



PCI Business Growth Summit

Elevate. Expand. Excel.

Sponsorship Prospectus



October 4–6, 2026 · Higgins Hotel, New Orleans, LA

**YOU CAN KEEP DOING WHAT YOU'RE DOING
OR YOU CAN CHANGE IT.**



PCI Business Growth Summit

Elevate. Expand. Excel.

Dear Industry Partner,

The future of our Industry will be shaped by the leaders in this room.

As President of the Powder Coating Institute, I am pleased to invite you to become a sponsor of the inaugural PCI Business Growth Summit, taking place October 4–6, 2026, in New Orleans.

The powder coating industry is facing a period of unprecedented change. Artificial intelligence, electrification, shifting customer expectations, workforce challenges, and economic uncertainty are creating both new opportunities and new pressures for businesses throughout our industry.

The companies that will thrive in the years ahead are those that embrace innovation, think strategically, and invest in leadership.

The PCI Business Growth Summit was created with that purpose in mind.

Unlike traditional industry meetings, this event is focused on the business of growth. It will bring together owners, executives, decision-makers, and industry experts from across the powder coating value chain to explore practical strategies for navigating change, driving profitability, and identifying new opportunities in a rapidly evolving marketplace.

For sponsors, this Summit represents a unique opportunity to position your organization among the industry's most influential leaders. Attendees will include custom coaters, job shop owners, manufacturers, suppliers, and key decision-makers who are actively seeking ideas, partnerships, and solutions that will help them succeed in the future.

Beyond the educational programming, the Summit will feature meaningful networking opportunities in a first-class setting, allowing sponsors to engage directly with the leaders who are shaping the future of our industry.

As a founding sponsor of this inaugural event, your support demonstrates more than brand visibility—it reflects a commitment to the advancement, innovation, and continued success of the powder coating community.

Within this prospectus, you will find a variety of sponsorship opportunities, including premier sponsorships designed to maximize exposure and engagement throughout the event. We also welcome the opportunity to discuss customized sponsorship options that align with your organization's specific goals.

Thank you for your continued support of PCI and our mission to strengthen and advance the powder coating industry. We look forward to partnering with you and welcoming you to New Orleans for what promises to be a landmark event for our industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Teddy Piepkow', is written over a light gray grid background.

Teddy Piepkow
President
Powder Coating Institute



Powder[®]
Coating
Institute

About PCI

The Powder Coating Institute (PCI) is the leading association dedicated to advancing the powder coating industry through education, technical expertise, workforce development, and meaningful business connections.

We represent more than **2,200+** industry professionals from **246** member companies.



Nearly half of all PCI member companies (45%) are custom coaters, providing sponsors with direct access to one of the industry’s largest and most influential customer segments.

About the PCI Business Growth Summit

The PCI Business Growth Summit brings together executives, business leaders, sales professionals, and decision makers from across the powder coating industry to explore business growth, leadership, market trends, innovation, and new opportunities.

Unlike a traditional technical conference, the Summit emphasizes strategic discussions, valuable networking, and practical ideas that foster collaboration, strengthen business relationships, and drive organizational success.

*PCI expects **75+** attendees, with nearly **50%** from end-user organizations and **85%** business decision makers, providing sponsors direct access to key purchasing influencers and industry leaders.*

85%
Decision Maker
Attendees

11
Membership
Categories

PCI will actively promote the Business Growth Summit on all the platforms below, providing sponsors with valuable visibility before, during, and after the Summit.

2,253+
Platform Audience

9,714+
Platform Audience

1,412+
Platform Audience

3,282+
Platform Audience

10,700+
Member Email List

85,000+
Annual Web Visitors

THE OPPORTUNITY

Be in the room where decisions get made.

The PCI Business Growth Summit is a two-day, non-technical conference built exclusively for powder coating business owners, executives, and the managers driving growth alongside them. Every session is designed around a single standard: does this put money back in an attendee’s business?

This is not a trade show. There are no exhibit halls, no booths, and no product demonstrations. What there is: 75–100 industry decision-makers in a focused environment, actively thinking about their businesses — input costs, supplier relationships, equipment investments, growth strategy.

Sponsoring the PCI Business Growth Summit puts your company in proximity to those conversations — not as a vendor, but as a trusted industry partner.

EVENT SNAPSHOT

Dates	October 4–6, 2026 (Sunday evening reception October 4)
Location	Higgins Hotel, New Orleans, LA
Audience	Owners, executives, and managers from powder coating job shops, OEMs, and supply chain partners
Format	All sessions held in a single room across both days — every attendee hears every speaker. Includes keynote sessions, panel discussions, peer roundtables, and networking events.
Content focus	Leadership, economic outlook, sales strategy, pricing, workforce, and business growth

OUR APPROACH TO SPONSORSHIP

Supporting the industry. Not selling to it.

Because PCI serves member companies across the full supply chain — including competitors — our sponsorship model is built around one principle: sponsors support the content and the community. They do not own it.

That means no product pitches in sponsored sessions, no pay-to-present arrangements, and content that remains fully independent of sponsor relationships. What sponsors receive in return is something more valuable: genuine association with trusted, high-impact programming and direct access to the decision-makers in the room.

“This session is made possible through the support of...” — not “brought to you by.”

SPONSORSHIP TIERS

Five ways to be part of the Summit.

Summit Partner \$10,000 — Limit 3 companies

The highest level of Summit involvement. Summit Partners are named as the companies that made this event possible — recognized consistently across both days and all event communications.

- Named at every session opening and closing across both days
- Prominent placement on event page, all pre-event email communications, and printed Summit materials
- Two complimentary registrations
- Brief, non-commercial introduction at one plenary session (2 minutes, PCI-approved remarks)
- Post-event attendee summary report
- Recognition by name at the Sunday evening reception

Commercial spot: *Included — one 60-second branded audio or video spot played at a featured break or transition. Spot provided by sponsor; subject to PCI approval by September 1, 2026.*

Experience Sponsor — Premium \$5,000 — 3 opportunities

Exclusive naming rights to one of the Summit’s three highest-visibility moments. Your company is introduced at that moment and recognized across all event materials.

- Sunday evening reception** – Pre-event networking, October 4
- Monday networking lunch** – Full-day anchor meal, October 5
- Tuesday closing reception** – Final networking event, October 6

Each Premium Experience Sponsorship includes:

- Exclusive naming rights to your chosen event moment
- Introduction by PCI host at that moment
- One complimentary registration
- Logo in Summit program and on event page adjacent to your named moment

Commercial spot: *Optional add-on at \$1,750 — a 15–30 second branded audio or video spot played during your sponsored moment or an adjacent transition.*

SPONSORSHIP TIERS CONT.

Experience Sponsor — Supporting \$3,000 — 4 opportunities

Naming rights to one of the Summit's meal and networking moments — a visible, collegial way to show your support for the gathering.

Monday

1. Breakfast – Registration & networking, 7:00–8:00 AM
2. Coffee break – Mid-morning

Tuesday

1. Breakfast – Morning networking
2. Lunch & table topics – 11:45 AM–1:15 PM

Each Premium Experience Sponsorship includes:

- Naming rights to your chosen event moment
- Acknowledgment by PCI host at that moment
- One discounted registration at PCI member rate
- Logo in Summit program adjacent to your named moment

Commercial spot: *Optional add-on at \$1,750 — a 15–30 second branded audio or video spot played during your sponsored moment.*

Content Sponsor \$2,500 — Up to 5 sessions available

Content Sponsors align their company with one of the Summit's featured speaker sessions. Content is selected and governed independently by PCI — no product presentations, no commercial arrangements with speakers.

- "This session is made possible through the support of..." recognition before the session
- Logo in Summit program adjacent to session listing
- One discounted registration at PCI member rate, regardless of membership status

Session titles will be announced as the speaker lineup is confirmed. Confirmed Content Sponsors will have first selection of available sessions. Contact Kerry Crockett to reserve your sponsorship and be notified when sessions are released.

Commercial spot: *Optional add-on at \$1,750 — a 15–30 second branded audio or video spot played at a break adjacent to your sponsored session.*



PCI Business Growth Summit
Elevate. Expand. Excel.

SPONSORSHIP TIERS CONT.

Exclusive Sponsorships \$2,000 each — 4 opportunities, each exclusive to one company

Each exclusive sponsorship is available to one company only. These are practical, high-touch sponsorships that put your brand in the hands and environment of every attendee. PCI manages procurement and logistics; sponsors provide artwork by the specified deadline.

Sponsorship	Includes	Investment
Lanyard & Badge Sponsor High-visibility branding worn by every attendee throughout both days. Exclusive. PCI procures. Sponsor provides artwork by deadline.	Logo on lanyards · Signage · PCI website · Conference program · Scrolling presentation in all session rooms	\$2,000 Exclusive
Tote Bag Sponsor A useful branded item attendees will keep long after the conference ends Exclusive. PCI procures. Sponsor provides artwork by deadline.	Logo on tote · Option to include a promotional insert · Signage · PCI website · Conference program · Scrolling presentation in all session rooms	\$2,000 Exclusive
Notebook Sponsor A practical branded tool attendees use during sessions and take home. Exclusive. PCI procures. Sponsor provides artwork by deadline.	Logo on notebook · Signage · PCI website · Conference program · Scrolling presentation in all session rooms	\$2,000 Exclusive
Wi-Fi Sponsor Your brand name on every attendee’s screen from the moment they arrive. Exclusive. PCI coordinates with hotel. No artwork required.	Named network (PCI-Summit-[YourCompany]) · Signage at registration and in session rooms · PCI website · Conference program	\$2,000 Exclusive

Artwork submission deadlines and specifications provided upon confirmation. All artwork subject to PCI approval.

Commercial spot: *Optional add-on at \$1,750 — a 15–30 second branded audio or video spot played at a break or transition.*



SPONSORSHIPS

Summit Sponsors

AkzoNobel



Content Sponsor



Lanyard & Badge Sponsor



Tote Bag Sponsor



Wi-Fi Sponsor



Additional Sponsor



ROOM DROP INSERTS

A personal touchpoint before day one begins.

The room drop is the one sponsorship available to multiple companies at an accessible price point. A simple, effective way to get your message directly into attendees’ hands in a quiet, unhurried moment — the evening before the Summit begins.

Room Drop Insert \$750 per insert — *Maximum 5 inserts*

A PCI-branded folder is delivered to every attendee hotel room on the evening of October 4. Up to five companies may include a one-page insert — a targeted, personal touchpoint that reaches attendees in a quieter moment, before the Summit begins.

- One-page insert included in PCI-branded folder delivered to all attendee hotel rooms
- PCI coordinates hotel delivery logistics
- Sponsor provides print-ready insert to PCI by deadline
- Insert must be one page (single or double-sided); subject to PCI approval

Commercial spot: *Optional add-on at \$1,750 — a 15–30 second branded audio or video spot played at a break or transition.*

COMMERCIAL SPOT ADD-ON

Branded presence at a key moment.

Experience, Content, and Exclusive Sponsors may add a branded commercial spot to their package. Room Drop Insert sponsors are also eligible. Slots are limited to one per break or transition. Summit Partners receive this as included.

Add-on	Price
Branded Commercial Spot (15–30 sec) Audio or video spot played at a break or transition. Available to all sponsors except Summit Partners, who receive this as included. Limited to one spot per break.	\$1,750 per slot

Sponsors provide their own audio or video content. All spots must be submitted to PCI by September 1, 2026 for approval. Spots may not contain direct product pricing, competitive references, or content inconsistent with the Summit’s business focus.

CONTENT INTEGRITY GUIDELINES

PCI is committed to maintaining the trust of Summit attendees. The following standards apply to all sponsorships:

- No product pitches or commercial presentations in sponsored sessions
- Sponsor introductions are brief, non-commercial, and approved by PCI in advance
- Session content is selected and controlled independently by PCI
- Member companies may not sponsor sessions in which they are a featured speaker
- Commercial spots and all sponsor-provided materials are subject to PCI review and approval

These guidelines protect the integrity of the event — and the value of your sponsorship.

HOW TO SECURE YOUR SPONSORSHIP

Sponsorships are available on a first-committed basis. Summit Partner, Premium Experience, and Exclusive Sponsor slots are limited and expected to fill early.

To discuss sponsorship opportunities or reserve your spot, contact:

Kerry Crockett, Executive Director
The Powder Coating Institute
exdir@powdercoating.org
518.313.1215

About The Powder Coating Institute

The Powder Coating Institute (PCI) represents the North American powder coating industry, promotes powder coating technology, and communicates the benefits of powder coating to manufacturers, consumers, and the government. PCI's goal is to become the Global Authority on All Things Powder.

**YOU CAN KEEP DOING WHAT YOU'RE DOING
OR YOU CAN CHANGE IT.**



PCI Business Growth Summit
Elevate. Expand. Excel.