

EXHIBITOR PROSPECTUS

JUNE 25 – 27, 2024 NOVI, MI, USA

WWW.FOAM-EXPO.COM / INFO@FOAM-EXPO.COM



CO-LOCATED WITH

**ADHESIVES &
BONDING
EXPO**

OUR AUDIENCE, YOUR CUSTOMERS!

Foam Expo serves all types of foam and raw materials used in the manufacture of foam and foam related products. The exhibition will profile molded, rigid and flexible foam solutions utilizing materials ranging from urethanes to elastomeric materials such as rubber and PVC, as well as a range of equipment and machinery manufacturers, and foam service providers. The end result will be a single marketplace for foam manufacturers to meet with their supply chain and existing and potential buyers.

“““

We have lots of leads scanned, and we had a lot of good opportunities come from that last year too. It is good to see existing customers, and we just met two new customers we didn't know about today, it's been great.

*Vice President,
Acme-Hardesty*

2023 EXHIBITING ORGANIZATIONS INCLUDED

Acme-Hardesty • Atlanta Attachment Company • BASF • Baumer • Dimaes • DOW • Eastman • Edge Sweets Company • Fecken-Kirfel America • Flow International • Manufacturers Supplies Company • JSP • Palziv • Recticel Engineered Foams • Relco Inc • Sealed Air • Smartfoam Machinery • Woodbridge • Worldwide Foam

PRIMARY BUSINESS ACTIVITY OF OUR AUDIENCE

ACADEMIA & RESEARCH	1%
AEROSPACE	1%
AUTOMOTIVE	16%
BEDDING & FURNITURE	3%
CHEMICALS, RAW MATERIALS AND ADDITIVES	16%
CONSTRUCTION	3%
DISPENSING EQUIPMENT / SYSTEMS	2%
DISTRIBUTION	7%
ELECTRONICS / APPLIANCE / AUDIO	1%
EQUIPMENT / MACHINERY MANUFACTURING	5%
MARINE	1%
MATERIALS ENGINEERING	5%
MEDICAL	2%
OTHER	8%
PACKAGING	3%
PRODUCT MANUFACTURING	9%
RECYCLING / REPURPOSING	1%
SPORTS, LEISURE FOOTWEAR AND CONSUMER GOODS	3%
SURFACE TREATMENT, COATING & FUNCTIONALIZATION	1%
TESTING & QUALITY CONTROL	1%
TIER 1 SUPPLY AND CONVERTING	9%
TRANSPORTATION	2%

“““

We have really enjoyed this year's show, the traffic to our booth is even better than last year and we have met a lot of our customers and prospects.

*Marketing Manager,
Worldwide Foam*

JOB FUNCTION

ACCOUNT MANAGEMENT	6%
BUSINESS UNIT / DIVISION HEAD	4%
CONSULTANT	2%
ENGINEER / TECHNICAL	17%
FINANCE & HR	1%
LOGISTICS & SHIPPING	1%
MARKETING / PR	2%
OWNER / CEO / PRESIDENT / VP / MANAGING DIRECTOR	18%
PRODUCTION / OPERATIONS	5%
PROJECT / PROGRAM MANAGEMENT	3%
PURCHASING PROCUREMENT	7%
R&D	10%
SALES / BUSINESS DEVELOPMENT	23%
STUDENT / ACADEMIA	1%

54

AVERAGE LEADS PER EXHIBITOR

21.5

HOURS OF NETWORKING OPPORTUNITIES

11%

YOY ATTENDEE GROWTH

42%

INCREASE YOY IN PURCHASING / PROCUREMENT PROFESSIONALS

78%

HAVE PURCHASING AUTHORITY OR INFLUENCE

67%

C-SUITE OR SENIOR MANAGEMENT

43

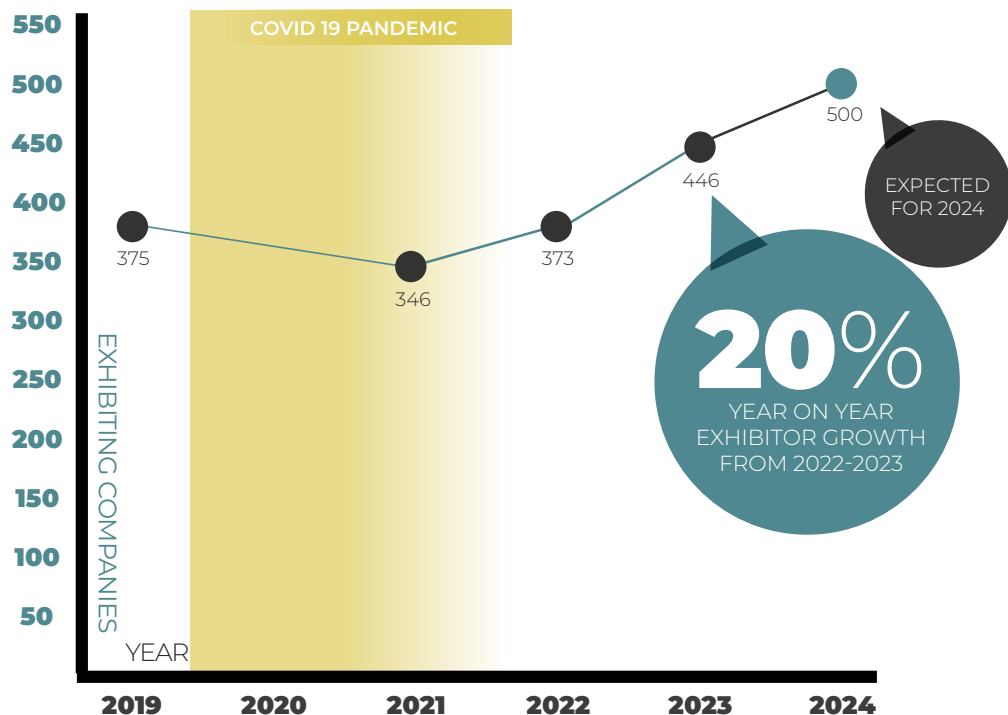
COUNTRIES IN ATTENDANCE FROM 6 CONTINENTS

37%

INCREASE YOY IN PRODUCTION / OPERATIONS PROFESSIONALS

HOW DID 2023'S SHOW SHAPE UP?

Foam Expo is the world's largest free-to-attend exhibition and conference for the manufacturers and buyers of technical foam products and technologies, as well as the entire foam supply chain.



5,400+ EVENT ATTENDEES
445+ EXHIBITORS
261 EXHIBITORS REBOOKED DURING THE SHOW

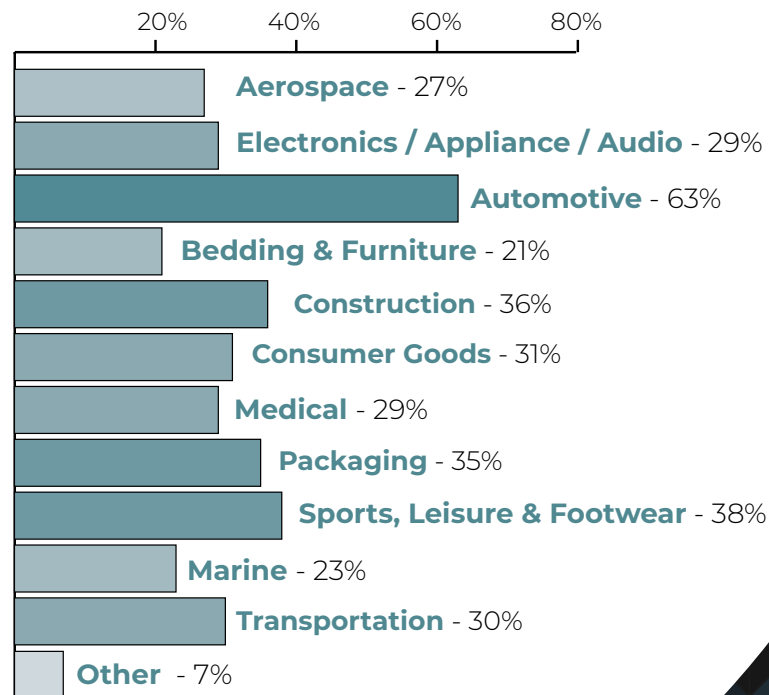
WHY EXHIBIT?

- Foam Expo 2024 presents a unique opportunity to network with 5,400+ attendees
- Place your products and services in front of qualified buyers and decision makers
- Reach thousands of potential customers through a dedicated marketing campaign
- Use Foam Expo as a platform to launch a new product or service
- Benchmark your competitors' products and research the market
- Capture live leads at the show in real time

2023 VISITOR ORGANIZATIONS INCLUDED

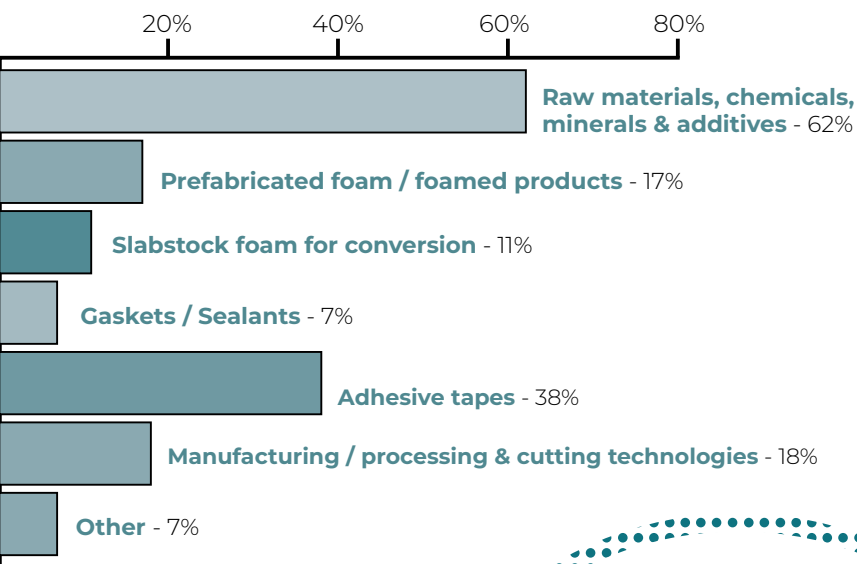
Adient • Amazon • Apple Inc. • Arkema • Bosch • Cadillac Products • Carcoustics USA Inc. • Continental • Faurecia Automotive Seating • Ford Motor Company • FujiFilm Healthcare • GE Appliances • General Motors • Hitachi Astemo • Honeywell • HUNTSMAN • Kawasaki Robotics • Lear Corp • Lockheed Martin • Mercedes-Benz • New Balance Athletics • Nike • Nordson • RECARO Automotive • Stryker • The Cappuccino Man • Toyota • US Army • Volkswagen Group of America • Whirlpool Corp.

WHICH MARKETS OR INDUSTRIES DOES OUR AUDIENCE OPERATE IN, OR SELL TO?*



*This is a multi-select option

WHAT PRODUCTS, SOLUTIONS AND SERVICES ARE OF INTEREST AT THE EVENT?*



*This is a multi-select option

“““

We are thoroughly enjoying Foam Expo (as we do every year). We find the quality of visitors to be excellent as they are decision-makers and people who are looking for new technologies and they know they're going to find something new here. Plus, our competitors are here as well which is important for us. Foam Expo is always on our calendar as a "for sure" thing that we're going to be doing.

*Executive Vice President Sales
and Customer Relations,
Edge-Sweets Company*

SPONSORSHIP OPPORTUNITIES

BOOST EXPOSURE, CREATE CURIOSITY, ENHANCE MARKET PERCEPTION, AND MAXIMIZE ENGAGEMENT THROUGH ONE OF OUR FINELY TUNED SPONSORSHIP OPTIONS FOR 2024.

Designed to offer comprehensive 'route to market' solutions, 2024's new and improved sponsorship options deliver a well-balanced blend of thought leadership, brand awareness and lead generation to dramatically increase your impact amongst our audience and wider database over a 12-month period.

**DOWNLOAD
THE SPONSORSHIP
PROSPECTUS**



SEE HIGHLIGHTS FROM 2023...

**“IT BRINGS
PEOPLE
TOGETHER.
BANG FOR
YOUR BUCK...
IT’S REALLY
GOOD FOR THE
INDUSTRY”**

DANE VAN HULZEN
BUSINESS DEVELOPMENT
DELTA MODTECH



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CO-LOCATED WITH



Foam Expo is co-located with Adhesives & Bonding Expo, North America's dedicated exhibition and conference for the industrial bonding community. The total exhibition will attract thousands of manufacturers and buyers of industrial bonding materials, products and services from the entire adhesives manufacturing industry, including raw materials, chemicals, manufacture and process equipment and all associated services.