

HEAT TREAT

OCTOBER 21-23, 2025
DETROIT, MICHIGAN | HUNTINGTON PLACE
heattreatevent.org

EXHIBITOR PROSPECTUS
EXHIBIT TODAY!

CO-LOCATED WITH:



INTERNATIONAL MATERIALS,
APPLICATIONS & TECHNOLOGIES
2025

**INTERNATIONAL CONFERENCE
ON RESIDUAL STRESS**

ORGANIZED BY:



WHY DETROIT?

TECHNOLOGY

The Detroit region is the epicenter of the global automotive industry and home to other high-tech industries, including defense, logistics, health care, and information technology, with a highly skilled workforce, cutting-edge research and development facilities, and top-notch institutions of higher education.

FAST FACT: 2nd largest concentration of engineering talent and the most industrial and commercial designers in the U.S.

AUTOMOBILE CAPITAL OF THE WORLD

Detroit is home to the densest automotive and mobility supply chain in the world. Leaders in the global automobile industry, position the Detroit region and Michigan as the global automotive headquarters. Michigan is also home to a world-class network of suppliers with 96 out of 100 top suppliers having a presence or headquarters in the state.

FAST FACT: \$13.2 Billion in Automotive Research & Design conducted annually in Michigan

BUSINESS CLIMATE

Detroit is rated as one of the top 10 cities for economic growth potential and the region is home to 10 of Michigan's 19 Fortune 500 companies.

FAST FACT: 26 OEM Passenger & Commercial Vehicle Manufacturers in Michigan *Source: Detroit Regional Partnership

FACE-TO-FACE WORKS!

ARE YOU READY TO SEE YOUR CUSTOMERS IN 2025?

If you sell or provide the following, you need to exhibit at Heat Treat and IMAT 2025!

- Additive Manufacturing
- Brazing
- Casting
- Ceramics
- Characterization, Quantification, and Analysis of Materials
- Coatings
- Commercial Heat Treating Services
- Core Metals, Alloys, and Materials Topics
- Digital Materials, Definition, and Informatics
- Emerging Materials Technologies
- Engineering Applications and Related Interests
- Forging
- Furnaces
- Heat Processing Atmospheres and Generators
- Heat Processing Auxiliary Equipment and Sales
- Heat Processing Auxiliary Equipment and Supplies
- Heat Processing Compounds and Solutions
- Heat Treat Process Controls and Instrumentation
- Machining and Metal Cutting Equipment
- Materials and Processes for Automation
- Materials Testing / Characterization Equipment and Supplies
- Medical / Biomaterials
- Metal Forming Equipment
- Metals and Alloys
- Modeling Processes
- Nonferrous Metals
- Plastics
- Processes
- Publications (Journals, Business Magazines)
- Refractories / Furnace Insulation
- Rolling
- Renewable and Unconventional Energy
- Stamping / Shaping
- Surface Treating / Coating Equipment
- Sustainability
- Thermal Spray
- Trade Associations / Professional Societies
- Vacuum Equipment
- Welding and Joining Equipment

95%

SAY FACE-TO-FACE MEETINGS
ARE ESSENTIAL FOR LONG-TERM
BUSINESS RELATIONSHIPS

75%

PREFER IN-PERSON
CONFERENCES BECAUSE
THEY LEAD TO MORE SOCIAL
INTERACTIONS AND THE
ABILITY TO BOND WITH
COWORKERS / CLIENTS

2023 HEAT TREAT EXHIBITORS INCLUDED:

- Across USA
- AFC Holcroft
- AFFRI, Inc.
- Air Products and Chemicals, Inc.
- Airflow Sciences Corporation
- Ajax TOCCO
- Alcon Industries, INC.
- ALD Vacuum Technologies North America, Inc.
- Allegheny Alloy, Inc.
- Alloy Engineering
- AMERICARB Inc
- B4C Technologies
- BASF Temperature Sensing
- Bluewater Thermal Solutions
- Bodycote
- BOINSA DE MEXICO
- C3 Data, LLC
- Calor Makine Sanayi Ticaret A.Ş.
- Can-Eng Furnaces International Ltd.
- Carbon Composites
- Cast Alloy Products
- CCEWOOL Thermomax Inc
- CEC Furnaces
- Chiz Bros: Refractory and Insulation Specialists
- Cleveland Electric Laboratories, Inc.
- CODINA
- Combustion 911
- Contour Hardening
- Control Concepts, Inc.
- Cooley Wire Products
- DANTE Solutions, Inc.
- Dry Coolers Inc
- DuBois Chemicals
- ECM USA Inc.
- Edwards Vacuum
- ENRX
- Equipment Controls Company
- Eurotherm USA
- Fluid Dynamics
- Fluidtherm Technology
- Fluxtrol Inc.
- Gasbarre Thermal Processing Systems
- GEFRAN Inc.
- GeoCorp, Inc.
- Graphite Machining, Inc.
- Graphite Materials GmbH
- Heat Treat Furnaces (a TTX Company)
- Heat Treat Today
- Hebei Shinning Metals Co., Ltd.
- HEMO GmbH / SAFECHEM
- High Temperature Concepts
- Honeywell
- Hubbard-Hall
- Idemitsu Lubricants America
- IHI Machinery and Furnace Co., Ltd.
- Induction Tooling
- Inductotherm Group
- Industrial Heating Equipment Association (IHEA)
- INEX Incorporated
- Ion Heat S.A.S
- Ipsen
- ITC - International Technical Ceramics
- IVA SCHMETZ GMBH
- Jackson Transformer
- JUMO Process Control, Inc.
- Kolene Corporation
- Kowalski Heat Treating Company
- L&L Special Furnace Co., Inc.
- LECO Corporation
- Leybold
- LINDBERG/MPH
- Linde
- Magnatherm Alloys
- McDanel Advanced Ceramic Technologies
- McLaughlin Services LLC
- Metallurgical High Vacuum
- Moffitt Corporation
- MTS Systems Corporation
- Nel Hydrogen
- Nippon Kornmeyer Carbon Group GmbH
- NITREX
- North American Cronite
- Noxmat Industrial Heating Technology
- Olstrad Engineering Corporation
- Optris Infrared Sensing, LLC
- Palmer Wahl Instruments, Inc
- Pfeiffer Vacuum Inc.
- PhoenixTM LLC
- Premier Furnace Specialists / Beavermatic
- Pro-Tech Co., Inc.
- Protection Controls, Inc.
- PVA TePla America LLC
- Pyromaitre Inc.
- Pyrometer, LLC
- QINGAO HEATECH INSULATION MATERIALS CO.,LTD
- Quaker Houghton
- Qual-Fab, Inc.
- Rockford Combustion
- Rolled Alloys
- RoMan Manufacturing
- Rubig Industrial Furnaces
- SAFECHEM Europe GmbH
- Sajjan LLC
- SBS Corporation
- Schunk Carbon Technology, LLC
- SCHWING Technologies
- Scientific Forming Technologies Corp.
- SECO/VACUUM Technologies
- SECO/WARWICK Corporation
- Selas Heat Technology
- SGL Carbon
- Signature Vacuum Systems
- Simplex Metals LTD
- SMS-Elotherm
- Solar Manufacturing
- South Tek Systems
- Stack Metallurgical Services
- Steeltch LLC
- Sun-Tec Corporation
- Super Systems
- Surface Combustion
- TAV Vacuum Furnaces / Furnacare Inc.
- Televac/The Fredericks Company
- Tenova Inc.
- Thermal Processing
- Thermcraft, Inc.
- Thermo-Calc Software Inc.
- Tucker Induction Systems
- Ultraflex Power Technologies Corp.
- Vac Aero International Inc.
- Verder Scientific, Inc.
- Verichek Technical Services, Inc.
- VESCO - A Company of the Busch Group
- Williams Industrial Service
- Wirco Inc.
- Wisconsin Oven
- WS Thermal Process Technology Inc.
- YUASA International
- Zircar Refractory Composites, Inc.

3 EVENTS • 1 LOCATION

FROM HEAT TREATERS TO FAILURE ANALYSTS TO METALLOGRAPHERS, ALL UNDER ONE ROOF!

This co-located event is an outstanding opportunity to meet face-to-face with qualified global prospects looking to buy products or services. For the price of exhibiting at one exposition, you get exhibitor exposure to **TWO** distinct audiences! **THOUSANDS** of industry professionals will be on hand to see and hear about your latest advances!

- Over **5,000** Attendees
- Over **450** Technical Presentations
- Over **400** Exhibits
- **Four days** of Technical Programming
- **2.5 days** of Expo
- Multiple **Networking Events**, Awards, and Competitions
- Panel Discussions, Poster Sessions, Competitions and Lunch **right on the Show Floor**

We offer exclusive or shared sponsorship opportunities — expand your reach and increase visibility before, during, and after the Heat Treat Conference & Exposition. Custom sponsorships are available to fit any trade show budget. **The benefits of investing in sponsorships are invaluable and you do NOT have to exhibit to take advantage of sponsorship opportunities!**

SPONSORSHIP BENEFITS:

BRAND VISIBILITY: To a targeted materials industry market segment

ENGAGEMENT: Increase your involvement within the heat treat and materials community

RECOGNITION: Make your company stand out as a leader at the event — before, during, and after

RELATIONSHIPS: Find new collaboration partners, customers, and supplier relationships; strengthen customer relationships

FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:
exposales@asminternational.org

BY EXHIBITING, YOU CAN...

GENERATE LEADS: Engage with leading professionals, influential decision-makers, and global buyers seeking innovative tools and technologies.

SHOWCASE INNOVATIONS: Highlight your latest products and services, positioning yourself as a front-runner in the industry.

FORGE RELATIONSHIPS: Build meaningful connections with decision-makers who are eager to explore future opportunities and advancements through your partnership.

EXPAND YOUR MARKET: Connect with heat treating, FA, defense, and materials professionals looking for solutions to their most critical challenges.

STANDARD PACKAGE

\$3,150 USD

- (2) DISCOUNTED Exhibitor Full Conference Registrations
- Post-Event Attendee lists from three events
- Unlimited Booth Personnel Badges
- Complimentary Expo-Only Pass for Customers
- Promotion Before and During the Event
- A 10 ft x 10 ft booth space with draped 8 ft high back wall and 3 ft side rails
- Booth ID sign: 11 in x 17 in

CUSTOMIZED PROMO & BRANDING ADD-ONS

ALL below add-ons INCLUDE Logo on event website with URL and signage at the event:

- Banner ad on Event website (3 available): \$2,500
- Banner ad in event Mobile App (5 available): \$750
- Full-page ad in Digital Show Guide: \$750
- 8.5"x11" promo piece at registration: \$750
- (3)-minute Elevator pitch to kick-off targeted technical session (limited availability): \$500
- Pre-OR-post event eblast to attendees: \$2,500
- Email tags - logo in footer of event emails: \$2,000

NOTE: (1) complimentary Exhibitor Full Conference registration with every (2) add-ons selected

EXHIBIT SCHEDULE-AT-A-GLANCE

Exhibitor Set-up:

Monday, October 16 8:00 a.m. – 5:00 p.m.

Exhibit Hall Hours:

Tuesday, October 17 9:00 a.m. – 6:00 p.m.

Wednesday, October 18 9:00 a.m. – 5:00 p.m.

Thursday, October 19 9:00 a.m. – 12:00 p.m.

Exhibitor Move-out:

Thursday, October 19 12:00 p.m. – 9:00 p.m.

**Times are subject to change*

HASSLE-FREE TURN-KEY BOOTH PACKAGE

ADDITIONAL \$1,750 USD

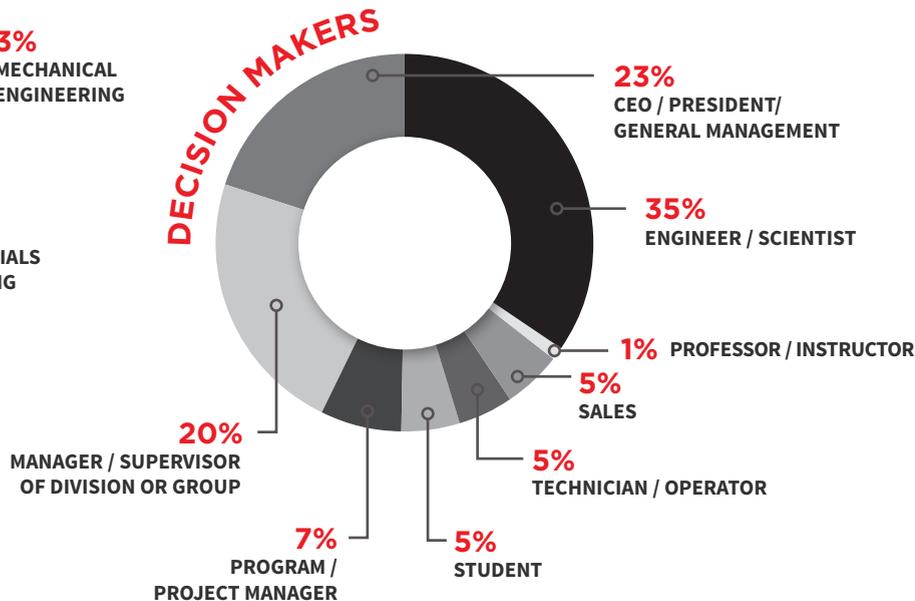
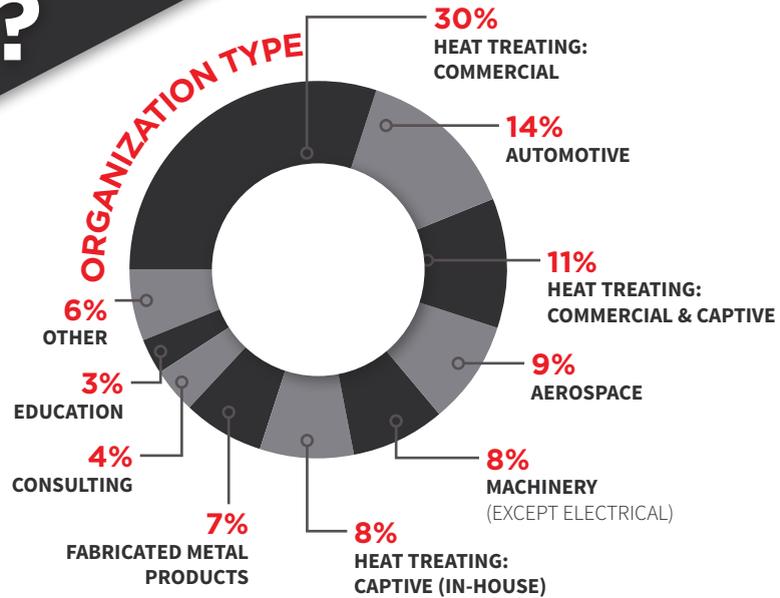
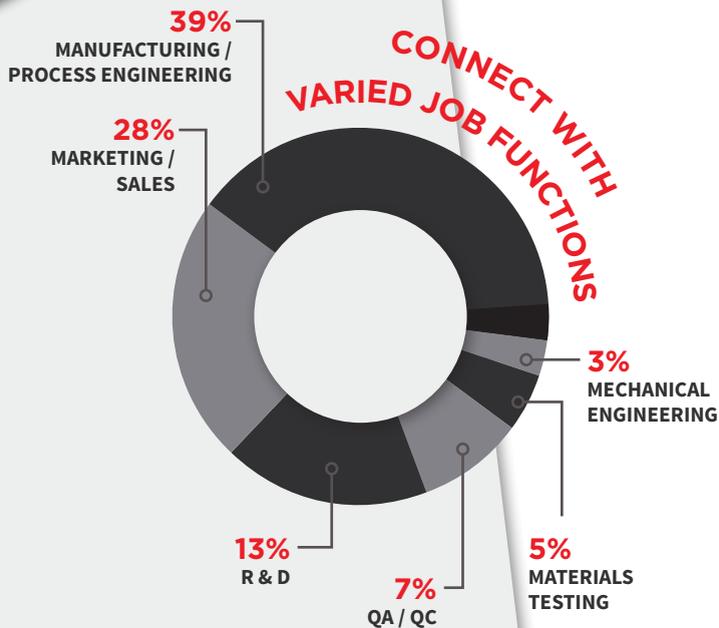
Price Includes: 10 ft x 10 ft grey carpet, one 6 ft table with black skirting, two chairs, wastebasket, and 120V electricity (Up to 20 AMPS)

*Note: Each Additional Booth Space is \$3,150 USD
All corner charges are an extra \$100 USD*

**RENTAL RATES INCREASE ON APRIL 25, 2025.
SECURE YOUR BOOTH TODAY!**

exposales@asminternational.org

WHO COMES TO HEAT TREAT?



*Source: 2021 Heat Treat Registrant Data

HEAT TREAT ATTENDEES COME FROM:

3M
AAM
Alcoa
Allison Transmission
Alstom
Arconic
Bodycote
Boeing
Borg Warner
Carpenter
Caterpillar
Chevron
Chrysler
Cummins
Dana
Delta
Dow Chemical
Eaton
EOS
Ford Motor
FPM
GE Aviation
General Dynamics
General Electric
General Motors
Gerdau
GKN
Honda
Honeywell
Hyundai
Intel
John Deere
Joy Global
Lincoln Electric
Lockheed Martin
Magna Powertrain
Mitsubishi
NASA
NAVAIS
Nexteer
Northrop Grumman
NSK
Oerlikon
Parker Hannifin
Praxair
Rolls-Royce
Siemens
Solar Turbines
Timken
United Technologies
US Army
US Naval Research Academy
US Steel
Volvo

**Partial Listing*

**NOTHING IS MORE EXPENSIVE THAN A MISSED OPPORTUNITY.
BOOK YOUR EXHIBIT SPACE TODAY!**

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