

**FOAM** EXPO  
North America

The world's largest  
dedicated trade show  
for the technical  
foam industry

# Exhibition Prospectus

**March 23 – 25, 2021**  
**Novi, Michigan, USA**

[www.foam-expo.com](http://www.foam-expo.com)  
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organized by



**Smartershows™**



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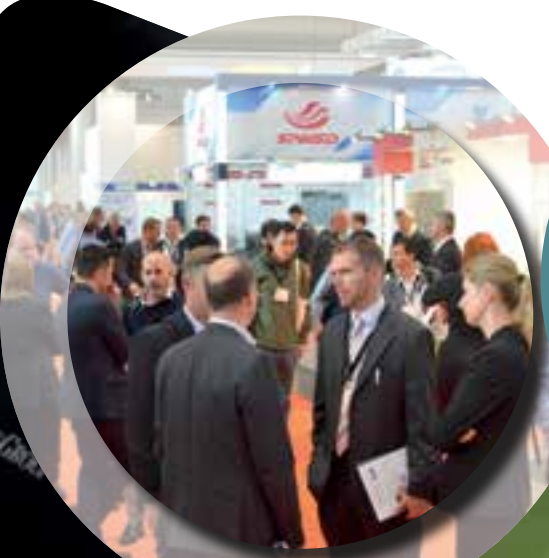
Foam Expo is the world's largest free-to-attend exhibition and conference for the manufacturers and buyers of technical foam products and technologies, as well as the entire foam supply chain.

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.

**350+**  
exhibitors\*

**5,000+**  
attendees\*

Free-to-attend  
exhibition and  
two-track  
conference



\*projected

# Audience profile

Foam Expo will highlight the latest product applications, services and equipment from multiple sectors, including:

- ADHESIVES & SEALANTS
- CONVERTING & FABRICATING
- EQUIPMENT & MACHINERY
- FOAM MANUFACTURING
- RAW MATERIALS
- RECYCLING
- TESTING

From the following industry verticals:

- AEROSPACE
- AUTOMOTIVE
- CONSTRUCTION
- MEDICAL
- PACKAGING
- SPORTS & LEISURE

BUSINESS ACTIVITY	Attendee	Exhibitor
Foam manufacturer	✓	✓
Raw materials supplier		✓
Chemicals manufacturer / supplier		✓
End user / OEM	✓	
Foam manufacturing equipment / machinery		✓
Laboratory equipment		✓
Converting and fabricating		✓
Research & academic	✓	✓
Testing & certification services		✓
Tools & parts		✓
Trade association / chamber of commerce / development agency	✓	✓

JOB FUNCTION	Attendee	Exhibitor
Academic	✓	
CEO / president / managing director	✓	✓
CTO / technical lead / director	✓	✓
Engineering	✓	✓
Marketing & sales		✓
Purchasing & procurement	✓	✓
Finance	✓	
Media	✓	
Student	✓	

# FOAM EXPO CONFERENCE

A two-track conference will run alongside the exhibition and is free to attend for all exhibition visitors



## Exhibit at Foam Expo

Access a powerful sales and marketing tool

### Benefits of exhibiting:

- **Foam Expo** presents a unique opportunity to network with 5,000+ attendees
- Place your products and services in front of qualified buyers and decision makers
- Reach thousands of potential customers through a dedicated PR and marketing campaign
- Use Foam Expo as a platform to launch a new product or service
- Benchmark your competitors' products and research the market
- Take advantage of complimentary pre-show exhibitor marketing support
- Access the complete foam manufacturing supply chain

### Key figures from 2019

**355**  
exhibitors

**81%**  
attendees influence or make the final decision

**10,563**  
leads generated

**45**  
countries represented

**5,224**  
Total attendees

### 2019 Key attending companies:

3M  
Adient  
Amazon  
BASF  
Bay Materials  
Bose  
Bridgestone  
Brooks Sports  
Dart Container  
Faurecia  
Ford  
General Motors  
Goodyear  
Honda  
Hyundai  
John Deere  
La-Z-Boy Incorporated  
LG Hausys  
Lockheed Martin  
Aeronautics  
Medline  
Mitsubishi  
Nike  
Nissan  
Rogers Foam Corp  
Rolls-Royce Corp  
Sonoco  
Under Armour  
Veritiv  
Volkswagen  
Warrior Sports  
Whirlpool  
Wilson

# Exhibition Information

## Rates

Booth size (sq ft)	Price (\$)
100	4,600
150	6,900
200	8,800
300	13,200
400	15,600
600	23,400
800	31,200
900	35,100
1,200	46,800

## Included in your exhibition booth package:

- Unlimited complimentary exhibitor passes
- Exhibitor profile (online and event catalog)
- Complimentary exhibitor marketing, including:
  - ✓ Customized emails and personalized invitations
  - ✓ Social media promotion
  - ✓ PR and media kit
  - ✓ Web and email signature banners
  - ✓ Calendar invitations
  - ✓ Post-show ROI report

## Contact us

Exhibition inquiries:

**Jamie Reid**, Event Director  
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**+44 1273 916 301**

General inquiries:

[info@foam-expo.com](mailto:info@foam-expo.com)  
**+1 855 436 8683**

## Venue address

Halls A, B & C

**S** SUBURBAN COLLECTION  
**SHOWPLACE**

46100 Grand River Ave,  
Novi, MI 48387, USA



#FoamExpo

