



FORMULATION STRATEGIES

SHORT COURSE

APRIL 19-20, 2027 • JW MARRIOTT TAMPA WATER STREET • TAMPA, FLORIDA

WHO SHOULD ATTEND:

Designed for technical professionals ranging from entry-level personnel to experienced senior technicians and PhD scientists, this course provides essential formulation and troubleshooting knowledge.

The 1.5-day program delivers both practical and fundamental insights for professionals in R&D, process development, manufacturing, quality control, technical service, and applications, supporting product development across industries including transportation, packaging, and building and construction.

BONUS: 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.

SPEAKING OPPORTUNITIES!

If you would like to present at the Short Course, contact Mani Singh at mani.singh@ascouncil.org or you have general questions, contact Malinda Armstrong, CMP at Malinda.amrstrong@ascouncil.org.



Co-located with the 2027 Annual Convention & EXPO in Tampa, Florida

Course Description

Successful adhesive development, from concept through commercialization, requires a well-defined business case, clear performance objectives, disciplined formulation practices, and a thorough understanding of scale-up, manufacturing, and end-use requirements.

This course provides a strong foundation in adhesive formulation and development, reinforced through industry case studies. Participants will gain practical knowledge of best practices for designing, formulating, evaluating, and launching new or improved adhesive products.

Through the Formulator's Toolbox and additional practical frameworks, attendees will strengthen their ability to assess supply chain alternatives, ensure product quality, and meet cost objectives. Applicable across a wide range of technologies, chemistries, and applications, the course supports effective product development from concept to launch.

Tentative Program Topics:

- Application of AI in Formulation Science
- Polymer Selection & Properties
- Surface Chemistry for Reliable Adhesion
- Tackifier Selection & Performance
- Additives for Heat & Light Stability
- Rheology Measurement & Characterization
- Analysis of Bonded Structures
- Sustainability Fundamentals & Practice
- Durability of Adhesive Bonds

**presentation titles are subject to change*

Registration Fees:

Short Course ONLY: ASC Member/End-User: \$780 • Nonmember: \$1,220 • Student: \$206

Short Course with Convention COMBO (early bird ends 02/26/2027):

Early bird: ASC Member/End-User: \$1,180 • Nonmember: \$1,990 • Student \$206

Regular: ASC Member/End-User: \$1,280 • Nonmember: \$2,090 • Student \$431

NOTE: if you are registering for the convention and the short course you **MUST** select the 'Convention Combo Fee' to register for the convention at the discounted rate.

**Early bird combo rates expire on February 26, 2027. No refunds after March 26, 2027. On-site registrations are welcome.*

Accommodations:

JW Marriott Tampa Water Street, 510 Water Street, Tampa, FL 33602 • 1-888-591-1234

**Reference the "ASC 2027 Annual Convention." Special group rate: \$339 single/double occupancy*

Hotel Reservation Deadline: March 29, 2027

No refunds after 3/26/2027 due to hotel policy. Reservations, however, can be transferred to another attendee.

View course details and register at www.ascouncil.org