



# COATINGS EXPO TOOLKIT

A step-by-step guide to hosting  
a successful event





# Increase IUPAT's Reputation as a Leader in Protective Coatings

Holding a Coatings Expo increases IUPAT recognition in the industry, develops stronger industry partner relationships, and can generate more work opportunities for IUPAT members. It also establishes the IUPAT as the leading authority in training for and working as coating application specialists.

**The Coatings Expo Toolkit** is designed to guide you on how to hold an event that will not only highlight the training program of the IUPAT, but also offer classes in the latest advances and techniques for the prevention and mitigation of corrosion taught by industry experts. Attendees also can receive credit for professional development hours (PHD).

## Your Coatings Expo will include:

- Free classes (total of four recommended) taught by industry partners (i.e. PPG, Sherwin-Williams, etc.)
- A class by NACE/SSPC
- Live demonstrations to show best practices
- Industry partner and contractor booths/exhibits
- Lunch, snacks and door prizes
- Networking reception the evening before



## Suggested Budget Costs:

- **\$1,100** for lunch on day of event for attendees.
- **\$1,000** for purchased door prizes (televisions, tools, mugs, bottle openers, etc.). Note that there are materials that can be ordered from [www.IUPAThub.com](http://www.IUPAThub.com) at no cost to you.
- **\$2,000** for invite-only reception for vendors, contractors and union staff the night before.



# Step-by-Step Guide, *continued*

## 1 Start 5 months in advance

It takes time to plan and market the Expo, so start early. The first step is setting the date that works with your training center schedule, keeping in mind contractors' work schedules.



## 2 Set up a separate website, email account and Facebook page

This will keep your email correspondence separate from your regular business email and provide you with online marketing opportunities. Make your email address, website URL and Facebook page name official-sounding to increase the chances of being read, such as CoatingsExpo(State)@(address), CoatingsExpo(State).com and CoatingsExpo(State).

This must be one of the first things you do in this process so that you have your email address, website and Facebook page up and running to market your Expo.

Email [FinishingFirst@FinishingFirstLMCI.com](mailto:FinishingFirst@FinishingFirstLMCI.com) with Coatings Expo in the subject line. Our office will contact you with the resources to begin the process of creating and launching this digital platform.

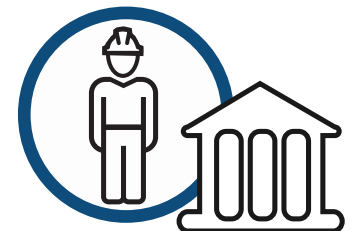


## 3 Establish a contact with your state Board for Professional Engineers

Here you will learn the necessary steps to get classes approved for attendees to earn continuing education credits, or PDH, for classes at the EXPO.

This is a MAJOR incentive for engineers, inspectors, etc. to attend your EXPO. They are receiving required continuing education credits for attending your event.

The organization may also be a great source to help you get invitations to the Expo to local engineers.



# Step-by-Step Guide, *continued*

## 4

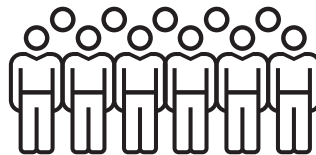
### Generate your target list of attendees and vendors

Use contacts and tools, such as Industrial Info Resources (IIR), to target people across the various industry sectors – pipelines, tanks, bridges, facilities, etc.

Look for contact information on the internet. Use the list below as a starting point.

Avoid making the Expo a political event.

- Existing contacts
- Signatory contractors
- Facility Owners (e.g. Plants and Tank owners)
- Oil, gas and chemical companies
- Power companies
- Transportation-Bridges
- Wastewater facilities
- Marine facilities
- Plant contacts (Industrial Information Resources (IIR) can help identify plants by county)
- Engineers (work with the state Board for Professional Engineers to get email addresses)
- Local NACE/SSPC
- Relevant state agencies (Division of Highways, Dept. of Transportation, etc.)
- Local chapters of relevant professional organizations (American Society of Civil Engineers, American Institute of Architects, etc.)
- Your staff



## 5

### Approach industry partners to display their services at “Vendor Tables”

This Expo is an ideal venue for the local and national companies, manufacturers and industry organizations (NACE, SSPC) you work with on the job and who employ IUPAT members to network, win more work, make more sales or grow their organization.

Offer them space to put their company or organization on display at the Expo at the minimal cost of \$100. This fee will serve to fund lunch, the reception and giveaways.

Another ask of them is to donate door prizes (coolers, toolboxes, tools, etc.) that will be raffled off over the course of the Expo. All those who donate those prizes are to be recognized in front of the attendees at the drawing as their donation is given away (e.g. “The next prize was donated by Queens Painting Company, be sure to stop by their table to learn more about the work they do in our industry. They are an important IUPAT partner.”).



# Step-by-Step Guide, *continued*

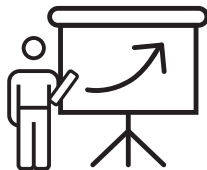
## 6 Ask industry partners to hold classes

Ask industry partners such as NACE, SSPC, and companies like PPG and Sherwin Williams to put on a one-hour class (remember to get them approved for PDH).

Lock in approved classes for PDH as soon as possible so you can market them.

Make sure not to duplicate classes (example, PPG does a class focused on water tanks and Sherwin Williams does a class on bridge coatings).

Classes should be scheduled to run between 8:00 a.m. — 4:00 p.m. with 25-minute breaks in between. This allows for attendees to look at displays, watch live demonstrations and for your organizers to raffle off door prizes.



## 7 Prepping the site in the weeks before the event

Work with apprentices and staff to apply a new coat of paint and clean and organize the training floor for the event.

Prepare and test equipment for live demonstrations (VR, blasting, spraying, etc.).

Prepare a background sheet on your district council and the union to distribute at the event.

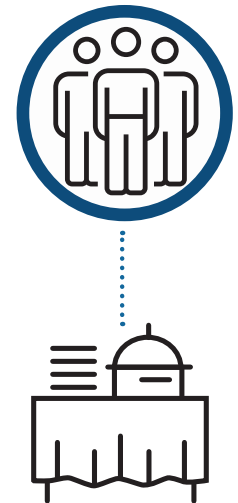
Prepare and print informational signage for the event (included in this toolkit).

Prepare blank name tags of registered attendees, and provide name tags to be completed by walk-in attendees.



## 8 Plan the networking reception

Book a local restaurant or a room in a local resort for the evening before the forum for invited contractors and industry partners (not the entire attendee list). Serve complimentary finger foods, wine and beer.





# Step-by-Step Guide

## 9 Day of the event

Open doors early so vendor tables can be set up before 8:00 a.m.

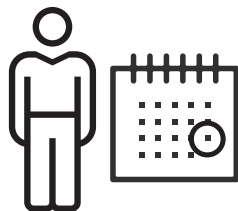
Provide coffee and donuts, as well as a lunch for attendees.

Have greeters at the door to:

- Distribute name tags (provide blank ones for unregistered guests).
- Hand out raffle tickets for door prizes and bags for giveaways.
- Record names on a sign-in sheet (used for certificates of completion).
- Be sure to collect email addresses so that you can invite attendees to next year's event and add to your database.

Set informational signs on "Corrosion" throughout center (language and signage included in toolkit).

Provide a table for industry partners and vendors to leave information for attendees (NACE or SSPC magazines, white papers, vendor brochures).



## 10 Post event

Send thank you emails to all attendees and vendors, along with a survey.

Send each class participant a personalized certificate of completion.

### Build your Database!

One of the most important things that can be done is to start preparing for next year's event at the time of your current event. Gather as many emails as you can and build a database of email addresses and keep adding to the list each year.

