

**FOAM** EXPO  
North America

# THE HOME OF FOAM

EXHIBITOR PROSPECTUS

**JUNE 24 - 26, 2025** **NOVI, MI, USA**

[WWW.FOAM-EXPO.COM](http://WWW.FOAM-EXPO.COM) / [INFO@FOAM-EXPO.COM](mailto: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.

**5,300+**  
EVENT ATTENDEES

## 2024 EXHIBITING ORGANIZATIONS INCLUDED

Atlanta Attachment Company • Worldwide Foam • FSI  
 • Baumer of America Inc • Hennecke Inc • Adaptive3D •  
 Fecken-Kirfel America • Carpenter Engineered Foam • Flow  
 International • Manufacturer Supplies Company • Edge-  
 Sweets Company • Eastman Machine Company • SmartFoam  
 Machinery LLC • Relco Inc. • Mactac • Rubberlite Incorporated  
 • Palziv North America • Rampf Group, Inc. • Foam  
 Equipment & Consulting • Berry Global

**54**  
AVERAGE LEADS  
PER EXHIBITOR

**21.5**  
HOURS OF NETWORKING  
OPPORTUNITIES

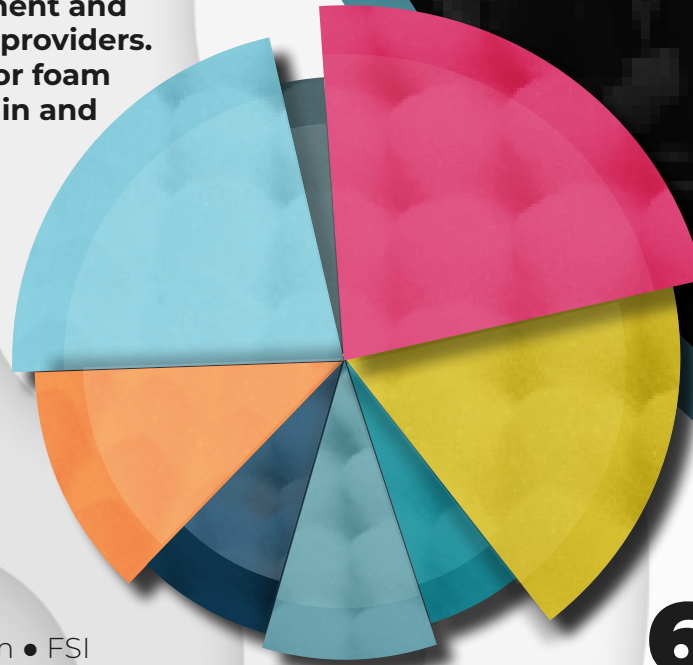
**56%**  
OF PURCHASING-AUTHORITY  
VISITORS MANAGE BUDGETS FROM  
\$500,000 TO \$50M AND OVER  
5%MANAGE MORE THAN \$50M

**388+**  
EXHIBITORS

**70%**  
HAVE PURCHASING  
AUTHORITY OR INFLUENCE

**243**  
EXHIBITORS REBOOKED

**35**  
COUNTRIES IN ATTENDANCE  
FROM 6 CONTINENTS



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

- PREFABRICATED FOAM / FOAMED PRODUCTS** - 44%
- RAW MATERIALS, CHEMICALS, MINERALS & ADDITIVES** - 55%
- MANUFACTURING / PROCESSING & CUTTING TECHNOLOGIES** - 53%
- SLABSTOCK FOAM FOR CONVERSION** - 23%
- ADHESIVE TAPES** - 30%
- GASKETS / SEALANTS** - 19%
- COMFORT PRODUCTS** - 14%
- OTHER** - 6%

\* multi-select form

**65%**  
C-SUITE OR  
MANAGEMENT

**81%**  
OF 2024 FLOOR PLAN SPACE  
RESERVED ONSITE FOR 2025

“

Evoco has seen a lot of success exhibiting here at Foam Expo – it’s why we come back year after year! We feel it’s a great opportunity to meet with our customers and meet new prospects. We’re proud of our involvement and will continue to support this amazing show.

Alex Leonard, Marketing & Communications Specialist, Evoco

# WHO ATTENDS?

## PRIMARY BUSINESS ACTIVITY OF OUR AUDIENCE

ACADEMIA & RESEARCH	1%
AEROSPACE	1%
AUTOMOTIVE	16%
BEDDING & FURNITURE	2%
CHEMICALS, RAW MATERIALS AND ADDITIVES	14%
CONSTRUCTION	2%
DISPENSING EQUIPMENT / SYSTEMS	1%
DISTRIBUTION	7%
ELECTRONICS / APPLIANCE / AUDIO	1%
EQUIPMENT / MACHINERY MANUFACTURING	4%
MARINE	1%
MATERIALS ENGINEERING	6%
MEDICAL	2%
OTHER	8%
PACKAGING	3%
PRODUCT MANUFACTURING	16%
RECYCLING / REPURPOSING	1%
SPORTS, LEISURE FOOTWEAR, AND CONSUMER GOODS	3%
SURFACE TREATMENT, COATING & FUNCTIONALIZATION	1%
TESTING & QUALITY CONTROL	1%
TIER 1 SUPPLY AND CONVERTING	8%
TRANSPORTATION	1%

## JOB FUNCTION

COMMERCIAL / SUPPLY CHAIN	23%
ENGINEER / TECHNICAL	20%
OWNER / CEO / PRESIDENT / MANAGING DIRECTOR	18%
DIVISION HEAD / ACCOUNT MANAGEMENT	11%
RESEARCH & DEVELOPMENT	11%
PURCHASING / PROCUREMENT	6%
PRODUCTION / OPERATIONS	6%
CONSULTANT	2%
MARKETING / PR	2%
ACADEMIA	1%

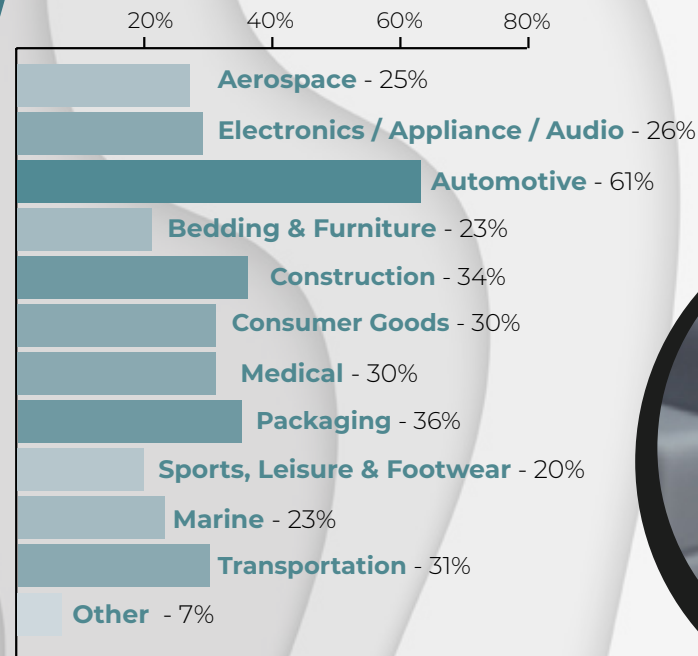
# WHY EXHIBIT?

- Foam Expo 2025 presents a **unique opportunity to network with 5,300+ 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

## 2024 VISITOR ORGANIZATIONS INCLUDED

Abriso-Jiffy • Adient • Siemens  
 • Altair • Carcoustics • Carlisle  
 Construction Materials • DB  
 Schenker • DENSO International  
 • DuPont • BASF • Ford • Future  
 Foam Inc. • GE Appliances •  
 General Motors • Honeywell •  
 Ivex Protective Packaging • JSP •  
 Honda • La-Z-Boy •  
 Lear Corporation

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



\*This is a multi-select option



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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.

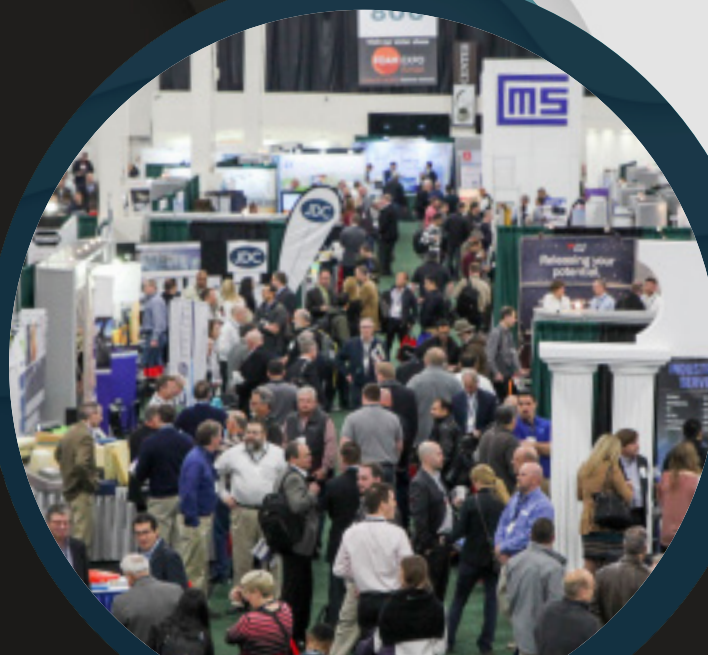
# FOAM *Fresh*

Foam Expo offers exciting new sponsorship options to maximize your impact. These options allow you to showcase your innovations, connect with key decision-makers, and gain even more exposure in the global foam industry. Get in touch to learn more and be involved.

“““

***We are one of the original supporters of the show. It's a good place to meet existing customers, new customers, and everyone our customers work with so being here is great – it's international***

*Bill Griffin, Account Manager, FSI*



## *The Comfort Lounge*

Showcase your comfort-focused products in the high-traffic Comfort Lounge, where attendees can interact with them directly. Increase booth traffic and highlight your solutions in this prime location.



Elevate your brand as an industry leader by speaking on the Solutions Stage. Share your expertise with an engaged audience, positioning your company at the forefront of the conversation.



Sponsor the floor's premier networking space with prime branding and digital ad displays. Place your company at the center of industry conversations and maximize visibility.

**DOWNLOAD  
THE SPONSORSHIP  
PROSPECTUS**

