

PSTC - Value of Membership

Member Companies

[Manufacturer Members](#) -- companies that coat tape (manufacture pressure sensitive tape), and strive to define and adhere to the high industry standards set by PSTC. Annual dues from \$2,500 to \$18,500.

[Affiliate Supplier Members](#) -- companies that work with manufacturer members to identify and seek solutions to industry challenges, and help promote the pressure sensitive adhesive tape industry. Annual dues from \$5,000 to \$15,000, based upon sales volume.

PSTC Strategy and Focus

- ***“Grow the Pie”***
- ***Education & Technical***
- ***Environment, Health & Safety***
- ***Membership & Meetings***
- ***Global Tape Forum***

Initiative Goals

GROWING THE INDUSTRY - Marketing

Increase PSA tapes - Preferred method of bonding

LEVELING THE PLAYING FIELD - Regulatory

Monitor and manage changes in compliance with laws, regulations relevant to the PSTC members.

Initiative Goals

EDUCATION & TECHNICAL

Develop, manage and teach. Leading resource and authority on tape technologies. Set global standards and test methods.

MEMBER CARE & MEMBER FUNCTIONS

Provide PSTC members with industry information, resources, business and network opportunities. Identify and qualify new members.

2019 Confirmed Courses

**Fundamentals
of PSA Tape
(May 14, 2019)**

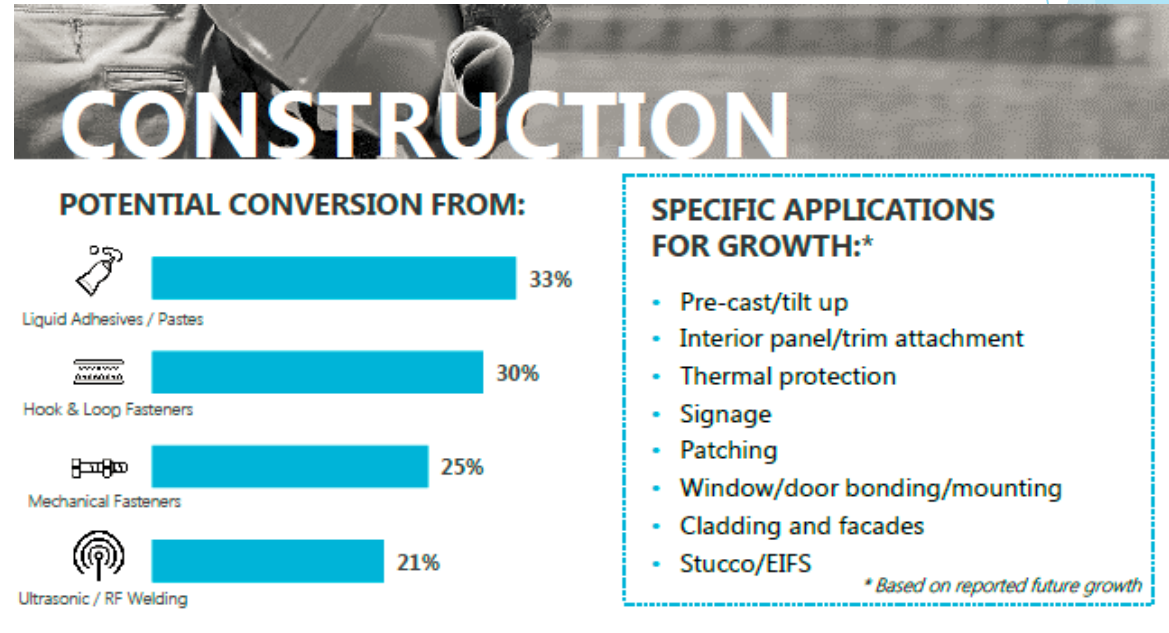
**Manufacturing and
Testing of PSA Tape
(September 16-18, 2019)**



**Adhesives and Advanced Technologies of
PSA Tape
(May 13-14, 2019)**

New PSTC Course Development

- ▶ PSTC Focus on Construction market gives Education Committee the opportunity to aid outreach and grow the pie
- ▶ Launched development effort for new Tapes in Construction course during the Fall Committee meeting in Oct.
- ▶ Reaching out to Technical Committee and participating in IBS 2018 to help drive course scope and content
- ▶ Formed a six member taskforce
- ▶ First new course since Manufacturing



Tape Summit - A Week of Learning

Technical Seminar

Tech 42 is not just a technical conference; it also includes an Exhibition, poster session and multiple networking opportunities. Our mission is to provide presentations and papers with leading technical, innovation and application content, and also to provide a forum for which this content then drives business opportunities and growth for all involved.

Tech 42 and beyond....

Why present at Tech Seminar?

- Share Knowledge
- Give back to the tape industry
- Visibility for your company
- Professional development opportunity for presenters
- Poster session opportunity: technical oriented presentation of your ideas, products and technology

Marketing & Applications Track

New in 2019 at Tape Summit!

- ◆ Designed specifically to address how PSA tapes are used from a building and construction applications standpoint
- ◆ Also to be addressed are challenges of using PSA tape (and how to overcome them, such as using tape in conjunction with other bonding methods), recent innovations that make tape use desirable, and solutions found through the use of PSA tape.
- ◆ Presentations include:
 - Tape used for ice/water shielding and moisture/air/noise abatement.

How tape can be used for remodeling and decorative applications (including walls and concrete).

Future trends in tape use in building and construction

Member Only Events

- ▶ Member only meetings held in the Spring & Fall
- ▶ Opportunity to network with Member key industry contacts in a more focused smaller setting
- ▶ Key Business and economic related key note and high caliber speakers
- ▶ Regulatory and Legislative updates that could impact your company

PSTC Research Study - Member Benefit

- ▶ Phase 1 of the study found that the highest potential for growth was in the building & construction field
- ▶ Phase 2 of the study focused on a deep dive to further define messages and tactics for increasing the use of PSA tapes in the building & construction industry

Upcoming Tape Summit Locations

Baltimore, MD – Baltimore Marriott Waterfront
May 13 – 17, 2019

Orlando, FL – Hilton Orlando Buena Vista
Palace, May 4 – 8, 2020

PUBLICATIONS IN 2018

[“Insulating buildings with pressure-sensitive tape”](#) - *Construction Specifier*, Jan. 2018

[“Employing PSA tapes in HVAC applications”](#)
- *Construction Specifier*, June 2018

[“Using PSA tape in wall & ceiling applications”](#) - *Construction Specifier*, June 2018

Multiple press releases

15,000+ monthly readers
Architects, engineers,
consultants, designers

Industry Trade Shows

- ▶ PSTC is participating in the 2018 IBS Show in Orlando, FL & will continue to exhibit in shows in 2019 and beyond
- ▶ Attendees will see first-hand how integral PSA tape is to the construction of a well-built house
- ▶ See the next slide for a rendition of the PSTC booth for the 2018 IBS show

PRESSURE SENSITIVE TAPE COUNCIL

THINK YOU KNOW TAPE?
TAKE OUR QUIZ!



THICKNESS
A thicker adhesive layer provides a stronger bond.

ADHESION TO STEEL
Specialized adhesive formulations are designed for bonding to steel.



PSTC
PRESSURE SENSITIVE TAPE COUNCIL
A bond you can trust.



Value of Membership

- ▶ Networking with Industry Colleagues
 - ▶ Council Events / Focused time vs. Larger industry events
- ▶ Professional Development
 - ▶ Committee involvement / Effect Change
Check out the PSTC Committees [here](#)
- ▶ Market Research Studies to support growth
- ▶ Keynote speakers to support business alignment
- ▶ Government Relations Program (Program in process of development)

Member Investment

Advanced Class	Member Savings	16% Savings
Fundamentals Class	Member Savings	22% Savings
Tape Summit Expo Booth	Member Savings	67% savings
Tech 42	Member Savings	23% Savings
Marketing & Application Track	Member Savings	31% Savings
Spring & Fall Member Meeting	Member Only Event	Member only event
Manufacturing Class (September)	Member savings	23% Savings

2019 Membership Dues

▶ Manufacturer Members

Up to \$5 million	\$2,500
\$5 - \$25 million	\$7,500
\$25 - \$100 million	\$10,500
\$100 million & over	\$18,500

▶ Affiliate Supplier Members

Up to \$10 million	\$5,000
\$10 - \$500 million	\$10,000
\$500 million & over	\$15,000