

ALUMINUM USA

EXHIBITOR PROSPECTUS



WHAT IS ALUMINUM USA?

The only trade show & conference in the US covering the entire ALUMINUM value chain.

ALUMINUM USA is an industry event covering the entire value chain from upstream (mining, smelting) via midstream (casting, rolling, extrusions) to downstream (finishing, fabrication). Every two years, ALUMINUM USA offers a forum leading suppliers and industry professionals to come together for face to face meetings, exhibition, cutting-edge conference and educational programming and technology-based networking opportunities. ALUMINUM USA is the ideal event for end-users from application industries such as automotive, aerospace, construction, packaging and electrical & electronics.

WHAT THE INDUSTRY SAYS ABOUT ALUMINUM USA

“With more than 200 exhibitors and a conference program highlighting critical market issues, we enjoyed higher attendance, an expanded trade show floor, and greater participation throughout the value chain at this year’s trade show.”

HEIDI BROCK
*President and Chief
Executive Officer,
The Aluminum Association*

“Aluminum USA 2017 provided a superlative platform upon which to have meaningful discussions and share industry insights from Industry experts with regard to the growing and strategic use of aluminum. The presentations were engaging and practical”

JIM DICKSON
*Director-Global Automotive
Strategy-Commercial,
Primary Metal, Rio Tinto*

“I recently attended ALUMINUM USA in Nashville, and wanted to thank you for pulling together this event. I found it beneficial and educational, especially the break-out sessions. I am looking forward to attending this event in years to come.”

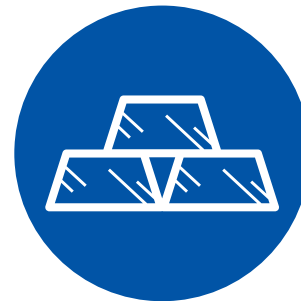
KEVIN MCINTIRE
*Advanced Development,
Werner Company*

WHO EXHIBITS AT ALUMINUM?

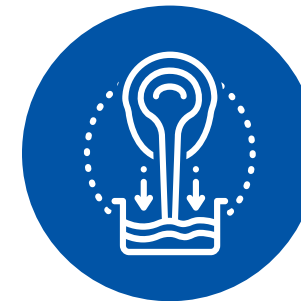
Leading suppliers covering categories including:



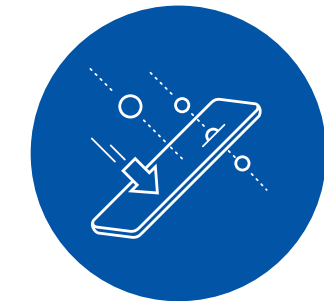
Raw Materials, Working
Materials, Supplies **38%**



Primary Metal Products,
Remelted Products **32%**



Castings,
Heat Treatment **30%**



Aluminum for Special
Applications **27%**



Semi-finished Products, Semi-
fabricated, Profiles & Castings **26%**



Extraction, Processing, Refining:
Plant, Machinery, Equipment **15%**



Services,
Consulting **14%**



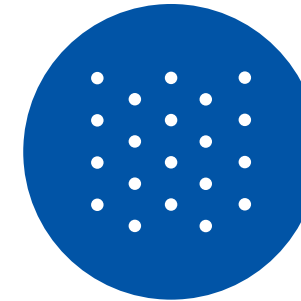
Recycling, Light-Metals
Trade **11%**



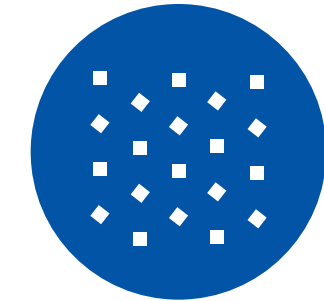
Surface Treatment,
Coating **10%**



Other
10%



Powder Metallurgy
3%



Granulates, Powder
Paste, Wool, Foam **1%**

A man in a dark suit and tie stands at a podium on the left, addressing a large audience seated in rows of chairs. The audience, consisting of men and women of various ages, is focused on the speaker. In the background, a large banner for the 'Jonggang Hangzing Aluminum Equipment Factory' is visible, featuring several photographs of people. To the right of the banner, a sign with the number '1000' and the 'CEC' logo is partially visible. The scene is dimly lit, with the primary light source coming from the stage area.

ALUMINUM USA

FACTS AND FIGURES

SHOW PROFILE

IN 2019....

147%
INCREASE IN
VIP ATTENDEES
SOURCING FOR
SOLUTIONS

24%
INCREASE IN
LEADING SUPPLIERS
REPRESENTING THE
FULL VALUE CHAIN

HIGHEST
SATISFACTION
SCORES
EVER!

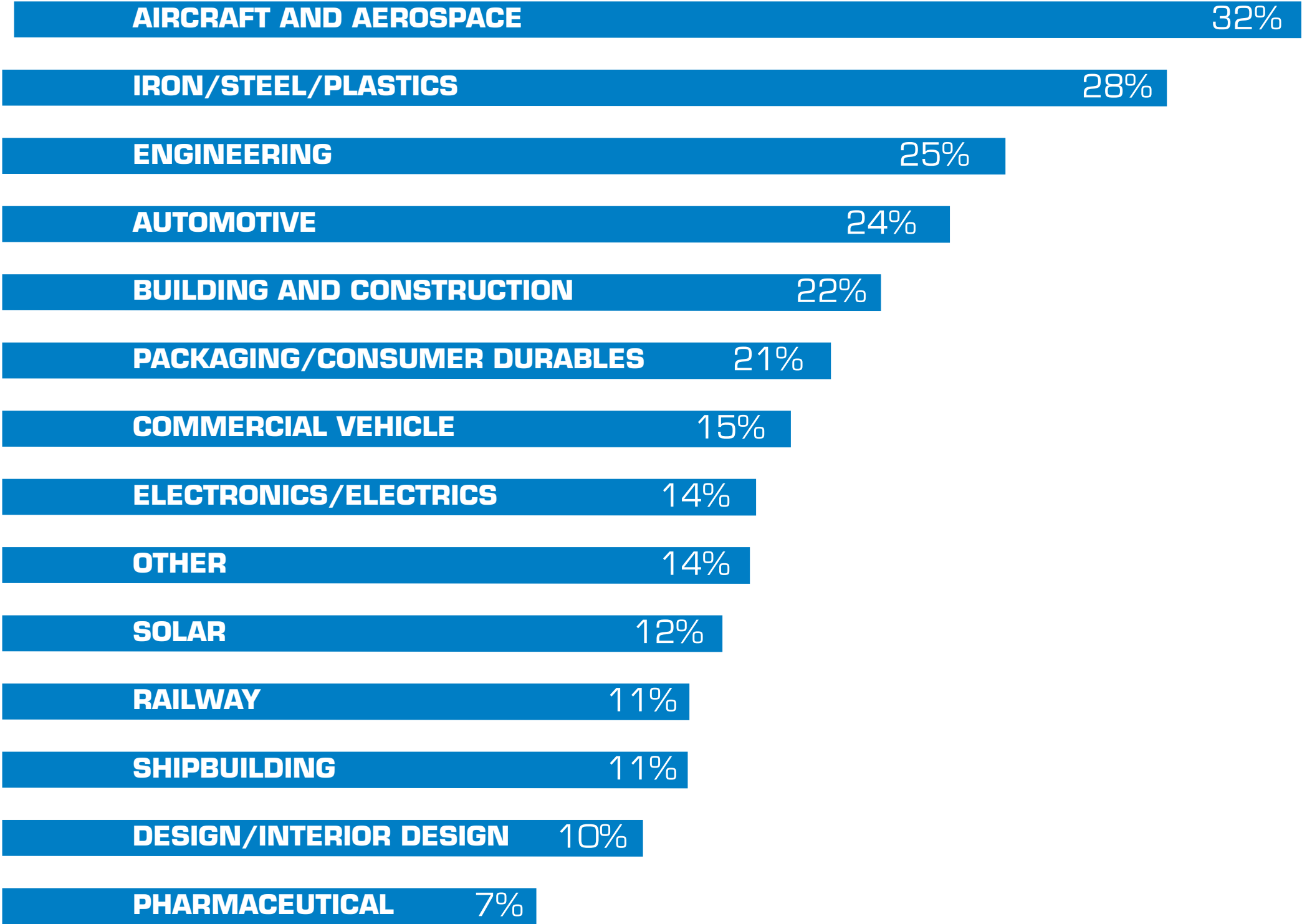
27%
INCREASE IN
KEY INDUSTRY
PROFESSIONALS
ATTENDANCE

1,900+ INDUSTRY
PROFESSIONALS

25+ EDUCATION SESSIONS

WHO ATTENDS ALUMINUM USA?

ATTENDEE INDUSTRY



TOP 25 JOB TITLES

- CAPITAL PROCUREMENT MANAGER
- CEO
- CFO
- COO
- DESIGN ENGINEER
- DIRECTOR, PURCHASING
- DIRECTOR, MANUFACTURING ENGINEERING
- DIRECTOR, QUALITY & METALLURGY
- GENERAL MANAGER
- GLOBAL PURCHASING MANAGER
- MANAGER, MINE ACCOUNTS
- MANAGING DIRECTOR
- MECHANICAL/PROCESS ENGINEER
- OWNER
- PART QUALITY ENGINEER
- PARTNER
- PRESIDENT
- PROGRAM PURCHASING MANAGER
- SECTION DIRECTOR
- TOOL & DIE ENGINEER
- VICE PRESIDENT, ENGINEERING
- VICE PRESIDENT, OPERATIONS
- VICE PRESIDENT, ALUMINUM
- VICE PRESIDENT, SUPPLY CHAIN

WHO ATTENDS ALUMINUM USA?

Sampling of attendee companies:

Almag Aluminum | Brunswick Corporation | Canal Equipment | Cimco Resources
Dajcor Aluminum | Ellwood Aluminum | Handal Aluminum Sukses | JR Schneider
Mandel Metals | Northern States Metals Refratechnik NA | SES Salico
Steel Summit Holdings | Storvik Iceland | Tower Extrusions | Zyp Coatings

HIGH PROFILE DECISION MAKERS

27%

**INCREASE IN
KEY INDUSTRY
PROFESSIONALS**

147%

**VIP ATTENDEES
SOURCING
SOLUTIONS**

800+

EXECUTIVE CLUB VIP ATTENDEES

RECOMMENDATIONS



Over the last five years, we've invested in cutting-edge technologies to help exhibitors get the most meetings with sourcing professionals.

Our Recommendations Program leverages data gained from attendee registration, app behavior, and website preferences to recommend exhibitors like you.

FACT:

Recommendations assisted **75%** in finding new exhibitors/technologies/services



ALUMINUM USA

DIFFERENCE

BECAUSE YOU NEED TO EXHIBIT...

EXHIBIT

ALUMINUM USA offers a variety of booth packages to provide solutions for every budget and every goal. Let us help you decide!

SPONSOR

Plan Ahead and Maximize Your ROI. All ALUMINUM USA exhibitors have the incredible opportunity to work with the ALUMINUM USA Sales Team to design comprehensive promotion and thought leadership campaigns that fit your budget and help make sure the show exceeds your expectations.

Options Include:

- **Completely custom & unique Brand Activations** *(ask your rep for details)*
- **Speaking Engagements**
- **Detailed Digital products**

- **Print Advertising**
- **At Show Signage**
- **Key Sponsorship Opportunities**

NEW for 2021:

- **Digital Thought Leadership**

FOR MORE INFORMATION EXHIBITING AND SPONSORSHIP OPPORTUNITIES, VISIT OUR WEBSITE HERE ►

LET'S TALK!



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