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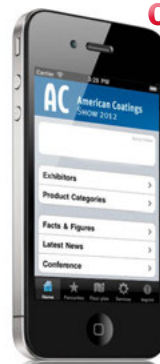
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SHOW AND CONFERENCE PREVIEW | May 8-10, 2012

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Setting the Trend

AMERICAN COATINGS SHOW 2012 TO OFFER INNOVATIVE DEVELOPMENTS IN PAINTS AND COATINGS



Source: Heiko Stahl

The American Coatings SHOW and CONFERENCE 2012 will take place in Indianapolis for the first time

★ **Indianapolis, IN, is the new venue for the American Coatings SHOW (ACS) 2012, which will be held from May 8-10 at the Indiana Convention Center. Building on the success of the first two shows, the organizers are confident that the third ACS will also be a great sensation.**

"Once again, the third, bi-annual American Coatings SHOW and CONFERENCE will set the trend for future developments in the paint and coatings industry. This event has quickly become the premier show and conference for the coatings industry in North America," says Cheryl Matthews,

of the American Coatings Association (ACA). The show will offer innovative features that provide immediate business opportunities, as well as showcase for the production of high-grade, competitive coatings, paints, sealants, construction chemicals and adhesives. Cheryl Matthews continues: "In addition, there are many new and exciting opportunities that will happen directly on the show floor. Several new forms of sponsorship are available. There will also be enhancements to the New Product Showcase area, the Interna-



tional Buyers Lounge, and the University Village."

"We are very excited about the third edition of the American Coatings SHOW and CONFERENCE," adds Amanda Beyer of Vincentz Network. "All signs clearly indicate that we will again have strong increases in all areas — exhibitors, exhibition space, visitors as well as conference delegates."

At the 2010 show held in Charlotte, NC, 328 exhibitors from 17 countries displayed their products in nearly 70,000 square feet of exhibition space. The ACS 2010 attracted some 6,700 attendees.

More information at
www.american-coatings-show.com

WHAT'S UP?

AC CONFERENCE

FIRST-HAND KNOWLEDGE OF
COATINGS 2
BASICS IN COMPACT
FORM..... 6

FOCUS

PROTECTIVE COATINGS 8
GREEN COATINGS 11

AC SHOW

FIRST TIME EXHIBITORS12
ALL EXHIBITORS.....16

SERVICE

HELPFUL GUIDANCE12
TRAVEL AND LODGING.....18

AC CONFERENCE

With about 200 paper submissions, the American Coatings CONFERENCE (ACC) 2012 has once again generated a great deal of attention. The conference will take place from May 7-9, 2012, at the Indiana Convention Center in conjunction with the ACS. It will feature 96 contributions in 16 sessions as well as a poster session and an award ceremony.



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First-hand Knowledge of Coatings

AMERICAN COATINGS CONFERENCE PUTS FOCUS ON LATEST DEVELOPMENTS

★ **The American Coatings CONFERENCE (ACC) 2012 will offer 16 thematically structured sessions: Measuring & Testing, Radiation Curing, Pigments, Architectural Coatings I+II, Protective Coatings I+II, Biobased Coatings I+II, Modelling & Measuring, Polyurethanes, Epoxy Coatings, Waterborne Systems, Smart & Functional Coatings, and Novel Materials.**

In addition to these theme-related sessions, the "Science Today – Coatings Tomorrow" session will highlight future-oriented developments in coatings technology. Expert university scientists will present research findings that might lead to future solutions for the coatings world. To name but a few, multifunctional, antifouling and biobased coatings will be discussed.

All in all, 96 outstanding presentations will be given from May 7-9, 2012, at the Indiana Convention Center.

Architectural coatings will be one of the hot topics at the ACC. Two sessions will be dedicated to the science behind these coatings. Among others, structured nano-acrylic polymers, high-gloss alkyd emulsion paints, and low-VOC waterborne systems will be addressed.

Protective coatings will also be the central focus at two sessions that deal with waterborne epoxies, curing agents, waterborne sol-gel systems, multiphase acrylics, epoxy-siloxane binders, and many other materials.

Biobased systems have gained more traction in the industry. The trend can also be seen at the ACC: 12 presentations divided into two sessions will deal with binders featuring a high-biobased content, multifunctional biobased coatings, biobased polyols, soy methyl ester chemistry, and more.

Measuring and testing methods will be a hot topic at the ACC as well. Pigment



Source: Heiko Stahl

The 16 thematically structured sessions will attract a great deal of attention

particle characterization and spectroscopic analysis are just two of the subjects that the sessions' speakers will address.



More information at www.american-coatings-show.com/conference

Open Innovation and Sustainability

★ **The American Coatings CONFERENCE will kick off with two keynote presentations given by Kent Young of The Sherwin Williams Company and Kesh Narayanan of the National Science Foundation.**

The high cost and fluctuating availability of petroleum-based raw materials makes developing renewable and

sustainable sources of raw material a research imperative. Kent Young will present the results of a multi-year partnership between soybean farmers, the United Soy Bean Board, and The Sherwin-Williams Company, which led to the development of an innovative new paint technology that utilizes soybean oil and recycled plastic bottles (PET).

Kesh Narayanan, division director of Innovation and Partnerships at the Na-



Kent Young,
The Sherwin
Williams
Company



Kesh Narayanan,
National Science
Foundation

tional Science Foundation will present another increasingly important topic:

open innovation between academia and industry.

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“The Show has Grown”

THE AMERICAN COATINGS SHOW MOVES TO INDIANAPOLIS

★ Cheryl Matthews, vice president of Events and Professional Development at the American Coatings Association (ACA), and Andrew Doyle, ACA President, talk about the upcoming American Coatings Show 2012 and its impact on the coatings industry.

What are your expectations for the American Coatings Show 2012?

Cheryl Matthews: Once again, the third, bi-annual American Coatings Show and CONFERENCE will set the trend for future developments in the paint and coatings industry. This event has quickly become

the premiere show and conference for the coatings industry in North America.

In addition, there are many new and exciting opportunities that will happen directly on the show floor. There are several new sponsorship opportunities available that include cell phone charging stations, internet kiosks, and



Cheryl Matthews, ACA's Vice President of Events and Professional Development

refreshment breaks, just to name a few. There will also be enhancements to the New Product Showcase area, the International Buyers Lounge, and the University Village.



Andrew Doyle, President of ACA

Why was the decision made to relocate the show and conference from Charlotte to Indianapolis?

Andy Doyle: The simple answer is the show has grown too large to be hosted in Charlotte again. Our partners at the Charlotte Convention and Visitors Bureau let us know that if we returned to Charlotte, we would have to house people more than 10 miles from the Convention Center, and that is not an ideal situation for anyone.

Indianapolis is a venue that was designed for major events: it is the third largest city in the Midwest after Chicago and Detroit. Downtown Indianapolis has over 7,000 hotel rooms and 4,700 hotel rooms are connected to the convention center by skywalk – more than any other complex in the country. Indianapolis International Airport (IND) is less than 15 minutes from downtown, with service from nine major airlines and over 150 daily departures. Indianapolis also has over 200 restaurants in the convention district that are an easy walk from your hotel or the convention center. Lastly, Indianapolis has been selected to host the XLVI Super Bowl in 2012. When we arrive just three months after the Super Bowl, the city will be in prime condition due to the numerous new projects and renovations that have been completed in the past two years.

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about ACA:
www.paint.org

Products in Brief

NEW DEVELOPMENTS TO BE PRESENTED

★ Exhibitors will be making short presentations about their latest products. Speakers will share and explain all of the performance details and the underlying technology of the products to their audiences.

Brief product presentations will be made in 15-minute segments, during which the exhibitors will talk about innovations in technical product properties and market trends. For greater convenience, the presentations will be grouped by topic. Each presentation will be followed by a brief discussion among attendees and speakers. Admission to these highly informative lectures is free, with no previous registration required.

American Coatings AWARD

One of the highlights of the American Coatings CONFERENCE is the American Coatings AWARD given for the most outstanding conference paper. This honor is bestowed by the American Coatings Association (ACA) and Vincentz Network (VN). The best paper is selected by the chairpersons of the conference sessions and the program committee of the American Coatings CONFERENCE.

THE award will be presented during the opening ceremony of the American Coatings Conference on May 7, 2012.

The recipient of this prestigious honor will receive \$ 2,500 in prize money and a commemorative sculpture.

A BASF research team won the Award in 2010 for its groundbreaking work on improving waterborne anticorrosion coatings via new binder concepts. Sonja Schulte of Vincentz Network and Steve Sides of the American Coatings Association presented the handsome statue to BASF team members Oihana Elizalde and Collin Moore. A third team member, Stephan Amthor, was not in attendance.

"We are thrilled to receive this award," said Moore after the ceremony. Let's see who the lucky winner will be in 2012!



Source: Heiko Stahl

Steve Sides (ACA, left) presented the 2010 American Coatings AWARD to Oihana Elizalde and Collin Moore (both from BASF)

An overview of product presentations will be available on the American Coatings Show website soon. It will offer visitors the opportunity to plan their time at the show in advance and learn about product developments quickly. After the show, all the presentations will be made available to exhibition visitors online.



Product presentations: first-hand information on the novel products directly from experts



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Source: Heiko Stahl

Coatings Basics in Compact Form

NINE PRE-CONFERENCE TUTORIALS BEFORE MAIN CONFERENCE

★ **Nine pre-conference tutorials will be part of the ACC 2012. Due to the great success they had in 2010, two more tutorials have been added.**

This time there will be lectures on radiation curing, antimicrobial surfaces, easy-to-clean surfaces, waterborne high-performance, smart, antifouling and anticorrosive coatings, polyurethanes, and titanium dioxide.

The pre-conference tutorials will be held before the main conference, offering attendees concise updates on major topics in the field. Renowned experts from both industry and academia will present the 90-minute tutorials to give participants basic knowledge on important areas in coating technology.

The lectures will include the following: Radiation Curing: Michael L. Dvorchak, Bayer MaterialScience; Antimicrobial Sur-

faces: Melinda Wales, Texas A&M University; Easy-to-Clean Surfaces: W. Marshall Ming, University of Southern Georgia; Waterborne High-Performance Coatings: Ivan Tyre and Tim December, Alberdingk Boley, BASF; Smart Coatings: Jamil Baghdachi, Eastern Michigan University; Polyurethanes: Mike Jeffries, Bayer MaterialScience; Titanium Dioxide: Michael Diebold, DuPont; Antifouling Coatings: Dean Webster, North Dakota State Uni-

versity; Anticorrosive Coatings: Gordon Bierwagen, North Dakota State University.

The tutorials will be offered on Monday, May 7, 2012, from 8:30 am until 12:00 pm.



More information at www.american-coatings-show.com/conference

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AC CONFERENCE

Monday, May 7

8:30 am – 10:00 am
10:30 am – 12:00 pm
11:30 am – 12:15 pm
12:15 pm – 1:30 pm

Pre-conference Tutorials 1-5
Pre-conference Tutorials 6-9

Networking: Welcome Lunch

Plenary Session
Welcome Address and Conference Introduction,
Keynote Presentations, Award Ceremonies

1:30 pm – 2:30 pm
2:00 pm – 5:30 pm

Networking: Coffee Break

Session 1: Science today – Coatings Tomorrow
Session 2: Measuring & Testing
Session 3: Radiation Curing
Session 4: Pigments

5:30 pm – 7:00 pm

Poster Session / Networking: After Work Party

Tuesday, May 8

9:00 am – 12:30 am

Session 5: Architectural Coatings I
Session 6: Protective Coatings I
Session 7: Biobased Coatings I
Session 8: Modeling & Measuring

12:30 pm – 2:00 pm
2:00 pm – 5:30 pm

Networking: Conference Lunch

Session 9: Architectural Coatings II
Session 10: Protective Coatings II
Session 11: Biobased Coatings II
Session 12: Polyurethanes

Wednesday, May 9

8:00 am – 9:00 am
9:00 am – 12:30 pm

Mattiello Lecture
Session 13: Epoxy Coatings
Session 14: Waterborne Systems
Session 15: Smart & Functional Coatings
Session 16: Novel Materials

12:30 pm

End of Conference



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IN TRENDS AND RESEARCH FOR PROTECTIVE COATINGS

★ According to Dean Webster of North Dakota State University, more research is needed to fully understand processes and properties of protective coatings on the atomic scale. A strong driver for research and development are still environmental issues.

Where do you think more research is needed to improve the performance of protective coatings?

Dean Webster: There are fundamental gaps in our knowledge in areas such as adhesion, polymer barrier properties, and degradation processes on the atomic scale and the macro scale. In addition, coating systems are enormously complicated systems with complex interactions between the resins, solvents, pigments, rheology modifiers, wetting agents, and so on, in the formulation. Thorough understanding of all of these interactions and their impacts on coating properties could lead to better formulations and coatings.

What will be the focus of research on protective coatings in the near future?

Dean Webster: Environmental issues will continue to drive much of coatings research and development, with continued emphasis on lower-VOC coatings, replacement of hazardous materials with less hazardous materials, and (organic) solventless technologies such as water-borne and radiation curable coatings. In addition, interest in biobased coatings and other coating ingredients (e.g., coalescents) is growing at a rapid pace.

Trends in protective coatings are moving toward a combination of active functionalities. Where do you see advantages and challenges?

Dean Webster: An advantage of this approach is that you incorporate more active functionalities into the basic protective function of the coating. This can include more specific performance properties in a coating, making it attractive for a number of specialized applications. Challenges associated with these approaches involve obtaining reproducible materials in a variety of application environments, and maintaining the functional properties over a long period of time (years).



Dean C. Webster,
North Dakota
State University



Source: Fotolia, Wolfgang Staib

Protective Coatings I+II SESSIONS 6+10 at the American Coatings CONFERENCE:

Tuesday, May 8, 9:00 am - 12:00 pm

Protective Coatings I

Chair: Jeff Lackey, Vogel Paint

Presentations by: Dow Coating Materials, Kanat Paint and Coatings, Heubach, Evonik Degussa, Nusil Technology, Alberdingk Boley

Tuesday, May 9, 2:00 pm - 5:30 pm

Protective Coatings II

Chair: Anthony Gichuhi, Halox

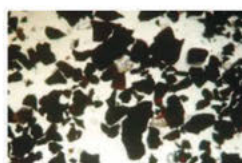
Presentations by: Lubrizol Corporation, Evonik Degussa, Wacker Chemical Corporation, Sartomer, Dow Coating Materials, Byk USA

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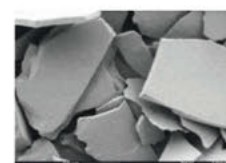
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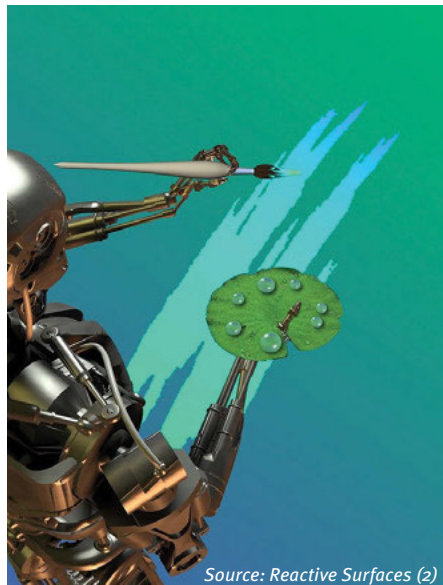
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Smart, Clever or Functional?

INTEREST IN STIMULI-RESPONSIVE COATINGS STILL ON THE RISE



Source: Reactive Surfaces (2)

Smart coatings with advanced functionalities open up totally new application areas

★ Numerous labels for smart coatings exist. While some say “clever coatings” and “functional coatings,” others refer to them as “stimuli-responsive” or “intelligent.” In general, smart coatings refer to structured coatings that provide additional benefits by offering an appropriate response to outside conditions.

Smart coatings can be found in many application areas. Examples include protective, automotive, aerospace, antimicrobial or solar energy systems. Self-healing, anti-fingerprint and anti-ice coatings are popular topics, to name but a few. They can mean substantial added value for a new or improved product – boosting production, energy and resource efficiency, contributing to climate protection, or minimizing corrosion and dirt pick-up, or more. The inter-

“Nature is an endless source of novel functionality”

★ The field of functional coatings is growing rapidly. Steve McDaniel, Reactive Surfaces, focuses on biobased functionality. As he sees it, natural surfaces abound with functionality which evolved to handle many of the same environmental challenges we want to address in coated surfaces.



Steve McDaniel, Reactive Surfaces

What recent developments are the most interesting in the field of functional coatings?

Steve McDaniel: The field of functional coatings is growing rapidly, and has been the subject of several recent journal articles. Among the more interesting of the technologies discussed were the biobased additives for self-cleaning, degreasing, biocides, and anti-fouling. Also on the horizon are multi-functional, self-lubricating, self-healing, stimuli-responsive anti-corrosion, reversible adhesion, and anti-freezing coatings.

Where do you see further potential for coatings functionalities?

Steve McDaniel: We focus on biobased functionality. Natural surfaces abound

with functionality that evolved to handle many of the same environmental challenges we want to address in coated surfaces – degreasing, self-cleaning, de-odorizing, detoxifying, fighting microbial contamination, self-buffering, exchanging gases, you name it. For this reason, nature is basically an endless source of novel functionality that can be tapped for additives. Seamless integration of these time-tested additives into existing polymer systems makes a very wide range of novel functionality available to the formulator.

What solutions for functional coatings are you currently working on?

Steve McDaniel: We are expanding our biobased biocide additive technology. The biocide market is \$10 billion and is growing by 6 % per year. We believe that highly-effective, biobased, environmentally-benign natural biocides will garner a sizeable portion of that market. Our banner biocide, “ProteCoat,” is peptide-based and nearing regulatory approval. This is but a first example of how powerful these biocides are. At the ACS, we will be presenting expansions to our portfolio including enzyme-based, antibody-based, receptor-based, and other natural systems – alone or in multifunctional cocktails.



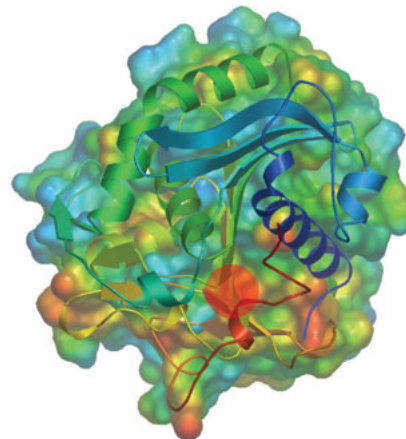
Source: Fotolia, Michelle Bergkamp

Smart coatings can lead to additional benefits like water-repellency

est in these materials is still on the rise, not only in academic circles, but in the industry as well. Attendees at the American Coatings CONFERENCE will learn about the current developments in such functional coatings during the “Smart & Functional” and “Novel Materials” sessions. The speakers, who hail from both industry and academia, will focus on the following topics:

SMART & FUNCTIONAL

Functionalization on-demand and rechargeable coatings (Reactive Surfaces), a novel application of fluorosurfactant in easy-to-clean architectural



paints (DuPont), superhydrophobic coatings (Rhenoterm No 1 Coatings), solution-based coatings of core-shell nanostructures for hybrid photovoltaics (California Polytech State University), a multiscale simulation approach to predictive paint design (Washington State University), and consideration in formulating and using cool roofing coatings (DuPont Titanium Technologies).

NOVEL MATERIALS

Highly-functionalized polyester resins: design and use considerations (Eastman), novel methacrylic systems to control open time in reactive systems (Evonik), the impact of biocide regulatory changes on the U.S. coatings industry (Arch Chemicals), novel zero VOC de-aerators for waterborne coatings (Air Products and Chemicals), the role of particle functionalization in coatings (Sachtlen Chemie), and tailor-made substrate wetting and leveling agents (BASF).

Presentations in this area will provide attendees with an overview of developments, and renowned international experts will present their findings related to raw materials, formulations and applications for novel materials.

Smart & Functional Coatings, SESSION 15 at the American Coatings CONFERENCE:

Wednesday, May 9, 9:00 am - 12:00 pm

- | | |
|------|--|
| 15.1 | Functionalization On-Demand and Re-Chargeable Coatings
<i>Eric Williams, Reactive Surfaces</i> |
| 15.2 | Novel Applications of Fluorosurfactant in Easy-Clean Architectural Paints
<i>Jean Meng, DuPont Company</i> |
| 15.3 | Superhydrophobic Coatings
<i>Volkmar Eigenbrod, Rhenoterm No 1 Coatings</i> |
| 15.4 | Solution-Based Coating of Core-Shell Nanostructures for Hybrid Photovoltaics
<i>Shanju Zhang, California Polytechnic State University</i> |
| 15.5 | Multiscale Simulation Approach to Predictive Paint Design
<i>Jie Jie Xiao, Washington State University</i> |
| 15.6 | Consideration in Formulating and Using Cool Roofing Coatings
<i>Don Connolly Jr., DuPont Titanium Technologies</i> |

“Green doesn’t Mean that it's Better”

GREEN HAS TO BECOME QUANTIFIABLE

★ Donna King from Geo Specialties shows that the terminology for green coatings is not yet fully clear, but being green is critical in upcoming innovations, and the concept needs to be quantifiable.



Donna King,
Geo Specialties

What does the term "green-coating" mean to you?

Donna King: The definition "green" certainly seems to mean different things to different people, but I think most of us in the coatings industry would agree that just because something is said to be "green" doesn't mean that it is better.

Products can be bio-based but can also have detrimental effects on the environment by how they are made. Ultimately they can end up costing more to our global well-being than their non-renewable alternatives. We have concentrated on offering solutions for water-based chemistry, and there is general consensus in the industry that this is the correct path to pursue.

What is the key to going green?

Donna King: The key seems to be making sure the move towards being green is something that is measurable. Based on this, I see the industry shifting to a much broader term — "carbon footprint" — to make the idea of being "green" something quantifiable. Measuring a product's carbon footprint is supposed to encompass all aspects of its life cycle from cradle to grave. There can still be differences in the degrees of complexity when it comes to evaluating the carbon footprint. But as long as the process is used consistently, the outcome should correlate to one product being a better choice for the environment over another.

Science Today – Coatings Tomorrow SESSION 1 at the American Coatings CONFERENCE:

Monday, May 7, 2:00 pm - 5:30 pm

- 1.1 Multi-functional Nanoparticle Coatings
Michael F. Rubner, Massachusetts Institute of Technology
- 1.2 Smart Polymer Coatings
Sergey Minko, Clarkson University
- 1.3 What's so Interesting about Microbial Coatings
Michael C. Flickinger, North Carolina State University
- 1.4 Ionic Liquids in the Design of Electroactive Coatings and Membranes
Timothy E. Long, Virginia Polytechnic Institute and State University
- 1.5 Interfacial Biomaterials as Novel Coatings for Controlling Surface-Biological Interactions
Martin Grinstaff, Boston University
- 1.6 Controlling Cell Adhesion using Polyelectrolyte Multilayers
Joseph B. Schlenoff, The Florida State University



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Please visit our **Booth No. 1339** at American Coatings Show 2012 in Indianapolis, IN from May 8 – 10, 2012

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★ **Fast and efficient: The AC Market Navigator can help you prepare your ACS schedule, find leading exhibitors, explore new products and technologies, and arrange meetings in Indianapolis.**

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a great way to manage your purchasing and investment potential.

www.american-coatings.com/marketnavigator/



The AC Market Navigator will help you to manage your visit to the AC Show.

ACS 2012 ON THE GO

New free iPhone and iPad Apps will be available to the ACS start for downloading all the information on the show and the conference.

The American Coatings SHOW 2012 apps will allow you to interact with leading suppliers of raw materials, equipment and services. You can download all the information on exhibitors, products, booth numbers and floor plans. The apps will help you to find the companies' locations at the show and plan your days on the show floor. You can create your own favorites' list with a swipe of your finger.

Additionally the apps will support you in organizing your personal conference agenda. With the new service you can browse through the detailed conference program and choose from all presentations on innovative developments, strategies and trends. You will have exclusive access to the abstracts of all the presentations. The apps are fast and convenient, and you can use them

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First-Time Exhibitors

INTRODUCING NEWCOMERS

★ **The majority of exhibitors at the American Coatings Show are "old stalwarts." But plenty of new companies and institutes sign up as well, seeking to take full advantage of the ACS' vast opportunities for making new contacts. We asked two first-time exhibitors about their expectations.**



Kaz Darehshori,
chemical distributor,
Aal Chem

"This is Aal Chem's first time as an exhibitor at the American Coatings Show.

We are excited about attending the show, not only to support our customers and their industry, but to showcase Aal Chem's product lines and the suppliers we represent. As our company continues to experience great amounts of growth, we hope to increase our exposure and to expand our business to new customers, as well as welcome the opportunity to partner with new suppliers.

We are very pleased about our booth. Our design incorporates the display of a car – a customized 1969 Chevrolet Camaro. The exterior was built using materials from our suppliers: epoxies and curing agents for the base, as well as UV absorbers, light stabilizers, isocyanates and pigments for the base and clear coat. It will really make our booth stand out."

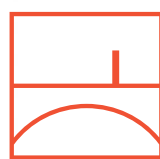


George N.
Moonen,
TQC B.V.

"We are a Dutch manufacturer of test- and laboratory equipment for the paint industry and will introduce our new U.S. office based in Lapeer, Michigan at the American Coatings Show.

As a strong European player TQC has been successfully exhibiting at the European Coating Show in Nuremberg, Germany for many years and is looking to strengthen its position in the U.S. market.

TQC USA will show its brand-new wet scrub tester and a range of new automatic film applicators. Beyond that, TQC will present its range of tests for the physical properties of paints such as adhesion, impact and scratch resistance, flexibility and hardness and a range of rotational viscosity meters, flow cups, grind gauges, etc."



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Coatings Technology

OFFERING AN EXTENSIVE SERIES OF TEXTBOOKS

★ Vincentz Network and the American Coatings Association have collaborated to make the world of coatings technology more accessible to you. With brand new titles and new editions of textbooks on coatings technology, we have a program that is designed for both specialists as well as newcomers to the field of coatings. A selection of available titles is presented below.

EUROPEAN COATINGS HANDBOOK

The 2nd edition of the handbook covers the entire spectrum of coatings formulation in a single volume. It contains a practice-related structure from chemistry to process engineering, from safety and health to quality control and regulatory issues necessary for today's manufacture and application of coatings. The handbook's topicality in all aspects of coatings composition, application methodology, quality assurance, environment and industrial health, and safety is highly useful.

Prof. Jamil Baghdachi: *"This book is a comprehensive and valuable reference source, since it discusses major areas such as raw materials and fundamental chemistries and properties, coatings*

technologies, characterization and testing, as well as health and safety issues. This book is highly recommended for both new entries and current personnel in coatings and paint industry and for those who need a comprehensive, easy-to-read reference work."

FUNCTIONAL COATINGS

Coatings are mainly applied on surfaces for decorative, protective, or functional purposes, but in most cases it is a combination of these. Functional coatings possess, besides the traditional properties of a coating, an additional functionality. This additional functionality may be diverse, and depend upon the actual application. Typical examples of functional coatings are easy-to-clean, self-cleaning,

anti-graffiti, anti-fingerprinting, anti-fouling, soft feel, antibacterial, anti-ice, anti-fogging etc. This book provides an overview on functional coatings and the principles on which they are based.

ANTICORROSIVE COATINGS

Consciously departing from physics-based corrosion literature, this volume presents one of the very few coatings-specific approaches. This book presents the latest insights into the quality and chemistry of anticorrosive surfaces, the

proper way to prepare them by conversion treatment, the function of resins and anticorrosion pigments in paints, and novel concepts in corrosion protection. As an added bonus, all the standards and directives mentioned in the text are grouped together in their own chapter for a better overview.



All books are available online at www.american-coatings-shop.com



We have something **Extreme** in the pipeline



DOW

Coating Materials

Registration



Venue

Indiana Convention Center
100 South Capitol Ave
Indianapolis, IN 46225
USA

Show Visitor Services and VISA

NuernbergMesse North America, Inc.
400 Interstate N. Parkway, SE Suite 710
Atlanta, GA 30339, USA
Anna Marie Roberts
T (770) 618-58 35
F (770) 618-58 31

www.american-coatings-show.com

Opening Hours:

May 8-9, 2012: 9:00 am - 5:00 pm
May 10, 2012: 9:00 am - 3:00 pm

Trade Show Ticket

Three-day ticket (on-site):\$50

Three-day ticket (pre-registration until May 4, 2012):\$35

All badges will be picked up on-site

Register now and save \$15:

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Hotel Reservation

Hotel accommodation is not included in the registration fees.
Reservations will be handled by our service partner, the AC Housing Bureau.
To secure your hotel of choice (see page 18) and to get the rates negotiated for attendees, please book online at:

www.american-coatings-show.com/accommodation

You may also e-mail to the AC Housing Bureau:
housing@visitindy.com, or fax F (317) 262 82 70



Register On-line:

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Fax, e-mail or mail registration form to: EPIC Registration
10900 Granite Street
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registration@epicreg.com

	Standard Fee	Reduced Fee *	University Members
Full Conference, May 7-9 (excl. Pre-Conference Tutorials)	\$799	\$729	\$399
Pre-Conference Tutorials	\$175	–	–

Two Day Pass – Choose One Combination:

May 7+8	\$579	\$519	\$289
May 8+9	\$579	\$519	\$289
May 7+9	\$519	\$469	\$259

Single Day Pass – Choose One:

May 7	\$349	\$309	\$179
May 8	\$409	\$399	\$209
May 9	\$349	\$309	\$179

* Discounts: Companies who are exhibitors at the American Coatings SHOW 2012 or members of the ACA will be given a 10% discount of the standard fee.

Fees Include:

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“The Technology is Available Today”

★ In the architectural and industrial segments, very low- to zero-VOC levels can be achieved for waterborne coatings, Joan Schuller, General Manager, Dow Coating Materials, North America Region, explains.

What are the latest trends in water-based coatings?

Joan Schuller: For the architectural segment, achieving higher-performance, lowering titanium dioxide loads due to market tightness, and the drive to zero-based VOC coatings are still major drivers that are pushing manufacturers to reformulate. The industrial segment is more conservative and has been slower to adopt waterborne technologies. But as they watch the technology improve, leading asset owners are making the switch, prompting others to realize that they don't have to sacrifice performance. So it's a slow shift but a steady one.

Will the shift away from solventborne systems go further, or is there a limit?

Joan Schuller: In the architectural segment today, you can achieve zero-VOC with waterbornes. With that, however, come other performance challenges, and formulators are working closely with their suppliers to achieve the right balance of

properties. Industrial waterbornes can also achieve very low, and in some cases, zero-VOC levels. So the technology is available today for architectural, and some segments of industrial, to move away from solventborne systems. When customers see the results of our exten-

sive testing, it often gives them the confidence to take the next step.

How much do current regulations influence R&D activities for WB coatings?

Joan Schuller: Helping customers meet regulations is always part of our R&D efforts. But our focus goes beyond that. Addressing customers' current formulation challenges is one key area. And we always work on solutions that address a market need they might not have thought about. Our hiding technologies, which facilitate the removal of generally 20–35 percent of the titanium dioxide



Joan Schuller,
Dow Coating
Materials

in their formulations, are one example. Our formaldehyde abatement technology, which removes formaldehyde from indoor environments, is another.

TIME FLIES



See Us At The
American Coatings Show
Booth 1733

SHAMROCK

www.shamrocktechnologies.com

Waterborne Systems SESSION 14 at the American Coatings CONFERENCE:

May 9,
9:00 am - noon

14.1 Self-Crosslinking Resins for
Waterborne Wood Finishes
Laura Vielhauer, The Dow Company

14.2 Innovative Protection for
Wooden Surfaces
Terri Carson, Alberdingk Boley

14.3 Molecular Defoaming Active
in Low-VOC Paint Defoamer
Design
John Mangano, BASF

14.4 Waterborne PSAs Based on
Soft and Hydrophobic Vinyl
Esters
*Francois Simal, Momentive Specialty
Chemicals*

14.5 Improving the Water Resis-
tance of Waterborne Coatings
Steffen Pilotek, Buhler

14.6 Dispersing Agents for Trans-
parent Pigments in WB and
HS Applications
Steffen Onclin, BASF

“Biggest Issue is Operator Influence”

PEOPLE AND MACHINES INFLUENCE PRODUCTS

★ Although automation is widespread, the final click is still up to the operator. This means that people still have the power to influence a production machine, which also directly influences the product, states Stephen Miranda of Netzsch Premier Technologies, LLC.



Stephen Miranda,
Netzsch Premier
Technologies,
LLC.

What are the greatest impacts production machines have on the performance of a product and what problems can occur?

Stephen Miranda: Reliability and repeatability – automation of the process

reduces batch variability, ensuring consistent product quality. We have acquired considerable expertise in process automation from our extensive supply to the pharmaceutical market. In the coatings area, one of the biggest issues we see is operator influence. One operator runs a batch at his or her perceived conditions; another operator runs a batch differently. Automating or at least having a standard set of operating parameters that can be monitored for each batch removes the variability in the production time and degree of dispersion achieved. Our standard control system measures the energy input parameters, pump and mill shaft speeds, temperatures and pres-



Production machines are operated by people influencing the product.

ures. This data can be downloaded into a spreadsheet for historical reference on how each batch was made. It can be used to identify trends in areas such as media wear, processing of the batch at high temperatures and variability in the energy input, which controls the degree of dispersion.

To what extent can modern production lines support an environmental approach and how much effort is needed to update/modernize older machines?

Stephen Miranda: Most coatings manufacturers are aware of their environmental responsibilities with respect to factory emissions and have taken steps to reduce emissions. The main problem area we see is that small batch production is still done in open tanks. Simple lids for these tanks are relatively inexpensive and easy to retrofit to existing dispersers. It is still common to see horizontal mills running with one open tank into another open tank. Because the quality and consistency of raw materials for coatings are more or less reliable, the dispersion process for most coatings is relatively “easy to grind.” Therefore, for small batches, basket mills or immersion mills, etc., are very environmentally friendly because the entire process is or can be enclosed and even purged with inert gas if desired. With our control system, we can run the PSM Basket Mill by means of a temperature control set point, which increases and decreases shaft speeds based on a target set point. With a lid, jacketed tank or even just a 55 gallon form, the temperature of the batch is controlled, which reduces solvent vaporization.

The Who's Who Exhibits

THE AMERICAN COATINGS SHOW 2012: THE HOT SPOT FOR THE COATINGS WORLD

★ The number of exhibitors already registered for the most important North American coatings show attests to the fact that Indianapolis is the place to be. To date, 221 exhibitors from 17 countries have registered to showcase their

new products and technologies at the Convention Center in Indianapolis. The American Coating Show 2012 will take place from Tuesday, May 8, through Thursday, May 10, 2012.

3M Energy+Advanced Material USA, Aakash Chemical USA, Aal Chem USA, Aceto Corporation USA, Acme-Hardesty USA, ACT Test Panels USA, AGC Chemicals Americas USA, Air Products USA, Akzo Nobel Functional Chemicals USA, Alberdingk Boley USA, Alnor Oil Company USA, American Coatings Association USA, Anton Paar USA, Arch Chemicals USA, Arizona Instruments LLC USA, Arkema USA, Arya Chem Canada, Ashland Specialty Ingredients USA, Baker Hughes USA, BASF USA, Bayer Material Science USA, Beijing Ranger Chemical China, Benda – Lutz USA, Borica Taiwan, Boulder Imaging USA, Brenntag North America USA, Brenntag Specialties USA, Brookfield Engineering, USA, Brüggeman Chemical US USA, Buckman USA, Buhler USA, Buhler (Nanotechnology) USA, Burgess Pigment USA, Bway Corporation USA, Byk Gardner USA, Byk USA, Cabot Corporation USA, Cargill USA, CAS-Mi Laboratories USA, CCPIT Sub-Council of Chemical Industry USA, Celanese USA, Chemguard Inc. USA, Chemical Marketing Concepts USA, Chemtura Baxenden England, Clariant USA, Cleveland Steel Container USA, Coatex USA, Coatings Research Group USA, Color Guild USA, CPS Color Equipment USA, Cristal Global USA, Croda USA, Custom Milling & Consulting USA, Cytec Industries USA, Datacolor USA, DeFelsko Corporation USA, Deurex Germany, Dow Chemical Company USA, Dr. Paul Lohmann USA, DSM Coating Resins USA, Dura Chemicals USA, Eastman Chemical Company USA, Ebonex Corporation USA, Eckart Germany, Eiger Machinery USA, Elemental Container USA, Elementis Specialties USA, Emco Chemical Distributors USA, EMD Chemicals USA, Emerald Performance Materials USA, EP Minerals USA, EPS-Materials USA, Essential Industries USA, Ethox USA, Everlight USA, Evonik Germany, Eye Lighting Applied Optix USA, Fenchem China, Fischer Technology USA, Flacktek USA, Fly Chemical/ Focus Pigment Canada, Formulator & Colortec Software USA, Fuji Silysia Chemical USA, G.J. Chemical USA, GDB International USA, GEO Specialty Chemical USA, Grace Davison USA, GSI Exim America USA, GTI Graphic Technology USA, Guild CPO USA, Halox USA, Hero Canada, Heucotech LTD/ Heubach USA, Hockmeyer Equipment Group USA, Hoffman Mineral Germany, Huber Engineered Materials USA, Huntsman USA, Hybrid Coating Technologies USA, Hydrite USA, Imerys USA, Innovadex USA, J Color Chemicals China, Janssen PMP USA, Jeco Pigment USA, Jiangsu Multicolor Fine China, Jiangsu Sanmu Group China, Jiangsu Yuxing Industry & Trade China, Jyoti Ceramic Ind. pVT India, Kamin USA, Kärtner Montanindustrie Austria, Kemiteks Turkey, Kenrich Petrochemicals USA, Keystone Aniline USA, King Brother Chem China, King Industries USA, King's Ceramics & Chemicals China, Kish Company USA, Kowa American Corp USA, Kraton Polymers USA, Kronos Worldwide Germany, Kukdo Chemical Co. Korea, KW Container USA, Kyowa USA, Labman Automation United Kingdom, Langgutth America Canada, Lanxess Corporation USA, Letica Corporation USA, Lubrizol USA, Marimex America USA, Marubeni Specialty Chemicals USA, Michelman USA, Micro Powders USA, Ming Hui Chemical (WUXI) China, Missouri University of Science & Technology Coatings Institute USA, Momentive USA, Multiquimica USA, Munzing USA, Myers Engineering Inc. USA, Nagase American Corporation USA, NanoBiomatters Spain, Nanophase Technologies Corporation USA, Netzsch Instruments North America USA, Netzsch Premier Technologies USA, Nexeo Solutions (Ashland Distribution) USA, Nichem USA, Nobel NC Scotland, Norman Hazmat USA, Northpak Container Corp USA, Nubiola USA, Nuplex Resins USA, NürnbergMesse China, Nyco Minerals USA, OMG Americas USA, Omnova Solutions (Formerly Eliokem) USA, Omya Inc. USA, OPC Polymers USA, Orion Engineered Carbons USA, Paint Pac USA, Pan Technology USA, Patcham USA, Paul N. Gardner USA, Phibrochem USA, Pidilite Industries (India) USA, Piedmont Chemical USA, Piedmont Society for Coatings Technology USA, Pittsburgh Society for Coatings Technology USA, Polygel Industries India, Poly-Resyn USA, Polystar USA, Poraver North America USA, Potters Industries USA, Qingdao Sanhuan Colorchem China, Q-Lab Corporation USA, QuickBlades USA, R.E. Carroll USA, Ranbar Electrical Materials USA, Reaxis USA, Red Devil Equipment USA, Reichhold Inc. USA, Resinall Europe Belgium, Rhein Chemie USA, Rhodia USA, Rishichem Distributors India, Rockwood USA, Sandream Enterprises USA, Santint USA, Sartomer Company USA, Sasol Olefins Germany, Schlenk Metallic Pigments Germany, Sensient Industrial Colors USA, Shamrock Technologies USA, Smart Choice Fire Protection Canada, Southern Society for Coatings Technology USA, Specialty Chemical Sales USA, Specialty Polymers USA, Spencer Strainer System USA, Stahl USA, State Mix Canada, Sudarshan North America USA, Synox Pigments USA, Synthesia Czech Republik, Taminco USA, Tayca Corporation Japan, The Shepherd Color Company USA, Thor Specialties USA, TQC The Netherlands, TRInternational USA, Troy Corporation USA, U.S. Silica USA, Unimin Corporation USA, United Mineral & Chemical USA, United Soybean Board USA, Univar USA, Van Horn, Metz & Company USA, Vertellus Specialties USA, Vincentz Network Germany, VMA-Getzmann Germany, Wacker Chemical USA, Worlee-Chemie Germany, X-Rite/Pantone USA, Zhejiang Coloray Technology Development China

For the latest update of the exhibitors list, please visit www.american-coatings.show.com.

Driving Coatings Research

COMPANIES AND ORGANIZATIONS CONTRIBUTING TO THE AMERICAN COATINGS CONFERENCE

★ The American Coatings CONFERENCE will get started on May 7, 2012 in the Indiana Convention Center, Indianapolis. The three-day event offers attendees a program full of different events. About 200 papers were submitted, and 96 of them were chosen as top-quality contributions to the discussion. The conference is divided into sixteen theme-based sessions, each focusing on the new developments in the

coatings industry. The hot topics driving coatings research today will be presented and discussed, including raw materials research, development of environmentally friendly coatings systems, new coatings technologies and applications, and more. The following 73 companies and research institutions will contribute to the conference and create a platform to share innovations in both the industry and academia.

AGC Chemicals Americas
Air Products and Chemicals
Akzo Nobel Functional Chemicals
Alberdingk Boley
Arch Chemicals
Arkema
Ashland Speciality Ingredients
BASF
Bayer MaterialScience
Becker Industrial Coatings
Boston University
Buhler
Byk USA
California Polytechnic State University
Cardolite
Chungnam National University
Croda Industrial Specialties
Cytec Industries

DIC Corporation
Dow Coating Materials
Dow Microbial Control
DSM Coating Resins
DuPont Company
DuPont Titanium Technologies
Eastern Michigan University
Eastman Chemical Company
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Ethox Chemicals
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Harvard University
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Kegel
King Industries
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Missouri University of Science and Technology
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Sartomer USA
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★ When you land in Indianapolis, the first thing you'll notice is the airport. Indianapolis International Airport was recently rated #1 – on everything from security to baggage claim – by travelers in a J.D. Power & Associates poll.

One of the most positive features of Indianapolis International Airport is that it is surrounded by some of the city's premier hotels. There is a wide variety of hotels to suit everyone. The west side of Indianapolis, only minutes from the new Weir Cook International Terminal, features several clusters of hotels. The Indiana Convention Center is just 15 minutes away from the airport.

minutes, seven days per week, from 5 am to 9 pm.

INDIANA CONVENTION CENTER

Opening in 1972 as the Indiana Convention-Exposition Center, four major expansions of the Indiana Convention Center steadily increased the amount of exhibit space from the original three ex-



Connected: 12 hotels and 4,700 rooms are linked to the Indiana Convention Center, Lucas Oil Stadium and Circle Centre mall via skywalks.

AIRPORT & ARTS

The \$1.1 billion Indianapolis International Airport opened on November 12, 2008. The terminal building is 1.2 million square feet, with 500 feet of terminal frontage on a 1000 foot, two-level drive.

The terminal features nearly \$4 million in original art created by 15 artists, many of whom have Hoosier ties. The art represents an array of artistic forms and mediums. Abstract glass murals featuring original poetry written by Indiana authors to evoke thoughts of travel, flying, home, and Indiana history are featured in each concourse.

PUBLIC TRANSPORTATION

IndyGo's Fixed Route consists of 31 routes serving Marion County. The hub and spoke design brings most of the routes into the downtown area from outlying areas of Indianapolis.

Among other options for public transport is the Green Line Downtown/Airport Express route, giving you a quick and convenient way to get to and from the Indianapolis International Airport and Downtown. For \$7 per trip, you can let IndyGo do the driving for you. Board the bus at one of 17 downtown locations, including the Convention Center on Maryland Street. The Green Line runs every 20

hibit halls with a total of 123,000 square feet up to the current eleven halls with 566,600 square feet of contiguous exhibit space, ranging from 36,300 square feet to 88,900 square feet each. The last expansion, completed in January 2011, added 254,000 square feet of exhibit space, 63,000 square feet of meeting rooms and 103,000 square feet of pre-function and registration space.

WELL ACCOMMODATED

One of the reasons Indianapolis was chosen as the new home of the American



Source: Indianapolis Airport Authority (IAA)

Coatings SHOW and CONFERENCE 2012 is its convenient access to sleeping room accommodations. Most of the hotels chosen within the hotel block are connected to the Indiana Convention Center by climate-controlled skywalks.

The AC Housing Bureau is exclusively handling all accommodations for the visitors of the American Coatings SHOW 2012. In addition to our host hotels, the Indianapolis Marriott Downtown and the Westin Indianapolis, there are a number of other hotels contracted as convention hotels:

Indianapolis Marriott Downtown:	\$205
The Westin Indianapolis :	\$199
Hilton Indianapolis:	\$158
Conrad Indianapolis:	\$225
Hyatt Regency Indianapolis:	\$189
Omni Severin Hotel:	\$169
JW Marriott Indianapolis:	\$215
Fairfield Inn &	
Suites Indianapolis Downtown.:	\$169
Courtyard Marriott Downtown:	\$179
SpringHill Suites Indianapolis:	\$179

Only registered visitors are eligible to make room reservations at one of the convention hotels for ACS 2012. Registered visitors may make online reservations at the Indy Housing Bureau using their assigned housing code provided in their visitor registration confirmation e-mail. If you have not yet registered for the show, please go to

<https://www.tradeshowregistrar.com/regsystem18/?event=ACS2012>

Important information:

Exhibitors: For blocks of 15 or more rooms, please call the AC Housing Bureau at (317)262.8208.

Visitors: For blocks of 5 or more rooms, please call the AC Housing Bureau at (317)262.8208.

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Email: housing@visitindy.com

Masthead

American Coatings SHOW 2012 PREVIEW

Vincentz Network (VN)
2885 Sandford Ave SW #15817
Grandville, MI 49418
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American Coatings Association (ACA)
1500 Rhode Island Ave., NW
Washington, DC 20005-5597
www.paint.org



Editorial Contacts:

Sonja Schulte (VN)
T +49 (511) 9910-216
sonja.schulte@vincentz.net

Lisa Román (ACA)
T (202) 462-6272
lroman@paint.org

Layout and Production:

Birgit Seesing (Responsible)
T +49 (511) 9910-266

Sales:

Anette Pennartz (Director)
T +49 (511) 9910-240
anette.pennartz@vincentz.net

Printer:

Sport Graphics
3423 Park Davis Circle
Indianapolis, IN 46235, USA
(317) 899-7000
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Indy's central location makes it an easy and affordable destination.

Photos (2) courtesy of: Indianapolis Convention & Visitors Association, visitIndy.com

Having a Good Time in Indy

INDIANAPOLIS HAS A LITTLE SOMETHING FOR EVERYONE

★ **The size of Indianapolis, IN, is just right. It's big enough to offer all the choices, diversions, and amenities one expects in a big city, yet small enough to make getting around manageable, while maintaining a sense of home and community.**

The city's population of 839,489 makes Indianapolis the thirteenth largest city in the United States, and it is by-far one of our country's most livable big cities. Visitors are drawn from all over the globe to enjoy top-notch professional sports venues, a thriving convention industry and numerous cultural attractions.

Indy, The Circle City, Crossroads of America, The Racing Capital of the World, Amateur Sports Capital of the World: Indianapolis' many nicknames are an indication of just how much the city has to offer visitors. Is it the right place to be for sports enthusiasts. History, racing, good old Hoosier hospitality and sports are just a few reasons to visit Indianapolis.

A SPORTS MECCA

The city is home to the legendary Indianapolis 500 and the Indianapolis Motor Speedway and Hall Of Fame Museum, where you can tour the famous track (try to reserve tickets if there is a race in town) or visit the museum dedicated to automobiles and auto racing.

Apart from motor sports, Indy offers ample opportunities to view professional and amateur sporting events, take part in athletic events and visit sports museums. Those who are looking to get in on some

of the action should head to SportZone, which features six acres of indoor athletic facilities the whole family will enjoy.

A LOT TO SEE IN INDY

Those less interested in sports, or with kids in tow, can still find tons to do in and around the city. History, art and other cultural attractions abound. Visit the Children's Museum – which is the largest children's museum in the world – or check out the zoo. Stroll along cobblestone streets past 19th-century buildings in the Lockerbie Square District or visit any number of historic landmarks. Known as the "Crossroads of America," more interstate highways bisect Indianapolis than any other city in the country, making it an exciting and easily accessible destination.

The Indianapolis Cultural Districts are the spice of the city, balancing the modern and the classic. The six official Indianapolis cultural districts are: Mass Ave, Indiana Avenue, Fountain Square, Canal and White River State Park, Broad Ripple Village and the Wholesale District. Each one delivers something different, and new. You'll get a sense of history from some, while others take you into the future of this great city.

VIVID NIGHTLIFE SCENE

Whether you're looking to have a nice get-together with a few friends, or you want a night out on the town with thousands, Indianapolis offers some of the finest nightlife in the country. Downtown

Indianapolis offers club after club and a myriad of great Indianapolis bars to choose from, while Broad Ripple Village is a centralized hotbed of bars and dance clubs that make for unforgettable nights. If you're not into the club scene, you can

still have fun playing pool, bowling, video games, and much more at great places like Jillian's downtown.

Looking to do something special with your significant other? Get romantic and enjoy a horse-drawn carriage ride downtown around Monument Circle. Indy's nightlife is alive and well.

More information on Indy's hottest spots
www.visitindy.com
www.indy.gov
www.indianapolis.com



Source: Indianapolis Convention & Visitors Association, visitIndy.com

Indianapolis' Canal Walk serves the downtown community as a waterside promenade for walkers, runners, bikers and sightseers.

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