

# SUR/FIN® 2026

Where Finishing Connects

June 2-4, 2026

Donald E. Stephens Convention Center  
Rosemont, IL

**SUR/FIN®** is the industry's premier annual event that attracts the broader surface technology community. Put your company's name at the forefront of attendees' minds, build name recognition and drive traffic to your exhibit space with these unique, high-profile promotional opportunities. Sponsor recognition and benefits are available to show exhibitors only. Additional information can be found at [NASF.org](http://NASF.org).

**2,000+**  
Attendees  
**170+**  
Exhibitors

#### Attendees Include:

- C-Suite
- Managers
- Engineers
- Sales Associates
- Chemists

#### Diamond Level

##### Welcome Reception

**SOLD**

Capitalize on the high energy of attendees eager to kick off the Annual Conference. Taking place in the exhibit hall, this sponsorship gives you prime visibility to an event open to all attendees. Includes branded napkins and bars, along with the opportunity to incorporate a fun activity during the event.

#### Gold Level

##### First Drink on Us Sponsor

**\$25,000**

Welcome all attendees with a note and a drink at the hotel bar! The note will be given to attendees when they check-in at the main host hotel and will include one drink ticket that attendees can use at their hotel bar (beer or wine selection).

#### Silver Level

##### Keynote Speaker

**two available**

**\$12,000**

Sponsor one of our keynote speakers and provide welcoming remarks before the keynote takes the stage located on the exhibit show floor. This sponsorship includes the option to play a two-minute company sizzle reel before the start of the keynote presentation. Your company branding is included with all mentions of the designated keynote.

##### Hanging Aisle Signs

**exclusive**

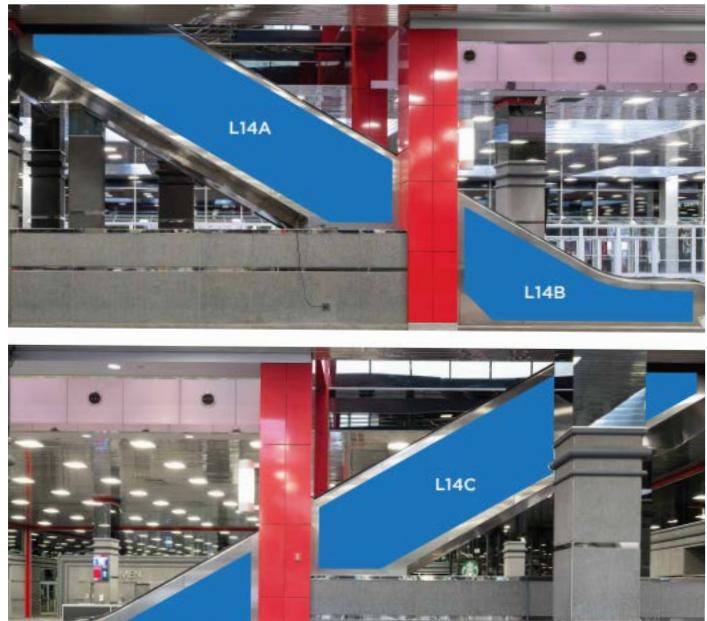
**\$10,000**

Gain company branding exposure with all SUR/FIN attendees with your company logo included on all hanging aisle signs. Sponsorship includes at least six signs (or more based on floor layout). Approximate sizing: 4'w x 4'h.

#### Wi-Fi

**three available** **\$10,000**

Sponsor the Wi-Fi and be the name every attendee associates with getting online for the day. You get to name the Wi-Fi. Includes promotion in the daily email sent to attendees, and your logo on signage at the registration desk.



#### Branded Escalator

**SOLD**

Visible from the SUR/FIN registration desk, every attendee will see these escalators (and some will use them!) as they enter and leave the convention center.

#### Tote Bags

**exclusive** **SOLD**

Promote the use of reusable shopping bags and generate repeated visibility for your company. Your company logo will be prominently featured along with the NASF logo on the tote bags provided to each attendee.



## Lanyards

**exclusive** **SOLD**

Get your company in front of every attendee. Your logo will appear on the name badge lanyard worn by each attendee. The NASF logo will also be featured.

## Hotel Keycards

**exclusive** **\$12,000**

Your company will be on every attendee's mind as they come and go. Have your custom design on the hotel room keys of 1,500+ attendees staying at the main conference hotel.



## Happy Hour at Your Booth

**exclusive** **SOLD**

Sponsor a fun Happy Hour on Wednesday from 4-5 PM, featuring beer, wine, and soft drinks in or near your booth. Includes branded signage and a push notification to invite attendees to stop by for a drink and conversation. A great way to boost visibility and connect with members in a relaxed setting.

## Golf Simulator at Your Booth

**exclusive** **SOLD**

**NEW!** Drive traffic to or near your booth with a fun and interactive golf simulator experience. A push notification will invite attendees to stop by on the selected day, take a swing, and connect with your team in a relaxed, memorable way.



## Notepads and Pens

**exclusive** **\$10,000**

Give attendees something to remember you by. Your company logo will be prominently featured on the note pads along with the NASF logo. Notebooks and pens are placed in SUR/FIN tote bags that are given to all attendees.

## Room Drop

**\$8,000**

Gain a competitive edge by having your company's promotional piece delivered directly to all attendees within the SUR/FIN host hotel room blocks. Materials must be provided by the sponsor & approved by NASF.

## Registration Desk Coffee Break

**two available** **\$8,000**

Be the one that is appreciated by attendees who need their coffee fix during registration on Wednesday or Thursday. Your company logo will be featured on station signage and the coffee cup sleeves. Includes push notification from the mobile app to all attendees who have downloaded the app. Includes 40 gallons of coffee for attendees!

## Awards Ceremony

**exclusive** **SOLD**

Join NASF attendees at the Awards Ceremony recognizing achievements in the surface finishing industry. Benefits include the option to make opening remarks or submit a commercial (limited to 2-3 minutes) and opportunity to distribute item via table drop at the event.

## Mobile App

**exclusive** **\$7,000**

When attendees access the SUR/FIN app to see the agenda, locate exhibitors, and message fellow attendees, they'll see your branding on the splash page with your company description. Includes your logo in the invitation sent to attendees to download the app, signage near the registration desk with your logo and QR code to download the app, and one push notification during show hours.

## Bronze Level

**Boot Camp** **exclusive** **\$5,000**

Located on the show floor, your logo will be featured on screen in the presentation slides of the session. Includes recognition of your sponsorship in marketing materials for the session, in the agenda and in onsite signage.

## Women in the Industry Reception

**exclusive** **SOLD**

Celebrate women of the industry, includes recognition of your sponsorship in marketing materials for the reception, in the agenda, and onsite signage. Sponsorship includes themed drink distributed to attendees.



### NEW! Ice Cream Social at Your Booth exclusive SOLD

Delight attendees with a refreshing treat from your ice cream cart, located at or near your booth. A push notification will be sent during the event to invite attendees to stop by for a sweet break and a quick chat—cool treats, warm connections!



### Professional Headshot Sponsor exclusive \$5,000

**NEW!** As the exclusive Professional Headshot Sponsor, your brand will be prominently displayed at the headshot station, where attendees can have their photo taken by a professional photographer. Each attendee that signs up will receive a high-quality, download-able headshot. This is perfect for enhancing attendee's professional profiles and social media. Your logo will be featured on signage, in the mobile app and you'll have the opportunity to provide a give-away at the photo station. \*The Professional Headshot Station would be available for 4 hours.

### Donut Wall at Your Booth exclusive SOLD

**NEW!** Sweeten the experience with a donut wall at or near your booth, perfect for drawing in attendees. A push notification will invite them to stop by for a treat and a quick chat, making your booth a must-visit destination.



### Know Before You Go Email exclusive SOLD

Have your linked banner ad in the email sent to each attendee the week of the conference informing them of everything they need to know. On average, the Know Before You Go email has a 28% open rate and 14% CTR.

### Innovation Lab four available \$3,500 (Professional Development Opportunity!)

Give a 30-minute educational demonstration of your product and services. Includes recognition in the agenda and a push notification from the mobile app prior to your presentation.

### Booth Popcorn four available, two each day \$3,500

The best way to have attendees pop by your booth is with popcorn... no one can resist popcorn. Includes a push notification from the mobile app to attendees.



### Booth Coffee four available, two each day \$3,500

Let the delightful coffee aroma guide attendees to your booth. Includes a push notification from the mobile app to attendees.

### Online Registration Page Sponsor exclusive SOLD

Your brand will be prominently displayed on the SUR/FIN Registration Page, where every attendee must visit to sign up for the event. This high-visibility sponsorship offers an unparalleled opportunity to connect with a targeted audience at the very first step of their conference journey.

### Floor Clings multiple available \$2,500

Highlight your company to attendees walking throughout the show floor with these 4'x4' floor decals.

### Entrance Meter Board multiple available \$2,000

Promote your company at the entrance of the exhibit hall. Sponsor receives one double-sided meter board.

# SUR/FIN® Sponsorship Levels

	Bronze	Silver	Gold	Diamond
<b>Price</b>	<b>\$2,000 - \$6,999</b>	<b>\$7,000 - \$14,999</b>	<b>\$15,000 - \$29,999</b>	<b>\$30,000 +</b>
Complimentary Floor Clings				✓
On-Site LinkedIn Interview			✓	✓
Official recognition from the podium at the General Session			✓	✓
One dedicated social media post			✓	✓
Tote bag insert			✓	✓
Logo by the exhibit hall entrance		✓	✓	✓
Premium placement of logo on onsite signage		✓	✓	✓
Logo displayed on onsite signage	✓	✓	✓	✓
Logo in slides at the beginning of the General Session	✓	✓	✓	✓
Linked logo on the SUR/FIN webpage	✓	✓	✓	✓
Logo listed in one NASF SUR/FIN 2024 e-blasts	✓	✓	✓	✓

\* Content to be provided by sponsor and is subject to NASF approval. Date to be mutually agreed upon.

Contact **Cathy Vick** or **Rachel Celentano** about partnership opportunities:

[cvick@nasf.org](mailto:cvick@nasf.org) • (202) 204-8395 | [rachel@nasf.org](mailto:rachel@nasf.org) • (212) 297-2124

# APPLICATION & CONTRACT FOR EXHIBIT SPACE

**Exhibit Facility:** Donald E. Stephens Convention Center | Rosemont, IL

**Applicant:** (Please type or print clearly) \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_ **Country** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_ **Website** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Contact Title** \_\_\_\_\_

**Contact Phone** \_\_\_\_\_ **Contact Email** \_\_\_\_\_

**NASF Member**  **Booth Number** \_\_\_\_\_ **Booth Cost** \_\_\_\_\_

**EARLY MEMBER RATE:** \$35.00 per square foot if contract and 50% deposit are received on or BEFORE January 1, 2026.

**MEMBER RATE:** \$42.00 per square foot if contract and 50% deposit are received AFTER January 1, 2026.

**NON-MEMBER RATE:** \$58.00 per square foot

**IMPORTANT:** NASF Membership dues must be received by March 15, 2026 in order to receive the member rate. If we have not received your dues, you will receive the non-member rate for your booth.

**50% DEPOSIT DUE 30 DAYS FROM CONTRACT SUBMISSION OR THE BOOTH SPACE WILL BE RELEASED.**  
**FINAL 50% OF BOOTH COST DUE MARCH 15, 2026**

**ACKNOWLEDGEMENTS:** Upon acceptance and execution of this contract, Company agree to be bound by all Terms, Conditions, and Rules set forth herein and in the SUR/FIN Rules & Regulations, Exhibitor Manual, and any correspondence on revised and new rules and guidelines, all of which are incorporated herein and made a part of this contract. Company agrees to prepare an exhibit of its products and/or services, which shall be directly pertinent to the surface finishing industry and as approved by show management. The undersigned party confirms authority to enter into this contract and hereby agrees to the terms set forth herein.

## INCLUDED WITH YOUR BOOTH:

- Complimentary listings in the online exhibitor guide and printed conference directory.
- Two booth personnel badges per 10' x 10' booth
- Unlimited complimentary show floor passes per 10' x 10' booth for your customers/prospects

## NASF Corporate Member-Exhibitors a/so receive:

- Unlimited booth personnel badges
- Two conference registration badges per 10 x 10 Booth

**NOTE:** No exhibitor may assign, sublet or share his/her space. Only the sign of the exhibitor whose name appears upon this Application and Contract may be placed in the booth or in any printed list of exhibitors.



Rachel Celentano  
**PHONE:** 212-297-2124  
**EMAIL:** rachel@nasf.org

**Authorized Signature** \_\_\_\_\_

**Printed Name** \_\_\_\_\_

**Date** \_\_\_\_\_

# GENERAL RULES AND REGULATIONS

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Exhibits and Exhibitors are subject to the following regulations. "Management" means the Exhibit of the National Association for Surface Finishing and its service contractor.

## I. Contract for Space

This application, properly executed by Exhibitor, shall upon written acceptance and notification of space assigned by Management, be a valid and binding contract. Management may refuse any exhibit which, in its sole discretion, may detract from the exhibition. Management's assignment of space is final and is acceptance of Exhibitor's offer to occupy space. After assignment, space location may not be changed without Management's prior written approval.

## II. Use of Exhibit Space

Exhibits may not project beyond allotted space or interfere with the lighting or space of others. Aisles must be kept clear of exhibits, and Exhibitors may not interfere with free flow of traffic.

No exhibitor may assign, sublet, or share all or part of his/her space with other Exhibitors. Exhibitors may present only products and services they officially represent, and shall not have other companies' representatives in said space.

Demonstrations or related activities must be confined to Exhibitor's assigned space, as must distribution of circulars, catalogs, folders, promotion materials or devices. None of these may be distributed in aisles, meeting rooms, registration area or other rooms or areas of the Exhibit or Conference.

All food and beverage distributed from booth must be approved by Management and may be treated as an event sponsorship subject to Management pricing.

Exhibitor hosted events scheduled in conflict with show hours and events are prohibited.

Videotaping within the exhibit hall or videotaping or recording of any conferences or seminars is prohibited.

Exhibits with public address systems, sound movies or slides, radios, record or tape players, musical instruments or noise-making devices are subject to Management regulation and must be conducted or arranged so noise will not annoy or disturb adjacent Exhibitors.

## III. Installation and Removal of Exhibits

All exhibits must be fully installed and operation at opening hour of first day of Exhibit and remain installed until closing hour of last day. Exhibitor shall not dismantle or start packing before closing time. No exhibit will be erected or removed during hours Exhibit is open.

## IV. SUR/FIN Booth Cancellation Policy

All refund requests for cancellation (including downsizing of booths) must be in writing and received by NASF by the dates noted below. THE 50% DEPOSIT IS DUE 30 DAYS AFTER SIGNING THE BOOTH CONTRACT OR THE BOOTH WILL BE RELEASED.

Refunds of any deposit made will be allowed per the following schedule:

- 50% of the booth deposit is eligible to be refunded, if the booth is canceled by September 30, 2025 or within 30 days of contract signature, when signed after September 30, 2025
- Any booth space paid in full (100%) is eligible for a 50% refund until March 15, 2026
- *\*\*There are no refunds after March 15, 2026*

## V. Liability

Neither Management, its subcontractors nor hotel or exhibit facility or their officers, employees or representatives is responsible for loss, damage or injury to Exhibitor or Exhibitor's employees or property from any cause, before, during or after period covered by this contract. Exhibitor, on signing this contract, releases Management, its subcontractors and Hotel and exhibit facility, their officers, employees and representatives from, and agrees to indemnify same against, any claims for loss, damage or injury.

Exhibitor assumes responsibility for accident, injury or property damage to any person visiting his exhibit, where such accident, injury or damage is caused by negligence of Exhibitor, his employees or agents. Exhibitors insuring exhibits, materials, and/or personnel do so at their own expense.

Management is not liable for nonfulfillment of commitment for delivery of space due to exhibition premises being damaged, destroyed, or rendered unusable by fire, accident, act of God, or public enemy, strike, authority of law, or any other cause. If exhibition cannot be held or space delivered for that purpose, Management's sole liability is to reimburse Exhibitor, less any costs or charges paid or incurred by Management for advertising, administration and similar purposes.

## VI. Hosting Events

Any requests for food and beverage hosting on the floor or during event hours are handled through sponsorships offered by SUR/FIN. Please reference the Sales Prospectus for information. Note that exhibit hosted events scheduled in conflict with show hours, conference sessions or show events are prohibited. Violations may result in the immediate cancellation of the conflicting event without refund.

## VII. Protection of Hotel or Exhibit Facility Property

Use of screws, bolts, nails, staples, tacks, pins, tape or other items that may deface or damage floors, walls, ceilings, doors, or other Hotel or exhibit facility property is prohibited. Exhibitors must repair damage at their own expense.

## VIII. Fire Precautions

All materials in exhibition must be flameproofed to Fire Department regulations. Crepe or corrugated paper, flameproofed or otherwise, is not permitted. Excelsior or shredded paper is not to be used in packing. Cartons, crates, or other wrappings must be removed from exhibit area after unpacking, and returned for packing and removal immediately at close of exhibition. Electrical equipment and illuminated display booths must conform to local electrical code.

## IX. Booth Specifications

Standard booth equipment furnished will include 8' high backwall and 36" high siderail dividers of free-standing, interlocking, tubular aluminum framework, from which flame-proofed draperies will be suspended. Signs or objects suspended from the framework may not exceed 50 lbs. A booth identification sign will be provided.

## X. Exhibit Limitations

In the following, "Exhibit" is the temporary display structure and "product" is the item manufactured or sold by the exhibiting company. Exhibit limitations apply to exhibit structure, but not to the Exhibitor's product in its normal configuration. Contact Show Manager if there are any questions.

- A. Single or in-line multiple booths—Exhibit fixtures, components and identification signs may not exceed 8'3" (2.5 meters big) in height and portions above 4' in height may not extend more than 5' out from the back line of the booth space.
- B. Island Booths (aisle on four sides) 20' x 20' or larger. Structures may not exceed 16' in height for all components unless written approval is obtained from Show Management. Note: 20' x 8' backwalls are discouraged. All hanging signs in aisle booths must conform to the booth height limitation of 16' unless written approval is obtained from Show Management. We will require proof of structural integrity of signs, towers and multi-level displays.
- C. Perimeter wall booths (single or in-line multiple booths located on the outer-perimeter wall of the exhibit floor)—Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12' (3.66m) in perimeter-wall booths. Portions above 4' in height may not extend more than 5' out from the back line of the booths space. Any exposed unfinished portion of the exhibit must be acceptably covered. All booths must be carpeted or covered with suitable flooring material.
- D. Peninsula Booths: Backwall height exceeding 8'3" must be limited to the center 50% of the booth. Any exhibit items exceeding 4' must be placed in the center 50% of the booth.

Note: The intent of these regulations relating to exhibit construction is to provide each exhibitor a reasonable sightline from the aisle to create a uniform and professional-looking display, and to permit all Exhibitors maximum use of floor space for which they have contracted.

All spaces are as shown on floor plan and dimensions are believed accurate, but are only warranted to be approximate.

## XI. Attire

All exhibitor personnel and their contractors must wear appropriate apparel at all times. This requirement prohibits, among other items, bathing suits, thongs, lingerie, excessively short skirts, painted bodies and transparent apparel or any other apparel not appropriate. Show Management reserves the right to make determinations on appropriate apparel. Business or business casual attire is recommended. Exhibitors who are uncertain with regard to compliance with the appropriate apparel and entertainment regulations are encouraged to consult with Show Management.

Remember, when working a booth you are not only representing your own company but NASF as well.

## XII. Guard Service

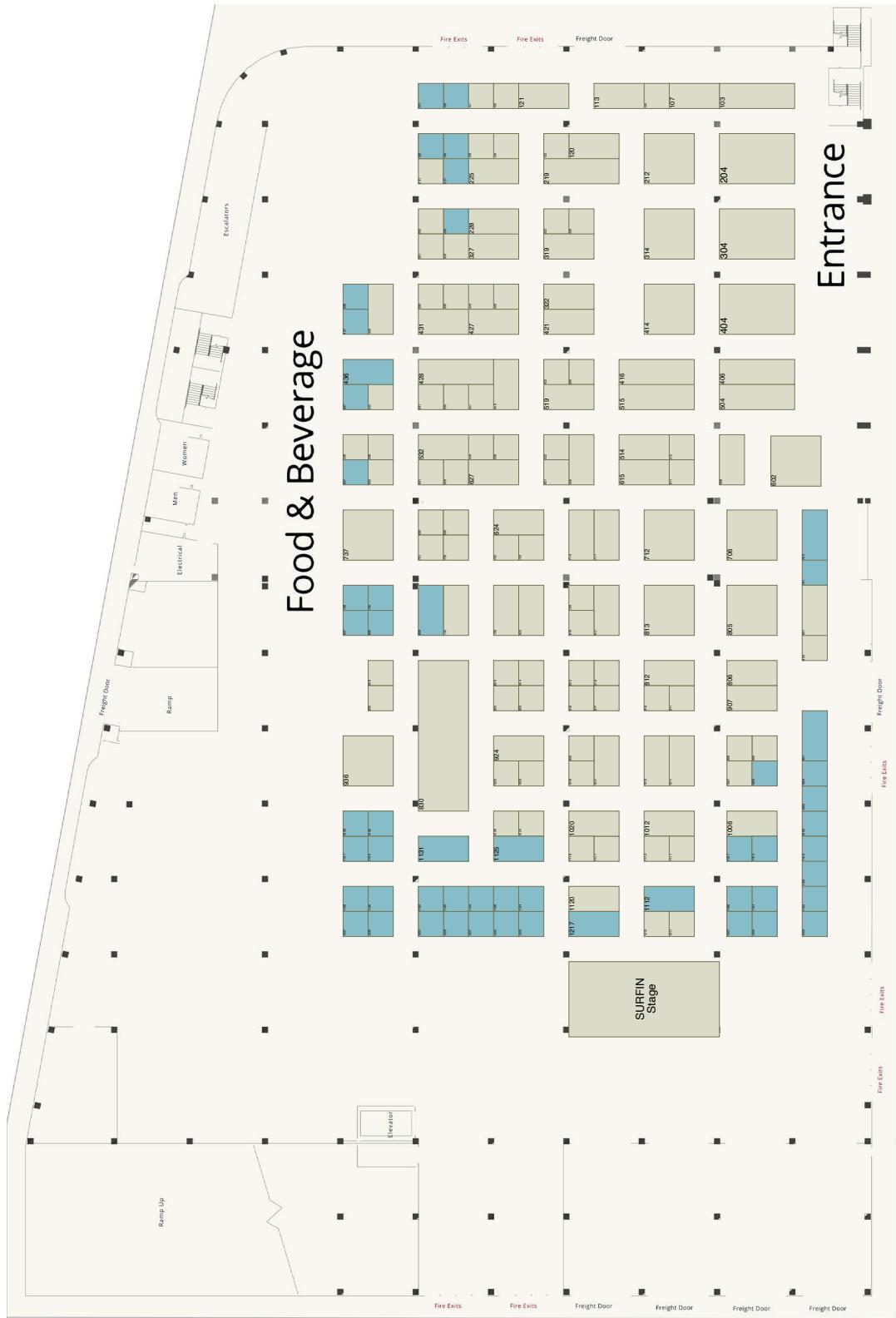
Twenty-four hour guard service is furnished by Management during move-in and move-out periods and during exhibition, but without guarantee against loss.

## XIII. Amendments

These rules may be revised by Management and all points not covered are subject to its decision. More information, also binding under this contract, is in Exhibitor's Manual.

**Service Information**—The general service contractor will have available all services customarily required by Exhibitors. Exhibitor manuals, containing complete information, will be sent to each Exhibitor.

# **SUR/FIN® 2026 Exhibitor Floor Plan**



# Advertising Opportunities

## Promote Your SUR/FIN® Exhibit with Advertising Opportunities Exclusively for Exhibitors

### SUR/FIN® 2026

#### Tradeshow and Conference Directory

Generate exposure at North America's premier surface finishing industry event. The SUR/FIN® 2026 Tradeshow & Conference Directory provides exhibitors with a cost-effective vehicle for promoting awareness of your products and services while drawing customers to your booth. The SUR/FIN® 2026 Tradeshow & Conference Directory will be distributed to all show attendees and referenced both during the show and throughout the following year. Featured inside this special publication: show programming, new products and services section, exhibit descriptions, product listing, show floor plan and so much more!

#### Important Dates:

##### Reservation Deadline:

April 9, 2026

##### Artwork Deadline:

April 16, 2026

Email: [info@nasf.org](mailto:info@nasf.org)

#### File Formats:

**Formats Accepted:** PDF, EPS, TIF (CMYK, 300 dpi, fonts embedded).

**Formats NOT Accepted:** Word, Publisher, Powerpoint and JPGs

#### Directory Ad Specifications:

Ad Size	Width	Height
Full Page	7.125	x 10.125
Bleed	8.375	x 11.125
Trim	8.125	x 10.875
Half Page Horizontal	7.125	x 4.625
Half Page Vertical	3.375	x 9.25
Quarter page	3.375	x 4.625

**Live Area:** Please ensure all text and important graphic elements are at least 1/2 inch from the edges of the trim size.

#### Directory Print Ad Rates

PLACEMENT	RATE
Back Cover	<b>\$2,850</b>
Inside Front Cover	<b>\$2,600</b>
Inside Back Cover	<b>\$2,300</b>
Cover Triangle	<b>\$3,000</b>
Full Page	<b>\$1,775</b>
Half Page	<b>\$1,275</b>
Quarter Page	<b>\$975</b>

#### Special Advertising Packages Available!

Questions: Rachel Celentano | E: [rachel@nasf.org](mailto:rachel@nasf.org) | T: 202-591-2454

**SUR/FIN® | [nasf.org](http://nasf.org)**

The Event for the Finishing Industry

# Advertising Opportunities

## SUR/FIN® 2026

### Directory Banners

You'll have an exclusive marketing opportunity that positions your company at a time when attendees are researching the show for exhibitors online. Your exclusive floor plan banner ad will appear on the main floorplan homepage, which is designed to provide maximum exposure for your brand.

### Confirm Your Sponsorship Today!

#### Exclusive Floorplan Banner Rates

LISTING	RATE
Exclusive Floor Plan Banner	<input type="checkbox"/> \$4,000

### Exclusive Floorplan

