

# EXHIBIT IN A NEW LIGHT AT PITTCON

Pittcon is the world's leading annual conference and exposition for laboratory science serving a diverse audience from industry, government and academia. This dynamic global event attracts chemists, scientists, directors and lab managers.



# BENEFITS OF EXHIBITING AT PITTCON

**Exhibiting offers these benefits to help your company achieve organizational and business goals. Learn why hundreds of your competitors will be at Pittcon 2017.**

- Generates quality leads – attracts decision makers
- Builds awareness for your company in your target market
- Saves time & money by allowing interactions with many buyers at one time in one place
- Provides a premier venue to launch new products
- Maximizes B2B opportunities
- Strengthens existing customer relations
- Gives your company a competitive advantage
- Free Employment Service to advertise and fill open company positions

## **PRICING:**

- Cost per 10 x 10 booth: \$2,600 through September 6, 2016 (\$2,900 after September 6)
- Returning Exhibitor Expansion Rate: \$2,000 per booth over the number of booths purchased in Pittcon 2016
- Seminar Rooms with ceiling: \$8,500, without ceiling: \$7,000
- Live Demo Time Slot: \$150

## NEW FEATURES FOR 2017

- **Enhanced B2B Opportunities** – Literature and booth drops, exhibitor only meeting space, facilitation of meeting requests pre and during show,
- **Expo Only Pass** – Available for attendees
- **Live Demo Areas** – Reserve your time slot to hold an interactive presentation to conferees in your target market
- **Guided Tours** – Reach your targeted audience by participating as a stop on a Guided Show Tour for conferees
- **Magnificent Mile** – Will include an internet café, product locators, concessions, seating and various interactive activities.



# VALUE-ADDED SERVICES

## MARKETING RESOURCES & TOOLS

- **Informative Webinars** - Series of 4 webinars available exclusively to Pittcon exhibitors
- **Four Corporate Guest Passes** per 10' x 10' booth - Complimentary passes to distribute to existing and prospective customers
- **Diverse Promotional Program** - Flexible print and digital pre-show and on-site advertising opportunities available in a wide range of prices to fit any budget
- **Mobile App & Product Locator Listing** - Your company description and keywords made available to conferees
- **Banner Ads** - Pre-made ads in a variety of sizes and messages free for download
- **Conferee Mail List for Purchase** - Access to opt-in registrants for sending pre or post-show emails or direct mail.
- **White Papers** - Submit your white paper on a specific topic or technique to post to the Pittcon website

## PUBLICITY TOOLS

- Pittcon attracts nearly 200 journalists from around the world representing more than 70 global publications.

## VALUE-ADDED SERVICES *(CONTINUED)*

- **Press Release Service** – Submit your company press release for posting on our website in the press section
- **Registered Media List** – Access to the registered media to send invitations to your press conferences, booths, special functions and demos
- **Press Conference Facilities** – Complimentary room including a basic AV setup and publicity for your company's press conference
- **Press Kits** – Distribution of your company's press kit to registered journalists in the on-site Press Room

## NETWORKING TOOLS

- **Seminar Room Rental** – Private space available for customer meetings or staff lounges
- **Customer Contact Rooms** – Rent seminar space by the hour for customer meetings
- **Free Employment Service** – Post job openings, review resumes and conduct on-site interviews with potential candidates
- **Exposition Mixer** – Meet and greet existing customers and prospects
- **Exhibitor Distributor Networking** – Service that provides a way for exhibitors and distributors from around the world to connect

# PITTCON CONFEREE STATS \*

## CONFEREE PURCHASING PROFILE

- Attendees **spent** an average of **11.4 hours** at the exhibits spread over **2.6 days**
- **Net Buying Influences** (NBI) of attendees is **85%** (involved in purchasing decisions)

### Top five areas in which conferees plan to buy:

- General lab products
- Environmental equipment
- Spectroscopy products
- Separations/Materials products
- Lab automation

## TOTAL BUYING PLANS

Percentage of **attendees** planning to **buy one or more products** as a result of what they saw at Pittcon – **34%**

### Average Purchase Time-frame = 6.6 months

- Immediately – **4%**
- 1 to 3 months – **21%**
- 3 to 6 months – **38%**
- More than 6 months – **37%**

## TOP THREE REASONS CONFEREES RECOMMEND PITTCON TO COLLEAGUES

- Newest and latest products/technology/solutions to see
- Great networking opportunities
- Wide variety of products and vendors

# CONFEEE DEMOGRAPHICS\*\*

## TOP TWO FIELDS OF EMPLOYMENT

Industry & Academia

Attendance By Country - 24%  
from countries outside the U.S.

## CONFEEE AGE RANGE

30 years & under	22%
31-40 years	23%
41-50 years	23%
51-60 years	21%
Over 60 years	11%

## TOP FIVE COUNTRIES



## FIRST TIMERS - OPPORTUNITY TO REACH A NEW AUDIENCE EACH YEAR

41% are first time attendees

59% are returning attendees

\*\* 2016 registration statistics, ITN

# IMPORTANT DATES AND DEADLINES FOR PITTCON 2017

## **AUGUST 2016:**

### **Mon., August 1**

- Booth assignments begin in seniority order

## **SEPTEMBER 2016:**

### **Tues., September 6**

- Booth Space Agreements and payments due for regular rate

### **Fri., September 30**

- Online exhibitor descriptions begin

## **OCTOBER 2016:**

### **Fri., October 7**

- Last day for 75% refund on cancellation of booth space

### **Mon., October 24**

- Booth assignments sent to exhibitors
- Exhibitor Service Manual available on-line

## **NOVEMBER 2016:**

### **Fri., November 11**

- Last day for 50% refund on cancellation of booth space

### **Mon., November 14**

- Balance of booth space payments due

## **JANUARY 2017:**

### **Fri., January 6**

- Last day for 25% refund on cancellation of booth space

### **Mon., January 23**

- Exhibitor Appointed Contractor form due
- Hanging banner, specialized lighting and exhibit drawings are due to The Pittsburgh Conference for approval
- Certificate of Insurance or Signed Waiver & Release due to The Pittsburgh Conference

### **Thurs., January 26**

- First day that items can be received at the Global Experience Specialists (GES) Advance Warehouse



# IMPORTANT DATES AND DEADLINES FOR PITTCON 2017 *(CONTINUED)*

## **FEBRUARY 2017:**

### **Wed., February 8**

- GES advance discount pricing deadline
- Last day for on-line advance discount on electrical, air & water services provided by GES.
- Last day for advance discount on internet & telephone services provided by McCormick Place

### **Fri., February 24**

- Last day that items can be received at the GES Advance Warehouse

### **Tues., February 28**

- GES standard pricing deadline

## **MARCH 2017:**

### **Wed., March 1**

- Exhibitor move-in begins
- First day that items can be received at McCormick Place - West
- GES on-site pricing begins

### **Fri., March 3**

- Exhibitor Registration opens – badge pick up only

### **Sat., March 4**

- Short Courses open

### **Sun., March 5**

- Technical Program opens

### **Mon., March 6**

- Exhibits open

### **Thurs., March 9**

- Exhibitor's Meeting  
11:30 AM-1:00 PM
- Exposition closes – 3:00 PM
- Move out starts

### **Thurs., March 9 – Sat., March 11**

- Move out continues

## Pittcon 2017

McCormick Place,  
West Hall  
Chicago, IL

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### EXPO DATES:

March 6-9, 2017

Conference dates:

March 5-9, 2017

Short Course dates:

March 4-9, 2017

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### TO RESERVE YOUR BOOTH

[www.pittcon.org/exhibitor](http://www.pittcon.org/exhibitor)

[expo@pittcon.org](mailto:expo@pittcon.org)

800-825-3221  
or 412-825-3220

[www.pittcon.org](http://www.pittcon.org)

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