



Fourteenth International  
Aluminum Extrusion Technology  
Seminar & Exposition

**ET27.us**

# Aluminum Extrusion: At the Intersection of Technology, Innovation & Design

## April 27 – 29, 2027

Rosen Shingle Creek Resort  
Orlando, Florida USA



100+ Technical Sessions • ET Expo • nETworking & more!

# ET EXPO PROSPECTUS



# ET EXPO

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*Aluminum Extrusion: At the Intersection of Technology, Innovation & Design*

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Aluminum Extrusion Technology  
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Aluminum extrusion and sustainability go hand in hand. Aluminum has infinite recyclability, and now with the increased focus on environmental responsibility and the emergence of novel smelting and processing techniques to reduce aluminum’s environmental impact, the Aluminum Extrusion industry is showing off one of its most important attributes.

Reach a qualified audience of decision makers from the global aluminum extrusion industry at the ET Expo in Orlando!



## What is ET?

ET is the definitive seminar series for the aluminum extrusion industry. So special that it occurs now **every three years**, the International Aluminum Extrusion Technology Seminar & Exposition is a three-day educational event that attracts upwards of 1,300 industry professionals from all over the world! ET is truly global in scope and appeal with decision makers in attendance from more than 50 countries.

The Fourteenth International Aluminum Extrusion Technology Seminar & Exposition (ET '27) will feature superior technical programming focused on innovations and advances in the aluminum extrusion industry. At its core, ET '27 is where ideas, innovations, and improvements are presented in more than 100 top-quality technical sessions by world-renowned aluminum extrusion industry experts.

## New & Improved Program!

The ET program has been expanded to reach more professionals, including those who specify and use aluminum extrusions. **The program features seven new and improved session tracks:**

- Alloys & Billet Process
- Extrusion Equipment
- Extrusion & Die Process Application
- Extrusion & Die R&D
- Extrusion Finishes & Fabrication
- Sustainability & Management
- Extrusion Design & Innovation

## Exhibit at ET Expo

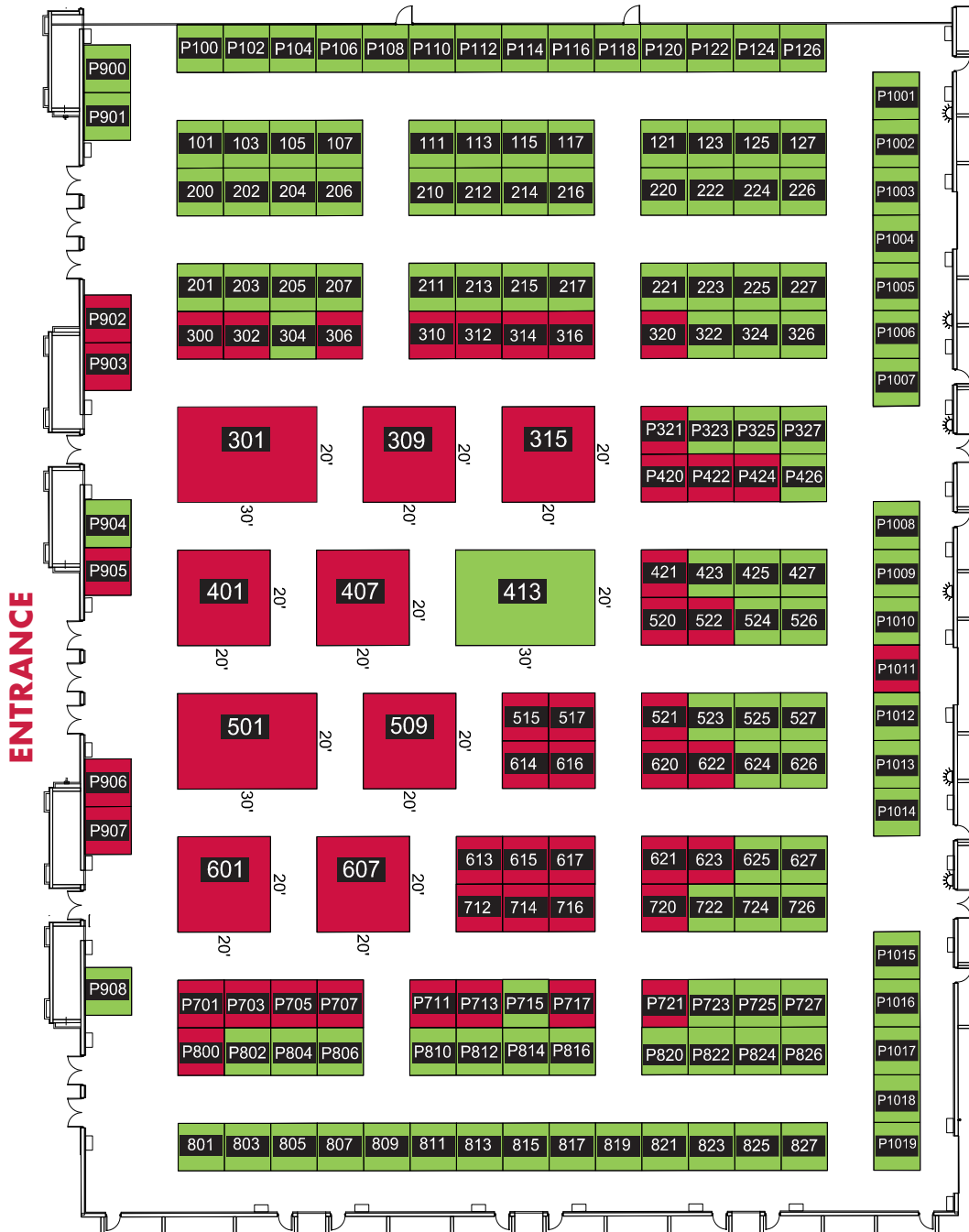
Held in conjunction with the ET Seminar, ET Expo is the marketplace and information center where providers of extrusion-industry products and services connect directly with decision-makers representing every aspect of the aluminum extrusion business.

ET delegates come prepared to ask questions, discuss problems, explore issues, and satisfy needs with exhibitors, so booth personnel must be technically adept to take full advantage of this channel of communication with customers. The ET Expo gives you an opportunity to:

- **Showcase** your best and brightest technological innovations, products, and services
- **Demonstrate** your company’s commitment to the industry
- **Increase** your visibility and your global presence
- **Reveal** your products and services to an interested audience
- **Generate** awareness for your company’s capabilities
- **Offer** solutions to technical questions.

**Take advantage of this extraordinary opportunity to reach key personnel in the aluminum extrusion industry and beyond.** Plug into the power of aluminum extrusion and benefit from the concentrated gathering of industry leaders at ET '27!

# ET Expo Floor Plan



The Technical Sessions will be located near the ET Expo Hall.

**ET27.us**

ph 1 847.526.2010 • fx 1 847.238.3859 • mail@etfoundation.org



Sebastian Ballroom J/K/L

**Rosen Shingle**

**Creek Resort**

Orlando, Florida USA

**ET Expo Hours**

**Tuesday, April 27**

1:00 p.m. to 6:30 p.m.

**Wednesday, April 28**

10:00 a.m. to 7:00 p.m.

**Thursday, April 29**

10:00 a.m. to 3:30 p.m.

For the most up-to-date floor plan and to reserve your booth space online, visit [aec.org/exhibit-et-expo](http://aec.org/exhibit-et-expo). This is the preferred method for reserving exhibit space for ET Expo at ET '27.

<b>KEY</b>	Available	<span style="background-color: #90EE90; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Sold	<span style="background-color: #DC143C; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>

# Exhibitor Benefits

## The Right Audience

Since it is a technical conference covering extrusion first and a trade show second, ET traditionally attracts a unique and highly qualified audience of engineers, extrusion managers, and decision makers. You will meet buyers that don't attend ordinary aluminum industry exhibitions.

## Choice of Exhibit Plans

You may rent PACKAGE space, which consists of booth furnishings, and preset European-style hard walls outlining your space. With a PACKAGE space, you move right in! Or, for a lower cost, you may rent floor space only (called BULK space). BULK space allows you to customize your booth from the ground up.

## Advertising Exposure

ET Expo will be advertised in leading domestic and international publications—both in print and online—and targeted to aluminum extrusion industry professionals. Expo exhibitors are entitled to free ET promotional brochures for their own use and free listings on the ET '27 website.

# ET Expo Space Assignment Procedure

## Space Assignment Timing

All potential exhibitors whose completed, signed contracts and payments have been received will be assigned on a first-come, first-served basis.

## Point System

Within each booth size category, space assignment priority will be given to exhibitors having the highest number of points. New exhibitors will be assigned booth space last, in order of contract and payment receipt date.

### There are two ways for previous exhibitors to earn points:

- One point for each previous show
- One point for each 100 square-foot space contracted in each prior show.

*(Points are rounded to the nearest whole number.)*

Requests for multiple booth spaces may be assigned first, regardless of priority points, as it may be conducive to providing contiguous space.



## Program Guide

All exhibitors will be listed in the ET Expo Program Guide to be distributed to all ET Seminar registered delegates. A brief description will highlight each exhibitor's product or service, booth location and contact information.

## Sponsorships

Sponsorship packages are available for ET '27. Find a menu of sponsorship opportunities online at **ET27.us**. ET Expo exhibitors also will be notified of sponsorship availability details after contracting for ET Expo exhibit space.



## Procedure Considerations

Contracts received after Noon Central Standard Time (CST, UTC/GMT -6) on Friday, January 9, 2026, will be considered on a first-come, first-served basis with priority points determining assignment preference for contracts received the same day.

In the event two or more exhibitors have the same number of priority points, contract and payment receipt date shall determine priority. If contracts are received on the same date from two or more exhibitors with equal points, show management shall make a choice in a manner it considers equitable.

The decision of Show Management shall prevail in any question regarding priority points or booth space assignment.

# ET Expo Exhibitor Requirements

## Registration Policy

All exhibitor personnel must also register for ET '27 (except those only responsible for equipment set-up and packing, and not working in the booth during show hours). The registration fee is discounted to **\$688 per person** for exhibitors (excludes ET Proceedings). Booth rental includes at least one free registration (see details below). Admission to ET Expo is restricted to registered delegates only.

## Booth Space

Booth space is shown on the accompanying floor plan. Past exhibitors will receive assignment priority if contract and deposit payment are **received by Noon Central Standard Time (CST) on Friday, January 9, 2026**. Remaining booths will then be assigned in order of contract and deposit receipt date.

## Booth Sharing

Booth space may be occupied only by the contracted exhibitor and may **not** be shared.

## Booth Space Costs\*

**PACKAGE Space** is a complete European-style hard-wall booth structure. Package includes semi-permanent exhibit structure, company name sign, 6-foot counter-high table, two high stools, and wastebasket. *Note: the exhibit hall is carpeted; any additional carpeting ordered with the ET Expo service contractor will be the responsibility of the exhibitor.* With PACKAGE space, you avoid the high cost of display shipping, assembly, and dismantling. When you arrive, you only have to set up your working models, literature displays, samples, or equipment, and place your signs or graphics on the walls.

The exhibit fee for **PACKAGE space** is:

- 10' x 10' . . . . \$6,600 (\$66/square foot), includes one free exhibitor registration
- 10' x 20' . . . . \$12,600 (\$63/square foot), includes one free exhibitor registration

**BULK Space** consists of a company identification sign, back and side curtains, and pre-carpeted floor space.

The exhibit fee for BULK space is:

- 10'x10' . . . . \$5,500 (\$55/square foot), includes one free exhibitor registration
- 10'x 20' . . . . \$10,400 (\$52/square foot), includes one free exhibitor registration
- 20'x 20' . . . . \$18,400 (\$46/square foot), includes two free exhibitor registrations
- 20'x 30' . . . . \$25,800 (\$43/square foot), includes three free exhibitor registrations

**\*All costs are in US dollars.**

**A 4.5% administrative fee will be added to all credit card transactions.**

## Payment Schedule

A deposit of 40 percent of the total amount due for exhibit space must accompany your contract. An additional 40 percent will be due **on June 9, 2026**, with the final 20 percent due **on December 29, 2026**.

## Exhibitor Set-Up

**Preliminary set-up times\*\* are:**

Monday, April 26. . . . . 8:00 a.m. to 5:00 p.m.  
Tuesday, April 27 . . . . . 8:00 a.m. to 11:00 a.m.

## Show Hours:

Tuesday, April 27 . . . . . 1:00 p.m. to 6:30 p.m.  
Wednesday, April 28 . . . . . 10:00 a.m. to 7:00 p.m.  
Thursday, April 29 . . . . . 10:00 a.m. to 3:30 p.m.

## Exhibitor Move-Out:

Thursday, April 29 . . . . . 3:30 p.m. to 8:00 p.m.  
Friday, April 30. . . . . 8:00 a.m. to 2:00 p.m.  
*(No early move-out permitted)*

\*\*Show Management reserves the right to alter the schedule at its discretion.

## ET Expo Location:

Rosen Shingle Creek Resort • 9939 Universal Blvd.  
Orlando, Florida 32819 USA

## Service Contractor:

Viper Tradeshow Services 2575 Northwest Parkway Elgin, Illinois 60124 USA	Phone: 847.426.3100 Fax: 847.426.3111 www.vipertradeshow.com
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## U.S. Customs:

To assist exhibitors from outside the United States, a qualified broker will be available.

## Restrictions

To ensure a proper atmosphere for professional exchange of technical information, the following special rules have been adopted. Models, entertainers, hostesses, and outside demonstrations are not permitted. Booth personnel must be technically knowledgeable as to the product or service being exhibited and must be properly attired in a business-like manner.

Employment-related displays or materials, drawings, lotteries and prizes, and food and beverage distribution are prohibited. No signs or advertising devices shall be displayed in public areas outside an exhibitor's booth. Literature distribution is restricted to the confines of the exhibitor's booth. Products, displays, and working models may not be placed within two feet of the aisle in front of the booth.

Additional details, rules, and regulations are listed on the Exhibit Application and Contract and will be published in the ET '27 Exhibitor Manual and accompanying documents, including those maintained by the exhibit location and facility.

## Exhibitor Manual

An exhibitor manual, containing order forms, other rules and regulations, and additional information, will be sent to confirmed exhibitors.



## The Rosen Shingle Creek Resort

ET '27 will take place at the Rosen Shingle Creek Resort in Orlando, Florida, a 1900s Spanish Revival-style hotel with high-carved arches accenting natural warm earth tones reminiscent of historic Florida's casual elegance and grace. Opened in 2006, the Rosen Shingle Creek is one of the largest full-service convention hotels in Central Florida. Set on 255 acres, this 524,000 sq. ft. luxury hotel was awarded the AAA Four Diamond designation annually since 2007 and features 15 dining/lounging options, four outdoor swimming pools, two lit tennis courts, a basketball court, nature trail and seasonal fishing, volleyball court, full-service spa and an 18-hole championship golf course designed by Arnold Palmer Design Company.

The hotel boasts one of the nation's largest column-free ballrooms, 17 load-in bay areas with 8 roll-up doors for exhibitor's convenience. The ET Expo will be situated in the Sebastian Ballroom, with registration and technical sessions conveniently located on the same floor.

## About Orlando

Orlando is the perfect setting for ET '27; Orlando is one of the most affordable destinations, providing low travel costs from accommodations to dining.

It's also a top meeting destination and is easy to get to from just about anywhere in the world. Orlando International Airport (MCO) provides nonstop service from approximately 150 cities worldwide and is just 11 miles from "ET Central", Rosen Shingle Creek Resort. Nearby the resort are many entertainment options, including Universal Orlando Resort, Walt Disney World, Sea World, golf courses, shopping, and more. Orlando's I-Drive and its ICON Park on Universal Boulevard is also nearby with many affordable dining and entertainment options.

Produced  
by:



Extrusion Technology  
for Aluminum  
Profiles Foundation

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In conjunction with:



Please direct ET '27 Expo inquires  
to the ET Foundation