

AMERICAN FILTRATION & SEPARATIONS SOCIETY



EXHIBITOR AND SPONSOR PROSPECTUS



Houston

FILTCON 2024

April 8-10 • Houston Marriott Westchase

Filtration Short Courses – Monday, April 8

Conference and Expo – Tuesday, April 9 and Wednesday, April 10



<https://filtcon.joynconference.com/>

SCHEDULE-AT-A-GLANCE

MONDAY, APRIL 8

- 7:30 am – 1:30 pm**
AFS Filtration Short Course Registration
- 8:00 am – 5:00 pm**
Filtration Short Course (Optional Event)
- 12:00 pm – 8:00 pm**
Exhibitor Registration and Set-Up
- 6:00 pm – 9:00 pm**
Monday Night Networking Reception (Optional Event)

TUESDAY, APRIL 9

- 7:00 am – 5:00 pm**
FiltCon 2024 Registration Open
- 8:00 am – 8:00 pm**
Exhibitor/Client 1:1 Meetings (Reservations Required)
- 8:00 am – 5:15 pm**
Technical Program
- 8:00 am – 5:00 pm**
Expo Hall Open
- 5:00 pm – 6:00 pm**
Corporate Sponsor and Award Presentations Reception
- 6:00 pm – 8:00 pm**
Student Poster Competition

WEDNESDAY, APRIL 10

- 7:30 am – 4:00 pm**
FiltCon 2024 Registration Open
- 8:00 am – 8:00 pm**
Exhibitor/Client 1:1 Meetings (Reservations Required)
- 8:00 am – 5:00 pm**
Technical Program
- 9:00 am – 4:00 pm**
Expo Hall Open
- 3:00 pm – 5:00 pm**
AFSCP Exam
- 4:00 pm**
Exhibitors Move Out

THURSDAY, APRIL 11

- Industry Tours (Optional Event)**

Conference Chairs

Saravanan Andan
Berry Global

Tinoush Dinn
BASF

Martin Lehmann
Mann+Hummel GmbH

Margarita Luis
Pall Corporation

Jon Rajala
AAF Flanders

Ken Winston
Kuraray

Jianyu Zhou
Parker Hannifin
Corporation

Key Contacts

**AFS Booth and
Sponsorship Sales**
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tjustice@zenefiltration.com
1+ 919.740.6308

**AFS Conference
Manager**
Connie Rhea
connie@afssociety.org
1+ 615.345.9586



We felt like the FiltCon 2023 Expo in Louisville was a great success due to the attendance and the Expo offerings. There were dedicated sessions broken out by filtration applications, global market leaders presented their test findings for real world applications, and the conference speaker sessions were from top level experts sharing topics that we are all involved in today.

Most importantly, the show booths, dedicated social meet-n-greet sessions, and allowable time between the sessions gave us all an opportunity to get to know colleagues throughout the Filtration Industry. We will not hesitate to participate in next year's FiltCon 2024.

*John Hancock, Filtration Sales Manager
Cerex Advanced Fabrics, Inc.*

ABOUT AFS



The AFS is a leading organization in the filtration and separation industries, addressing global needs through comprehensive education, diverse collaboration, and international advancement. One of the missions of AFS is to help solve the world's filtration problems, increasing the availability of clean water and air worldwide. There is hardly any pollution, contamination, or environmental problem that cannot be prevented or remediated through filtration and separation technologies. The AFS seeks to inform industry, academia, the general public, and the media of the importance and largely untold story of North America's filtration and separation industry, its long-term, positive socio-environmental impact, and future potential for the greater good.

AFS FiltCon 2024

AFS FiltCon 2024 is a world-class event held annually in different USA locations. This broad-format conference is designed to drive education, exchange knowledge, and networking that appeals to the needs of end-users, academics, and corporate professionals alike. AFS FiltCon covers various markets, applications, filter media, and filtration devices. April 8 - 10, 2024. Exhibit and tap into industry breakthroughs for business growth at the Houston Marriott Westchase in Houston, TX. Over thirteen countries are expected to be represented, which offers exhibitors a unique opportunity to generate new business and grow global relationships with unparalleled exposure to the North American market.

The three-day power-packed conference features three technical tracks: solid/liquid, air/gas and one day each for energy and Prof. Chase tracks. We have expanded the traditional Latest & Greatest to two days of Latest & Greatest Product Preview in the expo hall! The Student poster competition will take place on Tuesday evening and networking opportunities are available and one of the most popular features of AFS FiltCon. One day – April 8 – is devoted to a variety of filtration short courses.

AFS FiltCon is the premier venue where ALL types of filtration and separation media, device, and equipment manufacturers to exchange knowledge and ideas with end users across all markets and academics advancing the science and technology of filtration and separation.

NEW OPPORTUNITY FOR FILTCON 2024

LATEST & GREATEST PRODUCT PREVIEW

We are expanding the Latest & Greatest at FiltCon 2024 and will feature this session on the Expo floor with PowerPoint Demonstrations.

Product demos offer an enhanced method to market your products and services on the expo floor. You will be able to conduct live, interactive demonstrations to present your product and show how it works and how it will benefit the attendee. It is proven that a "show me" form of marketing is one of the most effective ways to close a sale! Don't miss out on this opportunity for direct access to your audience!

Latest & Greatest Product Preview Offer:

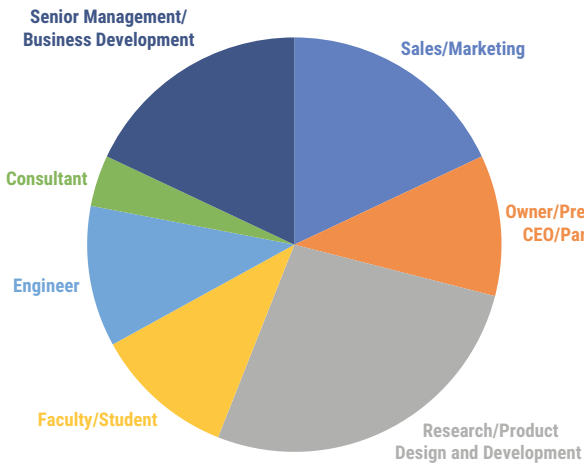
- One (1) 15-minute time slot to deliver your demonstration by PowerPoint. Your PowerPoint should be sent to the AFS office no later than March 22 to remain on the schedule – those can be sent to Connie Rhea, FiltCon 2024 Conference Manager, at connie@afssociety.org.
- The presentation will be set theater style and you will be provided with a laptop with your PowerPoint already installed, sound system, microphone, podium and screen. Your Latest & Greatest Product Preview will be listed in the agenda on the conference app. We will provide signage at the entrance of the session with all Company/Business listed?

Optimize Your Latest & Greatest Product Preview

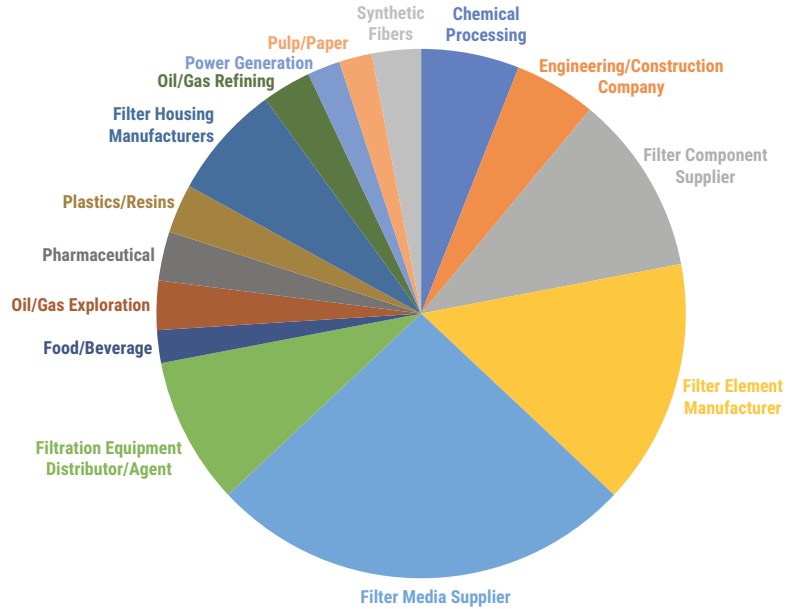
- Advertise your participation on Social Media – AFS will provide a graphic.
- Have a drawing to encourage attendance during your presentation (bring your fishbowl for your booth and have extra blank cards for individuals to fill out). Remember the bigger the prize the more attendees. Coordinate a time and place to give the prize to the winner.
- Invite your customers! Promote your participation in this session to your customers.

DECISION MAKERS ARE HERE

Job Functions



Industry Segments



STATES REPRESENTED

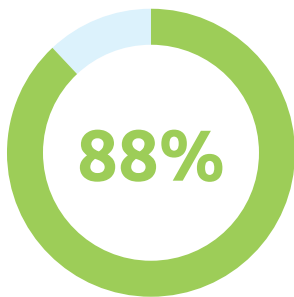
Alabama
California
Delaware
Florida
Georgia
Hawaii
Illinois

Indiana
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts

Michigan
Minnesota
New Hampshire
New Jersey
New Mexico
New York
North Carolina

Ohio
Pennsylvania
South Carolina
Tennessee
Texas
Virginia
Wisconsin

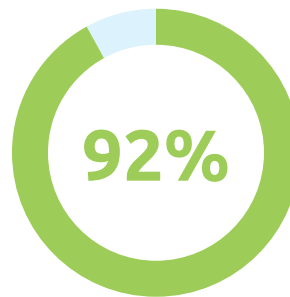
WHAT THEY ARE SAYING



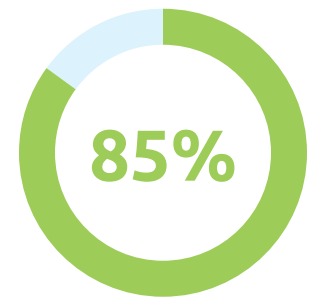
of Exhibitors met their goals and objectives regarding new business



of Exhibitors agreed that the networking opportunities in the Expo Hall were valuable



rated the amount of time available for interaction with attendees as either good or excellent



of Attendees felt the exhibitors were easily accessible and informative

WHY BECOME A SPONSOR AND EXHIBITOR

Connect with senior executives, end-users, and decision-makers recognized in filtration and separation. Bring additional awareness to your company through the many FiltCon 2024 opportunities. The menu of sponsorship levels was created to fit every budget. AFS FiltCon 2024 provides a perfect forum to meet with hundreds of filtration professionals interested in your products and services. Make new connections. Unveil a new product. Build profitable partnerships. Create awareness. Reinforce loyalty. Networking and connecting with this audience are great ways to build relationships with current and future clients. Attendees will include Senior Executives • End Users • Corporate Members • Engineers • Scientists • Students • Marketing Managers • Consultants • Policy Makers • Strategy Directors.



The 2023 FiltCon show was a great opportunity for Spectubular Technologies to showcase our new, cutting-edge filter. This conference was critical to our branding strategy since we are new to the industry. Therefore, we took advantage of being both a sponsor and an exhibitor, and we brought a full team to the conference to

demonstrate our new technology. To our surprise, we were awarded the 2022 AFS Engineering Merit award, which was an exciting honor.

*Wendy Beach, Director of Business Development and Operations
Spectubular Technologies*

PAYMENT POLICY

Confirmations will be provided after receipt of payment. No exhibit space may be reserved without payment in full.

EXHIBIT SCHEDULE

Exhibitor Move-In – Monday, April 8 – 12:00 pm – 8:00 pm
Expo Hall Opens – Tuesday, April 9 – 9:00 am – 5:00 pm
Expo Hall Opens – Wednesday, April 10 – 9:00 am – 4:00 pm
Exhibitors Move-Out – Wednesday, April 10 – 4:00 pm

EXHIBITOR ASSIGNMENTS

All exhibitor contracts received with full payment will be confirmed on a space-available basis. Table assignments will be emailed as an assignment is made to the contact listed on the exhibitor contract. AFS reserves the right to make assignments or reassignments as necessary.



EXHIBIT TABLE DIMENSIONS AND LIMITATIONS

The space provided is for a 6' x 30" tabletop display. Exhibitors shall arrange their display so that they do not obstruct other exhibits. Floor displays may be used behind the 6' x 30" table provided the display fits within those dimensions and does not exceed 8' high.

EXHIBIT INSTALLATION AND REMOVAL

Installation of exhibits will be Monday, April 8, 2024, from 12:00 pm – 8:00 pm. No Exhibits may be dismantled before 4:00 pm on Wednesday, April 10, 2024. All materials and displays not dismantled by 6:00 pm on Wednesday, April 10, 2024, will be discarded.

EXHIBITOR/CLIENT 1:1 MEETINGS

Meeting rooms are available from 8:00 am – 8:00 pm, April 9 – 10, for exhibitors to have one on one conversations in a professional setting away from the Expo Hall. Each room will be set conference style for five people. Full exhibitor or sponsorship fees must be paid before reservations can be made. Reservations are for 1.5 hours each. For more information contact Connie Rhea at connie@afssociety.org.

MAKING RESERVATIONS

A dedicated website allows you to book your hotel rooms online. Hotel Cutoff is March 16, 2024.

<https://tinyurl.com/FiltCon2024Hotel>



SPONSOR & EXHIBITOR INFORMATION

DIAMOND SPONSOR

AFS Corporate Sponsors – \$5,500

Non Corporate Sponsors – \$6,500



- One Tabletop Display (includes one table 6' x 30', two chairs and wastebasket)
- One Full Conference Registration (Does not include optional events)
- Two Expo Passes for Booth Staff (includes lunch Tuesday and Wednesday)
- Full Color Ad in FiltCon 2024 Program Book
- Private Room for 1:1 Exhibitor/Client Meeting 1.5 hours (Reservations will be after payment is received)
- 10 Customer Passes to Expo Only (Does not include lunch or session attendance)
- Participation in the Passport Raffle in the Exhibit Hall to increase Face Time with Attendees
- Opportunity to present in "Latest & Greatest Product Preview"
- Conference Exposure Includes:
 - Social Media Visibility on LinkedIn
 - Company Logo on All Print Material
 - Company Logo on all eMail Blasts
 - Company Logo on FiltCon 2024 Website
 - Personalized Graphic "I'm Exhibiting"
 - Welcome Slide in All Sessions (Diamond Sponsors logo on an individual slide)
 - Mobile App Recognition

SAPPHIRE SPONSOR

AFS Corporate Sponsors – \$3,600

Non Corporate Sponsors – \$4,300



- One Tabletop Display at 50% Discount (includes one table 6' x 30', two chairs and wastebasket)
- One Full Conference Registration (Does not include optional events)
- Half Page Color Ad in FiltCon 2024 Program Book
- Opportunity to present in "Latest & Greatest Product Preview"
- Conference Exposure Includes:
 - Social Media Visibility on LinkedIn
 - Company Logo on All Print Material
 - Company Logo on all eMail Blasts
 - Company Logo on FiltCon 2024 Website
 - Personalized Graphic "I'm Exhibiting"
 - Welcome Slide in All Sessions (Sapphire Sponsors logo on group slide)
 - Mobile App Recognition
 - Opportunity to present in "Latest & Greatest Product Preview"

PEARL SPONSOR

AFS Corporate Sponsors – \$2,500

Non Corporate Sponsors – \$3,000



- One Tabletop Display at 50% Discount (includes one table 6' x 30', two chairs and wastebasket)
- One Full Conference Registration (Does not include optional events)
- Opportunity to present in "Latest & Greatest Product Preview"
- Conference Exposure Includes:
 - Social Media Visibility on LinkedIn
 - Company Logo on All Print Material
 - Company Logo on all eMail Blasts
 - Company Logo on FiltCon 2024 Website
 - Personalized Graphic "I'm Exhibiting"
 - Mobile App Recognition

EXHIBITOR ONLY

AFS Platinum Sponsors – \$1,000

AFS Gold Sponsors – \$1,350

Non Corporate Sponsors – \$2,000



- One Tabletop Display 50% Discount (includes one table 6' x 30', two chairs and wastebasket)
- One Full Conference Registration Discounted to \$550 (Does not include optional events)
- Two Expo Passes for Booth Staff (includes lunch Tuesday and Wednesday)
- 10 Customer Passes to Expo Only (Does not include lunch or session attendance)
- Participation in the Passport Raffle in the Exhibit Hall to increase Face Time with Attendees
- Conference Exposure Includes:
 - Social Media Visibility on LinkedIn
 - Company Logo on FiltCon 2024 Website
 - Personalized Graphic "I'm Exhibiting"
 - Mobile App Recognition
 - Opportunity to present in "Latest & Greatest Product Preview"

SPONSORSHIP AND EXHIBITORS BENEFITS AND PRICING

SPONSORSHIP PACKAGE INCLUDES:	DIAMOND SPONSORSHIP AFS CORPORATE SPONSOR - \$5,500 NON CORPORATE SPONSOR - \$6500	SAPPHIRE SPONSORSHIP AFS CORPORATE SPONSOR - \$3,600 NON CORPORATE SPONSOR - \$4,300	PEARL SPONSORSHIP AFS CORPORATE SPONSOR - \$2,500 NON CORPORATE SPONSOR - \$3,000	EXHIBITOR ONLY AFS PLATINUM CORPORATE SPONSOR - \$1000 AFS GOLD CORPORATE SPONSOR - \$1,350 NON CORPORATE SPONSOR - \$2,000	FILTCON 2024 CONFERENCE SPONSOR
One Tabletop Display (includes one table 6' x 30", two chairs, and wastebasket)	✓	50% Discount	50% Discount	✓	
One Full FilCon 2024 Registration (Does not include optional events)	✓	✓	✓	Discounted to \$550	
Two Expo Passes for Booth Staff (Includes lunch Tuesday and Wednesday)	✓			✓	
Full Page Color Ad in the Program Book (Ad specs with and without crop lines)	✓				
Half Page Color Ad in the Program Book (Ad specs with and without crop lines)		✓			
Private Room for 1:1 Exhibitor/Client Meeting 1.5 hours (Reservations will be after payment is received)	✓				
10 Customer Passes for Expo Only (Does not include lunch or session attendance)	✓			✓	
Participation in the Passport Raffle in the Exhibit Hall to Increase Face Time with Attendees	✓			✓	
CONFERENCE EXPOSURE					
Social Media Visibility on LinkedIn	✓	✓	✓	✓	
Company Logo on All Print Material	✓	✓	✓		✓
Company Logo on eMail Blasts	✓	✓	✓		✓
Company Logo on FilCon 2024 Website	✓	✓	✓	✓	
Personalized Graphic "I'm Exhibiting"	✓	✓	✓	✓	
Welcome Slide in All Sessions (Diamond Sponsors logo on an individual slide. Sapphire Sponsors logo on group slide)	✓	✓			✓
Listed in FilCon 2024 Program Book	✓	✓	✓	✓	✓
Mobile App Recognition	✓	✓	✓	✓	✓
A LA CARTE SPONSORSHIPS					
Monday Evening Networking Reception (One reserved table, cocktail napkins with company logo, three-minute company introduction and signage)	\$5,000	Lanyard Sponsor with Company Logo (This high-visibility opportunity is a great way to generate brand awareness for your company. Listed on Sponsor Signage)		\$2,000	
Tuesday Breakfast Buffet (Signage, Recognition as Breakfast Sponsor on Tuesday morning Welcome Slide)	\$3,000	Conference Bag Sponsor (Take Full Advantage of this exclusive branding opportunity to have your company logo printed on official FilCon 2024 conference bag. Listed on Sponsor Signage)		\$3,000	
Tuesday Afternoon Networking Break (Signage at Break)	\$1,600				
Tuesday Lunch (Signage, promotional material at table, recognized at lunch as sponsor on slide, three-minute company introduction)	\$4,000	Conference Padfolios Sponsor (Listed on Sponsor Signage)		\$2,500	
Wednesday Breakfast Buffet (Signage, Recognition as Breakfast Sponsor on Wednesday morning welcome slide)	\$3,000	Student Sponsor (Students are the future of our industry! Sponsor a student to help defray their cost of travel to AFS FilCon 2024, Listed on Sponsor signage; AFS Website Recognition, Email blast recognition)		\$750	
Wednesday Networking Lunch & Panel Session (Signage, Promotional Material at participants seat, Recognized as Lunch Sponsor on Lunch Slide and three-minute company introduction)	\$4,000	Waterbottle Sponsor (Listed on Sponsor Signage)		\$2,000	
		Individual Hand Sanitizer Bottles (Listed on Sponsor Signage)		\$1,000	
Wednesday Afternoon Networking Break (Signage at Break)	\$1,600	Full-Page Color Ad in FilCon 2024 Program Book		\$750	
		Half-Page Color Ad in FilCon 2024 Program Book		\$500	

THANK YOU TO OUR FILTCON 2023 SPONSORS



AFS FILTCON 2024 EXHIBITOR RULES & REGULATIONS

Organizer:

American Filtration & Separations Society
5133 Harding Pike, B-10 #380
Nashville, TN 37205-2891
Phone: 615-250-7792

Location:

Houston Marriott Westchase
2900 Briarpark Drive
Houston, TX 77042

Payment Terms: Full payment for exhibits and sponsorships is due at contract signing. Checks should be made to AFS. Wire transfers may be received ***If paying by wire transfer, please add \$40 for wire fee.***

Use of Space: (1) No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of AFS. (2) AFS does not endorse the products or services of the companies who exhibit during the Conference and Expo. (3) AFS shall have the right to require dismantling of an exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character and purpose of the Conference and Expo.

Assignment of Space: Space is assigned at the discretion of AFS. No space is assigned without the official contract and full payment of the exhibit fee.

Insurance: Exhibitors participate at his/her own risk. Exhibitors can obtain insurance coverage at their own expense for risks during participation at the event. The organizers accept no responsibility for exhibits.

Indemnification for the AFS: Exhibitor agrees to protect, save and hold Oak Ridge Association Management, and the AFS, and all agents and employees thereof (hereinafter collectively called "AFS Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the AFS Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, or any part thereof.

Termination of Meeting and Exposition/Force Majeure: Because of the nature of the enterprise undertaken by AFS, the same being dependent on its securing a sufficient and satisfactory number of Exhibitors/Sponsors at the AFS's 2024 FILTCON Expo ("Expo"), should the premises in which the Expo is to be held become, in the sole judgment of AFS, unfit for occupancy, or should the Expo, or events preceding the Expo be materially interfered with by reason of an Act of God, the elements, strike picketing, boycott, embargo, injunction, war, riot, epidemic or pandemic, emergency or quarantine declared by a governmental agency, or any other act beyond the control of AFS, such that it is illegal, impossible or inadvisable to hold the Expo, the contract for exhibit space may be terminated.

Exhibitor/Sponsor agrees that AFS will not incur liability for damages sustained by Exhibitor/Sponsor as a result of such termination. In the event of such termination, the Exhibitor/Sponsor expressly waives such liability and releases AFS, its officers, directors, agents, volunteers, vendors and employees, from all claims for damages and agrees that AFS shall have no obligation except to refund to Exhibitor/Sponsor prorated shares of the aggregate amounts received by AFS as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits. Such deductions are hereby specifically agreed to by the Exhibitor/Sponsor.

Cancellation: Cancellation of exhibit space must be submitted in writing no later than January 14, 2024, and will require a cancellation fee of \$100. Should the exhibitor fail to make payments as due under the Payment Terms of this contract, AFS reserves the right to cancel exhibit space and exhibit space assignments. Cancelled or unoccupied exhibit space may be freely reassigned by AFS.

Assistance for Disabled Persons Available: If an exhibitor requires reasonable accommodations or auxiliary aid to participate in this meeting, please contact Connie Rhea at the AFS office connie@afssociety.org.

In order to be included in conference materials, the signed contract and fee are due by Friday, February 16, 2024. Exhibitors who submit contracts or fees after February 16, 2024, are not guaranteed listing in the conference or expo program, website, or any other materials.