

# ALUMINUM USA

## EXHIBITOR PROSPECTUS



# WHAT IS ALUMINUM USA?

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**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

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“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*

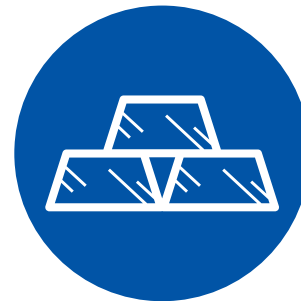
# WHO EXHIBITS AT ALUMINUM?

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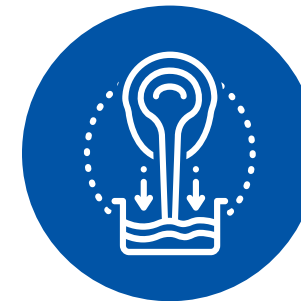
**Leading suppliers covering categories including:**



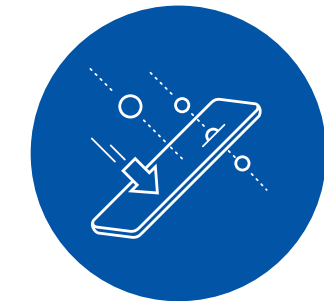
Raw Materials, Working Materials, Supplies **38%**



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%**



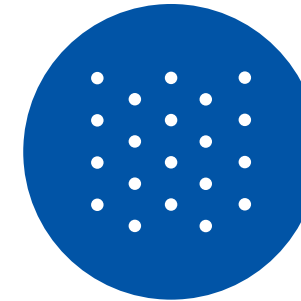
Recycling, Light-Metals Trade **11%**



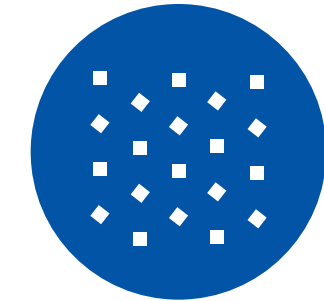
Surface Treatment, Coating **10%**



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 'CEC' logo and a flag is partially visible. The scene is dimly lit, with the speaker's area being the primary light source.

# ALUMINUM USA

## FACTS AND FIGURES

# SHOW PROFILE

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IN 2019....

**147%**  
**INCREASE IN**  
VIP ATTENDEES  
SOURCING FOR  
SOLUTIONS

**24%**  
**INCREASE IN**  
LEADING SUPPLIERS  
REPRESENTING THE  
FULL VALUE CHAIN

**HIGHEST**  
**SATISFACTION**  
**SCORES**  
**EVER!**

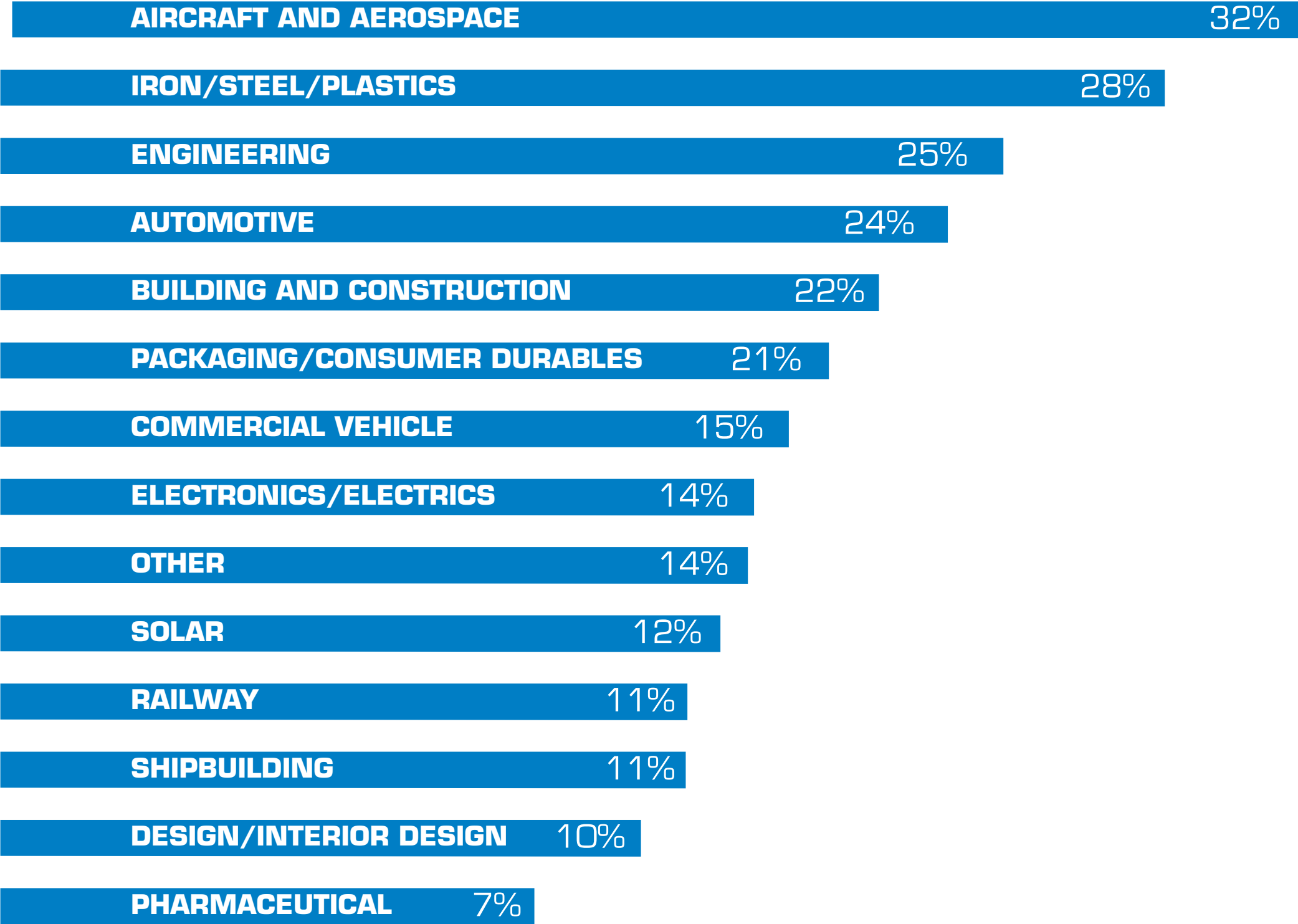
**27%**  
**INCREASE IN**  
KEY INDUSTRY  
PROFESSIONALS  
ATTENDANCE

**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?

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## 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

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**27%**

**INCREASE IN  
KEY INDUSTRY  
PROFESSIONALS**

**147%**

**VIP ATTENDEES  
SOURCING  
SOLUTIONS**

**800+**

**EXECUTIVE CLUB VIP ATTENDEES**

# RECOMMENDATIONS

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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...

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## 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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Sales Director



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