

ASAC 2025

CONVENTION

ANNUAL CONFERENCE+EXPO

April 14-16, 2025

Hyatt Regency Riverfront
Jacksonville, Florida



Register online at
www.ascouncil.org/events



*Innovate to Elevate –
Building a Better Future!*

Preliminary Program

- Speakers & Schedule
- Exclusive Networking Events
- Hot Melt Short Course
- Waterbourne Adhesives Short Course
- Annual EXPO
- Sponsorships
- Frequently Asked Questions

Your Exclusive Sneak Peek at this Year's Program!

The Industry Is Gathering in Jacksonville!

Dear Adhesive and Sealant Industry Professionals,

It is with great pleasure and anticipation that I invite you to join your industry colleagues at the 2025 ASC Convention and EXPO in Jacksonville, Florida, April 14 to April 16, 2025.

Jacksonville averages 270 days of sunshine every year, making the ASC Convention's educational enlightenment and networking energy the perfect place for you to be this spring.

An exceptional gathering of professionals, innovators, and thought leaders will come together once again in Florida from across the adhesive and sealant industry. Your full experience, from the dozens of educational sessions, the ASC EXPO, and multiple networking opportunities, more than pay for the price of admission. Furthermore, this year's venue—Hyatt Regency Jacksonville Riverfront—provides walkable access to downtown Jacksonville.

Here's a glimpse of what awaits you, besides the ocean breezes and 80-degree temperatures:

Register Online:



- ▶ **Cutting-edge Short Courses and Educational Tracks:** Engage with industry experts and thought leaders who will share valuable insights, best practices, and the latest trends in adhesive and sealant technologies across many topic areas. Gain a deeper understanding of the innovations driving our field forward.
- ▶ **Interactive Panels and Discussions:** Participate in interactive panel discussions where industry leaders will delve into critical topics, challenges, and opportunities that lie ahead for the adhesive and sealant sector.
- ▶ **Networking Opportunities:** Connect with peers, colleagues, and potential collaborators during our networking sessions. Build relationships that will not only enrich your professional network but also pave the way for future collaborations and business opportunities.
- ▶ **ASC EXPO:** Explore a diverse array of adhesive and sealant products and services showcased by leading companies in our industry. Witness firsthand the groundbreaking solutions that are transforming the landscape of adhesives and sealants. Also, this year the EXPO is extended by 30 minutes and ends earlier, allowing you an earlier start to dinner in downtown Jacksonville.

The 2025 ASC Convention & EXPO will provide a platform for meaningful exchanges, fostering collaboration and innovation. Your presence is integral to the success of this event, and we look forward to the knowledge, expertise, and enthusiasm you bring to this year's gathering.

Please refer to the convention program, available here and on our website, for detailed information on schedules, speakers, and venue logistics.

Thank you for being a part of the 2025 Annual ASC Convention & EXPO. Together, let's shape the future of our industry!

See you in Jacksonville!

Sincerely,

Bill Allmond, *President, Adhesive and Sealant Council*

IMPORTANT DATES

Early Bird Registration Deadline – February 21, 2025

Regular Registration Deadline – March 21, 2025

Hotel Deadline – March 21, 2025



This sprawling northeastern Florida city, called Jax by locals, is an urban treasure trove of restaurants, museums, and attractions like the Jacksonville Landing entertainment complex, the John's river with brew pubs and riverfront dining, and the Bronson Motor Speedway.

The city's beaches offer soft sand and warm water perfect for swimming, surfing and kayaking before your meeting or during early morning starts!

Visit <https://www.visitjacksonville.com/> to see it all!

SPONSORS

ASC thanks its sponsors for their generous contributions to the success of the 2025 Annual Convention & EXPO.

Add your company's name to the list – see available sponsorships below.

PLATINUM



Tuesday Opening Keynote
& Breakfast

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Sponsorships Available:

Contact Malinda Armstrong at malinda.armstrong@ascouncil.org.

- Welcome Reception
- EXPO Reception
- Conference Wi-Fi
- Lanyard & Badge Kiosk
- Tuesday Keynote & Lunch
- Wednesday Keynote & Breakfast
- Wednesday Keynote & Lunch
- Final Program
- Hotel Keycards
- Networking Coffee Lounge
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- Elevator Cling
- Escalator Panels
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- Custom Education Session
- Education Sessions

ASC 2025 ANNUAL CONVENTION PROGRAM PLANNING COMMITTEE

A special THANK YOU to these individuals and companies for their time and commitment in planning the 2025 Annual Convention as well as those from other committees that provided valuable feedback and input into this year's program!

Bill Arendt, Consultant

Michael Barker, Bostik

Peter Carbutt, ITW Performance Polymers & Fluids

Anne Dussaud, Momentive Performance Materials

Dale Haner, Colquimica Adhesives

Jay Johnston, Covestro

Michael O'Brien, Stepan

Jignesh Sheth, Henkel

Sanjeev Singh, Trinseo

Ingo Stohrer, Evonik Corporation

Malinda Armstrong, CMP and

Mani Singh, PhD, ASC Staff Advisors

*Committee listing subject to change per event

KEYNOTES & INNOVATION AWARDS

Tuesday Opening Keynote



Succeeding In Difficult Environments

Cassi Chandler, Motivational Leadership Expert, FBI's First African American Female Special Agent Assistant Director

With decades of experience navigating teams to success in challenging environments as a director leading critical intelligence assignments at Bank of America and the FBI, motivational leadership and diversity expert Cassi Chandler provides sought-after insights for succeeding in difficult environments. Sharing real-life examples from her own experiences, she challenges leaders and employees to recognize how people see, hear, and react differently to stimuli in the work environment based on the ways we each encode things due to our personal perspectives.

Tuesday Afternoon Keynote and Awards Lunch



State of the Association Address & Innovation Awards Luncheon

Bill Allmond, President, Adhesive and Sealant Council
Tom Stewart, Business Director, Durable Goods, North America Building Components, Bostik



Join President Bill Allmond as he presents an update on the North America adhesive and sealant industry and recent ASC highlights and achievements. Then, ASC Chair Tom Stewart presents the recipients of the 2025 ASC Innovation Award. ASC's prestigious Innovation

Award recognizes outstanding companies that differentiate and make significant impacts in the marketplace through innovation.

Wednesday Morning Keynote



Trends & Forecasts for the Global Economy in the Adhesive and Sealant Industry

Chris Kuehl, Managing Director, Armada Corporate Intelligence

Patterns have started to alter pretty dramatically as regards the economy. What can we expect now? Interest rates are lower, has that affected growth or employment? What sectors of the economy are responding and how? The supply chain was the crisis last year - what about now? Did the election year alter economic policy? Dr. Chris Kuehl of Armada CI will assess where the economy is today and where it might be headed. He serves as the economic analyst for a variety of manufacturing and construction organizations.

Wednesday Afternoon Keynote



Emerging Challenges for Adhesion and Interfaces: Nurturing a Molecules to Manufacturing Approach to Innovation

Timothy Long, Professor, Arizona State University

This lecture will impose a lens of sustainability on the discovery of novel polymeric products and processes where adhesion and interfacial interactions define final product performance. Additive manufacturing (commonly called 3D printing) represents a rapidly emerging landscape for innovation, and adhesion and interfacial phenomena play a critical role in the ultimate performance of printed 3-dimensional objects. Photopolymerization processes now allow for the printing of high-performance adhesives including polyurethanes with programmable end-of-life (EOL), high temperature polyimide structural adhesives for transportation and aerospace technologies, and diene-based elastomers for complex form factors as sealants and gaskets.

Wednesday Closing Keynote



Utilizing Sustainable Materials to Reduce Carbon Footprint in Adhesives

Stephanie Grant, R&D Technical Leader, Kraton Corporation

In this talk, two strategies are explored to reduce environmental impact and overall carbon footprint.

The mass-balance approach enhances the formulator toolkit, enabling sustainable product innovation and accelerating the transition to a circular economy. One of the most significant advantages of ISCC PLUS feedstock is its ability to substantially reduce carbon footprint compared to fossil-based alternatives. This method also allows for the incorporation of ISCC PLUS certified renewable content through a seamless drop-in approach. In addition to ISCC plus, we will also discuss the improved carbon footprint of formulations that have been expertly crafted to include bio-based ingredients while still exhibiting exceptional performance. In adhesive hot-melt formulations, the benefits of incorporating renewable content and reducing carbon footprint are significant. Utilizing a combination of drop-in approaches and renewable ingredients will empower formulators with a wide array of options for their sustainability targets.

TUESDAY

2025 ASC AWARDS INNOVATION

sponsored by:



**Sponsorships available for keynote sessions.*

DAILY OVERVIEW

MONDAY, APRIL 14

7:00 a.m. – 6:00 p.m.	Registration & Speaker Ready Room Open
7:30 a.m. – 4:35 p.m.	Hot Melt Short Course (<i>registrants only</i>)
7:30 a.m. – 4:45 p.m.	Waterborne Short Course (<i>registrants only</i>)
9:00 – 11:30 a.m.	ASC Board of Directors Meeting
Noon – 5:00 p.m.	ASC Gives Back Program (<i>offsite-tentative</i>)
5:00 – 6:00 p.m.	ASC First Time Attendee & New Member Reception
6:00 – 8:00 p.m.	Jimmy Buffet Margaritaville Welcome Reception

ASC's 2025 Annual Convention includes two days of concurrent educational sessions. Review the sessions and confirmed speakers to plan out your time during the convention. All events will take place at the Hyatt Regency Riverfront unless otherwise noted.
(Times, presentation titles and speaker are subject to change)

TUESDAY, APRIL 15

7:00 a.m. – 6:00 p.m.	Registration & Speaker Ready Room Open
7:15 – 8:15 a.m.	Networking Breakfast
7:30 a.m. – 1:00 p.m.	Hot Melt Short Course (<i>registrants only</i>)
7:30 a.m. – 1:00 p.m.	Waterborne Short Course (<i>registrants only</i>)
8:00 – 9:00 a.m.	General Session Keynote & Breakfast <i>Succeeding In Difficult Environments</i> Cassi Chandler, Motivational Leadership Expert, FBI's First African American Female Special Agent Assistant Director
9:15 a.m. – 11:50 a.m.	AM Sessions (<i>see details on the following pages</i>)
9:15 a.m. – Noon	Networking & Refreshment Lounge Open
Noon – 1:00 p.m.	State of the Association Address & Innovation Awards Luncheon Bill Allmond, President, Adhesive and Sealant Council & Tom Stewart, Business Director, Durable Goods, North America Building, Bostik
1:15 – 2:40 p.m.	PM Sessions (<i>see details on the following pages</i>)
2:00 – 6:00 p.m.	EXPO & Reception

WEDNESDAY, APRIL 16

7:00 a.m. – 1:00 p.m.	Registration & Speaker Ready Room Open
7:15 – 8:15 a.m.	Networking Breakfast
8:00 – 9:00 a.m.	General Session Keynote & Breakfast <i>Trends & Forecasts for the Global Economy in the Adhesive and Sealant Industry</i> Chris Kuehl, Managing Director, Armada Corporate Intelligence
9:15 a.m. – 11:50 a.m.	AM Sessions (<i>see details on the following pages</i>)
9:15 a.m. – Noon	Networking & Refreshment Lounge Open
Noon – 1:00 p.m.	General Session Keynote & Lunch <i>Emerging Challenges for Adhesion and Interfaces: Nurturing a Molecules to Manufacturing Approach to Innovation</i> Timothy Long, Professor, Arizona State University
1:15 – 3:50 p.m.	PM Sessions (<i>see details on the following pages</i>)
4:00 – 4:45 p.m.	Closing Keynote Session <i>Utilizing Sustainable Materials to Reduce Carbon Footprint in Adhesives</i> Stephanie Grant, R&D Technical Leader, Kraton Corporation
4:45 – 7:00 p.m.	Closing Reception

**Tuesday,
April 15**

7:15 – 8:00 a.m.

8:00 – 9:00 a.m.

Networking Breakfast

General Session Keynote & Breakfast

Succeeding In Difficult Environments

Cassi Chandler, Motivational Leadership Expert, FBI's First African American Female Special Agent Assistant Director


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Tuesday AM Session	Feedstocks, Supply Chain & Market Trends	Sustainability Pathways	Advanced Materials for End Use Applications
9:15-9:40 a.m.	<p>Collaborative Scope 3 Strategies for Adhesives and Sealants with Suppliers</p> <p>Tad Radzinski, Co-Founder & President, Sustainable Solutions Corporation</p>	<p>Adapting Sealants and Adhesives to a Changing Landscape: Navigating Regulatory Pressures, Consumer Sentiment, and Innovation Opportunities</p> <p>Christopher White, Senior Managing Consultant, Ramboll</p>	<p>Optimizing Epoxy Adhesives for Aluminum Bonding Using Hydrocarbon Resins</p> <p>Matthias Steffen, Project Manager Application Technology Adhesives, Rain Carbon Germany GmbH</p>
9:45-10:10 a.m.	<p>Trends and Opportunities in the Global Bio-Based Chemicals Market for Adhesives and Sealants Applications</p> <p>Doris de Guzman, Founder and Principal, Green D Market Analytics LLC</p>	<p>Digitalization and Life Cycle Assessment: Driving Transparency Together</p> <p>Jenny Allison, Marketing Manager, Covestro LLC</p>	<p>Moisture Curable Laminating PU Bonding Untreated Metal</p> <p>Shuhui (Michael) Qin, Scientist, Henkel</p>
10:15-10:40 a.m.	<p>Fostering Sustainability: From Sugarcane to Adhesives and Sealants</p> <p>Rafael Pellicciotta, Business Development Manager, Braskem</p>	<p>Advancements and Challenges in Bio-Based Adhesives: Towards a Sustainable Future</p> <p>Justine Hanlon, Technical Sales Manager, artimelt</p>	<p>Novel Polyurea Adhesive Solutions Based on Aliphatic Polyisocyanates and Polyaspartics for Improved Performance</p> <p>Fernando Olguin, Chemist, Wanhua Chemical America</p>
10:40-10:55 a.m.	BREAK	BREAK	BREAK
10:55-11:20 a.m.	<p>Global Update on Hydrocarbon Based Tackifiers – 2025</p> <p>Steve Williams, VP, C5 and Hydrocarbon Resins, Argus Media, Inc.</p>	<p>Bio-based Solutions for Acrylic Construction Sealants</p> <p>Sanjay Luthra, Global Marketing Manager-Construction, Arkema</p>	<p>A Polyolefin Copolymer with Excellent Adhesion and Cohesion Imparting Superior Performance in Hygiene Construction</p> <p>Tim Bizati, Principal Application Development Scientist, Synthomer</p>
11:25-11:50 a.m.		<p>Is It Time to Say Goodbye to Isocyanate? Safer and Novel Technology for High-performance Adhesives</p> <p>Wolfgang Geuking, Business Development Manager, Cargill Bioindustrial</p>	<p>On Purpose Wax (OPW)- Novel Properties for HMA Applications</p> <p>Marcello Villahoz, Senior Sales Manager, Trecora</p>
Noon – 1:00 p.m.	<p>State of the Association Address & Innovation Awards Luncheon</p> <p>Bill Allmond, President, Adhesive and Sealant Council & Tom Stewart, Business Director, Durable Goods, North America Building, Bostik</p>		
1:15 – 3:00 p.m.	<p>Networking & Refreshment Lounge</p>		

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Tuesday PM Session	Recycling Pathways for Circularity	Advancements in Sealant Technology	Emerging Needs for Adhesives and Sealants in Electric Vehicles	Presentations: Innovation Awards <small>Sponsored By</small> 
1:15-1:40 p.m.	Chemical Recycling for Advancing Polyurethane Adhesive Sustainability Clarissa Westover, Graduate Research Assistant, Arizona State University	A Next-Generation Latent Curing Agent for High-Performance Polyurethane (PU) Sealants Conor Wilkinson, Americas Regional Manager, Incorez	To be announced Marc Benevento, President, Industrial Market Insight	Speaker #1 Runner Up #2
1:45-2:10 p.m.	Changing Substrate Landscape and Role of Functional Polymers to Enhance Adhesion on Recycled Substrates Shankar CV Ram, Associate TS&D Scientist, Dow Chemical Company	Used Tires Reduce the Carbon Footprint of Silicone Sealants Michael Brook, Chief Scientific Officer, Neopara Materials Inc.	Speaker to be announced	Speaker #2 Runner Up #1
2:15-2:40 p.m.	CO₂ Solves for Sustainability in FT Wax Adhesive Applications Siobhan Foley, Vice President of Product, Dimensional Energy	Designing Hybrid Sealant Formulation Using the Technology of Precipitated Calcium Carbonate Kazuya Fujita, Principal Researcher, Shiraishi Kogyo Kaisha, Ltd.	Speaker to be announced	Speaker #3 2025 Innovation Award Recipient
2:00 – 6:00 p.m.	ASC EXPO & Reception			



Reserve Your Booth for 2025

The EXPO is the **LARGEST** official gathering of the industry!

Be sure your company is represented and seen by 700+ adhesive & sealant buyers & decision makers in Jacksonville.



Visit www.ascouncil.org/2025booths or scan the QR Code



Where the Adhesive & Sealant Industry Connects!

Wednesday AM Session	Developments in Hot Melt Adhesives Technology 	Advancements in Waterborne Technology for Multiple End Use Markets 	New Product Introduction 
9:15-9:40 a.m.	Thermoplastic Polycaprolactone Polymers and Their Use in the Advancement of Polyurethane Reactive Hot Melt Adhesives Adam Cowell, Technical Market Development Manager – Adhesives, Ingevity	Adhesion Unlocked: Overcoming Challenges on Difficult Substrates Robert Sandoval, R&D Director, EPS - Engineered Polymer Solutions	Silane-epoxy Adhesives: Bridging Challenges, Bonding Futures Nikki Obrien, Executive Vice President Business Development, & Raphael Schaller, CTO, Collano AG
9:45-10:10 a.m.	High Tg and Low Viscosity Amorphous Polyester Polyols for Demanding Polyurethane Hot Melt Adhesive Applications Rui Xie, Sr. Technical Leader, CASE, Eastman Chemical Company	Past, Present and Future Outlook of Materials in Packaging Kelly Williams, Managing Director, Earthfirst® Compostable Solutions	Novel Kraton Polymers for High Performance Low VOC Sealants Stephanie Grant, R&D Technical Leader, Kraton Corporation
10:15-10:40 a.m.	BioBased Hot Melt Pressure Sensitive Adhesives Nelson Oliveira, CTO, BestHealth4U	New Urethane Technology for Automotive Interior Ray Zelznik, Principle R&D Scientist, Covestro LLC	EPS® 2133: A Versatile Solution for the Evolving Adhesives Market Robert Sandoval, Technical Director, EPS - Engineered Polymer Solutions
10:40-10:55 a.m.	BREAK	BREAK	BREAK
10:55-11:20 a.m.	SEBS for Building & Construction: Clear Sealants VOC's Free Jesús Eduardo Ibarra Rodriguez, Senior Technician / Technical Assistant & Development, Dynasol Group	Panel Discussion: Processing and Heat Resistance Needs for Automotive Interior Panel to be announced	Expanding Innovation in Acrylic Latex Binders for Construction and Adhesives Markets Sanjeev Singh, TS&D, Trinseo
11:25-11:50 a.m.	AO-blend Package for Better Shelf-life of Adhesive Labels Siddhesh Dalvi, Lead Applications Chemist, SI Group & Robert Turnbull, VP Business Improvement, Buckeye Business Products		The Next Generation of Static Mixing Nozzles Eric Ronning, President & CEO, Re Mixers, Inc.
Noon – 1:00 p.m.	General Session Keynote & Lunch Emerging Challenges for Adhesion and Interfaces: Nurturing a Molecules to Manufacturing Approach to Innovation Timothy Long, Professor, Arizona State University		
1:15 – 3:00 p.m.	Networking & Refreshment Lounge		

Wednesday PM Session	Additives for Advanced A&S Properties	Regulatory & Technical Developments in EH&S	Smart Tools – Artificial Intelligence, Machine Learning & Data Management <i>Sponsored By</i> NEWRY
1:15-1:40 p.m.	Improving Adhesion of Polysulfide Sealants with the Addition of Organofunctional Silanes Christopher Dugan, Applied Technology Scientist, Evonik	European Regulatory Developments Kristel Ons, Secretary General, FEICA - Association of the European Adhesive & Sealant Industry	Generative AI or Good Old AI? – What is the Difference and How Do They Generate Value in the Chemical Industry Yves Gorat Stommel, Head of Data & Analytics, Evonik Industries
1:45-2:10 p.m.	New Multi-functional Silane Additive for Hybrid Adhesives and Sealants Rosemeire Ciro, Technical Lab Manager, Momentive Performance Materials	State and Federal Chemical Regulation Impacting Adhesives and Sealants Javaneh Tarter, Senior Attorney, Hunton Andrews Kurth LLP	Simulating Adhesive Development with AI-Driven Inverse Design and Active Learning Zachary Brown, Solution Engineer, Albert Invent
2:15-2:40 p.m.	Testing of Improved Rheology Additives for Adhesives and Sealants Marcelo Herszenhaut, Commercial Manager, Lehmann & Voss North America	Election 2024: Public Policy Implications for the U.S. Adhesive and Sealant Industry Bill Allmond, President, Adhesive & Sealant Council	AI Agents Future in Chemical Operations Malay Shah, CEO, Poka Labs
2:40-2:55 p.m.	BREAK	BREAK	BREAK
2:55-3:20 p.m.	Exploring the Multifaceted Role of Wax in Hot-melt Adhesives Madelyn Bekker, Principal Engineer, ExxonMobil	Recent Advances in Health and Safety Improvements of Cyanoacrylate Adhesives Xinyu Wei, Scientific Principal, Henkel Corporation	Using Science-Based AI for Rapid Risk Assessment & Ingredient Replacement for Adhesive Formulations Tyler Bell, Account Director, NobleAI
3:25-3:50 p.m.	Novel Antioxidant Preparation for the Thermal Stabilization of Waterborne Adhesive Formulations Mervin Wood, Technical Expert, BASF Corporation	Low Odor and Label-friendly Methacrylates for Reactive Adhesives Application Michael Webb, Technical Service Manager, Evonik	Navigating the Automation Landscape: How to Identify the Right Processes for Automating Your Business Steven King, CEO, Blue Sky Robotics
4:00–4:45 p.m.	Closing Keynote Session Utilizing Sustainable Materials to Reduce Carbon Footprint in Adhesives Stephanie Grant, R&D Technical Leader, Kraton Corporation		
4:45-7:00 p.m.	Closing Reception		



APRIL 14-16, 2025 • HYATT REGENCY RIVERFRONT • JACKSONVILLE, FLORIDA

EXPO Hours:

Tuesday, April 15, 2025 • 2:00-6:00 p.m.

(reception starts at 5:00 p.m.)

EXPO Reception & Raffle Sponsors:

Sponsorships available!

Nearly 100+ exhibitors, the Annual Expo is the largest adhesive and sealant tradeshow. This elite group of companies will showcase the latest innovations and breakthroughs. With traffic builders such as an Exhibitor Appreciation Reception, and door prizes, the exhibit hall is an effective and efficient way for companies to market their products and services. Companies and products lines of all types are welcome to exhibit so **RESERVE YOUR BOOTH TODAY!**

▶ EXHIBITORS *(as of January 17, 2025)*

AGC Chemicals Americas, Inc.	708	Kaneka North America LLC.....	301, 303 S	REXtac Polymers and Adhesives/D-REX Polymer	719
Albert Invent.....	502	King Industries, Inc.	714	Risun Polymer China Co., LTD.	508
Albion Engineering Company	601	Koble Sustain	414	Sasol Chemicals	307
Applied Test Systems	415	Kraton Chemical, LLC	407, 409 S	Shandong QL New Materials Co., Ltd.....	209
Arkema	201	Kuraray America, Inc.	316	Shiraishi America Inc.	515
BASF Corporation	718	Lawter	505	Sinowax Dalian Chemical Co Ltd./King Honor International	215
Braskem America	207	LOGIPACK, INC.	509 **	Specialty Minerals	205
BYK USA Inc.	514	Matrix Adhesives Group	506	Springfield Industries	300
Calumet	614	Microban International Ltd	606 **	STI Polymer	709 S
Cardolite Corporation	507	Mississippi Lime Company	200	Teckrez, LLC	218 S
Catalynt Solutions, Inc.	302 **	Momentive Performance Materials	403	Tilley Distribution	204
Covestro LLC	214 S	MUNZING	401	TRCC	400 **
Cremer North America	308	Neville Chemical Company ...	304	TRECORA	501, 503 **
Chromatech Inc.	404	Nitto Kasei Co., Ltd.....	715	Trinseo	700
Eastman	604	Omni Tech International	406	TSRC Specialty Materials LLC	206
EPS - Engineered Polymer Solutions	500	Omya, Inc.....	219	Univar Solutions	405
Fluid-Bag Ltd.	TBD	Palmer Holland, Inc.	408	Wacker Chemical Corporation	600,602
H.M. Royal, Inc.	609	Petro-Canada Lubricants	615	Wanhua Chemical (America)	305
Hallstar	309	Polimeros Sinteticos.....	416	Westlake Corporation	319
Hauschild Speedmixer Inc.	402	PolyU GmbH.....	504		
Haver & Boecker USA	315 **	ProSys Fill LLC.....	608 **		
Holland Colours Americas, Inc.	605	PSI-Polymer Systems Inc.....	314		
Huber Engineered Materials.....	701	RAIN Carbon	607 **		
Imerys USA	202	R.E. Carroll, Inc.	208		
JPB Industry	317	Re Mixers, Inc.	203		
		Resonac America Inc.	306		

S – Sponsors
** – New exhibitors
Bold – ASC Members

BRINGING THE ENTIRE SUPPLY CHAIN TOGETHER

NETWORKING EVENTS



ASC Gives Back Community Service Project

sponsored by



We will provide essential support to three crucial Jacksonville-based organizations dedicated to improving the lives of individuals and families in need. Through the generous donation of backpacks filled with vital resources, ASC will help make a positive difference in the lives of many in the local community. The Women's Shelter of Jacksonville provides safety and support to women and children escaping domestic violence and homelessness. We will create backpacks containing toiletries, clothing, and snacks, offering comfort and immediate relief to those in crisis. See website for additional details.

First Time Attendee & New Member Welcome Reception *(Invitation only)*

This exclusive invite only reception provides an opportunity for new members and first-time attendees to mingle with other attendees, ask questions about ASC program/services, ask questions about this event, and to meet with ASC Board of Directors and staff.

Jimmy Buffet Margaritaville Welcome Reception & Dinner

(Full convention attendees)

Join us for a fun filled night as we kick off the 2025 Annual Convention & EXPO. Take this opportunity to network with your peers, learn and discuss interesting facts about Jimmy Buffet. This is going to be a relaxing evening of networking so come costume ready - Parrothead lifestyle!

Visit the photo booth sponsored by Teckrez.

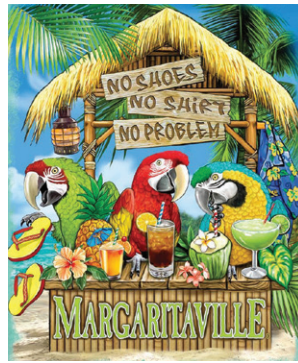


Photo booth sponsored by



EXPO & Reception

This is the LARGEST official exposition exclusively dedicated to the adhesive and sealant industry. It's a can't miss event! At 5:00 p.m. join the exhibitors for an evening refresher during the EXPO reception.

Tuesday Networking Breakfast

Meet a colleague for a nutritious breakfast before the start of the day.

sponsored by



ASC Closing Reception & Keynote

Close out the convention by attending the closing keynote and reception. The reception is an opportunity for you to ask additional questions and solidify the contacts made over the past two days while kicking off the 2026 Annual Convention being held in Nashville!

NEW Convention App

Download the new Convention App for Android and Apple to connect with attendees, schedule meetings, view presentations and share your experience during the event by uploading your photos via your social media platform within the App.

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Franklin International



ASC HOT MELT SHORT COURSE

APRIL 14-15, 2025 • HYATT REGENCY RIVERFRONT • JACKSONVILLE, FLORIDA

WHO SHOULD ATTEND:

This course is designed for anyone involved with selecting, formulating and/or implementing hot melt adhesive technology for specific applications. Sales, product managers and marketing professionals would also benefit by increasing technical depth of additive options available for tailored solutions to product requirements.



Co-located with the 2025 Annual Convention & EXPO in Jacksonville, Florida

Course Description

Co-located with the 2025 Convention & EXPO This course presents formulation strategies, based on application and performance requirements for a variety of hot melt adhesive markets by industry experts. Learn how plasticizers, tackifiers and waxes are used to enhance base polymers for optimized processing and properties along with application methods, characterization and testing of formulations, and resulting bonded assemblies.

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

Program Topics (tentative):

Monday, April 14

- Hot Melt Adhesives Market Overview, Dale Haner, Colquimica Adhesives
- Styrene Block Copolymers, Paul Dalley, TSRC Specialty Materials
- Polyolefins, Jim Coffey, ExxonMobil
- Reactive Hot Melt PU, TBD, Jowat
- Hot Melt PSA, Justine Hanlon, Artimelt
- Coating Defects and Resolution for Adhesive Coating, Mark Miller, Coating Tech SlotDies
- UV Curable HMAs, Justine Hanlon, Artimelt
- Waxes, Madelyn Bekker, ExxonMobil

Tuesday, April 15

- Plasticizers, Bill Arendt, Consultant
- Tackifiers, Brett Neumann, Kraton Chemical, LLC
- Packaging & Converting Applications, Nolan McDougal, Dow
- Non-woven Applications, Yuhong Hu, Henkel Corporation
- Sustainability in HMAs, Adam Pederson, H.B.Fuller
- Open Discussion, All Speakers

Registration Fees:

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

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

*NOTE: Registration for the short course should be processed under the course. 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 21, 2025.*

Accommodations*:

Hyatt Regency Riverfront Hotel, Jacksonville, FL 32202 • 904-588-1234

**Special group rate of \$185 single/double occupancy before March 21, 2025.*



THE ADHESIVE AND SEALANT COUNCIL
SECURING THE FUTURE®

ASC WATERBORNE ADHESIVES SHORT COURSE

APRIL 14-15, 2025 • HYATT REGENCY RIVERFRONT • JACKSONVILLE, FLORIDA

Co-located with the 2025 Annual Convention & EXPO in Jacksonville, Florida

Course Description

Co-located with the 2025 Convention & EXPO, Waterborne adhesives are a logical choice for a many end use applications where versatile and environmentally friendly solutions are desired. These low VOC adhesives are easily formulated to optimize performance for a wide variety of applications where water clean-up is important. An understanding of the fundamentals of formulating and use of waterborne adhesives will better equip you to select the base polymer and additives package to deliver expected performance and efficiently evaluate and troubleshoot during design, scale up and use this aqueous adhesive class. Structure/property relationships, characterization methods of components/final formulations, and performance criteria will be covered using case studies.

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

Program Topics (tentative)

Monday, April 14

- Waterborne Adhesives Market Overview, Joe Sakher, H.B. Fuller
- Formulation Technology and Material Design, TJ Huang, Henkel Corporation
- VAVE Emulsions, Dennis Sagl, Wacker
- Waterborne Acrylic and Hybrid Polymers, Raj Hariharan, Mapei
- PU Dispersions/Chloroprene, Raymond Zeliznik, Covestro
- Plasticizers, Mick Funderburg, Eastman Chemical Company
- Tackifiers, Brett Neumann, Kraton Chemical, LLC
- End Use Applications – Flooring Adhesives & Sealants, Sanjeev Singh, Trinseo

Tuesday, April 15

- Surfactants and Defoamers, Catherine Vitale, Munzing
- Biocides, Jake Jacobs, Arxada
- Mixing, Richard Grenville, Consultant
- End Use Applications – Tapes & Labels, Keith Andes, Arkema
- Sustainable Raw Materials for Waterborne Adhesives, Kerry O'Donnell, Avery Dennison
- Open Discussion, All Speakers

Registration Fees:

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

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

*NOTE: Registration for the short course should be processed under the course. 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 21, 2025.*

Accommodations*:

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Who Should Attend?

This course is ideal for adhesive and sealant chemists, application engineers, sales and marketing staff from manufacturers, raw material & equipment suppliers and end users of adhesives and sealants.



ASC

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SECURING THE FUTURE®

Transform Your Construction Adhesives: Why Settle for Less When Our Polymer Delivers More!



LEARN MORE

Visit Us



Booth 709

REGISTRATION & ACCOMMODATIONS



REGISTRATION INFORMATION



REGISTER BY FEBRUARY 21ST TO SAVE \$100!

	By 02/21/2025	After 02/21/2025
Convention ONLY (April 15-17)		
ASC Member/End User	\$995	\$1,095
Nonmember.....	\$2,009	\$2,112
Speaker (Convention or Short Course) and Academia	\$545	\$545
One-Day Only—Member, End User	\$645	\$645
One-Day Only—Nonmember.....	\$1,174	\$1,174
Trade Press	\$550	\$550
Short Course ONLY (April 15-16)		
ASC Member, End User	\$775	\$775
Nonmember.....	\$1,185	\$1,185
Student	\$200	\$200
Short Course PLUS Convention Combo		
ASC Member, End User	\$1,125	\$1,225
Nonmember.....	\$1,905	\$2,005
Student	\$400	\$400
April 16 EXPO + April 15 Monday Opening Reception ONLY		
<i>This fee includes attendance to the EXPO and Monday Opening Reception ONLY. It does NOT include attendance to the technical sessions or include any other meals.</i>		
EXPO Only Attendee—Member	\$495	\$495
EXPO Only Attendee—Nonmember	\$645	\$645

HOW TO REGISTER

Visit www.ascouncil.org/events.

Please click on the REGISTER button to register for the convention, short course or EXPO only admission.

REGULAR REGISTRATION ENDS MARCH 21, 2025, rates increase by 20% afterwards automatically. No refunds after March 21, 2025.

****IF YOU ARE ATTENDING THE SHORT COURSE OR SHORT COURSE WITH CONVENTION YOU MUST REGISTER UNDER THE SHORT COURSES PAGE.**

CANCELLATION POLICY: There are NO REFUNDS after March 21, 2025.

If you have any questions regarding registration, please contact Malinda Armstrong, CMP at (301) 986-9724 or malinda.armstrong@ascouncil.org

www.ascouncil.org

Liability Disclaimer: The Adhesive and Sealant Council (ASC) claims no liability for the acts of any participant at this meeting, nor for the safety of any person participating in, or in transit to, or from this event. The ASC reserves the right to cancel any function without penalty. The total amount of any liability of the ASC, in the event of cancellation, will be limited to a refund of the registration fee.

***These Early Bird rates end 2/21/25 and go up \$100 afterwards automatically.*

ACCOMMODATIONS

RESERVE YOUR HOTEL TODAY!

HYATT REGENCY RIVERFRONT HOTEL

225 East Coastline Drive
Jacksonville, FL 32202
Phone: 1-877-803-7534

reference the "ASC 2025 Annual Convention"

ASC Discount Group Rate
\$185 Single/Double

You can make your reservation at www.ascouncil.org or contact the hotel directly. To secure the group rate, please mention that you will be attending the ASC 2025 Annual Convention & EXPO.

The group rate is available until March 21, 2025. Reserve your room as soon as possible as the group rate will not be available if the ASC room block sells out at any time prior to March 21, 2025.

IMPORTANT: ASC works directly with Hyatt Regency Riverfront and does not work with third parties working on behalf of the Hyatt Regency Riverfront and/or the Council. ASC kindly asks that you only reserve the number of rooms you need, so other attendees will not be turned away because the ASC hotel room block is full. You must be registered for the event in order to take advantage of the group rate. We appreciate your consideration.





THE **ADHESIVE** AND **SEALANT** COUNCIL
SECURING THE FUTURE®

510 King Street, Suite 418
Alexandria, VA 22314



The Largest Official Industry Gathering of the Year!



**ASC 2025 Annual Convention
& EXPO**

APRIL 14-16, 2025

Hyatt Regency Riverfront • Jacksonville, FL

**Hot Melt and Waterborne
Adhesives Short Course**

APRIL 14-15, 2025

*Co-located at the ASC 2025
Annual Convention & EXPO*

Visit www.ascouncil.org for more detailed information and to register.

