847-824-0181** or
exhibits@metalcastingcongress.org

For more information:
www.metalcastingcongress.org

WHAT'S INCLUDED IN YOUR EXHIBIT?

EACH BOOTH INCLUDES PER 10x10:

- Carpet, 6' skirted table, two chairs, wastebasket and identification sign.
- Two complimentary Congress Session registrations, including a complimentary copy of the Congress Proceedings.
- An exhibitor listing on the AFS Metalcasting Congress website and App (including a link to your website).
- A listing in the printed official show guide providing a description of your company's services.

Additional booth furniture, equipment or services can be provided at the expense of the exhibitor as ordered through the **Exhibitor Services Manual**.



HOW DO YOU APPLY FOR AN EXHIBIT?

EXHIBIT SPACE CAN BE SECURED IN ONE OF TWO WAYS:

PHYSICAL APPLICATION:

Complete the enclosed Exhibit Space Contract (provide complete details, payment information and indicate three preferred booth selections) and sent in form one of the following ways.

e-Mail to:

exhibits@metalcastingcongress.com

Mail to:

Metalcasting Congress Exhibits

American Foundry Society
1695 N. Penny Lane
Schaumburg, IL 60173

Fax to:

847-824-7848

ONLINE APPLICATION:

Our online application process has step-by-step instructions, making it easy to choose your space and purchase your booth. The exhibit floor plan is constantly updated, so you know what space you are getting and who your neighbors will be.

For the quickest and most accurate application, please fill out and submit the Exhibitor Application online at:
www.afsinc.org/exhibit.

Don't delay! Space is limited and on a first-come, first-served basis. The exhibit floor in 2018 sold out weeks in advance, so act early to reserve your space.

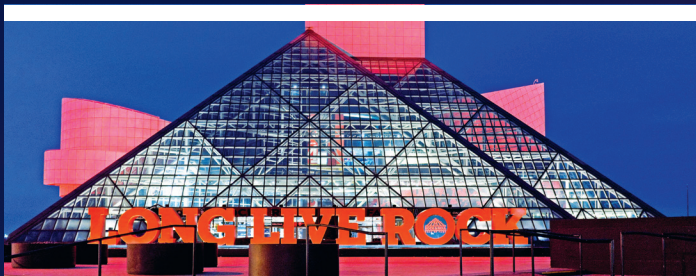
(Note: payment is required before space assignments are made.)

Cleveland

• • • • • *America's North Coast* • • • • •

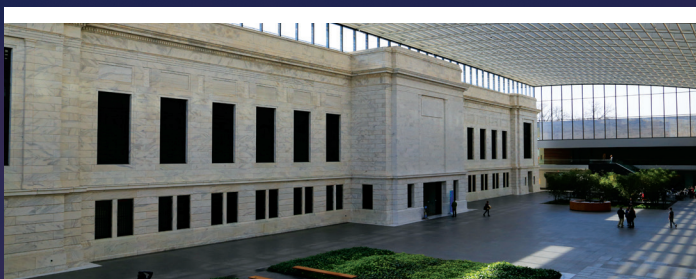
Nestled along Lake Erie's southern shore, Cleveland is the 2nd largest city in Ohio. Attracting over 18 million visitors annually, Cleveland has become a worldwide destination. Huntington Convention Center of Cleveland is hosting this year's Metalcasting Congress, providing over 410,000 square feet of prime meeting and event space. The state-of-the-art Convention Center is conveniently located within minutes of exceptional restaurants, art galleries, theaters, shopping, and professional sports venues. The Convention Center is also just 25 minutes away from Cleveland Hopkins International Airport.





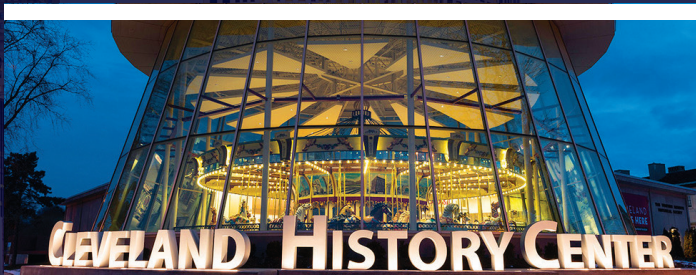
ROCK & ROLL HALL OF FAME

The Rock & Roll Hall of Fame is alive with the energy, passion and spirit of music we celebrate. The 150,000 square-foot museum features seven floors, four theaters for films and ever-changing exhibits. Get a front row feeling for 30+ years of induction performance highlights through the all-new Power of Rock Experience.



CLEVELAND MUSEUM OF ART

The Cleveland Museum of Art is renowned for the quality and breadth of its collection, which includes more than 61,000 objects and spans 6,000 years of achievement in the arts. The museum is a significant international forum for exhibitions, scholarship, and performing arts. It is one of the top comprehensive art museums in the nation and free of charge to everyone.



CLEVELAND HISTORY CENTER

The Cleveland History Center houses exhibits that help tell the story of the Northeast Ohio region. From the very first map of Cleveland to LeBron James' shoes, guests will journey through Cleveland's history. Ride on the Euclid Beach Park Grand Carousel, walk two historic mansions, and get behind the wheel of Cleveland's automotive history in the Crawford Auto-Aviation Museum.



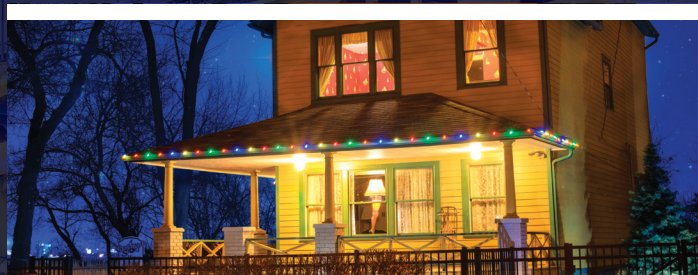
CLEVELAND BOTANICAL GARDEN

Since 1930, the Cleveland Botanical Garden has existed as a beautiful and peaceful urban sanctuary in University Circle. It's filled to the brim with plants and flowers from around the globe. It's the perfect spot for a little zen. Carved into 10 acres of what was once the original Cleveland Zoo, CBG was originally called the Cleveland Garden Center and was the first organization of its kind in the U.S.



WEST SIDE MARKET

Built in 1912, the West Side Market has been serving the citizens of Cleveland for more than a century. Its classic architecture, dedicated vendors, and rich history have made one of the United States' best public markets.



A CHRISTMAS STORY HOUSE

A Christmas Story House, now restored to its movie splendor, is open year round to the public for tours. Directly across the street from the house is the official A Christmas Story House Museum, which features original props, costumes and memorabilia from the film, as well as hundreds of rare behind-the-scenes photos.

2020 METALCASTING CONGRESS SPONSORSHIPS

Distinguish your brand at **Metalcasting Congress 2020** by becoming an Official Sponsor. Available only to **AFS Corporate Members**, you'll receive seven months of promotion and unparalleled brand exposure at our annual meeting. Choose from two sponsorship levels: **Platinum** or **Gold**. **SPONSORSHIP DEADLINE FEB. 1, 2020.**

SPONSORSHIP BENEFITS	Platinum \$6,000	Gold \$3,500
PRE-CONFERENCE EMAILS: Your logo* is included in the sponsor array in all outgoing Metalcasting Congress 2020 emails, accounting for thousands of impressions across the industry over the course of seven months.	•	•
PRE-CONFERENCE MAILINGS: Your logo* is printed in the sponsor array in all Metalcasting Congress 2020 direct mail.	•	•
OFFICIAL METALCASTING CONGRESS PROGRAM GUIDE: Your logo* is featured prominently in the official program guide's sponsor array.	•	•
METALCASTING CONGRESS 2020 WEBSITE: Your logo* and web link is included in the sponsor array on the Metalcasting Congress 2020 website.	•	•
SPONSOR BADGE RIBBONS: All company employees will receive badge ribbons denoting your sponsorship level.	•	•
OFFICIAL SPONSOR LOGO FOR MARKETING: Market your participation at Metalcasting Congress 2020 with the Official Sponsor logo.	•	•
ONSITE RECOGNITION: Sponsor "Thank You" signage showcasing your logo will appear throughout the registration area and exhibit hall on meter boards, digital monitors, floor clings and built-in displays.	•	•
METALCASTING CONGRESS EXHIBITOR WEBSITE: Your company profile will be highlighted in the exhibitor listing and your enhanced logo will appear on the exhibit floorplan.	•	
METALCASTING CONGRESS APP: Your name, logo*, and exhibitor profile will be highlighted and moved to the top of all listings, making yours the first to be seen every time someone accesses this feature.	•	
DEDICATED SPONSOR E-BLAST: Your logo*, company description, web link, and booth number will be sent to all registered attendees via email the week before the show, encouraging them to visit your exhibit and learn about your products and services.	•	
DAILY PUSH NOTIFICATION: All Metalcasting Congress App users will receive push notifications thanking our Platinum Sponsors by name.	•	
HALL ANNOUNCEMENT: A daily announcement over the PA system at the Huntington Convention Center will thank Platinum sponsors by name.	•	
SOCIAL MEDIA RECOGNITION: Individual thanks on all AFS social media channels will be sent monthly. These will include your logo and will tag your related accounts.	•	

*Logos sized according to sponsorship level.

Please note, only 12 sponsorships are available per level and are considered reserved with full payment. To become an Official Metalcasting Congress Sponsor, contact **John Carano** at jcarano@afsinc.org or **614-378-8948**.

FOCUSED SPONSORSHIPS

AFS has a few unique opportunities for those seeking a more targeted audience at Metalcasting Congress. You can support these important industry initiatives and build your brand at the same time through one of these simple, recognition-based sponsorships. These sponsorships are not exclusive. For more information, contact **John Carano** at jcarano@afsinc.org or **614-378-8948**. **SPONSORSHIP DEADLINE FEB. 20, 2020.**

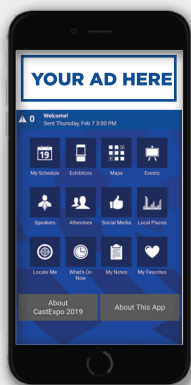
SPONSORSHIP OPTIONS	Price
WIM BREAKFAST SPONSOR: Be a sponsor of the Women In Metalcasting breakfast. Sponsorship includes logo on all materials related to the breakfast.	\$600
CASTING SOURCE THEATER SPONSOR: Become an official sponsor of the Casting Source Theater , which will host the Buyers & Designers education track. Your company logo will be placed prominently in the theater and also be included in all related marketing materials promoting these sessions to OEM's and other casting end-users. ONLY AVAILABLE TO CINA EXHIBITORS.	\$500
EXHIBIT FLOOR RECEPTION SPONSOR: Sponsor the best networking event in the industry, where attendees and exhibitors converge on the show floor for beverages and snacks. Your logo will showcase your support for the event at all drink and food stations throughout the exhibit hall and on custom branded napkins.	\$1,000
FOUNDRY-IN-A-BOX SPONSOR: One of the most interactive areas on the exhibit floor, the Foundry-in-a-Box demonstration receives a constant flow of attendees of all ages and experience levels who want to make a casting. Sponsors will be recognized on displays at the station and also have an opportunity to collaborate on a branded pattern. BRANDED PATTERNS MUST BE FINALIZED BY JAN. 15, 2020.	\$1,200

ON-SITE SIGNAGE

Drive traffic to your booth and make an impression with highly visible, on-site signage inside the **Huntington Convention Center of Cleveland**. Visit www.afsinc.org/2020MCCsignage for more details.



IMPROVED APP FOR METALCASTING CONGRESS



Reach attendees before, during, and after Metalcasting Congress with our simple-to-use app for mobile devices. Advertisers will also have their logo featured on the splash page, which opens each time someone accesses the app.

Advertising Deadline: March 2, 2020

\$900 per banner ad on the App Home Screen. App has limited availability, sign up today!

MODERN CASTING ADVERTISING OPPORTUNITIES

THE MARCH PRE-SHOW ISSUE

Reach our entire audience right before Metalcasting Congress with your ad in the March edition of *Modern Casting* magazine. In this issue, attendees will learn everything they need to successfully plan their show experience, including a complete Metalcasting Congress schedule, special events, a list of exhibitors and more. This is a perfect opportunity to invite attendees to YOUR exhibit!

Advertising Deadline: February 20, 2020



EXHIBITOR SHOWCASE

Exhibitors have the chance to highlight their products in the Exhibitor Showcase printed in both the Metalcasting Congress Show Guide and the March Issue of *Modern Casting* magazine. Each Exhibitor Showcase entry consists of the company name, 60 word description, image of the product, company logo, phone, number, web address and booth number. A Showcase entry costs **\$850 for one entry** or **\$750 per entry** if two or more are purchased.

Advertising Deadline: February 20, 2020



THE MAY POST-SHOW ISSUE

Following Metalcasting Congress, the May edition of *Modern Casting* magazine delivers exclusive post-show coverage of the key presentations, awards, the best from the exhibit floor and Casting of the Year! Remind attendees about the products they saw in YOUR exhibit while promoting your brand to those who couldn't attend.

Advertising Deadline: April 19, 2020



ADVERTISING PRICING

AD SIZES AND RATES	6x	3x	1x
Full Page	\$5,640	\$5,820	\$6,000
1/2 Island	\$3,920	\$4,045	\$4,170
1/2 page	\$3,650	\$3,770	\$3,885
1/3 page	\$3,065	\$3,165	\$3,260

METALCASTING CONGRESS SHOW GUIDE

Exhibitors have the exclusive opportunity to promote their participation in the Guide to **Metalcasting Congress**, given to all attendees. Make it easy for them to find your booth and see any "Show Specials" you will be offering.

Advertising Deadline: February 17, 2020

SHOW GUIDE ADVERTISING PRICING AND SIZING



PAGE SIZE	PRICE	FINAL SIZE	BLEED
Full page	\$1,000	8.5" W x 11"H	.125" on all sides
½ page	\$750	8.5" W x 5.5" H	.125" on all sides

2020 CONGRESS & MC ADVERTISING PACKAGES

Special promotional opportunities **EXCLUSIVELY FOR EXHIBITORS TO COMBINE AND SAVE!** Each promotional package offers exhibitors the chance to reach their customers in a multitude of ways. Contact your region's advertising representative for more information on the 2020 Advertising Packages.

PACKAGE BENEFITS	PREMIUM PACKAGE	CLASSIC PACKAGE
MODERN CASTING MAGAZINE		
Ads in the March & May Issues of MC	Full page, full color	Half page, full color
Video embedded within ad in Digital Edition	2-minute clip	N/A
March Exhibitor Showcase	Two features	One feature
2020 METALCASTING CONGRESS		
Ad in the Official Show Guide	Full page, full color	Half page, full color
Show Guide Exhibitor Showcase	Two features	One feature
Enhanced Web Listing	Yes	Yes
VALUE	\$18,000	\$12,665
COST	\$13,000	\$9,700

Contact your advertising representative **TODAY** to reserve your ad space.

**MIDWEST / WEST
WESTERN CANADA / INTERNATIONAL**

Fabio Cavaleri
847-827-3622
fabio@afsinc.org

**NORTHEAST / OHIO
SOUTHEAST / EASTERN CANADA**

Joe Murphy
203-254-9595
AdSales25@aol.com



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