

TechCon 2027 Dallas

Technical Program
May 3 – May 6
Education Program
May 1 – May 6
Technology Exhibit
May 4 – May 5

70th Annual SVC Technical Conference • May 1 – May 6, 2027
Sheraton Dallas Hotel, Dallas, Texas, USA

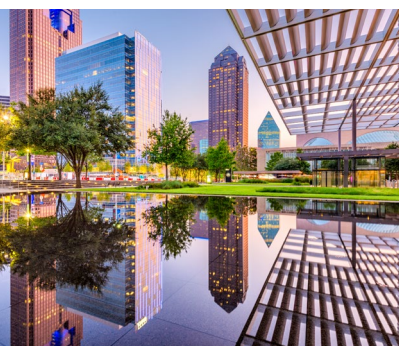
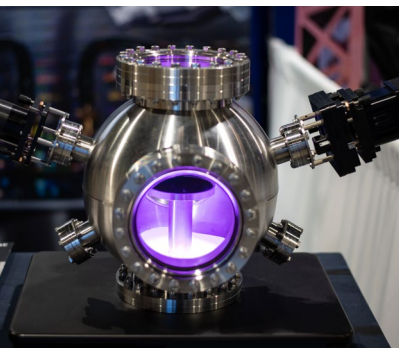


Exhibit Prospectus

Exhibit Dates:
May 4 – 5, 2027

Exhibit at the Largest Expo Dedicated to Vacuum Coating Technologies

Join over 100 Exhibitors at 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
- Two (2) Free Tutorials (giftable) with every 10' x 10' booth rental **BACK** for 2027

Come celebrate the 70th Anniversary of the SVC in Dallas!

Technical Program May 3 - May 6, 2027

Education Program May 1 - May 6, 2027

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

Interactive Networking May 3 - May 6, 2027

Forums, Discussion Groups, and Social Events
Free Conference Admission on May 3 and May 4, 2027
for all registered 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

Reserve Early for Best Booth Selection

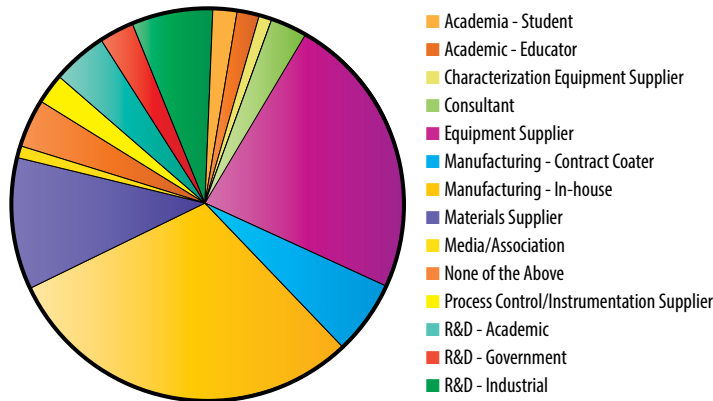
Reserving a booth early is essential for exhibitors who want to be prominently placed on the exhibit floor and engage face-to-face with industry decision makers. Reserve a booth online by the first deadline of July 18 or the second deadline of September 11, 2026 to utilize your Exhibitor Priority Points and ensure the best possible booth placement. After September 11th, all booths will be assigned and reserved on a space-available basis. Booth fees for all 10'x 10' booths at the 2027 TechCon Exhibit are \$3,695 USD and increase to \$3,895 on September 12, 2026. **ACT NOW!** Visit the "Exhibit/2027 Exhibitors - Get Started" tab on the SVC's TechCon website (<https://svctechcon.com/>) for additional details.

Reach a Global Audience

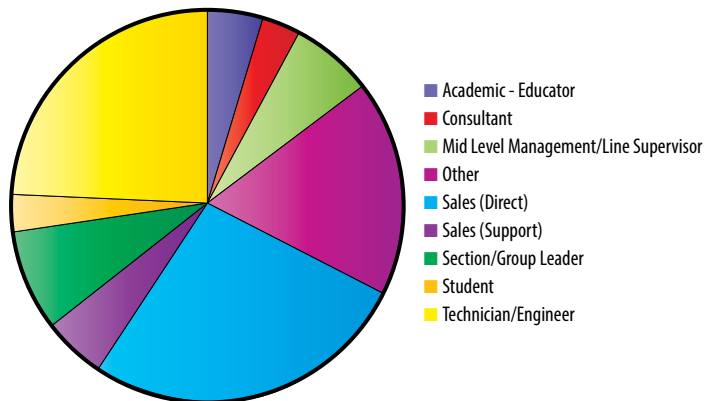
The SVC TechCon is an international conference, attracting industry professionals, engineers, academics and scientists from around the world. Nearly 40% of all TechCon attendees traveled from outside the United States.

Who Attends the SVC TechCon?

What Sector Best Describes Your Organization?



What is Your Job Description?



Over a third of all visitors to the TechCon were "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 as the 2026 TechCon drew in visitors from 30+ countries.

2026 Exhibitors

- | | | | | |
|--|--|------------------------------|-----------------------------------|----------------------------------|
| Agilent Technologies | E+R Group | HORIBA Instruments, Inc. | Moorfield & Teer Coatings | Sierra Applied Sciences |
| Angstrom Sciences, Inc. | Ebara Technologies, Inc. | HVA, LLC | Moretec, Inc. | Sputtering Components |
| AP Integration | Ebatco | IHI Hauzer Techno Coating BV | Mustang Vacuum Systems | Starfire Industries |
| Apex Measurement Systems | Ecoclean, Inc. | Inficon | NANOVEA | Super Conductor Materials |
| Arzuffi PVD srl | Edwards Vacuum, Inc. | Intellivation | NAVAC, Inc. | Tarfilm Hi-Tech Co., Ltd. |
| Association for Roll-to-Roll Converters | Elmet Technologies | Ionautics | Nova Fabrica Ltd. | TDK-Lambda Americas |
| Avaluxe International GmbH | European Society of Thin Films EFDS | Ionbond - IHI Group | Oerlikon | Tecport Optics, Inc. |
| boltzplatz - numerical plasma dynamics GmbH | Ferrotec (USA) Corporation | J.A. Woollam, Co., Inc. | Osaka Vacuum USA | Teledyne Hastings Instruments |
| Bricada, Inc. | Fil-Tech, Inc. | Kaufman & Robinson | Pfeiffer Vacuum+Fab Solutions | Telemark |
| Brooks Instrument | Gencoia Ltd | Kolzer | Plansee | Testbourne Ltd |
| Buhler Leybold Optics | Geowell Vacuum Co, Ltd. | Korvus Technology Ltd. | Plasma Process Group | Texas Capitol Semiconductor |
| California Nanotechnologies, Inc. | GfE Fremat GmbH | Kurdex Corporation | Process Materials, Inc. | Thermal Conductive Bonding, Inc. |
| CCR Technology GmbH | GIS-General Interface Solutions Ltd. | Kurt J. Lesker Company | Protec Surface Technologies Srl | TRUMPF Hüttinger |
| CemeCon Inc. | GNB King Lai Group | LabVac | Protech Materials, Inc. | TS-VTI |
| China Ningbo Sen Ao Electronic Technology Co., Ltd | GP Plasma | Leybold | PTB Sales | UC Components |
| Coastal Instruments, Inc. | Guangdong Huasheng Nanotechnology Co., Ltd. | Lightwind | R.D. Mathis Company | VAT, Inc. |
| Covalent | Guangdong Huicheng Vacuum Technology Co., Ltd. | Luxel Corporation | Rocky Brook Associates, Inc. | Vital Materials and FHR |
| DHF Technical Products | HEMO Cleaning Systems USA Inc. | Magnum Steel Works | RSC - Reliable Silver Corporation | Witzenmann USA, Inc. |
| Dynavac | Hine Automation LLC | Megatech Limited | RUBIG Industrial Furnaces | |
| | | Midwest Tungsten Service | SCI Engineered Materials, Inc. | |
| | | MKS Instruments, Inc. | Semicore Equipment, Inc. | |

Exhibit Floor Plan

Dallas Sheraton

Exhibit Dates and Hours

Tuesday, May 4, 2027

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

Wednesday, May 5, 2027

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

Booth Fee: \$3,695 USD

(before September 12)
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. This exhibit area is carpeted so additional flooring in *NOT* required.

Note: Booth fee increases to \$3,895 on September 12, 2026

Booth Set-Up Hours

Monday, May 3, 2027

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

Tuesday, May 4, 2027

7:00 a.m. to 9:00 a.m.

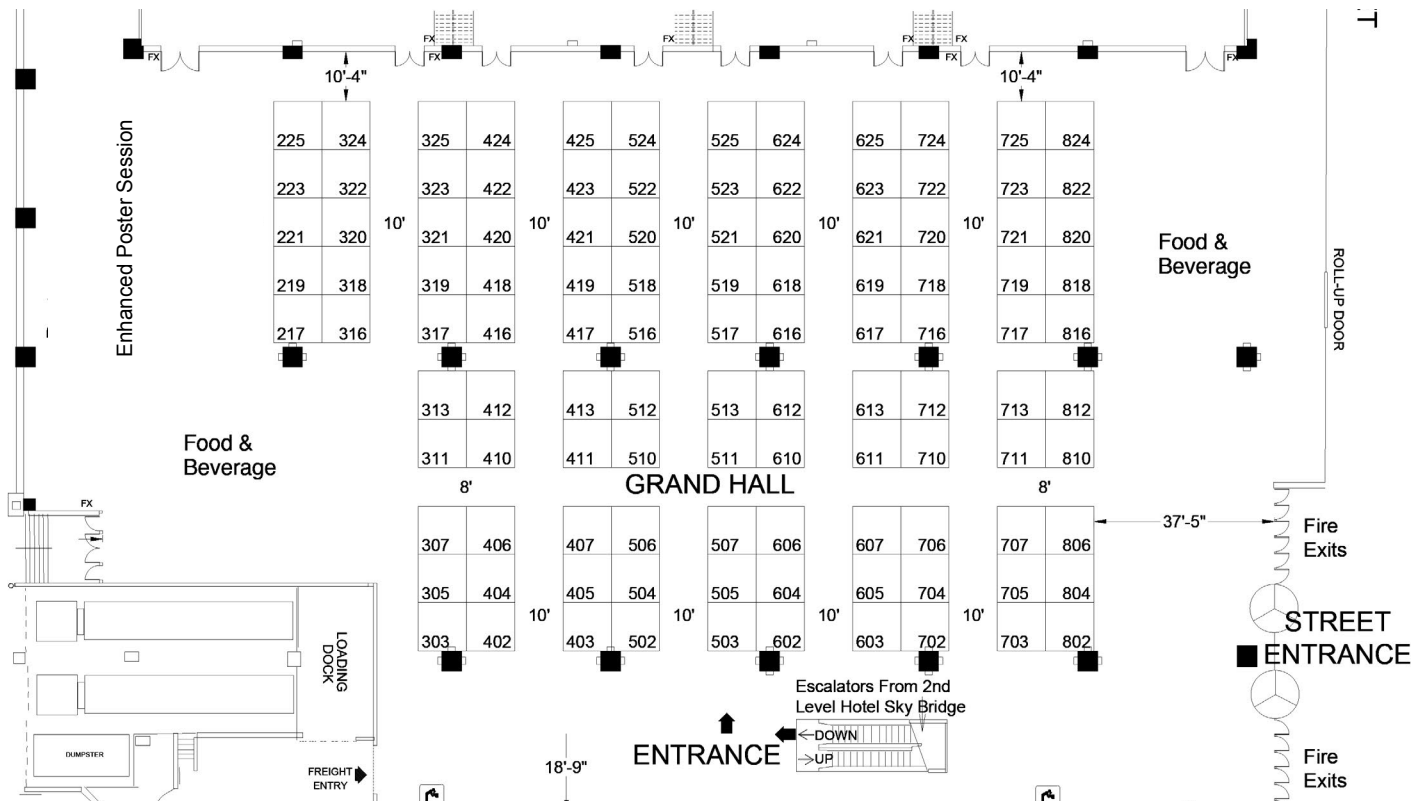
Booth Tear-Down Hours

Wednesday, May 5, 2027

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

Thursday, May 6, 2027

7:00 a.m. to 9:00 a.m.



Social Events held in the Exhibition Hall:

- ◆ **May 4: 10:00 a.m. Business to Business Session**
before general admission opening at 11:00 a.m.
- ◆ **May 4: 2:00 p.m. Snacks for Exhibitors and Conference Attendees**
- ◆ **May 4: 2:30 - 5:00 p.m. Enhanced Conference Poster Session and Judging**
- ◆ **May 4: 5:00 p.m. Cocktails for Exhibitors and Conference Attendees**
- ◆ **May 5: 9:00 a.m. General Exhibitor meeting**
(closed to outside admission)
- ◆ **May 5: 2:00 p.m. Beer Blast**
- ◆ **May 5: 3:00 p.m. 5K Run/Walk Awards and Poster Session Winners Announcements**

Reserve Your Booth Today!

Business to Business (B2B) from 10:00 a.m. to 11:00 a.m. on Tuesday, May 4th

Coffee will be provided to our exhibitors so they can interact for an hour before the show is opened to general admission

Again for 2027

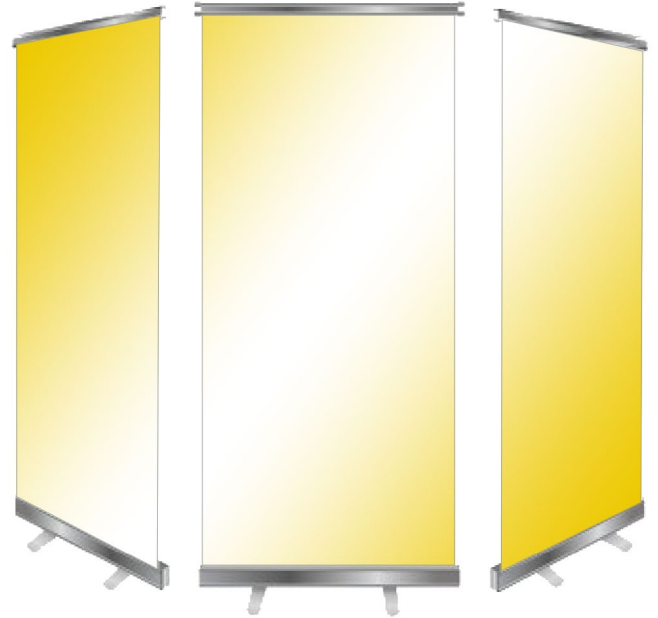


Booth Display

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).



2027 SVC TechCon Exhibit Administrator: **Jacque Matanis, jacque.matanis@svc.org, +1-505-897-7743**

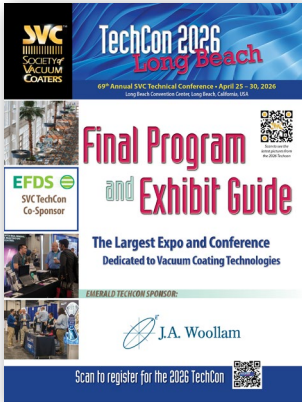
2027 SVC TechCon Exhibit Committee Co-Chairs:

Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com
Steve Simons, Manitou Systems Inc., ssimons@manitousys.com



Brand Recognition

High Profile Advertising That Lasts All Year Long

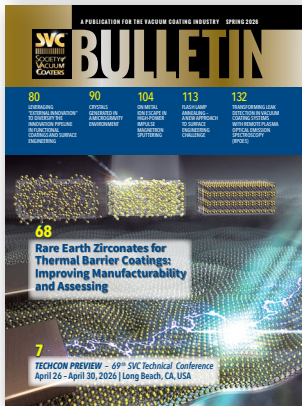


TechCon Final Program & Exhibit Guide

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 2027 TechCon Web Site from now through July 2027 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, 2026 to apply points to your booth placement in 2027. 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/>

Back by Popular Demand: FREE Technical Conference Admission for May 4th & 5th

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

70th Annual SVC Technical Conference

70th Annual SVC Technical Conference • May 1 – 6, 2027

Sheraton Dallas Hotel, Dallas, Texas, 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 \$4,500

- 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 conference tote bag
- Banner ad on the TechCon website home page

Sapphire \$3,500

- 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 \$2,500

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

Coral \$1,500

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

DON'T WAIT! Choose from the widest selection of available 2027 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

2027 SVC TechCon Exhibit Administrator: **Jacque Matanis**, jacque.matanis@svc.org, +1-505-897-7743

2027 SVC TechCon Exhibit Committee Co-Chairs:

Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com
Steve Simons, Manitou Systems Inc., ssimons@manitousys.com

SVC

Specialty and Special Event Sponsorships

ID Badges \$4,750 Display your logo in color on the top of all registrant's ID Badges.

Logo Water Bottle \$4,000 Bottled water with your logo will be provided to each attendee..

Notepad \$3,250 Notepads printed with your logo, slogan and/or booth information will be available for all attendees. *2-color printing.*

Welcome Reception \$3,750 Sponsor will be featured on the entrance ticket to the conference's opening network event, redeem for an alcoholic beverage of their choice at the Tuesday, May 4, 2027 exhibit hall cocktail hour. *Up to 3 sponsors.*

Specialty Coffee Cart \$4,000 Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee cups imprinted with your company logo. *2-color printing. Up to 3 sponsors.*

SVC 70th Birthday Party \$3,750 The Conference is four full days and what better way to cap off the week than a celebration of the SVC's storied history, 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 \$3,000 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 \$3,250 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. Active December 2026 – May 2027.*

Online Hotel Reservation Web Splash Page \$1,750 Put your company logo in front of every attendee who makes their hotel reservation using our online reservation system. *Active December 2026 – May 2027.*

Exhibit Hall Floor Decals 2' x 2' Set \$2,500 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 Marker \$1,850/marker Post your corporate logo under the Exhibit Hall aisle markers. *Only 6 markers are available.*



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Advance Exhibit/Booth Registration

The Advance Booth Reservation Process enables 2026 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 2027. The exhibiting company contact will be presented with a 2027 Exhibit contract when the 2027 Exhibit Hall Layout has been finalized.

2027 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2027 TechCon Sponsorships now. Select from the following:

Emerald.....\$4,500 USD	Notepad (2-color).....\$3,250 USD	Online Registration Splash Page (max 3 sponsors).....\$3,250 USD
Sapphire.....\$3,500 USD	Welcome Reception (max 3 sponsors) \$3,750 USD	Online Hotel Registration Splash Page \$1,750 USD
Ruby.....\$2,500 USD	Specialty Coffee Cart.....\$4,000 USD	Exhibit Hall Floor Decals.....\$2,500 USD
Coral.....\$1,500 USD	SVC 70 th Birthday Party (max 3 sponsors).....\$3,750 USD	Contact the SVC with your ideas (we are open to any creative approach!)
ID Badges.....\$4,750 USD	Tote Bags (max 5 sponsors).....\$3,000 USD	
Logo Water Bottle.....\$4,000 USD		

2027 TechCon Advance Booth Reservation Form

10 foot x 10 foot booth \$3,695 USD

Booth fee increases to \$3,895 USD on September 12, 2026.

The Second Wave of Booth Assignments will apply to booth reservations received between July 18, 2026 and September 11, 2026.

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 email 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 (\$3,695 USD each)\$

(booth fee increases to \$3,895 on September 12, 2026)

Method of Payment:

Check Visa Mastercard AmEx Discover

All credit card charges will incur a 3% 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 2027 TechCon Program/Exhibit Guide, 2,000-character exhibitor profile in the 2027 online exhibit floor plan, and two giftable seats to any tutorial offered at the 2027 TechCon.

**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 2027 Technical Exhibition | May 4 – 5, 2027 | Sheraton Dallas Hotel, Dallas, TX

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.

2027 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

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

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 18, 2026

Exhibitors signing up between July 18, 2026 and September 11, 2026 will be in the second wave of booth assignments.

Points are accrued for the 2027 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 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 show hotel prior to March 1, 2027 will receive THREE additional points and be entered into a raffle to win a complimentary 10' x10' booth for the 2028 TechCon (only one complimentary booth will be awarded).
- Exhibiting companies who have the majority of their personnel registered in the SVC show hotel, but have not done so before March 1, 2027 will receive ONE additional point.

Assignment of Booths

1. Initial booth assignments will be made after July 18, 2026, from all contracts received with full payment by that time. The next group of booth reservations received between July 18, 2026 and September 11, 2026 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 11, 2026, 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 18, 2026 get first priority in booth placement. Four-booth islands purchased by September 11, 2026 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 11, 2026, 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, 2026 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2026. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2026, 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.