

COATING SOCIETY OF THE HOUSTON AREA

Trade Show 2026 –Exhibitor Information

Thursday April 9, 2026

Campbell Hall of the Pasadena Convention Center
7600 Red Bluff, Pasadena Texas 77507

Admission Age 18+

Thank you to everyone for making last year's show a success! To secure your 2026 exhibitor registration, please fill out and submit the attached online Google Form <https://forms.gle/cEnwYPvVJez66dyX8> as soon as possible. **We ask all Exhibitors to please read through this information packet in its entirety, as some information has changed.**

In addition to the traditional Trade Show, we will have an Outdoor Showcase that will work in conjunction with our Technical Program.

You don't want to miss this opportunity to showcase your latest and greatest!

Platinum Package Deal	(8'x10'Booth, Platinum, Ad, 4 meal tickets, Recognition)	\$1500 (\$420 discount)
Double Platinum Package Deal	(8'x20'Booth, Platinum, Ad, 6 meal tickets, Recognition)	\$2250
Gold Package Deal	(8'x10'Booth, 4 meal tickets, Recognition)	\$1250
Booth only Package	8'x10"	\$800
Digital Program Ad	(if purchased separately)	\$250.00
Single Person Meal Ticket		\$30.00

Small Outdoor	10'×10'**	\$600 (\$300 with Platinum Exhibitor)
Large Demo Space	10'×20'**	\$1,200
Jumbo Demo Space	20'×20' or 10' X 40**	\$1,750

HOW TO REGISTER: Simply fill out the google doc form link that is attached and hit submit. <https://forms.gle/cEnwYPvVJez66dyX8> Your responses will be recorded, and an invoice will be sent. If you need help you can contact Bill Goulette wgoulette@gmail.com 281-686-3093.

EXHIBITOR PACKAGES AVAILABLE:

- **Platinum 8x20 Exhibitor Package:** (VERY LIMITED and based on availability; should we not be able to accommodate on 2 spaces, you will automatically be switched to the Platinum 8x10 Exhibitor Package) includes 8×20 booth that will come with 2 draped tables and 4 chairs, a full-page ad in the Trade Show Program, 6 meal tickets, priority booth selection in prime booth locations, a “Thank You” plaque, and recognition on the Platinum Exhibitor Banner. **\$2,250**
- **Platinum 8x10 Exhibitor Package:** includes 8×10 booth with a draped table and 2 chairs, a full-page ad in the Trade Show Program, 4 meal tickets, priority booth selection in prime booth locations, a “Thank You” plaque, and recognition on the Platinum Exhibitor Banner. **\$1,500**
- **Gold 8x10 Exhibitor Package:** includes 8×10 booth with a draped table and 2 chairs, 2 meal tickets, and priority booth selection not in prime location. **\$1,250**
- **Booth Only Exhibitor Package:** includes 8×10 booth with a draped table and 2 chairs. **\$800**

All exhibitors will be recognized in the Trade Show Program.

BOOTH SELECTION PROCESS:

Sponsoring Exhibitors will have first priority on booth location. Platinum Exhibitors returning from the previous year will have the next priority choice, then Platinum Exhibitors, Gold, and so on. All exhibitors who are paid in full prior to the **January 31, 2026**, deadline will get an email with their confirmation of booth location. Any exhibitors that would like to change their booth

location may submit an email request after **March 15, 2026**; booth changes are subject to availability, and we will do our best to accommodate your request (no guarantees).

BOOTH DESCRIPTION/LOGISTICS:

8'(depth)x 10' (width) booth with draped table and 2 chairs will be provided. Double booths (8'X20') are occasionally available.

- For additional services, the exhibitor should make special fixture handling (freight), and additional booth furnishing arrangements (carpeting, directors chairs, etc.) directly with the tradeshow decorating company - **The Phoenix Design Group**. The 2026 staging brochure from The Phoenix Design Group is attached for your convenience.
- Please refer to the floor plan map in your exhibitor packet that you will receive at check in for your final booth location.
- **Household electricity (110v)** will be available to all indoor booths with no additional charge (sufficient for standard lighting, powering laptops, TV's, etc.).

MEAL TICKETS:

As many know, the CSHA Trade Show is known for having a **Crawfish and Shrimp Boil**, the additions (sausage, potatoes, and corn), and **jambalaya**. This is a great time to unwind to live music, network with industry peers and potential customers, enjoy a great meal, and cold beverages. Additional crawfish meal tickets may be purchased for **\$30**.

PROGRAM ADS:

Moving forward, we will have a **digital program** that is accessible online and will be online for the duration of the calendar year. Ads are **full page** and must be color, 8.5" x 11" **no bleed**. You must provide your ad in a **high-resolution PDF file**. Please submit your ad to Pete Mitchell Pete.Mitchell@gmagarnet.com by **March 15, 2026**. We will send an email to confirm your ad was received. If your ad has not been received by this date, and we have your ad from last year, we will use that one.

OUTDOOR TECHNICAL SHOWCASE:

The Technical Showcase will be placed **outside of Campbell Hall** and open to all Trade Show attendees. It gives companies a variety of spaces to showcase their latest and greatest industry equipment (maintenance, repair, novel application methods, etc.). Spaces are limited, and **electrical utilities are not guaranteed**. For more information, please contact **Josh Gray**: Josh@elcometerusa.com

- Small 10'x10'S pace **\$600** (\$300 with Platinum Exhibitor Package)
- Large 10'x20' Space **\$1,200**
- Jumbo 20'x20' or 10'x40'Space **\$1,750**

PAYMENT OPTIONS:

Once you complete your online registration form, an invoice will be sent to you via the CSHA's **PayPal** account. Payments must be received to the CSHA Tradeshow by **January 31, 2026** for "First Right of Refusal" (last year's exhibitors) and **March 15, 2026** for all others.

- **Credit Card via PayPal:** Please look for an email from service@paypal.com for the invoice, which will also contain a secure link for credit card payments via PayPal.
- **Check:** Please email wgoulette@gmail.com if you are planning to pay by check so that we know to expect it and can immediately secure your booth space. Make checks payable to **Coating Society of the Houston Area** and enclose a printout of your online registration form printed. Please note that we are not responsible for any checks that are NOT sent to the following address.
 - **Mail Check via USPS to:** The Coating Society of the Houston Area Attn: Tradeshow
2026, PO Box 5448 Houston, Tx 77262

ACTIVITY/SCHEDULE:

- **Move in/Set up:** Move in will be no earlier than **7:30AM** and should be completed by **10:00AM** on April 9, 2026. Complimentary donuts will be provided.
- The Tradeshow will start at **11:00AM** on Thursday - April 9, 2026
- Door Prizes will be awarded from the main stage beginning at **1:00PM**.
- Outdoor Technical Demonstrations are open from **11:00AM - 5:00PM** (Live Demos will be from **2:00PM – 4:00PM**)
- Technical Program is from **2:00PM - 3:00PM**
- End User Reception is from **3:00PM - 4:00PM**
- Crawfish Meal will be served from **5:00 - 7:00PM**
- Entertainment will be from **5:00PM - 7:00PM**
- Painter's Competition Awards will begin at approximately **6:00PM**

MOVE OUT:

Move out after the show should not be earlier than **7:00PM** on April 9, 2026. Upon Special Request, move out is also available from **9:30-11:00AM on Friday April 10, 2026** ; however, building security will only be provided the day of the show. CSHA will not be responsible for loss

of, or damage to exhibit materials. In an effort to minimize trash left behind by exhibitors, the CSHA is implementing a **\$100 clean up fee** if any items/trash are remaining in a booth once it's been vacated. We work very hard to ensure that there are plenty of trash cans placed around the tradeshow floor and intend for them to be utilized by all patrons.

TECHNICAL PROGRAM AND END USER RECEPTION:

Our technical program is scheduled for **2:00PM - 3:00PM**. Watch your emails for more details. Come by the end-user Reception (**3:00PM - 4:00PM**) and take advantage of the opportunity to network with other like-minded individuals in our industry, equipment owners, and end user representatives. **Thomas Crenshaw and Josh Escareno** from Sherwin-Williams deliver a thought invoking discussion on **“The benefits of thermal insulative coatings for both commodity temperature control and personal protection”** emceed by **Nevin Robinson**

DOOR PRIZES:

All exhibitors are asked to provide at least one door prize item (typically a **\$75-100 value**) to be awarded by ticket lottery from the main stage. This is not mandatory but it is encouraged because it assists in higher attendance and promotes attendee participation. Typical door prizes include coolers, grills, fishing poles, gift cards, (of course, physical door prizes have greater visibility than gift cards), etc.

CONTACTS AND OTHER INFORMATION:

If you have any questions, please feel free to reach out to any CSHA Tradeshow Representative listed in your email.

- Tradeshow Chair - **Michael Stelmach** | michael.stelmach@carboline.com | Cell: 713-301-8824
- Tradeshow Co-Chair – **Jeff Bogran** | Jeffbogran@gmail.com | 713-444-3415
- Tradeshow Co-Chair – **Bill Goulette** | wgoulette@gmail.com | 281-686-3093
- Tradeshow Co-Chair -Technical Showcase - **Josh Gray** | Josh@elcometerusa.com | 281-728-2947
- Tradeshow Co-Chair - Program Brochure Ads: **Pete Mitchell** | Pete.Mitchell@gmagarnet.com | 713-301-0354

CSHA TRADE SHOW TERMS AND CONDITIONS:

Payment Due Date:

Payment is due **30 days before the event**. If no payment is received by that time, the booth space will be **forfeited** and eligible to be resold.

Refunds:

- Greater than 30 days before the event: **95%**
- 15-30 days before the event: **50%**
- Cancellation 14 days or less before the event is **eligible for refund**.

Booth Placement:

Exhibition booth assignment is at the discretion of the CSHA Tradeshow Team. The rough guidelines for booth placement follow this hierarchy:

1. Returning Platinum Exhibitors that are also **Sponsors** will have first priority on booth location.
2. Previous years Platinum exhibitors have **first right to claim the same booth location**.
3. The minimum registration for booths around the stage and the food service area are reserved for **platinum exhibitor levels** per each booth.
4. Platinum exhibitors will have priority in selecting open booths then Gold Exhibitors, and so on.
5. Some considerations for booth placement due in part to **past years participation** in the tradeshow.
6. The level of support for the other CSHA events will also be considered.
7. Every effort is made to keep **competitors separated** from each other on the floor plan; however cannot be guaranteed.

If you have any questions, please contact the Tradeshow Chair (Michael Stelmach) or Co-Chairs (Josh Gray, Jeff Bogran and Bill Goulette).