EXHIBIT & SPONSORSHIP OPPORTUNITIES

Montreux 2014

World Conference on Fabric and Home Care

Where global leaders shape the future of the fabric and home care industry to enhance our quality of life.

Creating Value in the New Reality

6–9 October 2014

Montreux Music & Convention Centre | Montreux, Switzerland

Montreux.aocs.org

Another quality meeting organized by AOCs®
The World Conference on Fabric and Home Care Delivers…

**ACQUIRE knowledge**

- Over 25 presentations by top-level executives, from inside and outside the fabric and home care business, will deliver a program focused on forward looking, strategic, and progressive ideas.
- **New for 2014**—Technology Showcase with over 50 electronic presentations of the latest research.
- Over 700 executives in business management, research, product development, technical services, product formulation, processing, production, marketing, and raw materials will gather to discover the leading edge in business and technology.

**ENGAGE in networking**

- Since 1976, the World Conferences in Montreux have been the place to meet, interact, and foster relationships with the finest in the industry.
- The exhibition will be the center of networking activities and a showcase for the key suppliers of equipment, chemicals, and services in the fabric and home care industries.
- **New for 2014**—The Industry Innovations Incubator will showcase emerging companies with cutting-edge ideas.

**DISCOVER opportunities**

- The accommodating conference schedule will provide ample of time to conduct business without having to miss the presentations.
- Social events are scheduled for networking and business advancements. The convention centre also has facilities available for confidential company meetings if preferred.
- This is the ideal location to conduct business! Make face-to-face contact with over 700 delegates and meet potential new partners.

Visit Montreux.aocs.org for program information.
Dear Colleague,

We cordially invite you to join us as an exhibitor in Montreux, 6–9 October 2014. The exhibition is an integral part of the conference, providing you with an unparallel opportunity to showcase your products or services. Thank you for your consideration.

Best Regards,

**Montreux 2014 Executive Committee**

Manfred Trautmann, Chair, Vice President, Detergents & Intermediates, Clariant International, Switzerland

Stefan Beckmann, Senior Vice President Home Care & Formulation Technologies Europe, BASF SE, Germany

John McIver, Director, Fabric & Home Care Strategic Innovation & Technology, The Procter & Gamble Company, USA

Thomas H. Mueller-Kirschbaum, Corporate Senior Vice President, Henkel KgaA, Germany

Mike Parkington, Vice President R&D, Laundry Director of Laboratory Port Sunlight, Unilever R&D Port Sunlight, United Kingdom

Masaki Tsumadori, Research Fellow–Global R&D, Kao Corporation, Japan

J. Keith Grime, Past Chair, President, JKG Consulting LLC, USA

---

**Tentative Schedule of Events**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, 6 October 2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.00–17.00</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>17.00–19.00</td>
<td>Oktoberfest Welcome Reception, Le Montreux Palace, Petit Palais</td>
<td></td>
</tr>
<tr>
<td><strong>Tuesday, 7 October 2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.00–17.00</td>
<td>Technology Showcase</td>
<td></td>
</tr>
<tr>
<td>9.00–12.15</td>
<td>Oral Presentations</td>
<td></td>
</tr>
<tr>
<td>10.00–18.00</td>
<td>Exhibition/Industry Innovations Incubator</td>
<td></td>
</tr>
<tr>
<td>12.15–14.00</td>
<td>Lunch Break</td>
<td></td>
</tr>
<tr>
<td>14.00–17.00</td>
<td>Oral Presentations</td>
<td></td>
</tr>
<tr>
<td>17.00–18.00</td>
<td>Networking Reception</td>
<td>Sponsored by Oxiteno</td>
</tr>
<tr>
<td><strong>Wednesday, 8 October 2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.00–17.00</td>
<td>Technology Showcase</td>
<td></td>
</tr>
<tr>
<td>9.00–12.50</td>
<td>Oral Presentations</td>
<td></td>
</tr>
<tr>
<td>10.00–17.00</td>
<td>Exhibition/Industry Innovations Incubator</td>
<td></td>
</tr>
<tr>
<td>12.30–14.00</td>
<td>Lunch Break</td>
<td></td>
</tr>
<tr>
<td>14.00–17.10</td>
<td>Oral Presentations</td>
<td></td>
</tr>
<tr>
<td>18.30–22.00</td>
<td>Conference Dinner Cruise on Lake Geneva</td>
<td></td>
</tr>
<tr>
<td><strong>Thursday, 9 October 2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.00–16.00</td>
<td>Technology Showcase</td>
<td></td>
</tr>
<tr>
<td>9.00–12.00</td>
<td>Oral Presentations</td>
<td></td>
</tr>
<tr>
<td>10.00–14.00</td>
<td>Exhibition/Industry Innovations Incubator</td>
<td></td>
</tr>
<tr>
<td>12.00–14.00</td>
<td>Lunch Break</td>
<td></td>
</tr>
<tr>
<td>14.00–16.10</td>
<td>Oral Presentations</td>
<td></td>
</tr>
</tbody>
</table>
Creating Value in the New Reality

The 2014 program will focus on the complex realities facing the industry today. We know the business world is changing—and ensuring success today and into the future is an ever-evolving challenge every company is facing. This conference will provide three days of new perspectives and solutions to help businesses thrive in the new reality.

Day 1 | Tuesday, 7 October 2014

SUSTAINABILITY ➤ Face it
Realize the balance of economic realities and environmental responsibility.

Day 2 | Wednesday, 8 October 2014

GROWTH ➤ Find it
Discover innovations to benefit society.

Day 3 | Thursday, 9 October 2014

INTERACTION ➤ Fuel it
Harness the energy of the empowered customer and consumer.

Gain new perspectives from CEOs leading the fabric and home care industry:

Henkel KGaA | Kasper Rorsted, CEO, Germany
DuPont | Ellen Kullman, Chair of the Board and CEO, USA
KAO Corporation | Michitaka Sawada, President and CEO, Japan
BASF SE | Kurt Bock, Chairman of the Board of Executive Directors, Germany
Lion Corporation | Itsuo Hama, President and COO, Japan

Plus insight from:
Euromonitor International
Haier
McKinsey & Company
Oxiteno
P & G
Sakkab LLC
Unilever PLC

See the complete line-up of speakers at Montreux.aocs.org
2010 Attendance Statistics

The Montreux World Conferences consistently exceed the expectations of attendees and organizers alike as the perfect forum to: listen to key leaders in the industry; network with colleagues; and see the wealth of products and services available from exhibitors.

Number of Delegates: 844

**Geographic Representation**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>65%</td>
</tr>
<tr>
<td>North America</td>
<td>15%</td>
</tr>
<tr>
<td>Asia/Pacific</td>
<td>10%</td>
</tr>
<tr>
<td>South/Central America</td>
<td>5%</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Delegate Profile**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper-Level Management</td>
<td>30%</td>
</tr>
<tr>
<td>Mid-Level Management</td>
<td>25%</td>
</tr>
<tr>
<td>Product Development</td>
<td>22%</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>17%</td>
</tr>
<tr>
<td>Consultant</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Company Attendance in 2010**

A R Sulphonates Pvt Ltd
Aako BV
AB Enzymes Oy
ABIPLA
ACCORD Australasia
ACDOPRO
Advance Surfactants India Limited
Aekyung Industrial Co Ltd
AISE
Akulo Marchon
AkzoNobel Chelates
AkzoNobel Functional Chemicals bv
AkzoNobel Surface Chemistry
Albright & Wilson
Alumina Factory ‘BIRAC’
Aluminum Corp of China Ltd
AMCOL. Detergent Specialties
Amcol Minerals Europe Ltd
American Cleaning Institute
Amway
Aquados Group
Arder International Pvt Ltd
Arizona State University
Arma Group
Association TEGEWA EV
BASF
Battelle
Beijing Goldfish Technology Co Ltd
Beijing Lusan Chemistry Co Ltd
Berg & Schmidt GmbH & Co KG
Binacchi & Co Srl
Bliss Chemicals (Pty) Ltd
Bollton Manitoba
BUSS ChemTech AG
Byotrol Consumer Products Ltd
C G Christofides Industrial Ltd
Calla & Fares SA
Canadian Consumer Specialty Products Assoc.
CEFIC
Center for Testmaterials BV
Cepsa Quimica Belgium NV
Cepsa Quimica S/A
Cepsa Quimica SA
CESIO
Chemithon Corporation
Chemithon Engineers Pty Ltd
ChemPlast Inc
ChemSynergyAG
China Assoc. of Surfacht, Soap & Detergent Industries
China Research Institute of Daily Chemical Industries
Church & Dwight Inc
Clariant International AG
CLER/ECOSOL
CM Bernardini Srl
Codexis Inc
Codexis Laboratories Singapore Pte Ltd
Cognis Corp
Colgate Palmolive R&D
Colgate-Palmolive Co
Colgate-Palmolive Italia Srl
Colgate-Palmolive SA de CV
Colin A Houston & Assoc
Compania General de Servicios SA de CV
Copley Scientific Ltd
Cosun Biobased Products
CP Kelco (UK) Limited
Cremer Care
Cremer Oleo GmbH & Co KG
Croda Europe Ltd
Darlind as
Dentsu Inc
Desmet Ballestra
Deten Quimica S/A
Detergentes Ltda
DETERTEC SA
Deutsche Bank
Diversey Europe BV
Dongguk University
Dow Chemical Company
Dow Corning Corporation
DRD Consulting
Drom Fragrances GmbH & Co KG
DSM Enzymes
Ecosgreen Oleochemicals
Ecolab Inc
Ecolabelling Norway
Economic Development Board
Ekokinya Ltd
Emery Oleochemicals Group
EMPA Testmaterials AG
Enkimtes AS
Enzyme Solutions Pty Ltd
EOC Surfactants
Evonik Degussa GmbH
Evonik Goldschmidt GmbH
Evonik Industries AG
Fabrica de Jabon la Corona SA de CV
Fena (P) Limited
Firmenich Inc
FMC Corporation
Formosan Union Chemical Corp
Freeslate Inc
Galaxy Surfactants Ltd
Galil Chemicals
Gawish Import & Export Co
Genencor International
GIC
Givaudan
Godrej Industries Ltd
GRI Group Ltd
GTL Chemicals
Guangzhou Liby Enterprise Group
Guezre Srl
Gulf Farabi Petrochemical Co
HAKAWERK W Schlotz GmbH
Hansa Group AG
Happi
HayaI Chemicals
Hayat Kimya
Helm AG
Herkel
Herrg Industria Quimica Ltda
Honam Petrochemical Corp
Hungarian Chemical Society
Huntsman Corporation
I P Manufacturing Ltd
ICIS
Company Attendance in 2010 continued

ICOF Europe GmbH
IDEO GmbH
IIT Srl
InChem Corp
InChem Holdings Ltd
InChemica Ltda
Industria la Popular SA
Industrial Investments Co
Industrias Alen
Innospec Limited
International Flavors & Fragrances
Invetschem
IPP
ISP
ISU Chemical Co Ltd
Jaboneria Potosina SA de CV
Jaboneria Wilson SA
Jamorin Holdings (UK) Ltd
Japan Soap & Detergent Assoc.
JKG Consulting LLC
JX Nippon Oil & Energy
KAO Chemicals Europe
KAO Corporation
Keio University
Kemira
Kibron Inc
Kiran Global Chems Limited
Kleen
KLK Oleochemicals
Kobe University of Fashion and Design
Kolb Distribution Ltd
Kyoritsu Women’s Junior College
Laviosa Chimica Mineraria SpA
LEADERSHIP Center GmbH
Leuna Tenside
Lion Corporation
Lion Eco Chemicals Sdn Bhd
Lonkey Industrial Co Ltd
Lu Si International
Lubrizol
Lukem Doo
Madar
Mahdie Taban Investment Co
Mane
Mazzoni LB
Mehgmani Europe BV BA
Merquima Colombia SA
Mexeo Wieslaw Hreczuch
Mibelge AG Cosmetics
Miele & Cie Kg
Mifa AG
Migros Genossenschafts Bund
Milindia Ltd.
Milliken & Co
Milliken & Company
Milliken Chemical
Milliken Research Corporation
Mintel International Group
Mitsubishi Corporation
Mitsubishi International GmbH
Mitsui & Co Ltd
MKI DevO Chemicals
MonoSol LLC
Multichem
Nara Women’s University
National Detergent
Neil A Burns LLC
Neoichimiki SA
Novonord Darou
Novozymes A/S
Nuncas Italia
Office V’s Co Ltd
OleoConsult
Oleon NV
Opole University of Technology
OTERI
Oxifor SA Ind e Com
P&G Chemicals Europe
Pakshoo
Paramount Minerals and Chemicals Ltd
Patan
PCC Rokita SA
Pernan SA
Peter Chemical
Pietro Carini SpA
Pilot Chemical Co
Plastipak
Pompe Cucchi Srl
PQ Corporation
Procter & Gamble Company
PT Sayap Mas Ulama
PTT Chemical International
Purac
PZ Cussons
Qatar Shell GTL Ltd
Quimica Rhenium Ltda
Rahu Catalytics Limited
Reckitt Benckiser
Reliance Industries Ltd
Rhodia Inc
Rijswijk Consultants
Robert McBride Ltd
Rockine Industries
Rohit Surfactants Pvt Ltd
SABIC
SACI Industrie SpA
Safechem Industries
Samsung Electronics
Sanchez y Martin SA de CV
Sano Bruno’s Enterprises Ltd
Sarunthi Kimya
SAS Mariani Tommaso Snc
Sasol Olefins & Surfactants
SC Johnson & Son Inc
Schil & Schiacher Struktol GmbH
SEEF Limited
SOLA Maschinen GmbH
Seventh Generation Inc
Seymour Powell
Shanghai Hutchinson Whitecat Co Ltd
Shell Chemicals Ltd
Shell Global Solutions
Shin Etsu Silicones of America
Singapore Economic Development Board
Societe Chimique ALKMI A
Solvay
Southern Lion Sdn Bhd
Spean Company
Sud-Chemie de Mexico SA
Sud-Chemie AG
Sunstar
SurfaceChem
Symrise
Taiwan Soap & Detergent Mfg. Assoc.
Takasago
Tamirco
TD Research Ltd
Teknoscienze Srl
Temix International Srl
TensasChem SA
TFF Industries
Thermophos
Tohoku University
Tokyo Gakugei University
Tongli University
Topseller Chemicals Co Ltd
Touranto
Toyota Tsusho Corporation
Trivedi Enterprises Pvt Ltd
Unger Fabrikker AS
Unger Surfactants
Unilever
University of Texas
UOP LLC
V. MANE
Vandeputte SA
Verlag Fuer Chemische Industrie GmbH
Versonesi Separatori SpA
Vertellus
Vidisha Exico
Wacker Chemie AG
Warwick International Ltd
Wilmur Europe Holdings BV
Wilmar Oleo Pte Ltd
Wuhan Chemical Factory
Xian Kaimi Co Ltd
YK Institute for Surface Chemistry
YPF SA
Zavod Sintanolov LLC/NORCHEM

Reserve Your Booth Today!

Advertising, Exhibit, and Sponsorship Sales

Valorie Deichman | Phone: +1 217-693-4814 | Fax: +1 217-693-4858 | valoried@aocs.org
Christina Waugh | Phone: +1 217-693-4901 | Fax: +1 217-693-4864 | christina.waugh@aocs.org
The Exhibition
Exhibitors will enjoy exceptional client contact during this exhibition of supplies and services to the detergent industry! Designed to be an integral part of the conference, the exhibit hall will feature daily morning and afternoon refreshment breaks and two informal evening receptions. Delegates will also have ample time over the lunch break to visit the exhibition, where lunch will be available for purchase.

Who Should Exhibit?
Leading companies and organizations supplying the fabric and home care industry with processing plants and equipment, chemical ingredients, raw materials, and other goods and services will benefit from exhibiting.

Stand Construction and Furnishings
Each stand is 3 m x 3 m x 2.49 m high. The stand is constructed with white back and sidewall elements supported by aluminum frame construction (shell scheme structure).

Each 3 m x 3 m will include:
• Fascia sign with company name
• One display table
• Two chairs
• Wastebasket
• Three spotlights
• One electric outlet (220V)
• Wireless internet access in the exhibit hall
• One full-conference badges
• Two exhibition-only badges if space is booked by 31 December 2013
• Opportunity to showcase corporate video presentation on conference website

Bulk Space
Bulk space is a 6 m x 6 m (minimum) open floor space and includes:
• One display table
• Two chairs
• Wastebasket
• One electric outlet
• Wireless internet access in the exhibit hall
• Two full-conference badges
• Five exhibition-only badges if space is booked by 31 December 2013
• Opportunity to showcase corporate video presentation on conference website

Rental Fees & Stand Assignments
Book Early and Save!
By 30 April 2014:
  3 m x 3 m stand: € 4,000/unit
  Bulk Space: € 350/m²
After 30 April 2014:
  3 m x 3 m stand: € 4,500/unit
  Bulk Space: € 400/m²

• Stands will be assigned in a first-come, first-served basis
• Stands will only be assigned when the deposit is received

Payment Schedule
• A deposit equal to 50% of the total rental fee must accompany the application contract
• The balance is due 1 August 2014
• Payment may be made by credit card or wire transfer

Questions?
Exhibitor Relations and Sponsorship Fulfillment
Connie Hilson
Phone: +1 217-693-4831
Fax: +1 217-693-4875
connieh@aocs.org
Tentative Exhibition Hours

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Move-In</strong></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>9.00–17.00</td>
</tr>
<tr>
<td>Monday</td>
<td>9.00–15.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Exhibition</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>10.00–19.00</td>
</tr>
<tr>
<td>Two Breaks in the exhibition hall</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>10.00–17.00</td>
</tr>
<tr>
<td>Two Breaks in the exhibition hall</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>10.00–14.00</td>
</tr>
<tr>
<td>One Break in the exhibition hall</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Move-Out</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>14.00–19.00</td>
</tr>
</tbody>
</table>

Hall Specifications

- Hall dimensions: 2,200 m²
- 3 m x 3 m spaces available: 55
- Flooring: ceramic, soft grey quartz
- Maximum booth height: 2.7 m
- Floor-load capacity: 400 kg/m²
- Column width: 40 cm x 40 cm
- Loading doorways: 350 cm width x 350 cm height
Exhibitor Services Manual
An online exhibitor services manual containing orders forms for services such as additional furnishings, electrical service, lighting, drayage, signs, telephones, audiovisual equipment, plants, stand cleaning, freight forwarding, customs, and other services will be available in June 2014.

Registration
All persons attending must register for a badge. Complimentary full-conference and exhibition-only badges will be issued to the exhibiting company. The number of complimentary badges is dependent on the size of stand contracted. An online registration form and instructions will be made available in April 2014. Additional badges may also be purchased for the full conference or the exhibition only.

Exhibitor Hospitality Events
AOCS encourages exhibiting companies to sponsor hospitality events for clients and prospects. We have kept Tuesday evening, 7 October 2014, free for this purpose. We request that hospitalities not be scheduled during any conference events.

2010 Exhibitors
A. R. Sulphonates Pvt. Ltd.
Akzo Nobel Surface Chemistry AB
AMCOL Detergent Specialties
Binacchi & Co. Srl.
Buss ChemTech AG
C.A. Bernardini Srl
Center for Testmaterials BV
The Chemithon Corporation
CLER/ECOSOL
Cognis Deutschland GmbH
Copley Scientific AG
Creoda Home Care
Desmet Ballestra SpA
EMPA Testmaterialian AG
Firmenich
Freeslate
Genencor
Hansa Group AG
HPC Today
IIT srl
INCPA
International Process Plants
ISP Corp.
Kemira Kemi AB
Kibron Inc. OY
Laviosa Chimica Mineraria SpA
Lion Corporation
Mazzoni LB SpA
Meghmani Dyes and Intermediates, LTD.
Mexeo
MKS Devo Chemical
Novozyymes A/S
Opole University of Technology
Paramount Minerals and Chemicals Ltd.
Pompe Cucchi SRL
Purac
SELA Maschinen GmbH
Süd-Chemie AG
Technical University of Radom
Temix International Srl
Thermphos
Warwick International
Sponsorship Opportunities

The executive committee invites corporate partners to become Montreux 2014 sponsors. Sponsorships are the ideal means to place your company name before the delegates while making their stay in Montreux more enjoyable.

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oktoberfest Welcome Reception</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Dinner Cruise on Lake Geneva</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Technology Showcase</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Conference Bags</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Networking Reception</td>
<td>SOLD € 10,000</td>
</tr>
<tr>
<td>Internet Lounge</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>Networking Breaks (5)</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Conference Notepad &amp; Pen</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Conference Badge Wallet</td>
<td>SOLD € 5,000</td>
</tr>
<tr>
<td>Technology Showcase</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Conference Bags</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Networking Reception</td>
<td>SOLD € 10,000</td>
</tr>
<tr>
<td>Internet Lounge</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>Networking Breaks (5)</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Conference Notepad &amp; Pen</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Conference Badge Wallet</td>
<td>SOLD € 5,000</td>
</tr>
</tbody>
</table>

### Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>€ 25,000</th>
<th>€ 15,000</th>
<th>€ 10,000</th>
<th>€ 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Full Conference Badges</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>50% discount on Full Conference Badge</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Advertisement in the Montreux 2014 Program Guide</td>
<td>Full page, 4 color</td>
<td>Half Page, 4 color</td>
<td>50% discount</td>
<td>25% discount</td>
</tr>
<tr>
<td>Exhibit rental discount</td>
<td>50%</td>
<td>25%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Additional acknowledgement in Montreux 2014 Program Guide using corporate logo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Corporate logo at Montreux 2014 website with a live web link</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Corporate video at Montreux 2014 website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Pre-conference and post-conference mailing list</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ample onsite recognition using logo at Montreux 2014</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Industry Innovations Incubator

Where cutting-edge ideas are nurtured for success

Is your company new, relatively small, and have an innovative product or service you want to market globally? The Industry Innovations Incubator is the ideal opportunity to present your cutting-edge ideas and network with the leaders of the fabric and home care industry.

To learn more about the application criteria for the Industry Innovations Incubator, visit Montreux.aocs.org.
Program Advertising

Exhibitors can advertise in the Montreux 2014 Program Guide at these discounted rates. Advertising will be billed separately from the stand rental fees with a payment term of net 30 days.

Ad Specifications

Standard unit sizes in inches: 1 inch = 25.4 millimeters; 1 inch = 6 picas
Spread bleed: 16.875'' × 11.375'' | Spread trim: 16.5'' × 11''
Bleed allowance: .1875''
Offset cropmarks and printers marks/page information .1875'' (so they print outside the bleed allowance).

Print & Artwork Specifications

Halftones: 133 line screen.
Printing is by web and sheet-fed offset presses.
Meeting program paper stock is: 60-pound basis weight, white, matt coated/interior pages, and 80-pound basis weight, white, gloss coated/cover.
Preferred materials: Electronic files submitted per the following instructions.
Rotation of 4-color process: black, magenta, yellow, cyan.
Binding: Meeting programs are saddle stitched.
Live matter: Deduct at least 1/2'' from all sides of the page trim size.
All ads must be submitted as PDF (fonts embedded) or TIF files. All files must be high resolution—minimum of 300 dpi. All images for 4-color ads must be submitted as final, high-resolution (300 dpi) CMYK files (not RGB). If you are concerned about color, please submit a 4-color SWOP proof with your digital file. Make sure all images for black and white ads are saved as grayscale, not RGB. We will also accept MACINTOSH files, with all fonts and graphics included, in InDesign, Illustrator, Photoshop, or QuarkXPress.
Note: We do not accept PC files. We do not accept files created in PageMaker, Corel Draw, or Microsoft Publisher, PowerPoint, and Word. Screen grabs from the Internet will print low-resolution, 72 dpi images, and are unacceptable.
All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.

Questions?

Advertising, Exhibit, and Sponsorship Sales
Valorie Deichman
Phone: +1 217-693-4814 | Fax: +1 217-693-4858 | valoried@aocs.org
Christina Waugh
Phone: +1 217-693-4901 | Fax: +1 217-693-4864 | christina.waugh@aocs.org

Exhibitor Relations and Sponsorship Fulfillment
Connie Hilson
Phone: +1 217-693-4831 | Fax: +1 217-693-4875 | connieh@aocs.org
World Conference on Fabric and Home Care

Where global leaders shape the future of the fabric and home care industry to enhance our quality of life.

Creating Value in the New Reality

Montreux.aocs.org