

# CON HEAT TREAT

OCTOBER 17-19, 2023  
DETROIT, MICHIGAN | TCF CENTER  
[heattreatevent.org](https://heattreatevent.org)

**EXHIBITOR PROSPECTUS**  
EXHIBIT TODAY!

CO-LOCATED WITH:



INTERNATIONAL MATERIALS,  
APPLICATIONS & TECHNOLOGIES  
**2023**

ORGANIZED BY:



# WHY DETROIT?

## TECHNOLOGY

From automotive to aviation to defense, Detroit is changing the way the world moves. Their unmatched automotive research, design, and advanced manufacturing resources make this region the leader in next-generation mobility and technology development. Detroit's culture of innovation is ready to help your business grow!

## AUTOMOBILE CAPITAL OF THE WORLD

Detroit is the second largest source of architectural and engineering job opportunities in the U.S., with the domestic auto industry primarily headquartered in Metro Detroit.

## GLOBAL

Why do 1,300 firms from 38 countries call the Detroit region home? Detroit is the perfect location when you're looking to access U.S. and Canadian markets. Home to one of the world's most valuable border crossings and Detroit Metro Airport — with nonstop flights to more than 160 destinations — they'll get your business where it needs to go.

## SUSTAINABILITY

Michigan's business climate is stronger than ever. Nearly two-thirds of Michigan businesses surveyed describe the state as having a positive business climate and would promote Michigan as a place to work, start, and conduct business.



## FAST FACTS

Heat treating market is projected to be valued at **\$122.34 Billion** by 2025 with an expected average growth rate of **3.5%**

*\*Source: 2019 Heat Treat Registrant Data*

# FACE-TO-FACE WORKS!

95%

SAY FACE-TO-FACE MEETINGS ARE ESSENTIAL  
FOR LONG-TERM BUSINESS RELATIONSHIPS

85%

BUILD STRONGER, MORE MEANINGFUL BUSINESS  
RELATIONSHIPS DURING IN-PERSON BUSINESS  
MEETINGS AND CONFERENCES

84%

PREFER FACE-TO-FACE MEETINGS

77%

PREFER IN-PERSON CONFERENCES DUE TO  
THE ABILITY TO READ BODY LANGUAGE AND  
FACIAL EXPRESSIONS

75%

PREFER IN-PERSON CONFERENCES BECAUSE THEY  
LEAD TO MORE SOCIAL INTERACTIONS AND THE  
ABILITY TO BOND WITH COWORKERS / CLIENTS

ARE YOU READY TO SEE YOUR  
CUSTOMERS IN 2023?

**If you sell or provide the following, you need to exhibit at  
Heat Treat 2023!**

- Additive Manufacturing
- Brazing
- Casting
- Ceramics
- Characterization, Quantification, and Analysis of Materials
- Coatings
- Commercial Heat Treating Services
- Core Metals, Alloys, and Materials Topics
- Digital Materials, Definition, and Informatics
- Emerging Materials Technologies
- Engineering Applications and Related Interests
- Forging
- Furnaces
- Heat Processing Atmospheres and Generators
- Heat Processing Auxiliary Equipment and Sales
- Heat Processing Auxiliary Equipment and Supplies
- Heat Processing Compounds and Solutions
- Heat Treat Process Controls and Instrumentation
- Machining and Metal Cutting Equipment
- Materials and Processes for Automation
- Materials Testing / Characterization Equipment and Supplies
- Medical / Biomaterials
- Metal Forming Equipment
- Metals and Alloys
- Modeling Processes
- Nonferrous Metals
- Plastics
- Processes
- Publications (Journals, Business Magazines)
- Refractories / Furnace Insulation
- Rolling
- Renewable and Unconventional Energy
- Stamping / Shaping
- Surface Treating / Coating Equipment
- Sustainability
- Thermal Spray
- Trade Associations / Professional Societies
- Vacuum Equipment
- Welding and Joining Equipment





2 EVENTS • 1 LOCATION

# REACH ALL MATERIAL SEGMENTS UNDER ONE ROOF!

## HEAT TREAT



This co-located event is an outstanding opportunity to meet face-to-face with qualified global prospects looking to buy products or services. For the price of exhibiting at one exposition, you get exhibitor exposure to **TWO** distinct audiences! **THOUSANDS** of industry professionals will be on hand to see and hear about your latest advances!

We offer exclusive or shared sponsorship opportunities — expand your reach and increase visibility before, during, and after the Heat Treat Conference & Exposition. Custom sponsorships are available to fit any trade show budget. **The benefits of investing in sponsorships are invaluable!**

- Over **9,000** Attendees
- Over **800** Technical Presentations, Keynotes, and Panel Discussions
- Over **500** Exhibits
- Over **300** Students
- **Four days** of Technical Programming
- **2.5 days** of Expo
- Multiple **Networking Events**, Awards, and Competitions
- Workshops, Live Demonstrations, and Education **right on the Show Floor**

## SPONSORSHIP BENEFITS:

**BRAND VISIBILITY:** To a targeted materials industry market segment

**CONTENT STRATEGY:** Partner with the leaders in materials information

**EFFICIENT LEAD GENERATION:** Meet face-to-face, build a customer database, and promote products

**ENGAGEMENT:** Increase your involvement within the heat treat and materials community

**RECOGNITION:** Make your company stand out as a leader at the event — before, during, and after

**RELATIONSHIPS:** Find new collaboration partners, customers, and supplier relationships; strengthen customer relationships

**FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:**  
**[exposales@asminternational.org](mailto:exposales@asminternational.org)**

# BY EXHIBITING, YOU CAN...

- Continue to build and enhance your company profile to thousands of key industry stakeholders
- Connect with current customers, develop new business relationships, and increase sales
- Showcase the latest products, services, and trends to solve and support the heat treat community to be more efficient and cost effective

## BOOTH PACKAGES START AT \$3,150 USD AND INCLUDE:

- Full Technical Conference Registration to **TWO** technical programs
- Post-Event Attendee lists from two events
- Unlimited Booth Personnel Badges
- Complimentary Expo-Only Pass for Customers
- Promotion Before and During the Event

### PACKAGE #1

\$3,150 USD

All the exhibitor benefits listed above PLUS:

- A 10 ft x 10 ft booth space with draped 8 ft high back wall and 3 ft side rails
- Booth ID sign: 7 in x 44 in

### PACKAGE #2

\$4,200 USD

Package #1, PLUS: Full-page ad in the Final Program

### PACKAGE #3

\$5,500 USD

Packages #1 & #2, PLUS: Company logo on event website and signage at the event listed as a Corporate Supporter

### TURN-KEY BOOTH

ADDITIONAL \$1,500 USD

Price Includes: 10 ft x 10 ft grey carpet, one 6 ft table with black skirting, two chairs, wastebasket, and 120V electricity (Up to 20 AMPS)

*Note: Each Additional Booth Space is \$3,150 USD  
All corner charges are an extra \$100 USD*

# EXHIBIT INFORMATION

**RENTAL RATES INCREASE ON DECEMBER 31, 2022.  
SECURE YOUR BOOTH TODAY!**

[exposales@asminternational.org](mailto:exposales@asminternational.org)

## EXHIBIT SCHEDULE-AT-A-GLANCE

### Exhibitor Set-up:

Monday, October 16 ..... 8:00 a.m. – 5:00 p.m.

### Exhibit Hall Hours:

Tuesday, October 17 ..... 9:00 a.m. – 6:00 p.m.

Wednesday, October 18 ..... 9:00 a.m. – 5:00 p.m.

Thursday, October 19 ..... 9:00 a.m. – 12:00 p.m.

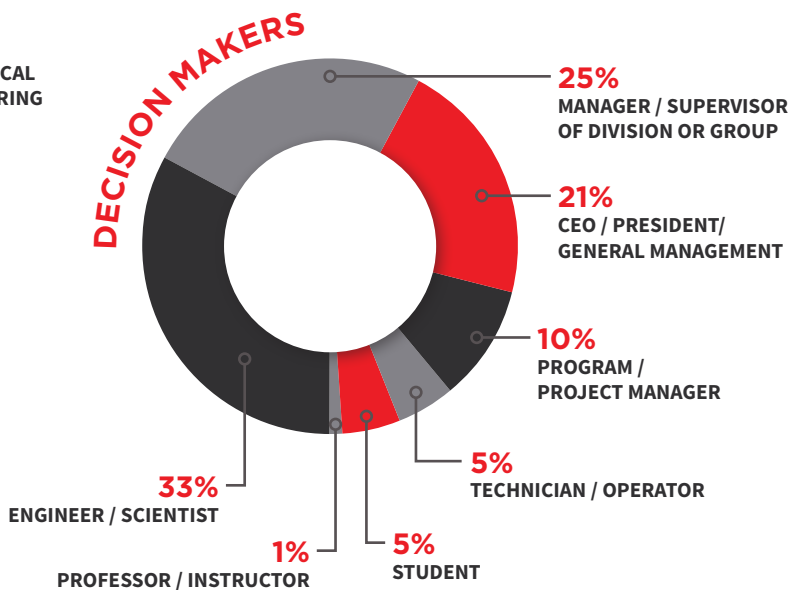
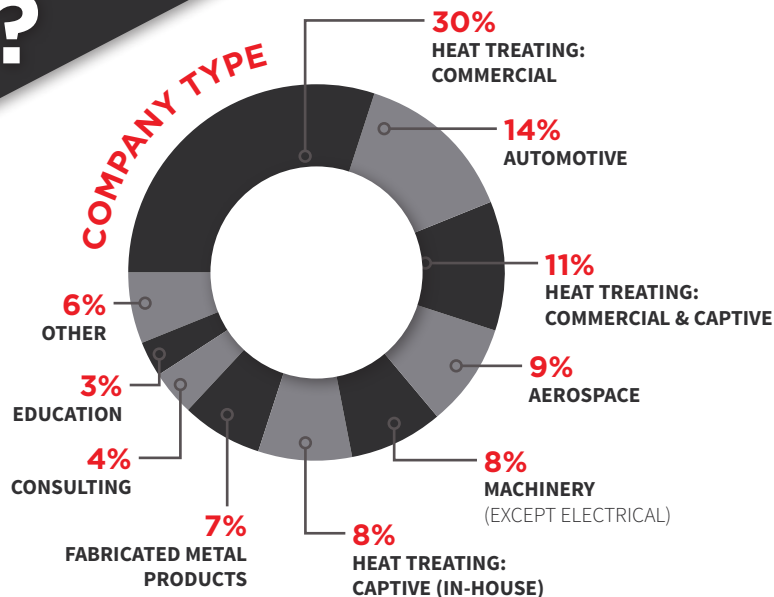
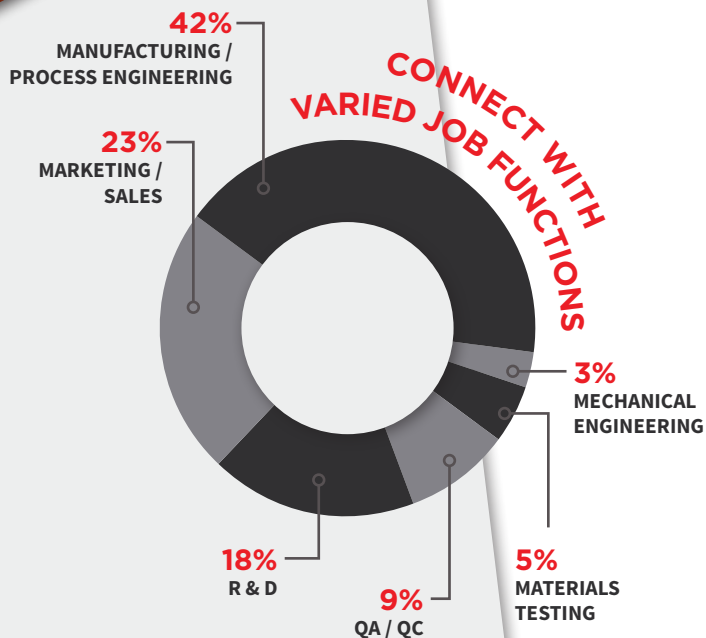
### Exhibitor Move-out:

Thursday, October 19 ..... 12:00 p.m. – 9:00 p.m.

Friday, October 20 ..... 8:00 a.m. – 12:00 p.m.

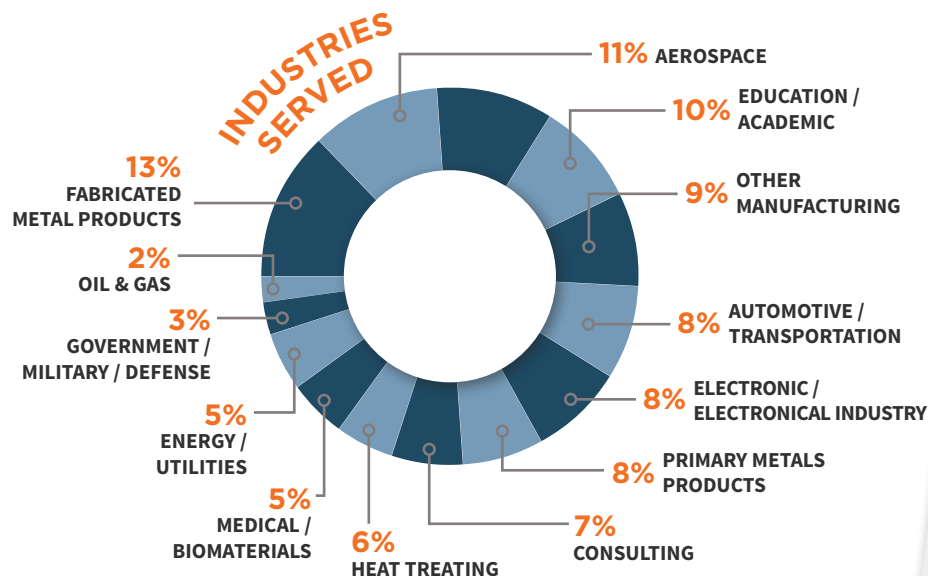
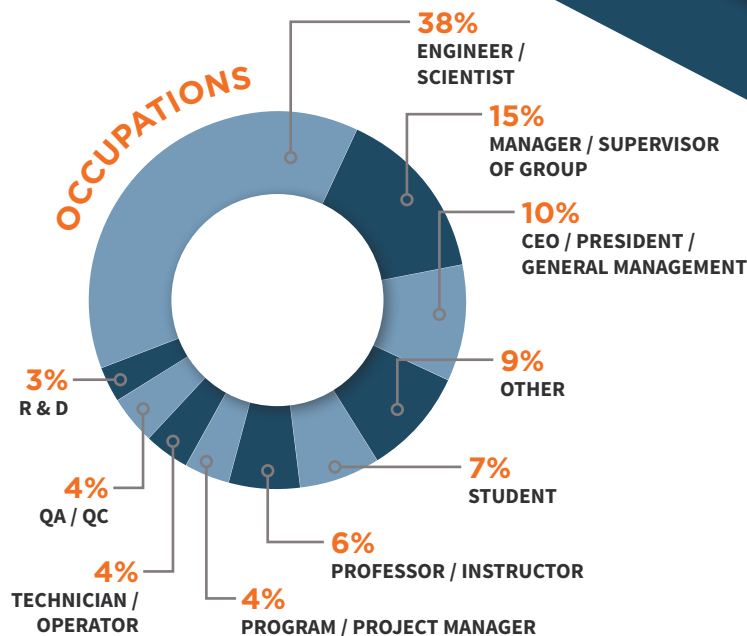
*\*Times are subject to change*

# WHO COMES TO HEAT TREAT?



\*Source: 2021 Heat Treat Registrant Data

# WHO COMES TO IMAT?



## TARGET AUDIENCE:

Academic, C-Suite Executives, Consultants, Emerging Professionals, Engineer/Scientist, Government Labs, Job Shops, Managers, Manufacturer Reps, Materials Buyers, Material Suppliers, OEM's, Students, Technician/Operator, Professors, QA/QC, R & D

## TARGET MARKETS:

AI, Additive Manufacturing, Aerospace, Automation, Automotive, Big Data, Ceramics, Corrosion, Emerging Technologies, Energies and Utilities, Factory 4.0, Failure Analysis, Heat Treat, Joining, Light Metals, Manufacturing, Materials 4.0: Materials Information, Materials Characterization and Behavior, Materials—Environmental Interactions, Materials Testing, Mechanical Testing, Medical, Medical/Biomaterials, Modeling, Mining NDT, NanoMaterials, Oil & Gas, Processing and Manufacturing, Semiconductor, Simulation, Sustainability, Thermal Spray

*\*Source: 2021 IMAT Registrant Data*



## SNAPSHOT OF COMPANIES WHO ATTEND HEAT TREAT & IMAT\*

3M	Honda
AAM	Honeywell
Alcoa	Hyundai
Allison Transmission	Intel
Alstom	John Deere
Arconic	Joy Global
Bodycote	Lincoln Electric
Boeing	Lockheed Martin
Borg Warner	Magna Powertrain
Carpenter	Mitsubishi
Caterpillar	NASA
Chevron	NAVAIS
Chrysler	Nexteer
Cummins	Northrop Grumman
Dana	NSK
Delta	Oerlikon
Dow Chemical	Parker Hannifin
Eaton	Praxair
EOS	Rolls-Royce
Ford Motor	Siemens
FPM	Solar Turbines
GE Aviation	Timken
General Dynamics	United Technologies
General Electric	US Army
General Motors	US Naval Research Academy
Gerdau	US Steel
GKN	Volvo

*\*Partial Listing*



### ASM International

9639 Kinsman Road  
Materials Park, OH 44073-0002

More than **65%** of the Heat Treat  
attendees are located within  
600 miles of Michigan

**NOTHING IS MORE EXPENSIVE THAN A  
MISSED OPPORTUNITY.  
BOOK YOUR EXHIBIT SPACE TODAY!**

[exposales@asminternational.org](mailto:exposales@asminternational.org)