PRELIMINARY PROGRAM

APRIL 18-20, 2016 • HILTON NEW ORLEANS RIVERSIDE
NEW ORLEANS, LOUISIANA

Including:
• Speakers & Schedule
• Hot Melt Short Course
• Networking Events
• EXPO Overview

YOUR EXCLUSIVE SNEAK PEAK AT THIS YEAR’S PROGRAM!
Welcome from the ASC Board Chair

Dear Industry Professionals,

Welcome to New Orleans and ASC’s Spring Convention and EXPO. Two days of technical content, supplier interaction and industry networking, in a uniquely American city.

A new feature of this year’s Convention is our ASC Gives Back program – make plans to arrive Sunday in order to participate. We will be doing a service project from 9:00am to 1:00pm on Monday. We tested this program in Pittsburgh, and had 40+ volunteers give their time to help the local community we are visiting.

There are so many industry dynamics to keep up with, and this year’s Convention and EXPO is a great place to connect and get up to speed. New approaches to Hot Melt technology, regulatory affairs issues out of California, advanced technology developments with bio-based adhesives, these are just three focus areas within the more than 40+ papers being shared.

ASC is also launching its Training Academy Certificate program during our time together here in New Orleans. This 6-Core and 6-Elective certificate is a new program designed to provide new employees with fundamental and relevant education for getting up to speed quickly in our industry. The Core classes were developed by a task force drawn from members of ASC’s Technical Committee and academic partners. The Electives are chosen from more than 30 on-demand webinars that we have produced in targeted areas of chemistry, technologies or markets. With companies looking for ways to train staff, ASC has developed a cost effective, industry focused program that needs your support. Attend the Wednesday Keynote Lunch for additional details.

I encourage you to network, and connect with the 600+ attendees that will be coming this year. The program is on its way to being fully completed, with updates coming via www.ascouncil.org. For now, review the sessions we have outlined, and make your plans to visit New Orleans. I look forward to seeing you in April.

Best regards,

Traci Jensen
Senior Vice President, Americas Adhesives, H.B. Fuller
ASC Chair (2015-2016)
SPONSORS  ASC thanks its sponsors for their generous contributions to the success of the 2016 Spring Convention & EXPO.

GOLD LEVEL

ExxonMobil  
Energy lives here  
EXPO Reception

Franklin International  
Convention App – NEW

EASTMAN  
Coffee Lounges & FitBit Charge HR  
EXPO Raffles – Booth 208 & 210

EVONIK INDUSTRIES  
Hotel Keycards  
Business Development & Market Trends  
Education Session-Tuesday AM

Emerald Kalama Chemical  
Tuesday Opening General Session Breakfast

Petro Canada  
Wednesday General Session Breakfast

H.B. Fuller  
Final Program

SELVOL  
Wednesday General Session Lunch

Schaetti America, Inc.
David Speth  
Evans Adhesives  
Malinda Armstrong and Connie Howe  
ASC Staff Advisors

Technical & Government Regulations
Education Session-Wednesday AM

New Technology & Innovation/Application
Education Session-Wednesday AM

Convention T-shirts  
Sponsorship Available  
Contact Malinda Armstrong

Attendee Tote Bags  
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BRONZE LEVEL

Jowat  
Technical & Government Regulations  
Education Session-Tuesday AM

Sika  
Technical & Government Regulations  
Education Session-Tuesday PM

VELSICOL CHEMICAL LLC  
New Technology & Innovation/Application  
Education Session-Tuesday PM

INGEVITY  
Notepads

ASHLAND  
Business Development & Market Trends  
Education Session-Tuesday PM

Dexco Polymers  
Technical & Government Regulations  
Education Session-Wednesday AM

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COVESTRO  
Business Development & Market Trends  
Education Session-Wednesday PM

COVESTRO  
New Technology & Innovation/Application  
Education Session-Wednesday AM

COVESTRO  
Technical & Government Regulations  
Education Session-Wednesday PM

COVESTRO  
New Technology & Innovation/Application  
Education Session-Wednesday PM

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BYK Additives & Instruments  
iWallet

Arizona Chemical  
ASC Gives Back Volunteer Service Project

iWallet  
Kindle Fire EXPO Raffle  
Booth 709

Hotel Keycards  
Business Development & Market Trends  
Education Session-Tuesday AM

2016 SPRING PRELIMINARY PROGRAM

CONVENTION MEDIA PARTNER

ASI ADHESIVES & SEALANTS  
Convention Media Partner
An Election Year Economic Update AND Policy Possibilities for 2017 and Beyond

Ken Mayland, President, ClearView Economics LLC

While still growing, the U.S. economy continues to disappoint. What are its current pluses and minuses? In particular, why has the factory sector gone flat (with some manufacturing industries showing substantial retreats)? Once these factors are understood, how will they play out in 2016? And 2016 is special because it is a Presidential election year. What are the interplays between the politics and the economics? With U.S. business at a policy crossroads, what are the likely policy directions, and economic results, for 2017 and beyond?

Dr. Ken Mayland is President of ClearView Economics, LLC, a firm specializing in economic research and forecasting. Ken was previously the Chief Economist of two major financial institutions. Dr. Ken has spent more than 40 years studying the business cycle and providing economic analyses to a variety of constituencies, he is widely quoted by the media, and he has won numerous prestigious awards for forecasting accuracy.

Outlook for Energy: A View to 2040

William Landuyt, Energy Advisor, ExxonMobil Corporation

The Outlook for Energy is ExxonMobil’s long-term global view of energy demand and supply. Its findings help guide our long-term investments, and we share The outlook to help promote a better understanding of the issues shaping the world’s energy future.

William Landuyt is an Energy Advisor within the Corporate Strategic Planning department at ExxonMobil Corporation. Dr. Landuyt earned a B.A. in Physics and Math from the University of Colorado at Boulder, and a Ph.D. in Geology and Geophysics from Yale University. Before joining ExxonMobil he was a Green Scholar at Scripps Institution of Oceanography. Dr. Landuyt has held multiple positions at ExxonMobil, including work as a geoscientist in ExxonMobil’s Production and Exploration Companies, as well as a Research Scientist focused on Global Climate Change at ExxonMobil Research and Engineering. His current work focuses on projecting energy demand in the Americas and Africa in support of ExxonMobil’s Energy Outlook.

Green is Now Mainstream — What Does That Mean For You?

Suzanne Shelton, CEO, Shelton Group

69% of Americans now say they consider a company’s environmental reputation when they make purchasing decisions, and a whopping 82% of business decision-makers say sustainability is important in their corporate decision-making (and 67% of them consider it in product purchasing). As you might expect “chemical content” is in the cross-hairs. Consumers and business decision-makers alike are increasingly concerned about chemicals, even though they don’t actually know what to be concerned about. Suzanne Shelton, CEO of Shelton Group, the nation’s leading environmental communications firm with some of the biggest players in that space as clients.

Lead, Follow, or Get Out of the Way: Global Consolidation in the Adhesive & Sealant Sector

Thomas Blaige, Chairman & CEO, Blaige & Company

Utilizing proprietary research since 2001, Tom Blaige will discuss the impact of global consolidation on the adhesive & sealant industry. As discussed in Blaige & Company’s comprehensive Fifteen Year Plastics and Packaging M&A Consolidation Study, over half of 2001’s Top 50 plastics and packaging companies have undergone a change of ownership or have been eliminated. Blaige provides a summary analysis from the study and will cover valuable strategies to help adhesive & sealant company owners understand and “win” in today’s mergers and acquisitions market.

Tom established Blaige & Company, an international investment banking firm dedicated exclusively to the plastics, packaging and chemicals industries. He has over 30 years of transaction experience, having completed over 200 transactions and visited over 200 plastics, packaging, and chemicals operations in all parts of the world. Tom’s transactions experience includes: strategic combinations with large global consolidators; the sale, acquisition and recapitalization of family owned companies and corporate divisions; corporate divestiture and spin-off transactions; International and a middle market M&A unit of a Wall Street investment bank. Tom earned a Master of Management degree, with Distinction, from the Kellogg Graduate School of Management at Northwestern University, and a Bachelor of Business Administration degree from Loyola University of Chicago.
NETWORKING EVENTS

Networking is an essential part of attending an ASC convention, which is why the 2016 Spring Convention has ample networking opportunities for attendees. Connect with hundreds of industry professionals between educational sessions, over lunch, while exploring the EXPO and at the receptions. If this is your first time attending an ASC convention, join one of the five committees for an opportunity to engage with ASC Board Chairs, ASC Committee Members and Staff.

ASC Gives Back Program – A Community Service Project

**Monday:** Join Arizona and ASC as we volunteer in New Orleans! In partnership with HandsOn New Orleans, we stand fast to assist a local high school by repainting their classrooms and beautify the grounds to re-open this Fall.

Our volunteers will tentatively meet on **Monday, April 18 from 8:00 a.m. to 2:00 p.m.** Registered participants should meet in the hotel lobby at 8:00 a.m. for departure at 8:30 a.m. Volunteers should wear comfortable, casual clothes that can get dirty, as well as closed toe shoes.

**ASC Board of Directors and staff would like to welcome you to New Orleans.** Don’t miss this opportunity to schedule face to face meetings with industry peers. This is an excellent opportunity to see who is in attendance at the 2016 Spring Convention & EXPO.

**Monday Welcome Reception**

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ASC Board of Directors and staff would like to welcome you to New Orleans. Don’t miss this opportunity to schedule face to face meetings with industry peers. This is an excellent opportunity to see who is in attendance at the 2016 Spring Convention & EXPO.

**Convention App 3.0**

**CONNECT one on one with attendees to schedule face to face meetings and exchange contact information.**

**ASC EXPO and Reception** See following pages for more info.

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**IMERYS Carbonates**

Your trusted partner for innovation in Adhesives, Caulks & Sealants

**Collaborative Partnerships**
The right product, right performance, at the right price

**Global Distribution & Capacity**
Delivering where you need it, when you need it

**Consistent Quality**
On time and in specification

Imerys offers an extensive portfolio of PCC & GCC extenders and additives.

Stop by the ASC Spring Expo, Booth 708 to learn more or visit: www.imerys-carbonates.com
PROGRAM SCHEDULE

MONDAY, APRIL 18
7:00 am – 5:30 pm  Registration Open
7:30 am – 4:30 pm  Hot Melt Short Course (registrants only)
8:00 am – 2:00 pm  ASC Gives Back Program — A Community Service Project sponsored by Arizona Chemical
TBD  ASC Board of Directors Meeting
5:30 – 8:30 pm  ASC Welcome Reception

TUESDAY, APRIL 19
6:30 am – 6:00 pm  Registration Open
7:30 – 9:00 am  Opening General Session Breakfast & Keynote sponsored by Emerald Performance Materials
An Election Year Economic Update AND Policy Possibilities for 2017 and Beyond
Ken Mayland, President, ClearView Economics LLC
7:30 am – 4:30 pm  Hot Melt Short Course (registrants only)
9:00 – 11:00 am  Eastman Chemical Coffee Lounge

Morning Education Sessions
9:15 – 11:45 am  EDUCATION TRACK: Business Development and Market Trends
■ Impact of Low Oil and Gas Prices on Olefins Supply
Eric Smith, Tulane University
■ Effect of Current Market Conditions on Supply and Price of CS Monomers and Derivatives
Vital Rogachevsky, Argis Dewitt
■ Feedstocks for Fermentation Biotechnology – Sugars and Beyond
Lee Speight, Green Biologics, Inc.

EDUCATION TRACK: Technical and Government Regulations
9:15 – 11:45 am  Product Category Rule for Sealants
■ An Update on The Product Category Rule for Sealants
Steve Rosenberg, Sika Corporation
■ Market Acceptance of the EPD
Dan Marvin, Mapei Corporation
■ The North American Product Category Rule for Sealants
Anna Nicholson, UL Environment LLC
■ We have a PCR. Now What? Options for Associations and Manufacturers
Heather Gadonniex, Thinkstep

9:15 – 11:45 am  EDUCATION TRACK: New Technology and Application
■ Formulating with Additives
Cashew Nutshell Liquid based Polyols and Diols: Their Hydrophobicity and Outstanding Durability in Polyurethane Applications
Yun Mi Kim, Cardolite Corporation
■ Optimizing Hydrocarbon Resin Development Using the Design of Experiment Approach
Keith Nelson, Total Cray Valley
■ Dibenzoates for Use in Automotive Plastisol Sealants
Bill Arendt, Emerald Kalama Chemical
■ A Set Above the Rest: Superior Performing HMAs using FT Wax
Johan de Jonge, Sasol

Noon – 1:00 pm  COMMITTEE MEETINGS
Technical Committee Meeting
Marketing Committee Meeting
Membership Committee Meeting
Global Resources Committee Meeting
Regulatory Affairs Committee Meeting
1:00 – 3:00 pm  Eastman Chemical Coffee Lounge

1:15 – 3:30 pm  EDUCATION TRACK: New Technology and Application
Hot Melt Markets
Zhao Qingfang, China Adhesives and Tape Industry Association
■ A Technology Roadmap of Hot Melt Adhesive Development
Tom Kaufman, HB Fuller Company
■ Tagless Garment Labels, the Product, Process and Markets
Paul Shessler, Schaetti America
■ Hot Melt #4
Speaker and Title to be Announced

1:15 – 3:30 pm  EDUCATION TRACK: Business Development and Market Trends
Service Life Predictions
■ Science Applied to Weathering and Service Life
David Burns, 3M Company
Roger French, Case Western Reserve University
■ Effects of Environment, Formulation, and Adhesive on the Durability of Vinyl Graphic Films
Mark Allesandro, Avery Dennison
■ Service Life #4
Speaker and Title to be Announced
EDUCATION TRACK: New Technology and Application

Advancements in Adhesive Technologies

- Innovative Hot Melt Adhesives
  James Coffey, ExxonMobil Company
- Laminating Adhesives with Improved Conversion Efficiency and Food Safety
  Rui Xie, Dow Chemical Company
- Signal-Induced Bonding and/or De-Bonding of Adhesives
  Scott Phillips, Pennsylvania State University
- Self-Healing Polymers in Adhesives and Sealants
  Marel Urban, Clemson University

Wednesday, April 20

7:00 am – 4:30 pm
Registration Open

7:30 am – 9:00 am
General Session Breakfast & Keynote sponsored by Petro Canada Lubricants
Green is Now Mainstream — What Does That Mean For You?
Suzanne Shelton, CEO, Shelton Group

9:00 am – 11:15 am
Morning Education Sessions

EDUCATION TRACK: Business Development and Market Trends

Advancements in Silicon Based Technologies

- Advancements in Reactive Silicone Hot-Melt Adhesives for Applications across Different Markets
  Ryan Schneider, Dow Corning Corporation
- New Developments in Organofunctional Silanes for Lower VOC and Improved Performance
  Misty Huang, Momentive Performance Materials
- Advancements #3
  Speaker and Title to be Announced
- Low Modulus and High Elongation in Hybrid Sealant Formulated by Newly Developed Nano Calcium Carbonate
  Yoshisada Kayano, Shiraishi Kogyo Kaisha

EDUCATION TRACK: Technical and Government Regulations

Regulatory Affairs across Markets & Technologies

- The New TSCA Regulatory Framework Post TSCA Reform
  Lynn Bergeson, Bergeson & Campbell PC
- What’s New with CA Safer Consumer Product Rule
  Andre Algazi, California Department of Toxic Substances Control
- Effort to Update EPA’s Guidelines for Exposure Assessment
  Sarah Brozena, American Chemistry Council
- Update on Chlorinated Paraffins
  Mark Collatz, Adhesive and Sealant Council

EDUCATION TRACK: New Technology and Application

Advanced Technology Link

- pH Responsive Adhesive Hydrogels based on Reversible Catechol-Boronic Acid Complexation
  Ameya Narkar, Michigan Technological University
- Uncertainty in Contact Angle Estimates from a Wilhelmy Tensiometer
  Chuck Extrand, CPC

Afternoon Education Sessions

EDUCATION TRACK: Business Development and Market Trends

Business Continuity

- Risk and Resiliency Management
  Mahour Parast, North Carolina A&T State University
- Strategic Innovations
- Business Continuity #2
  Title and Speaker to be Announced
- Business Continuity #3
  Title and Speaker to be Announced
- Business Continuity #4
  Title and Speaker to be Announced

APPLICATION & TESTING

- What Adhesives Enable the Most Efficient Operation of New Tankless Hot Melt Systems?
  Larry Saidman, Nordson Corporation
- Clean Enough? The Importance of a Clean Surface to Attaining Adhesion
  Andy Stecher, Plasmatreat North America
- New Innovations in Two-Component Mixing Technology
  Anthony Martucci, Nordson EFD
- Tack Measurements for Adhesive Formulations
  Xuyang (Chuck) Wang, Virginia Tech

EDUCATION TRACK: New Technology and Application

Advanced Technology Link

- High Shear Low Peel Electrospun Adhesives
  Shing-Chung (Josh) Wong, University of Akron
- Robust Dental and Medical Adhesion Tethered with Bio-inspired Catechol
  Kolbie Ahn, University of California Santa Barbara
- Advanced Technology #3
  Speaker and Title to be Announced
- Advanced Technology #4
  Speaker and Title to be Announced

Closing General Session Keynote

Lead, Follow, or Get Out of the Way: Global Consolidation in the Adhesive & Sealant Sector
Thomas Blaige, Chairman & CEO, Blaige & Company

5:00 – 6:00 pm
Closing Reception
The EXPO continues to EXPAND with more exhibitors, more products, more solutions and MORE REASONS for your team to attend.

Do not miss the opportunity to increase your brand visibility and build new business at the ASC EXPO. The EXPO will be held on Tuesday, April 19 from 3:30-7:00pm. Reserve your booth today by contacting Malinda Armstrong at (301) 986-9700 x106 or malinda.armstrong@ascouncil.org.

**EXPOSITION BONUS**
- FitBit Charge
- Kindle Fires

**EXPO Raffle Prize Sponsors:**

**EASTMAN**
- FitBit Charge

**VELSIOL CHEMICAL LLC**
- Kindle Fires

**CONNECT WITH THE INDUSTRY!**

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**EXHIBITORS (as of February 29, 2016)**

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**--- New Exhibitor
S --- Sponsor**
Short Course Program Description
This course presents formulation strategies, based on application and performance requirements for a variety of hot melt adhesive markets by industry experts. Learn how plasticizers, tackifiers and waxes are used to enhance base polymers for optimized processing and properties and how to evaluate the mechanical and rheological behavior of hot melts and resulting bonded assemblies.

Who Should Attend?
Ideal for... anyone involved with selecting, formulating and/or implementing hot melt adhesive technology for specific applications. Sales, product managers and marketing professionals would also benefit by increasing technical depth of additive options available for tailored solutions to product requirements. Participants are invited to attend the ASC EXPO at no additional charge to network with the industry and learn about the latest innovations in the industry.

MONDAY, APRIL 18
7:30 – 8:00 am  CONTINENTAL BREAKFAST
8:00 – 8:30 am  Overview of Markets & Technologies — Dale Haner, DHM Adhesives
8:30 – 9:00 am  Styrene Block Copolymers — Donn DuBois, Kraton Polymers
9:00 – 9:30 am  Reactive Polyurethane Hot Melts — Kip Hillshafer, Stepan
9:30 – 10:00 am  Polyolefin Hot Melts — Andres Sustic, REXtac
10:00 – 10:15 am  BREAK
10:15 – 10:45 am  Waxes — Johan De Jonge, Sasol Performance Chemicals
10:45 – 11:15 am  Plasticizers — Bill Arendt, Emerald Kalama Chemical
11:15 am – Noon  Testing & Measurements I — David Dillard, Virginia Tech
Noon – 1:00 pm  LUNCH
1:00 – 1:45 pm  Testing & Measurements II — David Dillard, Virginia Tech
1:45 – 2:15 pm  Tackifiers — Rosin Esters & Terpenes — John Widders, Ingevity
2:15 – 2:45 pm  HC & Pure Monomer Tack Resins — Nestor Hansen, Total Cray Valley USA
2:45 – 3:15 pm  BREAK & INTRODUCTIONS
3:15 – 4:00 pm  Formulating Hot Melts — Dale Haner, DHM Adhesives
4:00 – 4:30 pm  Hot Melt Application Equipment — Larry Saidman, Nordson Corporation

TUESDAY, APRIL 19
7:30 – 8:00 am  CONTINENTAL BREAKFAST
8:00 – 9:00 am  Packaging & Paper Converting Adhesives — Thomas Kauffman, H.B. Fuller Company
9:00 – 10:00 am  Nonwoven Adhesives — Ameeza Mansour, H.B. Fuller Company
10:00 – 10:15 am  BREAK
10:15 – 11:15 am  Assembly — Mike Vitrano, Bostik
11:15 am – 12:15 pm  PSA Labels & Tapes — Cynthia Cain, Henkel Corporation
12:15 – 1:15 pm  LUNCH
1:15 – 1:45 pm  Short Course Wrap Up

For more information, visit... www.ascouncil.org/events or contact Mani Singh at (301) 986-9700 x120, or mani.singh@ascouncil.org.

*Times and sessions are subject to change
## REGISTRATION INFORMATION

### REGISTER TODAY AND SAVE $100!
Take advantage of the early bird discount before March 4, 2016.
Note: discount does not apply on all registration fees.

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<td>Adhesive/Sealant End User</td>
<td>$745</td>
<td>$845</td>
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<td>Speaker (Full Convention), Academic Faculty</td>
<td>$395</td>
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<td>One-Day Only—Member, End User</td>
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<td>Trade Press</td>
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<tr>
<td>EXPO Only Attendee</td>
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### HOW TO REGISTER
Registration for the convention, EXPO and the Short Course can be found online at www.ascouncil.org/events.

Pre-registration ends on April 1, 2016. After that date, rates increase by 20 percent.

If you have any questions regarding registration, please contact Malinda Armstrong at (301) 986-9700 x106 or malinda.armstrong@ascouncil.org

www.ascouncil.org

## ACCOMMODATIONS

### RESERVE YOUR HOTEL TODAY!

**HILTON NEW ORLEANS RIVERSIDE**

Two Poydras Street
New Orleans, LA 70130
Phone: (504) 561-0500

**ASC Discount Group Rate**

$217 single/double

*additional charges will apply for more than two persons per room

**IMPORTANT**: ASC works directly with the Hilton and does not work with third parties working on behalf of the Hilton and/or the Council. Be sure you contact the Hilton directly to make your hotel reservations.

The group rate is available until 5:00 p.m. EDT on Friday, March 28, 2016. Reserve your room as soon as possible as the group rate will not be available if the ASC room block sells out prior to the deadline. Reservation requests received after March 28 will be charged standard rates as rooms are available.

You can make your reservation on the ASC website at www.ascouncil.org/events or contact the hotel directly at (888) 317-0197. To secure the discounted group rate, please mention that you are attending the ASC 2016 Spring Convention & EXPO.

ASC kindly asks that you only reserve the number of rooms you need, so other attendees will not be turned away because the ASC hotel room block is full. We appreciate your consideration.
WACKER is a global leader providing a comprehensive portfolio of caulk, sealant and adhesive solutions to meet a variety of diverse application and performance needs.

For compounders, WACKER’s adhesive and sealant raw materials selection is basic in three polymer technology platforms: GENIOSIL® silane-modified polymers, silicone polymers and plasticizers and VINNAPAS® vinyl acetate-ethylene copolymers. Our comprehensive product line is completed by raw material auxiliaries: HDK® fumed silica for rheology control and reinforcement, crosslinkers and chain extenders, silanes for adhesion promotion and water scavenging, primers, catalysts and defoamers.

For repackers, WACKER’s extensive silicone RTV-1 product portfolio offers a broad range of off-the-shelf custom solutions under the ELASTOSIL® brand name.

WACKER is committed to providing technical expertise and customer service matched to your particular application, need or industry. Ask us. Speak with technical experts at the ASC 2016 Spring Conference, Booths #703 and #705, or visit us at www.wacker.com/adhesives

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TEL: +1 610 336 2700, FAX: +1 517 264 4068, info.usa@wacker.com
2016 Adhesive & Sealant Convention
Spring Conference + Expo

April 18-19
Co-located at the ASC 2016 Spring Convention & Expo

Hot Melt Short Course
April 18-20
Hilton New Orleans Riverside

ASC 2016 Spring Convention & Expo

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