Federation of Societies for Coatings Technology presents . . .

AC Series

COATING WOOD AND WOOD COMPOSITES: Designing for Durability

Invitation to Exhibit

July 23–25, 2007
Doubletree Seattle Airport
Seattle, WA

Co-sponsored by the Journal of Architectural Coatings
Invitation to Exhibit

Coating Wood and Wood Composites: Designing for Durability
July 23–25, 2007
Doubletree Seattle Airport, Seattle, WA

This three-day event gives your company a unique opportunity to showcase your coating materials for wood and wood composites and to describe their protective and esthetic properties for architects, specifiers, contractors, and building owners—the people who make decisions about coatings for wood.

Architects and specifiers will have a special inducement to attend the conference, the granting of American Institute of Architects-sanctioned continuing education credits for the papers in the architectural track. With your exhibit, you can also participate in the education of architects and specifiers, and you can learn directly from them what matters most about coating performance on their projects.

Attendees at the conference, in addition to architects and other end users, will include researchers, raw materials suppliers, and coating chemists. This end-to-end representation of the supply chain is matched by the range of topics in the overall conference, as you will see in the preliminary program on the opposite page.

With your purchase of exhibit space at this dynamic event, you will assure that your company stands out and that your products get attention.

Your tabletop exhibit is the perfect forum to network with the key players in these areas, to showcase your latest products, services, and techniques, and to hear directly from your customers.

Exhibit Information

Exhibit Space Rate
Exhibit space rental is $795 per 8’x10’ tabletop exhibit.

Exhibit space rental rate includes:

- 6’ draped table
- Pipe & Drape
- Two Chairs
- Company ID Sign
- Wastebasket
- Expanded promotion of exhibit products and services in JCT COATINGSTECH, THE JOURNAL OF ARCHITECTURAL COATINGS, the FSCT and JAC website, as well as promotions to industry trade press
- (2) Complimentary exhibit only registrations (Conference attendance is not included)

Assignments Are First-Come, First-Served

Exhibit Hours:
Monday, July 23
4:30 pm–6:30 pm — during Welcome Reception

Tuesday, July 24
11:30 am–1:30 pm — Networking Luncheon in exhibit hall
4:30 pm–6:30 pm — during Symposium Reception

Move-In:
Monday, July 23 . . . . . . . . . . .11:00 am–4:00 pm

Move-Out:
Tuesday, July 24 . . . . . . . . . . .6:30 pm–8:00 pm

Sponsorship Opportunities
Increase your company’s exposure by participating in the ACSeries Sponsorship Program. Events such as the Symposium Receptions, Lunches, and Coffee Breaks are prime vehicles for keeping your company’s name in the forefront of the industry. Participants in the program will receive:

- Company logo and hotlink on FSCT website
- Signage at the sponsored event
- Complimentary copy of the Conference Attendee List
- Sponsors names and logos will be prominently displayed in promotional material for the events.

Sponsorship opportunities include (per event):

Symposium Receptions:
$2,000 each reception (maximum of 6 sponsors). Includes finger food and beverages. (Exclusive opportunities are available.)

Lunch Breaks:
$1,000 each Lunch (maximum 5 sponsors).

Coffee Breaks:
$1,000 each Break (maximum 5 sponsors)

For additional details or to reserve your sponsorship event, contact Lisa McGlashen, FSCT Exhibits Coordinator, 610.940.0777 x4947, or email: exhibits@coatingstech.org.

Visit www.coatingstech.org for continuously updated information!

Show Management
The Advancements in Coatings Series (ACSeries) program, Coating Wood and Wood Composites: Designing for Durability, is co-sponsored by the Federation of Societies for Coatings Technology and the Journal of Architectural Coatings, and managed by the FSCT.

Inquiries including exhibit sales, housing, sponsorships, etc. should be addressed to: Lisa McGlashen, Exhibits Coordinator, FSCT Headquarters; Voice: 610.940.0777 x4947; Fax: 610.940.0292; Email: exhibits@coatingstech.org.

For additional details, visit the FSCT website at www.coatingstech.org
Preliminary Program

DAY ONE – MONDAY, JULY 23

To Design, First Know the Substrate
(Morning Session)

8:00–9:00 Plenary Lecture—Bulletproof Wood Composites—Fact or Fiction?—Fred Kamke, Oregon State University

9:15–9:45 The Central Role of Wood Biology in Understanding the Durability of Wood Coating Interactions—Alex Wiedenhoeft, Forest Products Laboratory

9:45–10:15 Effect of Manufacturing Processes on Wood Surface Properties—Sam Williams, Forest Products Laboratory

10:15–10:30 Break


11:00–11:30 Modifying the Effects of Water on Aqueous-Based Coatings for Exterior Wood Surfaces—Jim Stephens, Michelman, Inc.

11:30–1:00 Lunch

(Afternoon Sessions)

Performance Products Application & Testing—Part I

1:00–1:30 Optimized Transparent Wood Protection by Combining Inorganic and Organic Light Stabilizers—Thomas Rentschler, Sachtleben Chemie GmbH

1:30–2:00 Strategies for Minimizing Mold/Mildew Problems in Paint and Coatings—Ander Larsson, YKI, Institute for Surface Chemistry

2:00–2:30 The Effects of Varnish and Impregnation Processes on Combustion Properties of Oriental Spruce—Musa Atar, Gazi University

2:30–2:45 Break

2:45–3:15 Solid Color Deck Stains: Trends, Substrates and Formulation Study—Greg Monaghan, Rohm and Haas

3:15–3:45 Comparative Analysis of Semi-Transparent Stains Applied to Preservative-Treated Wood—Mojgan Ahmadi-Nejad, University of Toronto

3:45–4:15 Latest Developments in Nanotechnology—John Du, BYK-Chemie

4:30–6:30 Welcome Reception with Exhibitors

Architectural Track—Part I

Wood Specification & Exterior Maintenance

1:00–2:30 Restoration of Wood Substrates on Historic Structures—Duffy Hoffman, Hoffman Painting & Refinishing

8:00–8:45 Specifying Performance Standards for Coatings on Wood—Allen Zielnik, Atlas Material Testing Technology, LLC

8:45–9:30 Coating Specialty Surfaces: Hardwoods and Composites—Gregory Portincasa, Akzo Nobel, Sikkens Decorative Coatings

DAY TWO – TUESDAY, JULY 24

(Morning Sessions)

Performance Products, Application & Testing—Part II

Part II—Application Testing & UV Coatings

8:00–8:30 The Right Choice: UV Testing or Xenon Arc—Marla Marino, Q-Lab

8:30–9:00 A Simple Method to Measure the UV Transmittance of Coatings—Rod Stirling, Fornitek Canada Corp.

9:00–9:30 Exterior Wood Coatings Based on UV-Curable Waterborne Polyurethane Dispersions—Aaron Lockhart, Bayer MaterialScience, LLC

9:30–10:00 Break

Architectural Track Part II—Wood Specification & Exterior Maintenance

8:00–8:45 Specifying Performance Standards for Coatings on Wood—Allen Zielnik, Atlas Material Testing Technology, LLC

8:45–9:30 Coating Specialty Surfaces: Hardwoods and Composites—Gregory Portincasa, Akzo Nobel, Sikkens Decorative Coatings

9:30–10:00 Break
### DAY TWO – Tuesday, July 24 (cont’d)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker and Affiliation</th>
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<tbody>
<tr>
<td>10:00–10:30</td>
<td>Rheology of Coatings Applied to Building Products—Greg Wascomb, Sherwin Williams Co.</td>
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<tr>
<td>10:30–11:00</td>
<td>UV-Curable Polyurethane Acrylate Dispersions Compared with 100% Solids UV-Curable Urethane Acrylates—Oscar Valdes-Aguilera, Cytec Industries, Inc.</td>
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<tr>
<td>11:00–11:30</td>
<td>Performance Capability of Waterborne UV-Curable Latexes for Wood Substrates—Laurie Morris, Albedingk-Boley</td>
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<tr>
<td>11:30–1:30</td>
<td>Buffet Lunch with Exhibitors</td>
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**Designing for Durability—Part I**

1:30–2:30  Plenary Lecture—Failure Avoidance in Coating Exterior Wood Substrates—Allen Zielnik, Atlas Material Testing, LLC

**Architectural Track**

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<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>3:15–3:45</td>
<td>Testing, Performance, and Construction of Water-Resistant Barrier Coatings for Wood-Based Wall Sheathing Substrates—Terry Viness, Sto Corp.</td>
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<tr>
<td>3:45–4:15</td>
<td>Wood Polymer Penetrant Enhances Durability—Anthony Berejka, IonIconcorp</td>
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4:30–6:30  Networking Reception with Exhibitors

### DAY THREE – Wednesday, July 25

**Designing for Durability—Part II**

9:00–10:00  Plenary Lecture—Changing Needs for a Changing Market Place—Bob Smith, Virginia Tech

**The Global Marketplace**

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker and Affiliation</th>
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<tbody>
<tr>
<td>10:45–11:15</td>
<td>Waterborne Polyurethane Coatings for Wood Floors—The Next Generation—Peter Schmitt, Bayer MaterialScience LLC.</td>
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<tr>
<td>11:45–1:00</td>
<td>Lunch</td>
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**Engineered Wood Composites**

1:00–2:00  Plenary Lecture—High Performance Envelopes for Wood—Roger Rowell, Forest Products Laboratory

**Track 1: Exterior Durability & Composite Boards**

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<tr>
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<tbody>
<tr>
<td>2:15–2:45</td>
<td>Ability of Transparent Coatings to Retard Leaching of Borates in a Weather-Ometer Test—Paul Morris, Forntite Canada Corp.</td>
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<tr>
<td>3:15–3:45</td>
<td>Improving the Resistance of Wood-Based Composites to Mold and Decay fungi—Jeff Morell, Oregon State University</td>
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**Track 2: WPC Coatings**

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<tr>
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<tbody>
<tr>
<td>2:15–2:45</td>
<td>Impacts of Impregnation with Imersol-Aqua on Surface Glossiness and Adhesion Strength of Some Varnishes—Musa Atar, Gazi University</td>
<td></td>
</tr>
<tr>
<td>2:45–3:15</td>
<td>Coating WPCs Using Co-Extrusion to Improve Durability—Nicole Stark, USDA Forest Service</td>
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</table>
CONTRACT/APPLICATION FOR EXHIBIT SPACE
Coating Wood and Wood Composites
July 23-25, 2007
Doubletree Seattle Airport, Seattle, WA

BY COMPLETING AND SIGNING THIS CONTRACT FOR EXHIBIT SPACE, EXHIBITOR AGREES TO ABIDE BY THE EXHIBIT RULES AND REGULATIONS. A 50% DEPOSIT OF THE TOTAL EXHIBIT RENTAL FEE MUST ACCOMPANY ALL APPLICATIONS. BALANCE IS DUE, AND PAYABLE, UPON RECEIPT OF INVOICE. PLEASE MAIL THE COMPLETED CONTRACT WITH PAYMENT, MADE PAYABLE TO FSCT TO:

Lisa McGlashen, Exhibits Coordinator
Federation of Societies for Coatings Technology
492 Norristown Rd., Blue Bell, PA 19422-2350 • 610.940.0777, x4947 • fax: 610.940.0292
email: exhibits@coatingstech.org • www.coatingstech.org

EXHIBITOR COMPANY AND PRINCIPAL CONTACT: (Please type or print clearly)

Exhibitor Name *(as will be published in all listings)*
________________________________________________________________________
Mailing Address __________________________________________________________________________________________________
City _______________________________________________ State or Province ____________________________________________
Country ................................................................. Mailing (Zip) Code __________________________
Principal Contact ____________________________________  Title _______________________________________________________
Phone Number _____________________________________   Fax Number ________________________________________________
E-Mail ___________________________________________________________________________________________________________

PLEASE LIST PRODUCTS AND/OR SERVICES YOUR EXHIBIT WILL FEATURE:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Loss, Theft, Damage and Liability Insurance Responsibility
Exhibitor assumes responsibility and agrees to indemnify and defend the FSCT and the Doubletree Seattle Airport, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the FSCT nor the Doubletree Seattle Airport maintain insurance covering the Exhibitor’s property and liability and it is the sole responsibility of the Exhibitor to obtain such insurance.

In the event that the Exhibitor utilizes an independent (non-official) contractor, the Exhibitor will forward to the FSCT a Certificate of Insurance naming the FSCT, the participating hotel, and the official service contractor, as co-insured.

Exhibit space is limited. Assignment of space will be on a first-come; first-served basis.

We will require __________ 8’ x 10’ booths.

If possible, please avoid assigning my booth near the following competitors: __________________________________   ____________

Choice of Payment ☐ Check ☐ AMEX ☐ MC ☐ VISA Make checks payable to “FSCT”

Credit Card # ________________ Expiration Date ______________ Name of Cardholder __________________________
Signature of Cardholder __________________________________________ Amount $ __________________________

Total Rental Charge: ______________ Invoice #, Date ______________ Company ID __________________________
Less Deposit _______________________ Space Assigned __________________
Balance __________________________

Please Do Not Write in This Space

1M/JAC
Make Plans to Attend . . .

The FSCT’s 2007 AC Series

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ABOUT THE ADVANCEMENTS IN COATINGS SERIES
Providing ongoing access to information on new technologies and new solutions, the FSCT has launched the Advancements in Coatings Series (ACSeries). The ACSeries provides information critical for doing business in the 21st Century. These programs are geared towards an international audience and will focus on topics of greatest interest to the coatings and allied industries.

Exhibit Information

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For more information, go to www.coatingstech.org