

TechCon 2024 Chicago

Technical Program
 May 6 – May 9
Education Program
 May 4 – May 9
Technology Exhibit
 May 7 – May 8

67th Annual SVC Technical Conference May 4 – May 9, 2024
 Chicago Hilton, Chicago, Illinois, USA

Exhibit Prospectus

Exhibit Dates:
 May 7 – May 8, 2024

Exhibit at the Largest Expo
 Dedicated to Vacuum Coating Technologies

Join the Industry's Leading International Event

- Improve Your Visibility and Enhance Your Corporate Image
- Broadcast Your Company's Brand
- Capitalize on Face-To-Face Interactions
- Expand Your Professional Network
- Connect With Motivated Decision-Makers
- Introduce Products and Services at an Exhibitor Innovator Showcase

Technical Program May 6 – 9, 2024

Education Program May 4 – May 9, 2024

Problem-Solving Tutorial Courses taught by the world's leading experts in vacuum technology, thin film science, and surface engineering

Interactive Networking May 6 – 9, 2024

Forums, Discussion Groups, and Social Events
 Free Conference Admission on May 7 and 8, 2024



Reserve a Booth Online Today!

Contact Jacque at +1-505-897-7743 or send an Email to jacque.matanis@svc.org

WWW.SVC.ORG

Fast Facts

The Largest Exhibit Dedicated to Vacuum Coating Technologies

Reserve Early for Best Booth Selection

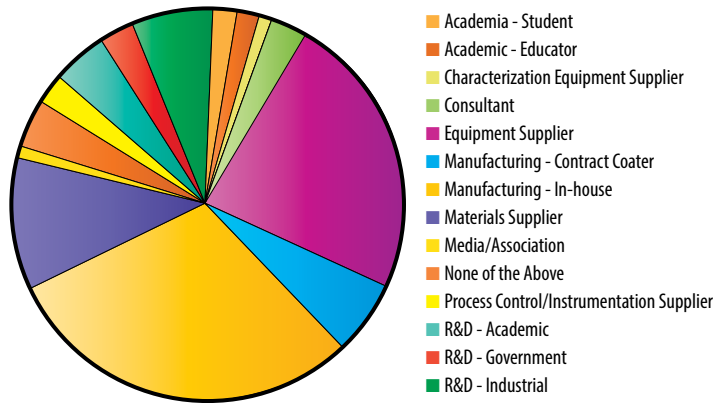
Reserving a booth early is essential for exhibitors who want to be prominently placed on the exhibit floor and engage face-to-face with industry decision makers. Reserve a booth online by September 15, 2023 to utilize your Exhibitor Priority Points and ensure the best possible booth placement. After September 15, all booths will be assigned and reserved on a space-available basis. Booth fees for all 10' x 10' booths at the 2024 TechCon Exhibit are \$3,195 USD. **ACT NOW!**

Reach a Global Audience

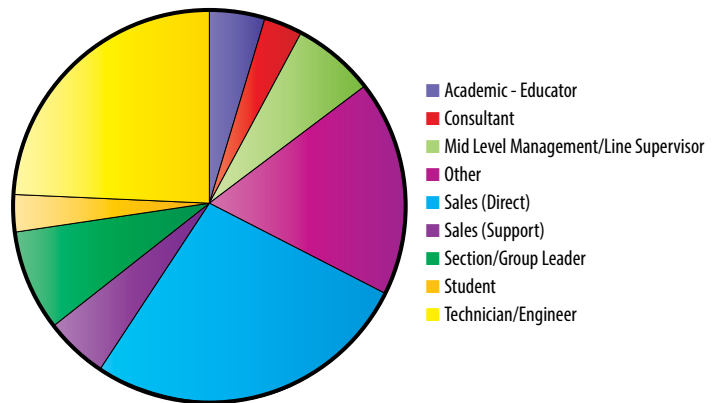
The SVC TechCon is an international conference, attracting industry professionals, engineers, academics and scientists from around the world. Nearly 25% of all TechCon attendees traveled from outside the United States.

Who Attends the SVC TechCon?

What Sector Best Describes Your Organization?



What is Your Job Description?



Greater than 35% of all visitors to the TechCon are "first timers" which highlights the dynamic nature of the technology and markets that the SVC reaches; representing a wonderful opportunity for our Exhibitors to make new contacts and meet new prospective customers. The SVC is truly international in scope!

2023 Exhibitors

- | | | | | |
|---|----------------------------------|---------------------------------|----------------------------------|----------------------------------|
| AccuStrata, Inc. | Exotech, Inc. | Intellivation | Plansee USA LLC | TDK-Lambda Americas, Inc. |
| Advanced Energy Industries, Inc. | Ferrotec (USA) Corporation | Ionautics | Plasma Process Group | Tech-X Corporation |
| AGC Plasma Technology Solutions | Fil-Tech, Inc. | J.A. Woollam Co. Inc. | PlasmaSolve | Teport Optics, Inc. |
| Alicat Scientific, Inc. | Film Sense | Joseph Oat Corporation | PLASUS GmbH | Telemark |
| ANCORP | Fischer Technology Inc | Junora Ltd. | Princeton Scientific Corporation | Testbourne Ltd |
| Anderson Dahlen - Applied Vacuum Division | Flowserve Corp | Kaufman & Robinson | Process Materials, Inc. | Texas Capitol Semiconductor |
| Angstrom Sciences, Inc. | Forge Nano, Inc. | Keihin Ramtech Co., Ltd. | Protec Surface Technologies Srl | Thermal Conductive Bonding, Inc. |
| Association for Roll-to-Roll Converters | Fraunhofer (IST) | Korvus Technology Ltd. | Protech Materials, Inc. | TRUMPF Huettinger, Inc. |
| Billco Manufacturing Inc | Fraunhofer FEP | Kurdex Corporation | PVT GmbH | UC Components |
| Bird Technologies | GENCOA, LTD | Kurt J. Lesker Company | R.D. Mathis | Universal Vacuum Technology LLC |
| Blue Wave Semiconductors | Geowell Vacuum Co, Ltd. | Laser Thermal | Reliable Silver Corporation | Vacuum Innovations LLC |
| Brooks Instrument | GfE Metalle und Materialien GmbH | Materials Science International | RF VII Inc. | Vacuum Plus Manufacturing, Inc. |
| Buhler Inc. | GNB King Lai Group | Materion Corporation | Sairem | Vacuum Products Corp |
| Busch Vacuum Solutions | GP Plasma | McVac Manufacturing Co., Inc. | SCI Engineered Materials, Inc. | Vacuum Research Corporation |
| CCR Technology GmbH | HIGHVAC Corporation | Megacold LLC | Scientific Plasma, LLC | Vapor Technologies (VaporTech) |
| Coastal Instruments, Inc. | Hine Automation | Moretec Group | Semicore Equipment | VAT, Inc. |
| Dark Field Technologies, Inc. | Horiba | MPF | Shincron Co., Ltd. | Veeco Instruments, Inc. |
| Delcom Instruments Inc. | HVA, LLC | MSP, A Division of TSI | Sierra Applied Sciences, Inc. | Vergason Technology, Inc |
| Denton Vacuum | IBC Coating Technologies | Mustang Vacuum Systems | Society of Vacuum Coaters | Vital Materials - FHR & VTFM. |
| DHF Technical Products | IHI Hauzer Techno Coating BV | Nano4Energy SL | Sputtering Components | VON ARDENNE GmbH |
| Dynavac | IHI Ionbond Inc | Normandale Community College | Starfire Industries | |
| Ebara Technologies, Inc. | Impedans Ltd. | Nova Fabrica Ltd. | Super Conductor Materials, Inc. | |
| Emerson & Renwick | Inficon | Osaka Vacuum USA, INC. | Swiss Cluster AG | |
| | InstruTech, Inc. | Pfeiffer Vacuum | T&C Power Conversion, Inc. | |

2024 SVC TechCon Exhibit Administrator: **Jacque Matanis, jacque.matanis@svc.org, +1-505-897-7743**

2024 SVC TechCon Exhibit Committee Co-Chairs:

Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com

Steve Simons, Manitou Systems Inc., ssimons@manitousys.com



Exhibit Floor Plan

Chicago Hilton Hotel

Exhibit Dates and Hours

Tuesday, May 7, 2024

1:00 p.m. to 6:00 p.m.

Wednesday, May 8, 2024

10:00 a.m. to 4:00 p.m.

Booth Fee: \$3,195 USD

10 ft. x 10 ft. space includes 8 ft. back drape, 3 ft. side dividers, and a 7 in. x 44 in. one-line identification sign. All registered exhibitor personnel also receive complimentary access to all food and beverage events hosted by the SVC in the Exhibit Hall.

Booth Set-Up Hours

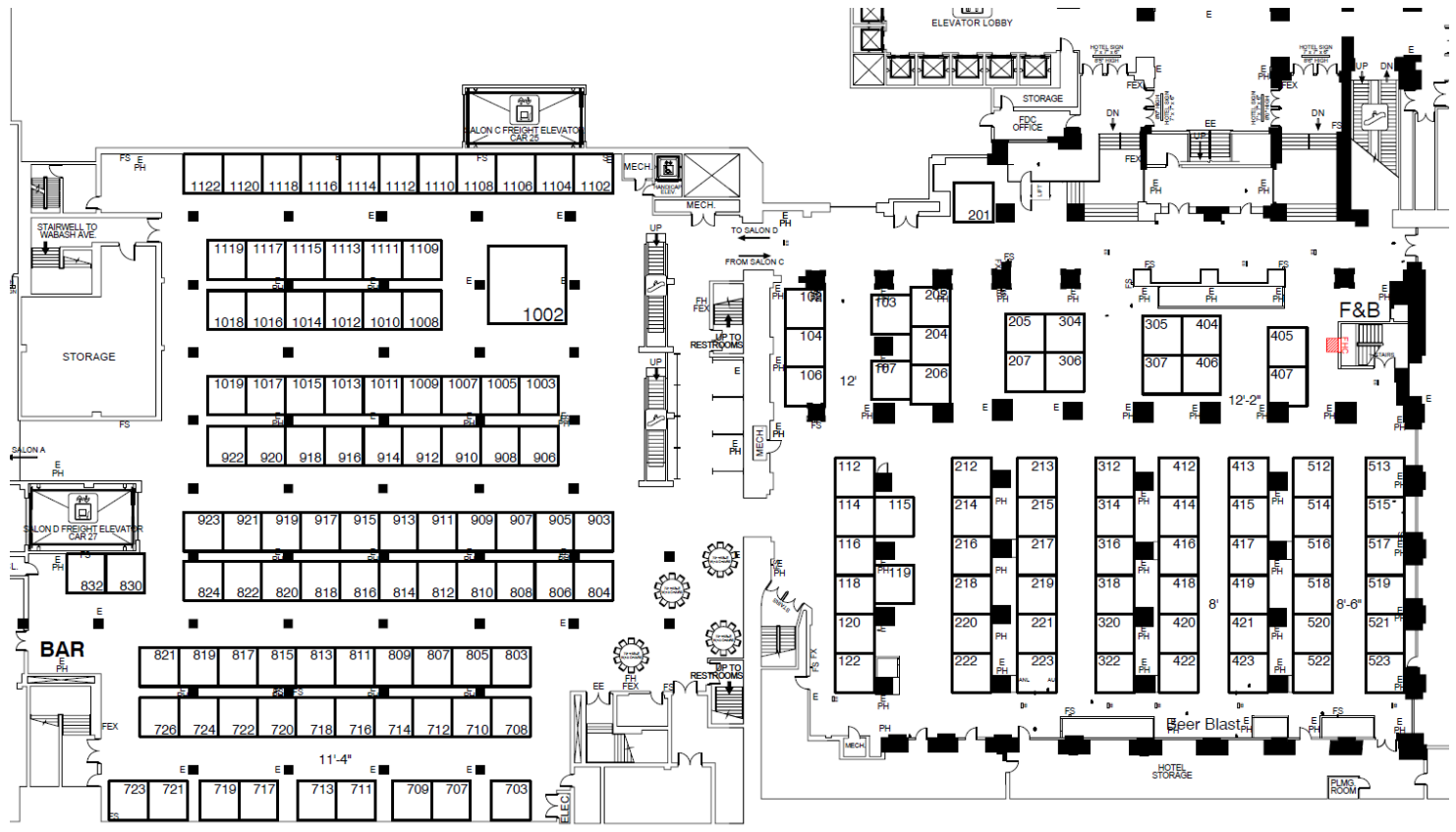
Monday, May 6 1:00 p.m. to 6:00 p.m.

Tuesday, May 7 7:00 a.m. to 11:00 a.m.

Booth Tear-Down Hours

Wednesday, May 8 4:00 p.m. to 10:00 p.m.

Thursday, May 9 7:00 a.m. to 10:00 a.m.



Note: In 2024 we will be having the Welcome Reception on Tuesday, May 7, in the Exhibit Hall from 5:00 p.m. to 6:00 p.m.!

Reserve Your Booth Today!

Back by Popular Demand: FREE Technical Conference Admission for May 7th & 8th

Two-day free passes will be heavily promoted to drive in foot traffic to the SVC Exhibition from local industry and adjacent exhibitions.



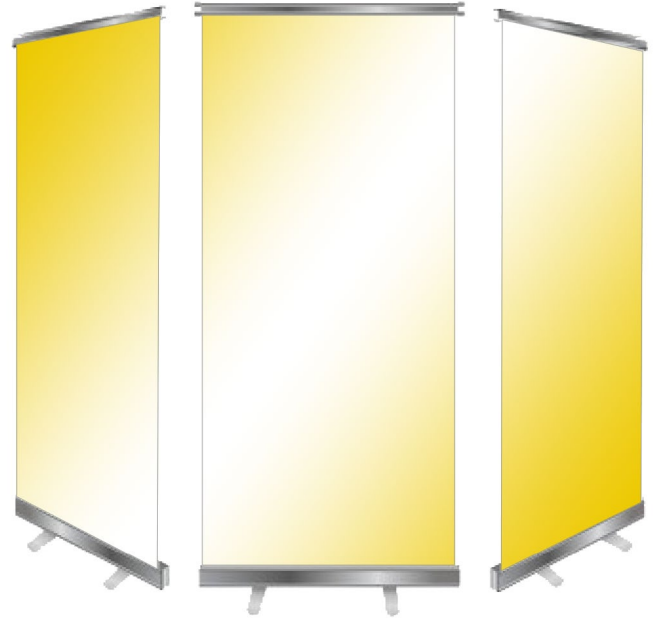


Booth Display

To all of our Exhibitors:

The booths at the SVC TechCon are not hard structures. A booth at the TechCon consists of a 10 foot (3.048 m) x 10 foot (3.048 m) "area" with a 8 foot (2.44 m) fabric drape in the rear and 3 foot (0.91 m) tall fabric side dividers. Roll up posters CANNOT be affixed to the rear curtain. Many exhibitors transport custom pop-up booths or their own hard structure to the event.

As a service to our exhibitors, particularly those who may not be in possession of a dedicated booth that can be shipped to the TechCon, the SVC will provide four (4) retractable banners that measure 78 inches (1.98 m) tall by 33 inches (0.84 m) wide printed with your graphics (high resolution graphics images are required) to your booth at the TechCon. These pop-up banners will make a very attractive impression to the exhibition visitors. The cost for this service is \$1,350 USD and the banners are yours to keep after the show concludes. For more information please contact Jacque Matanis (jacque.matanis@svc.org).



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Brand Recognition

High Profile Advertising That Lasts All Year Long



TechCon Final Program & Exhibit Guide

Used as a reference guide throughout the year, the TechCon Final Program & Exhibit Guide showcases the products and services of exhibiting companies participating in the SVC TechCon Exhibit. Drive attendees to your booth with an ad in the TechCon Final Program & Exhibit Guide, distributed in print to each TechCon attendee and visitor. The digital version is available globally to the entire SVC community and beyond.

SVC Bulletin

The *SVC Bulletin* informs and educates with its balanced mix of news and technology. The Bulletin is published three times each year (Spring, Summer, Fall/Winter) and is read by more than 15,000 professionals working in the vacuum coating community and related sciences and technologies. An affordable ad in the *SVC Bulletin* is an effective tool to promote your company before, during and after the TechCon Exhibit.



TechCon Web Site Banner Ads

The TechCon Web Site is the center of all information for the TechCon and is the one-stop shop for all TechCon attendees, visitors, and exhibitors.

Registration • Exhibit Floor Plan • Exhibitor List • Technical Program Details • Presentation Search • Education Program • Networking • Hotel/Travel • Sponsors • Much More!

Everyone visiting the 2024 TechCon Web Site from now through July 2024 will see your company's message. Place your ad in any of three rotating banner positions seen on the home page and every content page of the site.

SVC Web Site Banner Ads

The SVC Web Site is a global resource for learning, applying and advancing vacuum coating, surface engineering and related technologies. Its many resource tools and availability of technical and educational content make it attractive to a wide audience. Two rotating banner positions and the rotating corporate sponsor logo are both located on the home page of the SVC Web Site and include a URL link.



SVCConnections

This is a monthly Email newsletter designed to update and inform the vacuum coating community with science and technology news. Companies can place an ad to reach potential customers and promote participation in the TechCon Exhibit.



SVC Tech Talk

This is a quarterly Email newsletter featuring news and information from our Corporate Sponsors.

Incorporate SVC print and digital advertising into your marketing plan and receive special discounts when purchasing multiple ads in one order. Contact svcinfo@svc.org for details.



Exhibitors! For every dollar you spend in advertising, lodging, booth fees, and corporate sponsorships, your company earns additional Exhibit Priority Points. Purchase ads by September 1, 2023 to apply points to your booth placement in 2024. See page 9 for a full description of the Exhibit Point System. Please contact Jacque Matanis (Jacque.Matanis@svc.org) for more information on the program.

Download the latest SVC Media Kit for details.

Visit <https://www.svc.org/>

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Sponsor Program

67th Annual SVC Technical Conference

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Chicago Hilton, Chicago, Illinois, USA

All TechCon sponsorships include:

- Company logo and link in the exhibitor profile
- Acknowledgment in all TechCon publications
- Acknowledgment on TechCon signage
- Sponsor Quick Link with company logo and link on the TechCon website

SPECIALTY
SPONSORSHIPS
NEXT PAGE

LEVEL SPONSORSHIPS

Platinum Sponsor \$4,250

- Full page ad in the Final Program & Exhibit Guide
- Corporate logo & sponsorship level featured prominently on the front cover of the Final Program & Exhibit Guide
- One page promotional flier in the in registration bags
- Banner ad on the TechCon website home page

Gold Sponsor \$3,250

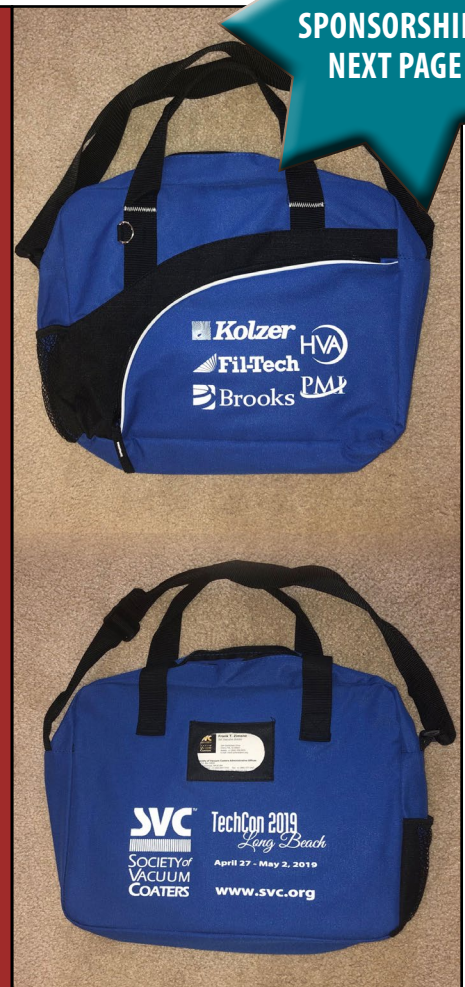
- Full page ad in the Final Program & Exhibit Guide
- Banner ad on the TechCon website home page
- Snacks & non-alcoholic refreshments at the Beer Blast sponsor
- Coffee at the B2B Exhibitor Session sponsor

Silver Sponsor \$2,250

- Half page ad in the Final Program & Exhibit Guide
- Technical Program refreshment breaks sponsor

Bronze Sponsor \$1,250

- Quarter page ad in the Final Program & Exhibit Guide
- Technology Forum Breakfasts sponsor



DON'T WAIT! Choose from the widest selection of available 2024 sponsorships right now before they are offered to anyone else. Select the level or specialty sponsorship that fits your needs on the Advance Booth Registration Form. Sponsorships are reserved on a first come, first served basis.

*Have an idea for a
customized sponsorship?*

Contact Jacque Matanis
for details.

jacque.matanis@svc.org
+1-505-897-7743

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Specialty and Special Event Sponsorships

Wi-Fi Sponsorship \$6,500 Wi-Fi sponsorship promotes exhibit attendance by offering high speed Wi-Fi access in the Exhibit Hall and networking locations (where available). Company logo and sponsorship will be displayed on conference signage and on the screen savers shown in the presentation areas.

ID Badges \$4,500 Display your logo in color on the top of all registrant's ID Badges.

Logo Bottled Water \$3,750 Bottled water with your logo will be supplied at breaks during the TechCon.

Notepad \$3,000 Notepads printed with your logo, slogan and/or booth information will be available for all attendees. *2-color printing.*

Welcome Reception \$3,500 All TechCon registrants and exhibitors will receive a ticket, featuring the sponsor's name, to enjoy the conference's opening networking event. Signage recognizing the sponsor will be prominently displayed during the event. *Up to 3 sponsors.*

Specialty Coffee Cart \$3,750 Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee sleeves imprinted with your company logo. *2-color printing. Up to 3 sponsors.*

Young Members Recognition & Farewell Social \$3,500 The Conference is four full days and what better way to cap off the week than a celebration of the SVC's diversity and camaraderie! *Up to 3 sponsors.*

Conference Tote Bags \$2,750 Tote bags with five company logos on the front and the SVC logo on the reverse will be distributed to all attendees. *Up to 5 sponsors.*

Online Registration Web Splash Page \$3,000 Put your company logo in front of every attendee who registers for the TechCon using our online registration system and also those who will be using this system to schedule the presentations that they plan to attend as well as viewing the abstracts for all of our presentations. *Up to 3 sponsors. December 2022 – May 2023.*

Online Hotel Reservation Web Splash Page \$1,500 Put your company logo in front of every attendee who makes their hotel reservation using our online reservation system. *December 2022 – May 2023.*

Exhibit Hall Carpet Decals 2' x 2' Set \$2,000 Highlight your presence at the Exhibition with a set of five (5), 2 foot x 2 foot carpet decals embossed with your corporate logo and booth location. *Only 3 sets are available.*

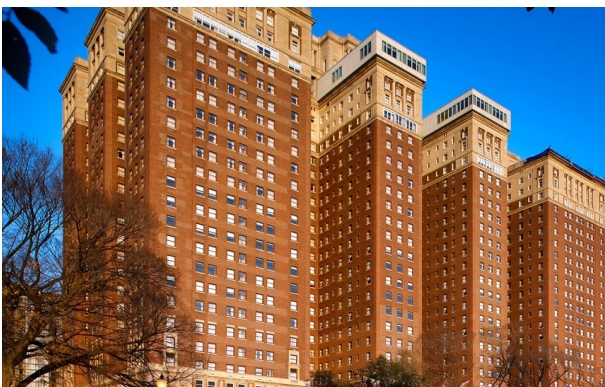
Exhibit Hall Aisle "Dangler" Banner \$1,250/sign
Post your corporate logo under the Exhibit Hall aisle markers (4' wide x 2' tall banner). *Only 7 "danglers" are available.*



2' x 2' Decal



"Dangler" Banner



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Advance Exhibit/Booth Registration

The Advance Booth Reservation Process enables 2023 exhibitors to reserve the best available booth (or booths) for the next SVC Exhibit, using the number of exhibitor points that they have accumulated. The current Point System will still apply for 2024. The exhibiting company contact will be presented with a 2024 Exhibit contract when the 2024 Exhibit Hall Layout has been finalized.

2024 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2024 TechCon Sponsorships now. Select from the following:

Platinum Sponsor\$4,250 USD	Notepads (2-color)\$3,000 USD	Online Hotel Registration Splash Page \$1,500 USD
Gold Sponsor\$3,250 USD	Welcome Reception (max 3 sponsors) . \$3,500 USD	Exhibit Hall Carpet Decals\$2,000 USD
Silver Sponsor\$2,250 USD	Specialty Coffee Cart\$3,750 USD	Exhibit Hall Isle "Dangler" Banner\$1,250 USD
Bronze Sponsor\$1,250 USD	Young Members Recognition & Farewell Social (max 3 sponsors).....\$3,500 USD	Contact the SVC with your ideas
Wi-Fi Sponsor\$6,500 USD	Tote Bags (max 5 sponsors)\$2,750 USD	
ID Badges\$4,500 USD	Online Registration Splash Page (max 3 sponsors)\$3,000 USD	
Logo Bottle Water\$3,750 USD		

2024 TechCon Advance Booth Reservation Form 10 foot x 10 foot booth \$3,195 USD

The Second Wave of Booth Assignments will apply to booth reservations received between July 14, 2023 and September 15, 2023.

Full payment by credit card or company check is required for a complete booth application.

Booth registration form can be sent by fax to 866-577-2407 or by E-mail to jacque.matanis@svc.org.
Mail checks to SVC, PO Box 10628, Albuquerque, NM 87184-0628 USA

Company Name

Exhibit Contact Name

Address

City State Zip Country

Work Phone Mobile Phone

Fax

Email Website

of Booths 10 foot x 10 foot space (\$3,195 USD each)\$

Method of Payment:

Check Visa Mastercard AmEx Discover

Card # Expiration Date Security Code

Billing Zip/Postal Code Cardholder's Signature

Booth Fee Includes: 8 foot high backwall, 3 foot high dividers, booth ID sign, 500-character listing in the 2024 TechCon Program/Exhibit Guide, 2,000-character exhibitor profile in the 2024 online exhibit floor plan.

Once you fill out this form, print this page and either Email it to: jacque.matanis@svc.org or FAX to: +1 (866) 577-2407

SVC USE ONLY RECEIPT DATE _____
RECEIPT TIME _____

SVC Exhibit Point System and Policies

SVC 2024 Technical Exhibition – Chicago Hilton, Chicago, Illinois, USA – May 4 - 9, 2024

More Points – Better Booth Location

The SVC Exhibit Point System provides all exhibiting companies with a priority in selecting booth locations. The more points a company has, the higher its priority when assigning its booth location.

2024 Point System

(1) 10x10 booth.....	1 point
(2) 10x10 booths	4 points
(3) 10x10 booths	6 points
(4) 10x10 booths	8 points

Silver Sustaining	3 points
Silver + (Plus)	5 points
Gold	8 points
Platinum	12 points

Hotel Reservations for all staff 3 points
at host hotel before March 1, 2024

Hotel Reservations for all staff 1 point
at host hotel after March 1, 2024

Every \$1000 spent on SVC Advertising..... 1 point
Every \$1000 spent on TechCon Sponsorship..... 1 point
Exhibitor Meeting 3 points

IMPORTANT Register Now to Get the Best Booth Position(s) Before the First Deadline - July 14, 2023.

Exhibitors signing up between July 14, 2023 and September 15, 2023 will be in the second wave of booth assignments. Points are accrued for the 2024 Exhibit based upon the Table on the left. Assignments will be made based upon the number of points a company has at the time of the assignment. Visit the SVC 2024 TechCon Portal to see the Exhibit Point list.

Notes:

- If Company A has 'x' points and is purchased by Company B which has 'y' points, then Company B will have either 'x' or 'y' points, whichever is the greater. The SVC Administrative Office must be notified in writing of the purchase, prior to the date of the first assignment of booths.
- Exhibiting companies who reserve sleeping rooms for all of their personnel in the SVC contracted hotels prior to March 1, 2024 will receive THREE additional points and be entered into a raffle to win a complimentary 10' x 10' booth for the 2025 TechCon (only one complimentary booth will be awarded).
- Exhibiting companies who have the majority of their personnel registered in the SVC contracted hotels, but have not done so before March 1, 2024, will receive ONE additional point.

Assignment of Booths

1. Initial booth assignments will be made after July 15, 2023, from all contracts received with full payment by that time. The next group of booth reservations received between July 15, 2023 and September 15, 2023 will be made in the Second Wave of Booth Assignments. Each company will be asked to provide four (4) choices for their booth location and statements as to which companies they do not wish to be near. For companies that have the same number of points, booth location priority is based upon the date that full payment has been received by SVC. With the advance registration process, a random drawing for priority will be made from companies that have the same number of points and that register for a booth during the TechCon. After September 15, 2023, booths will be assigned strictly according to the date that the paid registration is received (payment by credit card is acceptable). In the case that all booth choices have already been assigned, it will not be practical for the company to be recontacted. The next best booth space will be allocated.
2. Companies that wish to be located next to each other must send in their registrations together and state their request on the registration form. Exhibit Management will make every effort to accommodate the request.
3. Companies purchasing four (4) booths in an island by July 15, 2023 get first priority in booth placement. Four-booth islands purchased by September 15, 2023 will get first priority in booth

placement within the second wave of booth assignments from the confirmed floor plan that exists at that time. After September 15, 2023, all booths, including islands, are assigned on a first-come, space-available basis.

4. Exhibit space shall be assigned by the SVC Exhibit Committee in the best interests of the Exhibit as a whole. Exhibitors must agree to accept relocation if it becomes necessary or advisable in the sole judgment of Exhibit Management.
5. Exhibit Management reserves the right to add or remove booths on the published floor plan if it is in the best interests of the Exhibit.
6. After final assignment, space location may not be changed.

SVC Cancellation Policy

Exhibitors canceling their booth space before December 31, 2023 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2023. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2023, and if SVC is able to resell the booth, then the exhibiting company will receive a refund of 50% of its booth fee.)

NOTE: Under no circumstances are exhibiting companies allowed to sublet all, or part of, their contracted booth space. This policy will be strictly enforced.