

# 2010 PC EDITORIAL CALENDAR

<b>Special Feature</b>	<b>Month</b>	<b>Focus</b>	<b>Editorial Closings</b>		<b>Ad Bonus</b>	<b>Ad Closing</b>
			<b>A = Article</b> <b>P = Product</b>	<b>Lit Sections</b>		
NACE Corrosion '10 Conf. & Expo. (March 14-18) San Antonio	<b>February</b>	Coatings	A = Nov. 17 P = Dec. 8	1. Masking Devices 2. Convection Oven Equipment	Double Up— Buy One Ad Get one Free!	Jan. 15
American Coatings Show (April 13-15) Charlotte, N.C.	<b>March</b> (Digital)	Automotive Coating	A = Dec. 15 P = Jan. 26	1. Conveyor Cleaners 2. IR Oven Equipment	Customer Success Stories (Jan. 29)	Feb. 12
RadTech 2010 (May 23-26) Baltimore	<b>April</b>	Pretreatment and Stripping	A = Jan. 19 P = Feb. 23	1. Turnkey Systems 2. Touch-up Paints	Readex® Readership Study	March 12
IWF 2010 (Aug 25-28) Atlanta	<b>June</b>	Custom Coating	A = March 5 P = April 23	1. Vacuum Cleaners 2. Burn-off Ovens	Web Review (May 7)	May 14
IMTS 2010 (Sept. 13-18) Chicago	<b>August</b> (Digital)	Architectural Coating	A = May 14 P = June 18	1. Film Thickness Gauges 2. Hooks and Racks	Tips for Coaters (July 9)	July 16
The NAIC Show preshow CCAI Finishing Technologies Pavilion preshow	<b>September</b> <i>PC's 20th Anniversary</i>	Coating Application and Recovery	A = June 11 P = July 16	1. Special Effects Coatings 2. E-Coat + Powder	Web Review (Aug. 7)	Aug. 13
NAIC Show (Oct. 27-29) Indianapolis CCAI Finishing Technologies Pavilion (Nov. 2-4) Atlanta	<b>October</b>	Show coverage	A = July 9 P = Aug. 20	1. Stripping Equipment 2. Washers	Customer Success Stories (Aug. 28)	Sept. 10
SSPC Protective Coatings Show & Conf. (Jan. 31-Feb. 3 '11) Las Vegas	<b>November</b>	Curing	A = Aug. 6 P = Sept. 24	1. Conveyors and Components 2. Coatings	Product/ Literature Review (Oct. 8)	Oct. 15

**BUYER'S  
GUIDE**

**December**

**THE ONLY BUYER'S GUIDE ON THE PLANET  
DEVOTED SOLELY TO POWDER COATING AND  
OTHER GREEN FINISHING TECHNOLOGY**

Nov. 12

**INCLUDES THE 2011 CORPORATE CAPABILITIES REPORT**

Oct. 22