

# EXHIBITOR PROSPECTUS

RESERVE YOUR BOOTH TODAY!



INTERNATIONAL CONFERENCE  
AND EXPOSITION ON

## ADVANCED CERAMICS AND COMPOSITES

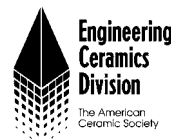
JAN 28 – FEB 2, 2024

HILTON DAYTONA BEACH RESORT

AND OCEAN CENTER

DAYTONA BEACH, FL, USA

[ceramics.org/icacc24](https://ceramics.org/icacc24)

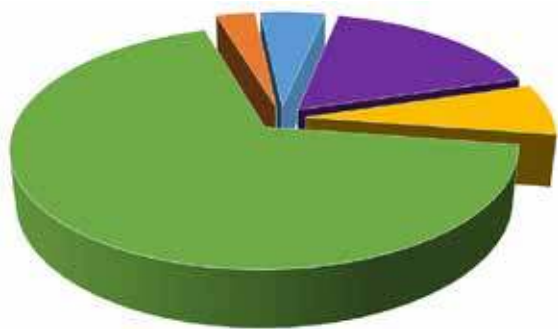


Organized by the Engineering Ceramics Division of The American Ceramic Society

# RESERVE YOUR SPACE at The Premier Ceramic Research & Technology Marketplace

The International Conference and Exposition of Advanced Ceramics and Composites — ICACC24 — provides an open forum for scientists, researchers, engineers, and industry leaders from around the world to present and exchange findings on recent advances in ceramic science and technology. Technical sessions cover advanced ceramics, armor ceramics, solid oxide fuel cells, ceramic coatings, bioceramics, and more.

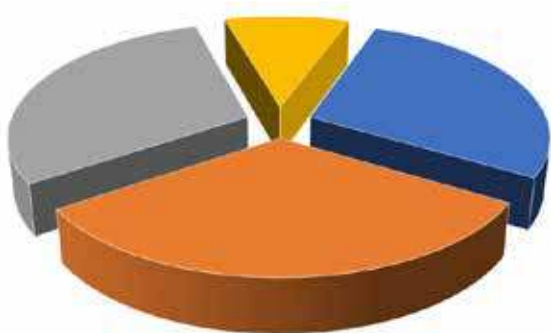
**Reach more than 1,000 potential buyers from more than 35 countries in one place.**



## Attendee profile (non-student)

### Role in organization

- Researcher 68%
- Corporate manager 17%
- Engineer 7%
- Marketing/sales 3%
- Other 5%



### Decision makers

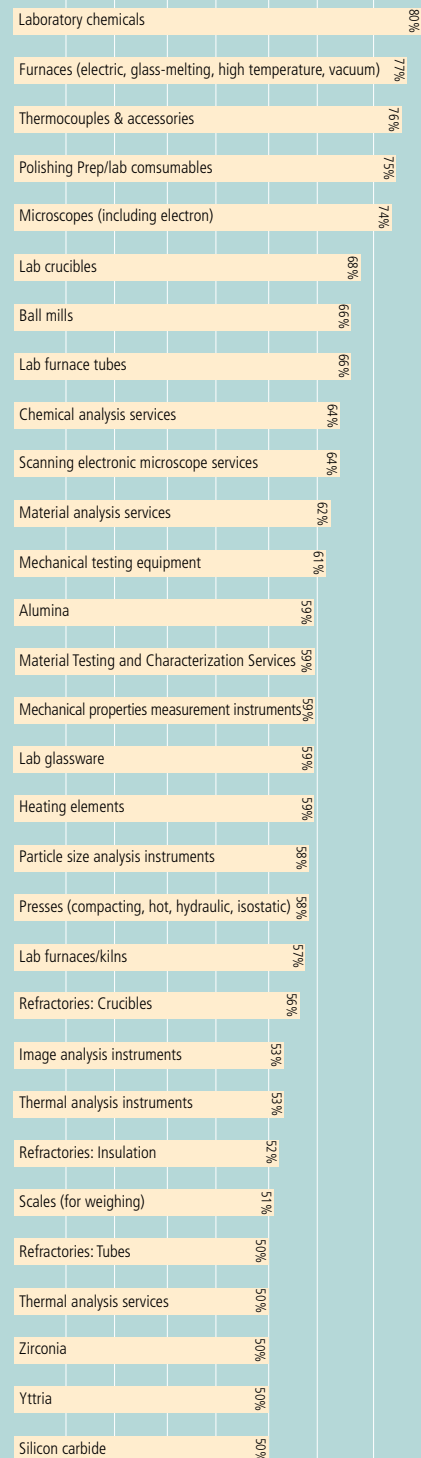
- Final decision maker 28%
- Very influential 32%
- Recommendation valued 30%
- No purchase 10%

**90% make or influence the decision of what their organization will purchase.**

Source: 2020 ICACC Attendee Survey

## Products Purchased by Attendee Organizations:

0% 10% 20% 30% 40% 50% 60% 70% 80%



Source: 2020 ICACC Attendee Survey



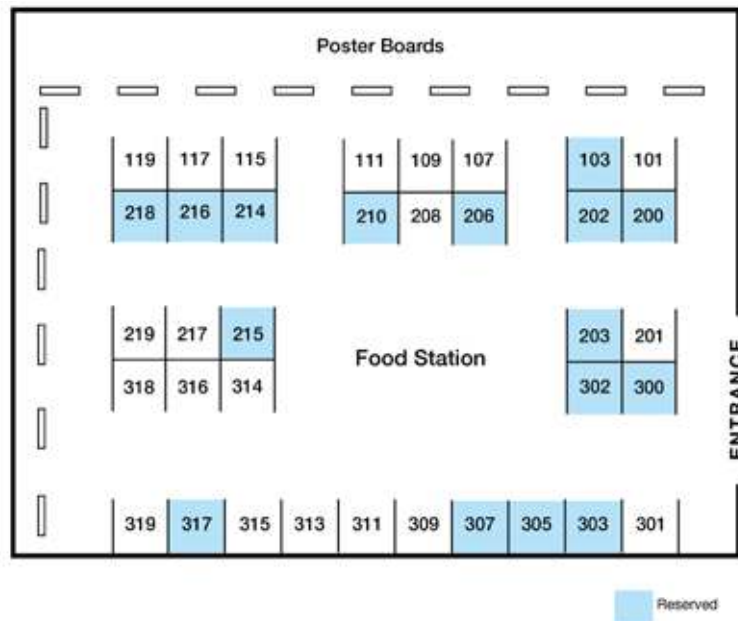
# RESERVE YOUR BOOTH SPACE TODAY!

## Exhibitors receive

- Listing in “ICACC Expo Feature” published in the January/February ICACC24 show issue of *ACerS Bulletin*.
- Networking activities held on the show floor draw customers to you!
  - Poster sessions take place on the show floor on Tuesday and Wednesday evenings.
  - Beverage areas are set up in Expo Hall to increase traffic flow.
  - Complimentary receptions held Tuesday and Wednesday nights.
- Free Expo-only passes to send to your customers and prospects.
- Free One Full Conference Registration.

## Meet decision makers who need your products and services

Showcase your organization at the premier international advanced ceramics and composites expo. Connect with decision makers and influencers in industry, government, and research and development fields. ICACC24 is your destination to collaborate with R&D leaders, business executives, entrepreneurs, and engineers from **around the world**.



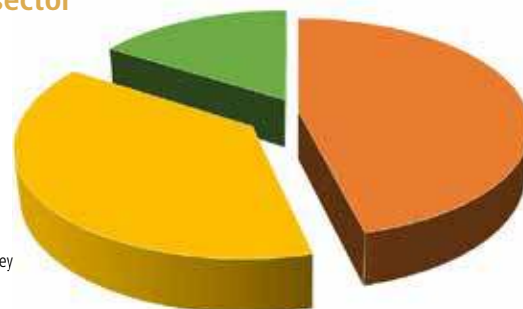
### ICACC by the numbers

- More than 1,000 attendees expected
- 85% visited the exhibit hall
- 77% professional attendees (non-student)
- 50% from 39 countries outside of North America international audience
- More than 175 companies represented
- Great place to recruit top technical talent

### Professional participants by sector

Academic Research	46%
Industry	38%
Government Lab/Defense	16%

Source: 2020 ICACC Attendee Survey



## EXHIBIT DAYS AND HOURS

### Exhibition & Poster Session Hours:

Tuesday, January 30, 2024	5:00 – 8:00 p.m.
Wednesday, January 31, 2024	5:00 – 7:30 p.m.

### Exhibitor Move-In and Registration:

Tuesday, January 30, 2024	Noon – 4:00 p.m.
---------------------------	------------------

### Exhibitor Move-Out:

Wednesday, January 31, 2024	7:30 p.m. – 12:00 a.m.
-----------------------------	------------------------

[ceramics.org/icacc2024](https://ceramics.org/icacc2024)