

# SHOW PREVIEW

## SUR/FIN connects with Cleveland

The premier event for the surface finishing industry to connect, collaborate, and contribute is headed to Ohio.

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Leaders, manufacturers, and professionals in the surface finishing industry will convene in Cleveland this summer to learn and share information on how to streamline technology, enhance systems, and remain compliant. The 2018 SUR/FIN Manufacturing & Technology Trade Show & Conference will be held June 4-6 at the Huntington Convention Center in Cleveland, Ohio.

Sponsored by the National Association for Surface Finishing (NASF), SUR/FIN is a manufacturing and technology event that connects hundreds of surface finishing professionals to the industry's best business opportunities, latest innovations, and most influential leaders. Whether you're looking to strengthen your network and grow your business or if you're

simply looking to learn something new, you'll find what you're looking for at SUR/FIN 2018.

This event is the only tradeshow and conference sponsored by the NASF, the industry's leading organization for surface technology, making it your premier resource for keeping up and getting ahead. Staying abreast of advancements in research, design and manufacturing is critical as the surface finishing industry evolves. This show offers 3 days of valuable networking, in-depth conference sessions, and direct access to leading suppliers.

### Education

The educational conference is the finishing industry's largest technical resource. In-depth sessions on complex processes and advanced technologies

will give you a broader understanding of the ever-challenging regulatory landscape. These informative sessions will cover everything from public policy to technology standards, leaving you equipped with the knowledge you need to help build and sustain your business.

Session topics will focus on aerospace and defense, functional and decorative automotive, industry advances, light material finishing, research and electronics sustainability, tech responses to regulations, improving productivity and efficiency, waste management and environmental issues, and surface modifications and surface treatments.

There will be two keynote sessions. One given by Darrick Gula, Bolta, on Monday and one given by Matt Un-

derwood, play-by-play announcer for the Cleveland Browns, on Tuesday. Other highlights include a Blum lecture, ZVO session, and top shops and 40 under 40 programs.

### Exhibition

The exhibition boasts more than 180 exhibitors featuring the top product and service developments in every facet of surface technology. The show floor offers you the opportunity to connect directly with the world's most qualified suppliers under one roof. They know the industry, understand your objectives, and are ready to help you develop profitable solutions for your business. A complete list of exhibitors is available on the show website.

Make sure to attend the NASF Pavilion and the NASF Boot Camp, which provide a focus on new technology initiatives, industry growth opportunities, and regulatory updates.

### Special events

Several additional events will be held at the show, including complimentary receptions and lunches as well as the NASF annual meeting.

The NASF awards ceremony will be held on Tuesday morning. Once again, NASF will recognize strong leaders who have selflessly dedicated their time and resources to the surface finishing industry. These honorees work to further the association on both the local and national stages so the next generation of professionals have even greater support and opportunities.

NASF will recognize a number of well-deserving individuals to receive the following awards: the Award of Merit for outstanding service of a local and/or national nature; the prestigious Taormina Award given to an individual who has performed outstanding service to the finishing industry; the August P. Munning Award given to a supplier member who has significantly contributed to the future well-being of the association and exemplifies the traits of the award's namesake; the Scientific Achievement Award to recognize a person who has contributed to the advancement of the theory and practice

of electroplating, metal finishing, and the allied arts; and the Presidential Award to a member who is actively participating on the national level and going above and beyond the capacity of most.

Don't miss the SUR/FIN 2018 Industry Night event on Tuesday night at the Rock and Roll Hall of Fame. There will be food, fun, and entertainment,

including a chance to join the band onstage at a world-famous rock venue. Tickets are \$75 and include drink tickets, food, and access to all Rock Hall exhibits and entertainment. **PC**



### More info

**Location.** SUR/FIN 2018 will be held at the Huntington Convention Center, 300 Lakeside Ave. E, Cleveland, OH 44113. The center is about 16 miles from the Cleveland Hopkins International Airport. A bustling economic area in the heart of the Midwest, Cleveland is the third largest manufacturing state in the US and is near many high production cities.

**Hotel.** The official show hotels are the Hilton Cleveland Downtown and the Westin Cleveland Downtown. Negotiated rates of \$179 per night are available at either hotel until May 11. Reservations can be made through the show's website by clicking on the Travel tab.

**Show hours.** 5:00 p.m. to 7:00 p.m. on Monday, June 4; 10:00 a.m. to 5:00 p.m. on Tuesday, June 5; 9:00 a.m. to 3:00 p.m. on Wednesday, June 6.

**Registration.** Registration is available on the show's website by clicking on the Registration tab. If purchased in advance, full conference registration is \$475 for NASF members or \$625 for nonmembers. If purchased onsite, the full conference is \$625 for NASF members or \$725 for nonmembers. One-day only and exhibit hall only registration options are also available for lesser fees.

**Contact.** For more info, contact Cheryl Clark of NASF at 302/436-5616 or [cclark@nasf.org](mailto:cclark@nasf.org) or [surfin@mapyourshow.com](mailto:surfin@mapyourshow.com). The official show website is [www.nasfsurfin.com](http://www.nasfsurfin.com).