



TechCon 2025 Nashville

Technical Program
May 19 – May 22
Education Program
May 17 – May 22
Technology Exhibit
May 20 – May 21

68th Annual SVC Technical Conference • May 17 – May 22, 2025
Gaylord Opryland Hotel, Nashville, Tennessee, USA

Exhibit Prospectus

Exhibit Dates:
May 20 – May 21, 2025

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 exclusive Exhibitor Innovator Showcase
- Identify Emerging Technology Trends and Commercial Opportunities

Technical Program May 19 – 22, 2025

Education Program May 17 – May 22, 2025

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

Interactive Networking May 19 – 22, 2025

Forums, Discussion Groups, and Social Events

Free Conference Admission on May 20 and 21, 2025 to all Exhibit Visitors



Reserve a Booth Online Today!

Contact Jacque Matanis 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

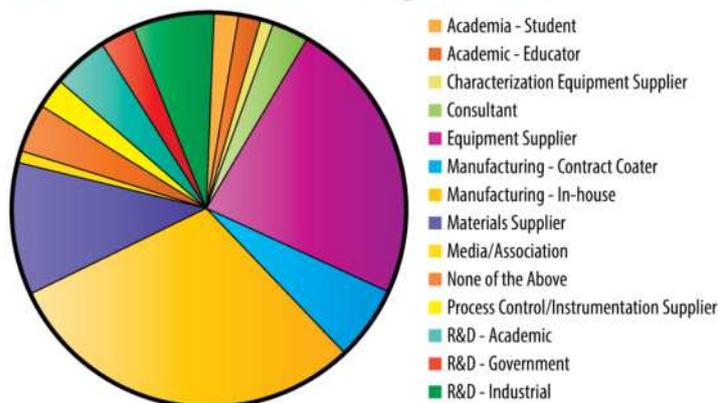
Reserving a booth early is essential for exhibitors who want to be prominently placed on the exhibit floor and engage face-to-face with industry decision makers. Reserve a booth online by the first deadline of July 13 or the second deadline of September 13, 2024 to utilize your Exhibitor Priority Points and ensure the best possible booth placement. After September 14, all booths will be assigned and reserved on a space-available basis. Booth fees for all 10' x 10' booths at the 2025 TechCon Exhibit are \$3,195 USD and increase to \$3,445 on September 14, 2024. **ACT NOW!** Visit the "Exhibit/2025 Exhibitors - Get Started" tab on the SVC's TechCon website (<https://svctechcon.com/>) for additional details.

Reach a Global Audience

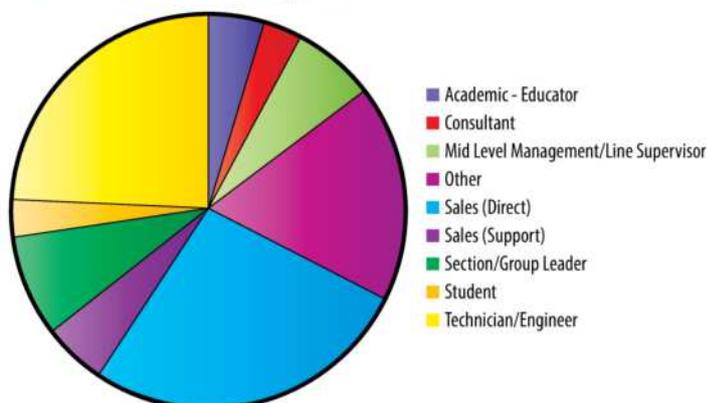
The SVC TechCon is an international conference, attracting industry professionals, engineers, academics and scientists from around the world. Nearly 25% of all TechCon attendees traveled from outside the United States.

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!

2024 Exhibitors

Advanced Energy Industries, Inc.	Ebatco	iVAC Coating Technology	Pfeiffer Vacuum	Sputtering Components
AGC Plasma Technology Solutions	ECS - The Electrochemical Society	J.A. Woollam	Plansee USA LLC	Starfire Industries
Ampres, Inc.	Ferrotec (USA) Corporation	Kaufman & Robinson	Plasma Process Group	Super Conductor Materials, Inc.
ANCORP	FHR Anlagenbau GmbH	Kolzer SRL	PlasmaSolve	Swiss Cluster AG
Anderson Dahlen - Applied Vacuum Division	Fil-Tech, Inc.	Korvus Technology Ltd.	PLASUS GmbH	Tech-X Corporation
Anest Iwata Americas	Film Sense	KSM Co., Ltd. and KSM Vacuum Products Inc.	Process Materials, Inc.	Tecport Optics, Inc.
Angstrom Sciences, Inc.	Forge Nano, Inc.	Kurdex Corporation	Protec Surface Technologies Srl	Teledyne Hastings Instruments
Apex Measurement Systems	Fraunhofer-FEP	Kurt J. Lesker Company	Protech Materials, Inc.	Telemark
Association for Roll-to-Roll Converters	Genco Ltd	MAGPULS GmbH	PVT GmbH	Texas Capitol Semiconductor
Avaluxe International GmbH	GNB King Lai Group	Materials Science International	R.D. Mathis	Thermal Conductive Bonding, Inc.
boltzplatz - numerical plasma dynamics GmbH	GP Plasma	Materion Corporation	Reliable Silver Corporation	TRUMPF Huettinger, Inc.
Brooks Instrument	Highvac Corporation	Megacold LLC	Rocky Brook Associates	UC Components
Buhler Inc.	Hine Automation LLC	Midwest Tungsten	RUBIG GmbH & Co. KG	Universal Vacuum Technology LLC
CCR Technology GmbH	Horiba Instruments	MKS Instruments, Inc.	SCI Engineered Materials, Inc.	Vacuum Plus Manufacturing, Inc.
CemeCon Inc	HVA, LLC	Moretec Technology Co. Ltd.	Semicore Equipment	Vacuum Products Corp
Delcom Instruments, Inc.	IHI Hauzer Techno Coating BV	Mullen Equipment Corporation	Sierra Applied Sciences, Inc.	Vacuum Research Corporation
Denton Vacuum	Impedans Ltd.	Mustang Vacuum Systems	Sierra Instruments, Inc.	Vapor Technologies (VaporTech)
DHF Technical Products	Inficon	Nano4Energy SL	SilcoTek Corporation	VAT, Inc.
Dynavac	InstruTech, Inc.	NAVAC, Inc	Society of Vacuum Coaters	Veeco Instruments, Inc.
E+R Group	Intellivation	Normandale Community College	Society of Vacuum Coaters Foundation	Vergason Technology, Inc
Ebara Technologies, Inc.	Intevac	Nova Fabrica Ltd.	Solberg Filtration Separation Silencing	Vital Materials
	Ionautics	Osaka Vacuum USA	Soleras Advanced Coatings	VST Services Ltd.
	Ionbond, Inc		SparkNano	

2025 SVC TechCon Exhibit Administrator: **Jacque Matanis**, jacque.matanis@svc.org, +1-505-897-7743

2025 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

Gaylord Opryland Hotel, Nashville, Tennessee

Exhibit Dates and Hours

Tuesday, May 20, 2025

11:00 a.m. to 6:00 p.m.

Wednesday, May 21, 2025

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

Booth Fee: \$3,195 USD

(\$3,445 on September 14, 2024)

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

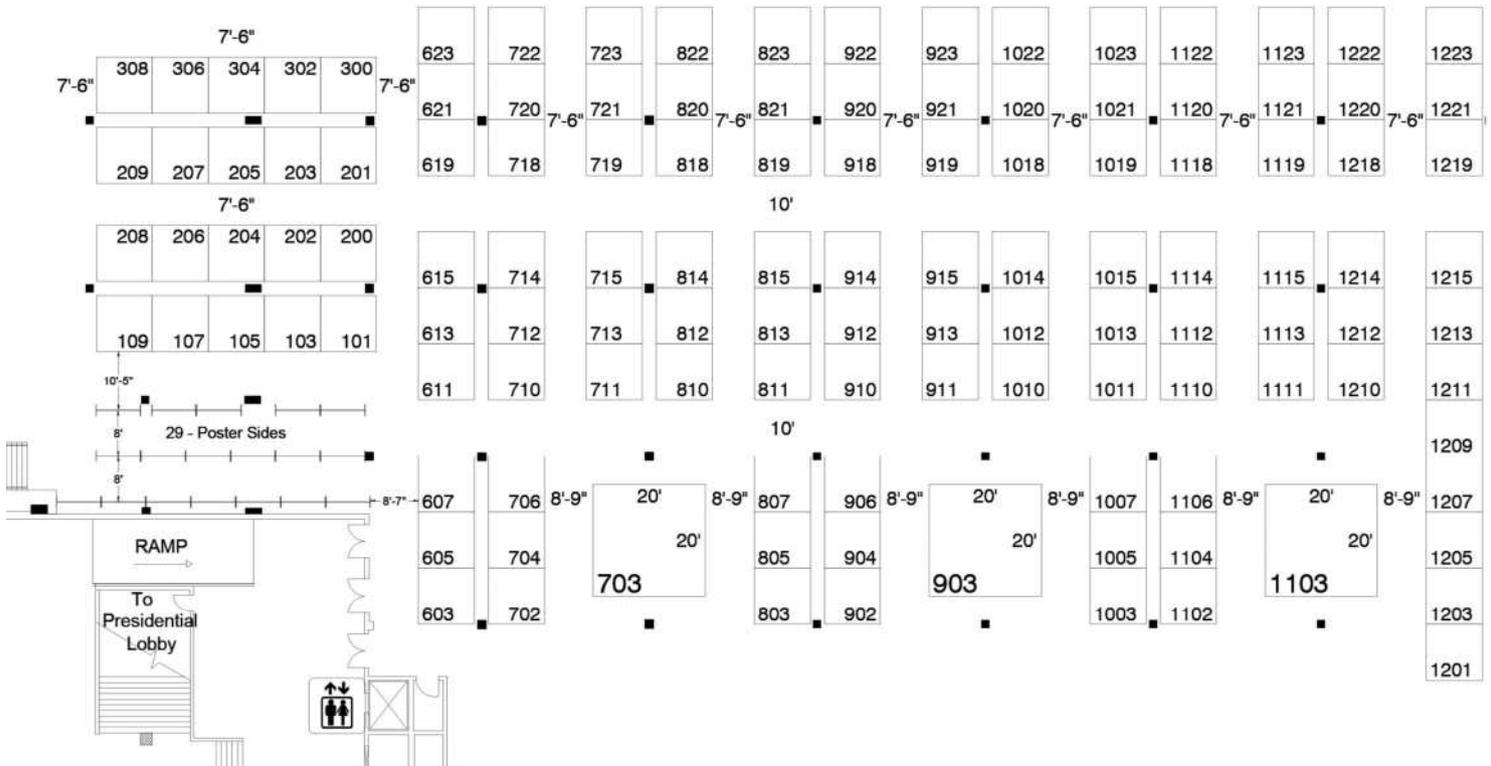
Monday, May 19 1:00 p.m. to 6:00 p.m.

Tuesday, May 20 7:00 a.m. to 11:00 a.m.

Booth Tear-Down Hours

Wednesday, May 21 4:00 p.m. to 10:00 p.m.

Thursday, May 22 7:00 a.m. to 10:00 a.m.



Note: In 2025 we will be having the Welcome Reception on Tuesday, May 20, 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 20th & 21st

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

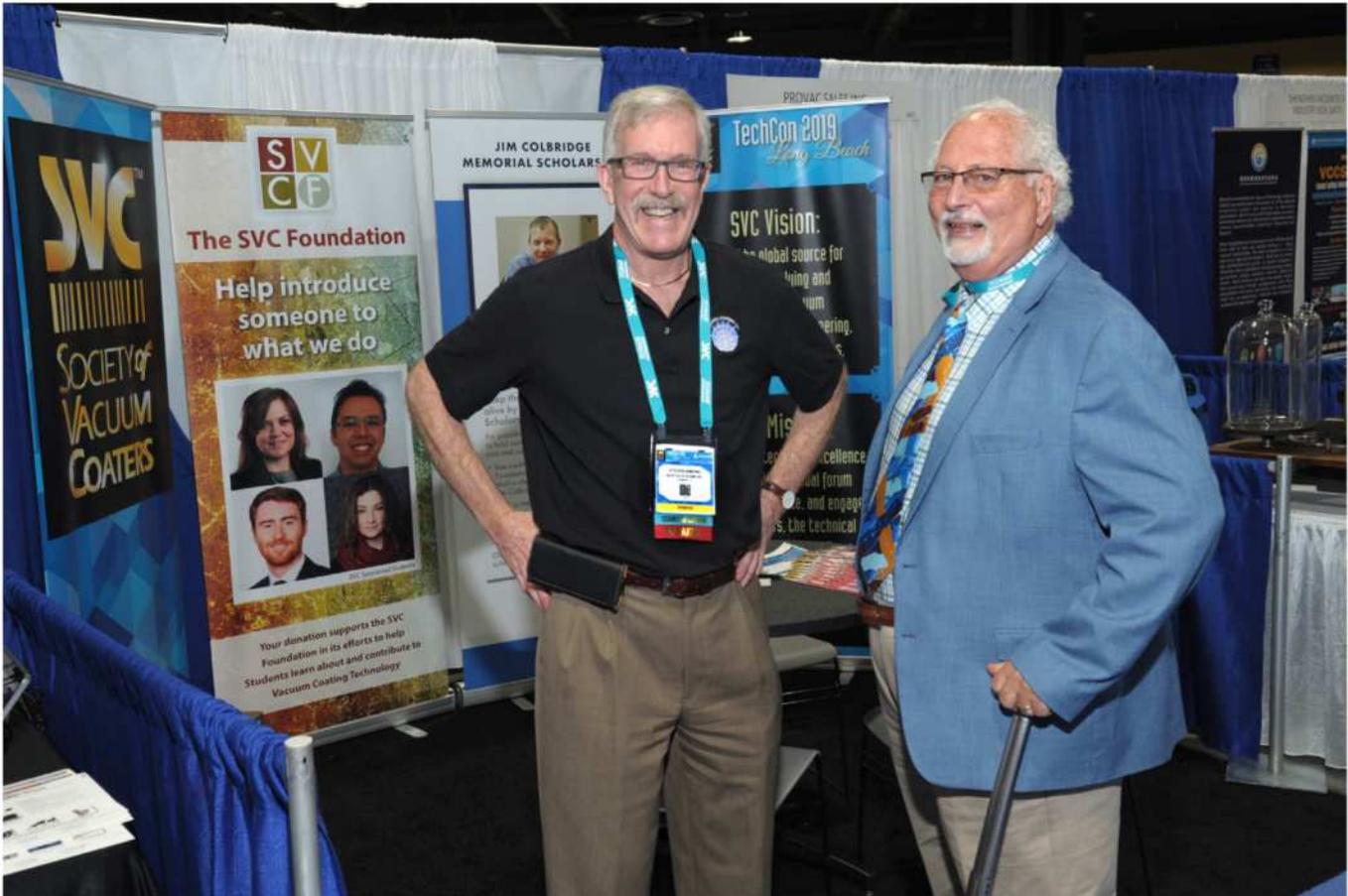
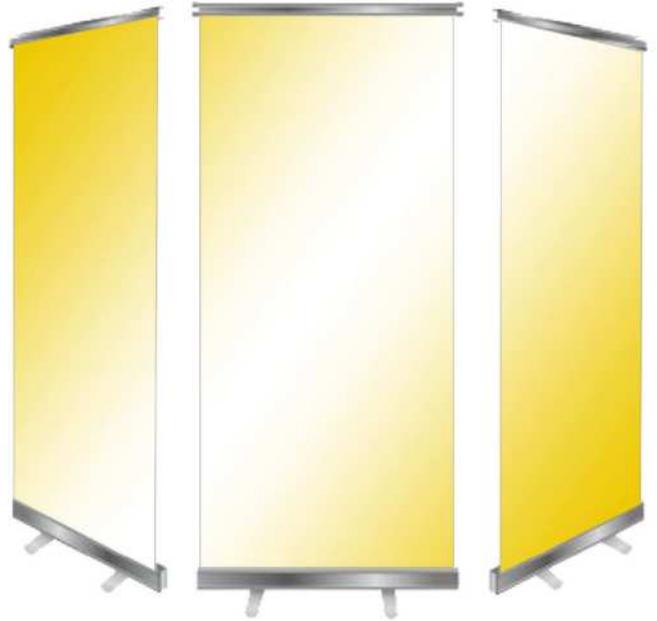


Booth Display

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 \$1,750 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

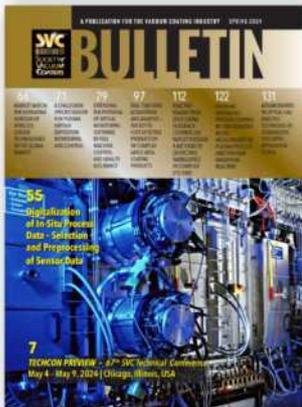


TechCon Final Program & Exhibit Guide

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. Complimentary ads are included in TechCon Level Sponsorships!

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 thousands of 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 2025 TechCon Web Site from now through July 2025 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, 2024 to apply points to your booth placement in 2025. See page 9 for a full description of the Exhibit Point System. Please contact [Jacque Matanis \(Jacque.Matanis@svc.org\)](mailto:Jacque.Matanis@svc.org) for more information on the program.

Download the latest SVC Media Kit for details.

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

Back by Popular Demand: FREE Technical Conference Admission for May 20th & 21st

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



Sponsor Program

68th Annual SVC Technical Conference

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Gaylord Opryland Hotel, Nashville, TN 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

Emerald \$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

Sapphire \$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

Ruby \$2,250

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

Coral \$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 2025 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

Cellular-5G \$6,500 Cellular-5G sponsorship will subsidize the cost of providing 5G SIM cards to conference attendees who opt into the SVC attendee program in 2025. 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 provided to each attendee..

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 Sponsor will be featured on the entrance ticket to the conference's opening network event, which is provided to all TechCon registrants and exhibitors. *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! Sponsor will appear on the entrance ticket as well as signage displayed during the event. *Up to 3 sponsors.*

Conference Tote Bags \$2,750 Tote bags with 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 one who uses the online registration system: those who register for the TechCon, view the abstracts of the presentations, and create a personal agenda to schedule the presentations they plan to attend. *Up to 3 sponsors.*
December 2024 – May 2025.

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 2024 – May 2025.

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.*



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Advance Exhibit/Booth Registration

The Advance Booth Reservation Process enables 2024 exhibitors to reserve the best available booth (or booths) for the next SVC Exhibit, using any of the exhibitor points that they have accumulated. The current Point System will still apply for 2025.

2025 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2025 TechCon Sponsorships now. Select from the following:

- Emerald\$4,250 USD
- Sapphire\$3,250 USD
- Ruby\$2,250 USD
- Coral\$1,250 USD
- Cellular-5G Data\$6,500 USD
- ID Badges\$4,500 USD
- Logo Bottle Water\$3,750 USD
- Notepad (2-color).....\$3,000 USD
- Welcome Reception (max 3 sponsors) \$3,500 USD
- Specialty Coffee Cart\$3,750 USD
- Young Members Recognition & Farewell Social (max 3 sponsors).....\$3,500 USD
- Tote Bags (max 5 sponsors)\$2,750 USD
- Online Registration Splash Page (max 3 sponsors).....\$3,000 USD
- Online Hotel Registration Splash Page \$1,500 USD
- Exhibit Hall Carpet Decals\$2,000 USD
- Contact the SVC with your ideas (we are open to any creative approach!)

2025 TechCon Advance Booth Reservation Form

10 foot x 10 foot booth \$3,195 USD

Booth fee increases to \$3445 USD on September 14, 2024.

The Second Wave of Booth Assignments will apply to booth reservations received between July 13, 2024 and September 13, 2024.

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

All credit card charges will incur a 3.5% service fee

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 2025 TechCon Program/Exhibit Guide, 2,000-character exhibitor profile in the 2025 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 2025 Technical Exhibition – May 20 – 21, 2025: Gaylord Opryland Hotel, Nashville, Tennessee, USA

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.

2025 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, 2025

Hotel Reservations for all staff 1 point
at host hotel after March 1, 2025

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 13, 2024.

Exhibitors signing up between July 13, 2024 and September 13, 2024 will be in the second wave of booth assignments. Points are accrued for the 2025 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 2025 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, 2025 will receive THREE additional points.
- Exhibiting companies who have the majority of their personnel registered in the SVC contracted hotels, but have not done so before March 1, 2025, will receive ONE additional point.

Assignment of Booths

1. Initial booth assignments will be made after July 13, 2024, from all contracts received with full payment by that time. The next group of booth reservations received between July 13, 2024 and September 13, 2024 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 13, 2024, 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 13, 2024 get first priority in booth placement. Four-booth islands purchased by September 13, 2024 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 13, 2024, 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, 2024 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2024. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2024, 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.