



APRIL 20-21, 2026 • GRAND HYATT • NASHVILLE, TENNESSEE

WHO SHOULD ATTEND:

Professionals involved with formulating or converting pressure sensitive adhesives for specific applications. Lab and Tech support personnel will gain valuable insight into the technology that will help them with formulations and understand the test methods. Technical, Sales and Marketing personnel working with manufacturers, suppliers and end user companies would greatly benefit by gaining technical depth for tailored solutions to product requirements.

In-depth Coverage of PSA Fundamentals, Formulation, Additives, Processing, and Performance

The Pressure Sensitive Adhesives (PSA) Short Course is designed to offer an in-depth knowledge of the fundamentals and latest developments for pressure sensitive adhesives. Presented by industry experts, this course covers formulation strategies, based on application and performance requirements. Learn how polymers, plasticizers, tackifiers and other additives are used for optimized processing and enhanced properties. Learn about the current methods of characterization including rheology, tack/shear test methods and details of PSA production. Gain an insight into the innovation and sustainability efforts in the PSA technology.

Participants are invited to attend the ASC EXPO at no additional charge to network with the industry and learn about the latest innovations in the industry.

Program Topics (tentative):

- Introduction to PSA Markets
- Formulating waterborne, hot melt, solvent and UV cured adhesives for all applications (Polymers, Tackifiers/Plasticizers, Surfactants, Silanes)
- Characterization (Rheology, Tack/Shear test methods, Physical properties)
- PSA Products and Construction (Backing support films, Release liners, Converting, coating and Application Equipment)
- Markets (Tapes and labels, Medical, Structural)
- Innovations, Regulatory, Sustainability Efforts

Registration Fees:

NOTE: if you are registering for the convention and the short course you MUST select the Short Course ONLY AND 'Convention Add on Fee' to register for both at the discounted rate.

Short Course ONLY: ASC Member/End-User: \$780 • Nonmember: \$1,220 • Student: \$200

Short Course with Convention:

Early bird: ASC Member/End-User: \$1,140 • Nonmember: \$1,962

Regular: ASC Member/End-User: \$1,245 • Nonmember: \$2,065 • Student: \$375

Early Bird registration ends February 20, 2026. REGISTRATION DEADLINE/CANCELLATION POLICY: The regular registration rate ends March 21, 2026. Fees will increase by 20% afterwards. On-site registrations are welcome. There are no refunds after 3/21/2025.

Accommodations*:

Grand Hyatt Nashville, 1000 Broadway, Nashville, TN 37203 • Phone: (615) 622-1234

**Special group rate of \$329 single/double occupancy before March 27, 2026.*

Learn more or Register at www.ascouncil.org under "Events" tab on the home page.

Questions regarding registration & hotel contact Malinda Armstrong at malinda.armstrong@ascouncil.org. Interested in speaking or have general questions regarding the program: contact Mani Singh (mani.singh@ascouncil.org).

