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The Society for Protective Coatings Joins CyberCoating 2007 Global Online Trade Show

Web-Based Virtual Trade Show Will Showcase Entire Coatings Industry

INDIANAPOLIS – The Society for Protective Coatings (SSPC) has joined the growing list of exhibitors for CyberCoating 2007, the industry-wide, virtual trade show set for Oct. 15 to 26, 2007.

SSPC will staff a three-dimensional, 20 X 20 virtual booth, set in a realistic-looking exhibition hall where other exhibitors and attendees will communicate with one another through instant chat messaging, by telephone, or by using a Voice Over Internet Protocol function on their computer.

“CyberCoating 2007 presents a tremendous opportunity to reach out to new customers all over the world, re-connect with existing customers, learn about the latest coatings technology and practices in the industry or simply network among people in their profession, just like you would do at any trade show,” said Terry Sowers, Director of Membership Services of SSPC

The major difference is CyberCoating 2007, sponsored by The Powder Coating Institute (PCI), will be conducted via the Internet, taking the trade show experience to desktops and laptops anywhere in the world. What’s more, the show will remain open 24 hours a day, ensuring global commerce takes place.

Show attendees also will have access to a number of the industry’s foremost trade publications, which have signed up to either exhibit or support the show. These magazines include Powder Coated Tough, Finishing Today, Products Finishing, Fabricator and Process Heating, among others.

“We are very excited to have SSPC join CyberCoating 2007 and believe it will be a winning experience for them and for everyone else at the show. CyberCoating 2007 is the perfect opportunity to launch a new product, release test results or make a company announcement,” said Greg Bocchi, PCI’s Executive Director.

“The energy, knowledge and power of the entire coatings industry are going to be packed into this trade show. We expect very good things to come of it for those who are exhibiting, simply attending or taking-in one of many technical conference presentation,” added Bocchi.

Some of the companies already on the roster of exhibitors, in addition to SSPC and leading trade publications, include: Anderson Development Co.; Benda-Lutz Corp.; Col-Met Spray Booths; DuPont Powder Coatings; Elcometer; Geroge Koch Sons, LLC; ITW Gema; Nordson Corp.; Rohm and Haas Powder Coatings; Sherwin-Williams; Tiger Drylac Powder Coatings; and Vitraccoat America Inc.

“This is not the trade show you’ll want to miss,” said Bocchi. “It’s too valuable, and frankly, too cost-effective to pass up. In fact, you can exhibit your products, distribute literature, show your videos and interact live with prospects for much less than the cost of exhibiting in a physical trade show. That’s a lot of value and it will all be delivered directly to your office via the World Wide Web!”

About The Society for Protective Coatings (SSPC):

SSPC is the only non-profit association that is focused on the protection and preservation of concrete, steel and other industrial and marine structures and surfaces through the use of high-performance industrial coatings. The organization is the leading source of information on surface preparation, coating selection, coating application, environmental regulations, and health and safety issues that affect the protective coatings industry.

About The Powder Coating Institute (PCI):

PCI represents the North American powder coating industry by promoting powder coating technology and communicating the benefits of powder coating to manufacturers, consumers, and government. As a not-for-profit organization, PCI works to advance the utilization of powder coating as an economical, non-polluting and high quality finish for industrial and consumer products.

For more information about exhibiting or attending CyberCoating 2007, please visit www.cybercoatingshow.com or call 866-479-5261 or 317-920-6100 to speak with a show representative.

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