



**MATERIALS SOLUTIONS**  
**EXPO • 2026** **ENGINEERED**  
**FOR ROI**

# MSE 2026

SEPTEMBER 28–OCTOBER 1, 2026 | QUEBEC CITY, CANADA

**EXHIBITOR PROSPECTUS**



# WHY QUEBEC CITY?



## KEY REGIONAL STATISTICS

- Québec City (Capitale-Nationale) manufacturing: **~32,000 jobs, 1,350 companies, 7.8% of regional GDP.**
- Province of Québec manufacturing employment: **~497,700 people** (≈11.3% of total employment in Québec).
- Québec aerospace cluster: **~36,000 jobs** and large annual sales (province-level aerospace sales reported in the tens of billions).



## NEAR-TERM INDUSTRY OUTLOOK

- **Aerospace & advanced manufacturing – steady/moderate growth.** Québec's aerospace strategy and continued investments by OEMs/suppliers point to modest expansion in production, parts sourcing and MRO work through 2026–2028. That supports demand for high-performance alloys, coatings, failure analysis services and AM feedstocks.
- **Materials-4.0 / digital & AI adoption – fast growth.** Canadian and Québec manufacturers increasingly invest in IIoT, predictive maintenance, digital twins and AI-enabled quality / materials analytics – creating opportunities for software, sensors, and materials-characterization vendors. Industry outlook reports show this as a key investment area for 2025–2026.
- **Additive manufacturing & thermal spray – strong demand in high-value niches.** Aerospace and light-metals supply chains are driving demand for AM parts, qualifying powders, and advanced thermal-spray coatings; expect specialized suppliers and service bureaus to expand.
- **Sustainability & supply-chain resilience – a higher priority.** Government programs and provincial budgets highlight incentives and capital measures that favor reshoring, energy efficiency and low-carbon processing – which benefits companies with sustainable materials/processes.



# WHY QUEBEC CITY?



## CULTURE, HISTORY AND LIFE BEYOND THE CONFERENCE — A DRAW FOR ATTENDEES + GUESTS

- **A destination that blends history, culture, and modern convenience** — Québec City offers a distinctive European-style atmosphere paired with North American ease of access and services.
- **Compact and walkable downtown** — Hotels, the convention centre, dining, cultural attractions, and evening venues are all within easy walking distance, enhancing convenience and maximizing time on-site.
- **An ideal late-September experience** — Crisp fall air, autumn colors, and fewer crowds than peak summer create a pleasant, walkable, and visually striking environment for attendees and exhibitors alike.
- **Rich cultural and leisure opportunities beyond the show floor** — Attendees and accompanying guests can enjoy historic architecture, European-flavoured ambiance, a thriving arts scene, and renowned museums.
- **A destination known for food and creativity** — Québec City is celebrated for its gastronomy, local crafts, creative culture, and vibrant historic districts, adding memorable value to the overall conference experience.



# MORE THAN AN EXPO AND EXPERIENCE

Materials Solutions Expo introduces a re-engineered Expo Experience designed to maximize exhibitor ROI. MSE 2026 is transforming the traditional expo into a Re-Engineered Experience with high engagement, designed to deliver real ROI to exhibitors. The new Materials Solutions Expo is more than an exhibit hall—it's a curated, interactive environment engineered to bring qualified buyers to the expo floor with built-in traffic drivers.

- **VIP Buyer Tours** bringing qualified purchasing decision-makers directly to exhibitor booths
- **Expo-Only Time Blocks** (no competing sessions) for dedicated traffic during lunches, receptions, and breaks
- **Student competitions, live demos, and a keynote on the expo floor** to drive steady foot traffic and energy
- **A focus on networking, engagement, and meaningful connections**

**One price. One package. Maximum visibility and guaranteed engagement.**

## 10'x10' ALL-INCLUSIVE PACKAGE — \$4,000

Includes:

- 10 x 10 Booth space
  - » 8 ft high drape and 3 ft side rails
  - » Gray Carpet
  - » (1) 6'x30" Table
  - » (2) Chairs
  - » 1500 watt Electrical outlet
  - » Wastebasket
- (2) Discounted Full Conference Badges
- Unlimited Expo Personnel
- VIP Complimentary Expo Passes for Customers
- Post-Event Attendee List
- Promotion and Branding pre, during and post event
- Full access to:
  - » VIP buyers on expo floor
  - » Expo-only hours
  - » Floor-wide F&B experiences
  - » Student competitions and keynote traffic drivers
- Company listing in digital expo guide

**Upgrade your footprint and gain priority access to the pre-qualified VIP tour groups.**

## 10'x20' ALL-INCLUSIVE PACKAGE — \$8,000

**INCLUDES *DOUBLE* THE 10X10 PACKAGE ITEMS PLUS:**

- Expanded Opportunities
  - » (1) Complimentary Full Conference Badge
  - » Lead retrieval system – single license
  - » Expanded branding opportunities in tour routes

**SECURE YOUR BOOTH TODAY!**  
[EXPOSALES@ASMINTERNATIONAL.ORG](mailto:EXPOSALES@ASMINTERNATIONAL.ORG)



# PREMIUM EXPERIENCE BOOTHS

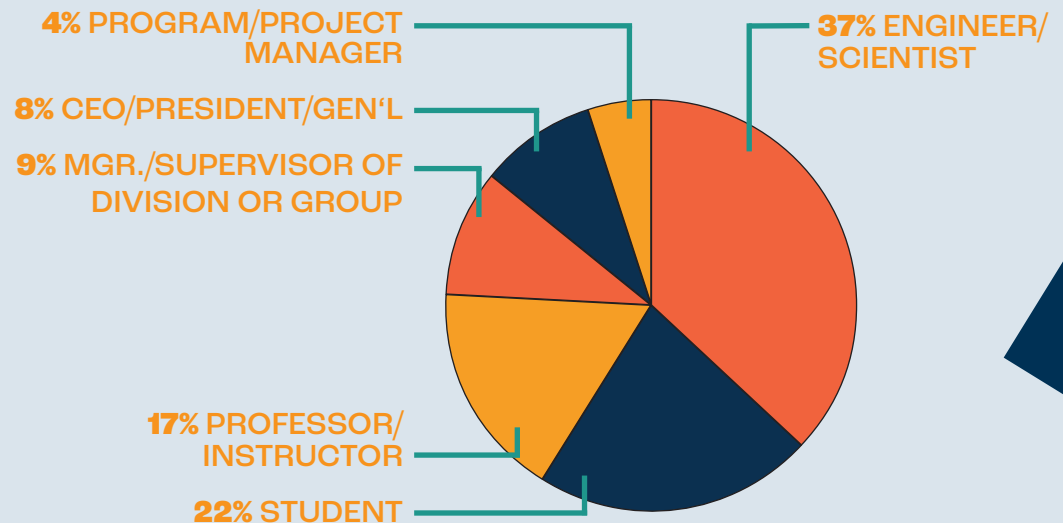
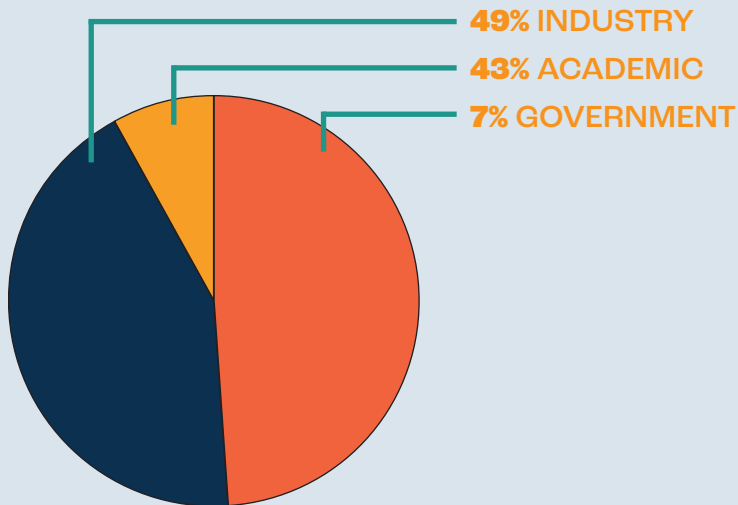
FOR COMPANIES SEEKING A HIGH-IMPACT PRESENCE, QUALIFIED LEADS, AND A BRANDED NETWORKING ENVIRONMENT THAT BECOMES A DESTINATION ON THE MSE EXPO FLOOR.

**Exclusive, Limited, High-Touch, and High-ROI**

**Premium Experience (20'x20') - \$13,000**

## EVERYTHING INCLUDED IN THE 10 X 20 PACKAGE PLUS:

- (1) additional Complimentary Full Conference Badge (2 total)
- Lead Retrieval system – up to 5 licenses
- Curated VIP buyer tours guaranteed to stop at your booth
- Integration into F&B activations (reception stations, break stations near the booth)
- Social media spotlights + pre-event promotion
- Option for in-booth micro-sessions or demos
- Concierge support from event staff
- 3-minute elevator pitch to targeted technical session
- Full page ad in digital Show Directory
- Logo on the event website as SUPPORTER



# PUT YOUR BRAND AT THE CENTER OF MATERIALS INNOVATION

## WHY SPONSOR MSE 2026?

Material Solutions Expo attracts a highly engaged, technical audience actively shaping the future of materials science, engineering, and advanced manufacturing.

- » Reach a highly targeted materials audience
- » Increase brand visibility where it matters most
- » Stand out from competitors
- » Build credibility with a technical community
- » Extend your reach beyond the exhibit floor
- » Create, build & enhance brand reputation!

### Highly Visible Sponsorship Opportunities...

- » Name Badge Holders
- » Registration
- » Lunch
- » Welcome Reception
- » Mobile App

**CUSTOMIZED PACKAGES ARE AVAILABLE.  
CHOOSE SCALABLE OPPORTUNITIES ALIGNED  
WITH YOUR MARKETING GOALS.**

EMAIL: [EXPOSALES@ASMINTERNATIONAL.ORG](mailto:EXPOSALES@ASMINTERNATIONAL.ORG)

**MSE ATTRACTS A TRULY INTERNATIONAL  
AUDIENCE, CONNECTING MATERIALS  
PROFESSIONALS FROM 20 COUNTRIES  
OFFERING EXHIBITORS UNMATCHED GLOBAL  
REACH.**



# KEY REGIONAL ORGANIZATIONS...

Airbus Canada (Mirabel)

Bombardie

CAE

CQFA

INRS

McGill University

Métallitech

Montreal Carbide / SurfacePrep

Pratt & Whitney Canada

Solaxis

Thermetco

Université Laval

VAC AERO

## MSE 2026 Exhibit Schedule at a Glance:

*\*hours subject to change*

### Exhibitor Set-up:

Monday, September 28: 8:00 a.m. – 3:00 p.m.  
(HARD stop at 3:00 p.m.)

### Exhibit Open Hours:

Monday, September 28: 5:00 – 7:00 p.m.  
Tuesday, September 29: 10:00 a.m. – 6:00 p.m.  
Wednesday, September 30: 10:00 a.m. – 2:00 p.m.

### Exhibitor Move-out:

Wednesday, September 30: 2:00 p.m. – 8:00 p.m.



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POWERED BY:

