

Meet Buyers from All Segments of the CPI

Held every two years, the CHEM SHOW has been the Chemical Process Industry's main event since 1915.

Unlike other industry trade events that focus solely on one vertical market sector, the strength of the CHEM SHOW is that it attracts buyers from across a broad range of process industries. Whether it's a pharmaceutical facility, food processor or a specialty chemical plant, these companies mix, heat, cool, filter, move and measure liquids or dry materials using similar process equipment and systems.

So whether you're targeting specific segments of the CPI or looking for new applications for your products, the 2011 CHEM SHOW is where highly qualified prospects come to you.



Be at the Center of the Largest Concentration of CPI Facilities in the U.S.*

Located within 250 miles driving distance of the Chem Show are:

- 20% of U.S. Chemical Manufacturing Facilities
- 26% of U.S. Pharmaceutical Manufacturing Facilities
- 22% of U.S. Food Manufacturing Facilities

At the 2011 CHEM SHOW you'll meet face-to-face with product specifiers and end-users from a broad range of CPI companies: from process engineers at the largest chemical manufacturers to operations and production professionals from hundreds of small to midsize processors. You'll see process systems designers from engineering firms as well as manufacturers' reps, professionals who can help get you in the door with the companies you want to reach most.

Unlock the sales potential...Plan now to exhibit at the 2011 CHEM SHOW.

CHEM SHOW Attendees Came from These Process Industries:

	# of Attendees*		# of Attendees*
Adhesives & Sealants693	Pharmaceuticals	1,253
Chemicals (Inorganic)	1,400	Plastic Materials & Synthetic Resins791
Chemicals (Organic)	1,609	Pulp & Paper600
Cosmetics601	Rubber/Rubber Products435
Fertilizers & Agrichemicals424	Soaps & Detergents524
Foods & Beverages	1,015	Stone/Clay/Glass/Ceramics277
Metals889	Textiles/Leather232
Paints & Allied Products557	Other Manufacturing	1,681
Petroleum Refining760		

Other Manufacturing includes Visitors from allied industries where potential applications for your products may be hidden!

NOTE: Number of attendees adds to more than 5,072 as many visitors may be involved in multiple process industries.

“The sales leads from the CHEM SHOW have a high hit rate, which in turn drives a lot of projects and significant revenue for our company.”

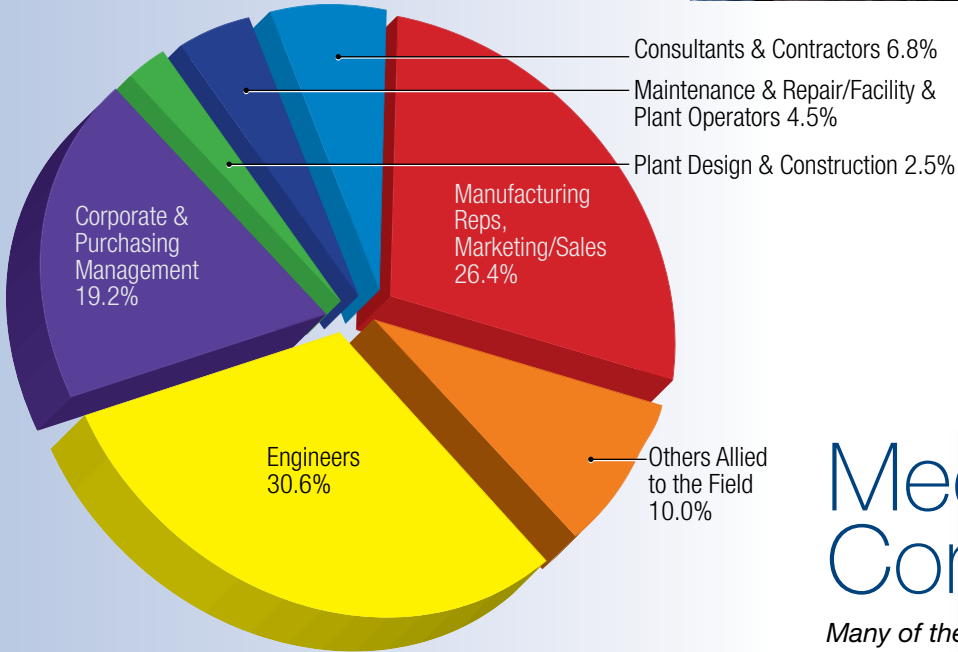
Mark Burbine, Area Distribution Manager, **Mettler-Toledo, Inc.**
2009 CHEM SHOW Exhibitor



*Source: U.S. Economic Census 2007 for CT, DE, MA, MD, NJ, NY, PA, RI

Meet Qualified Specifiers and Decision Makers:

CHEM SHOW Attendees Represented All Levels of the CPI Purchasing Chain



Meet Top Companies:

Many of the CPI's Largest Producers Sent Representatives to the 2009 CHEM SHOW, Including:

32 of the Top 50 Chemical Processing Companies as compiled by *Chemical Processing Magazine*

8 of the Top 10 Pharmaceutical Companies as compiled by *Contract Pharma Magazine*

8 of the Top 25 Food/Beverage Processors as compiled by *Food Processing Magazine*

"The people coming are the higher level executives, engineers, project engineers making the decisions so the leads are a lot more efficient for us. I think the CHEM SHOW is very effective this year."

Greg Jerdan, **Paratherm Corporation**
2009 CHEM SHOW Exhibitor



*NOTE: All Statistics in this Prospectus, unless otherwise noted, are from the 2009 CHEM SHOW Registration Report and are based on 5,072 Registered Visitors.

Meet End-users Looking for Products Like Yours

CHEM SHOW Attendees Came to See:

	# of Attendees*		# of Attendees*
Contract Manufacturing Services	815	Piping, Tubing, Hose, etc.	1,442
Corrosion Control Products	715	Plant Services	514
Drying, Distillation, Evaporation Equipment	1,079	Pollution Control	809
Engineered Materials	1,087	Powder/Bulk Solids Handling Equipment	996
Filtration/Separation Equipment	1,603	Pumps, Compressors	1,591
Hazardous Material Handling	704	Size Reduction & Agglomeration Equipment	581
Heat Transfer/Energy Conservation Equipment	1,099	Software	459
Instruments/Controls	1,338	Tanks, Vessels & Reactors	1,412
Management/Design/Consulting Services	462	Valves	1,532
Material Handling Equipment	998	Water & Wastewater Handling	1,064
Mixing/Blending Equipment	1,304	Weighing & Measuring Equipment	677
Motors/Controls	694		

NOTE: The number of attendees adds up to more than 5,072 due to multiple product interests

“We continue to do the CHEM SHOW because it generates high quality leads for us. It’s always nice when they come to you with specific needs and problems that we can address.”

*Brian Wright, President, A-T Controls Inc.
2009 CHEM SHOW Exhibitor*

New for 2011: Spotlight Your Products in the ...

Process Control & Automation Center

Meet qualified prospects that make a point to visit this high visibility Special Section on the Show Floor. Promoted to buyers before the Show, this is the place to be if your main product line includes:

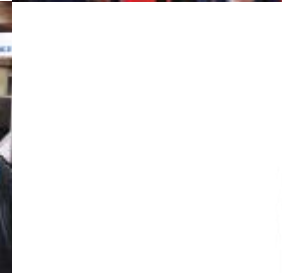
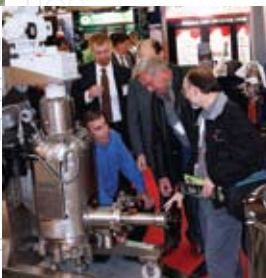
- Automation Products
- Instrumentation
- Controls
- System Integration Technology
- Software, and more

Contact Show Management for exhibiting details.



“The CHEM SHOW has always delivered for us and it’s happened again. They come here because they’re looking for something that we may have. The Show is invaluable for getting that two-way communication.”

*Jamie L. Bohan, Senior Segment Marketing Manager
Chemicals & Pharmaceuticals, Honeywell Process Solutions
2009 CHEM SHOW Exhibitor*



See Companies Like These and More

Meet Air Products

Visitor Company Profile:

\$8 billion dollar provider of gases and performance materials for industry, sent 14 representatives to the 2009 CHEM SHOW including these personnel:

Engineer
Lead Process Engineer
Pilot Plant Supervisor
Principal Mechanical Designer
Process Engineer
Project Manager
Sr. Principal Mechanical Engineer
Sr. Principal Process Engineer
Technology Safety Leader

Meet Estee Lauder Co.

Visitor Company Profile:

\$7 billion maker of skincare, perfumes and haircare products sent 13 representatives to the 2009 CHEM SHOW including these personnel:

Director
Director Process Development
Executive Director Process Development Manager
Principal Scientist
Process Engineer
Production Supervisor
Project Manager
Sr. Process Engineer

Meet Johnson Matthey

Visitor Company Profile:

International multi-billion dollar producer of catalysts, precious metals and fine chemicals, sent 18 representatives to the 2009 CHEM SHOW including these personnel:

Development Chemist
Engineering Services Manager
GMP Kilo Lab Supervisor
Principal Process Engineer
Process Chemist
Process Development Engineer
Process Engineer
Production Manager
Production Superintendent
Production Team Leader
Production Training Superintendent
Project Team Manager
Senior Process Chemist
Senior Process Engineer

Meet Merck & Co.

Visitor Company Profile:

Global pharmaceutical giant with revenues of over \$40 billion, sent 17 representatives to the 2009 CHEM SHOW including these personnel:

Associate Engineer
Director - Chemical Process Development & Commercialization
Engineer
Engineering Director
Maintenance Supervisor
Prep Lab Manager
Principal Engineer
Senior Chemical Engineer
Senior Engineer
Senior Investigator
Senior Validation/Compliance Consultant

Meet BASF

Visitor Company Profile:

World's largest chemical producer with \$65 billion in revenue, sent 24 representatives to the 2009 CHEM SHOW including these personnel:

Engineering & Maintenance Mgr.
Engineering Supervisor
Manufacturing Manager
Operations Engineer
Process Development Manager
Process Engineer
Procurement Manager
Production Supervisor
Project Engineer
Project Manager
Research Chemist
Senior Project Engineer

Meet Benjamin Moore & Co.

Visitor Company Profile:

Leading multi-million dollar manufacturer of paints and finishes, sent 10 representatives to the 2009 CHEM SHOW including these personnel:

Process Engineer
Lead Engineer
Manufacturing Manager
North American Resin Manager
Production Leader

Meet Int'l Frangrance & Flavors

Visitor Company Profile:

Worldwide producer of fragrances and specialty flavors with revenues of over \$2.3 billion, sent 13 representatives to the 2009 CHEM SHOW including these personnel:

Category Manager
Director, Process Engineering
Manager Flavor Chemical Production
Plant Manager
Principal Process Engineer
Process Development Engineer
Production Manager
Research Fellow
Research Investigator
Senior Project Engineering Manager

Meet Mars

Visitor Company Profile:

\$28 billion confectionary and food company, sent 11 representatives to the 2009 CHEM SHOW including these personnel:

Chemical Engineer
Equipment Development Technician
Process Technician
Project Engineer
Sr. Engineer
Technician

Meet ExxonMobil

Visitor Company Profile:

World's largest oil company with refining, chemical and research divisions, sent 15 representatives to the 2009 CHEM SHOW including these personnel:

Advanced Engineer
Engineer
ESP Technology Manager
Group Head
Research Technician
Sr. Associate
Sr. Engineer
Sr. Research Technician
Supervisor

Meet FMC Corp.

Visitor Company Profile:

\$3 billion chemical producer for agricultural, industrial and consumer markets, sent 7 representatives to the 2009 CHEM SHOW including these personnel:

Chemist
Principal Engineer
Principal Engineer - Materials
Process Development Engineer
Process Engineer
Senior Process Engineer

Meet Kraft Foods

Visitor Company Profile:

\$40 billion food and beverage manufacturer, sent 7 representatives to the 2009 CHEM SHOW including these personnel:

Associate Engineer
Engineer
Principal Engineer
Senior Associate Principal Engineer
Sr. Principal Engineer
Sr. Technologist

Meet Pilot Chemical Co.

Visitor Company Profile:

Privately owned global specialty chemical company providing household and industrial chemicals, sent 17 representatives to the 2009 CHEM SHOW including these personnel:

Chemical Operator
Corporate Engineer
Corporate Project Engineer
EHSS Manager
Maintenance Manager
Maintenance Mechanic
Plant Manager
Production Manager
Production Supervisor
Senior Maintenance Leader

"We've had a lot of activity. It's important that people can see the equipment and we can show them how it works. It's much easier to communicate than over the phone or web."

John Kowalchick, Product Engineer, **Ametek**
2009 CHEM SHOW Exhibitor

Profit from...

Extensive Media & Promotional Coverage.

The CHEM SHOW marketing campaign includes:

- Advertising in more than two dozen leading industry magazines, websites and newsletters
- Multiple Direct Mail Pieces to more than 100,000 CPI buyer prospects
- E-mail campaign to more than 60,000 past attendees, AIChE members, and other CPI professionals
- Conference Brochures and reminders to 40,000 AIChE members
- Social media program including Facebook, Twitter, YouTube and other viral marketing
- Support from media and other industry organizations to maximize market visibility

Marketing Extras That Go Beyond Your Exhibit Space.

Booth Package at \$34.00/sq. ft. Includes:

- Lead Recorder
- 120v Electrical Service (500 watts)
- Drape background and side rails
- Booth Identification Sign with your company name and booth number
- Comprehensive Online Exhibitor Services Manual
- Free Shuttle Bus Service to/from midtown Show Hotels
- Show Hotel availability for after-hours hospitality suites and meetings
- Discounted Show Hotels and Travel

FREE Marketing Services Include:

- **Buyer Leads:** Gain access to sales leads from attendees who have opted-in online to receiving information from exhibitors and who have expressed an interest in you.
- **Traffic-building Tools:** Personalized E-mail Invitations and Printed VIP Invitation Tickets; Personalized Pre-Show Postcards (we pay postage and printing); "See Our Exhibit" Web Buttons and Printed Stickers; CHEM SHOW Pamphlets; and more.
- **Pre-Show Product Exposure:** Include a photo and write-up of your new product in the *CHEM SHOW Preview* mailed to 60,000 CPI professionals; Include a company/product write-up in the *Countdown to the CHEM SHOW E-News* e-mailed to registered Show attendees and prospective attendees.
- **Press Exposure:** Distribute your Press Kit to Editors and have an opportunity to hold a Press Conference in the Show Press Room.
- **Show Website Visibility:** Receive a Basic "Virtual Booth" Package on *CHEM SHOW Online* where buyers plan their itinerary for the Show; plus more.

You'll get everything you need to increase your industry exposure, generate leads and attract more prospects to your booth.

Plan Now to Exhibit!

Visit our Website for more information on exhibiting:

www.chemshow.com

For a list of available spaces contact:

INTERNATIONAL EXPOSITION CO.

15 Franklin Street, Westport, CT 06880 tel: (203) 221-9232 fax: (203) 221-9260 e-mail: info@chemshow.com

