

Charting Our Future in a Sustainable Age



**September 26-28, 2007**

Marriott Copley Place  
Boston, Massachusetts





**Dear Colleague:**

On behalf of The Vinyl Institute and the Global Vinyl Council, it gives us great pleasure to invite you to attend **World Vinyl Forum III**, September 26-28, 2007, in Boston, Massachusetts, USA, at the four-star, state-of-the-art Marriott Copley Place.

Together, the global vinyl industry will reconvene for Chapter Three of the groundbreaking event that brought the world vinyl industry together in 1997. What has happened in the 10 years since the most important vinyl gathering ever? Where is the industry headed in the 21st century? What new breakthroughs are coming? How do we become the industry described in Vinyl: 2020?

With internationally known speakers ranging from the global vinyl industry's top executives and researchers to economists and commentators like ABC News' John Stossel, **World Vinyl Forum III** promises to provide new impetus for our industry's growth and advancement. There also will be ample opportunity to exchange ideas and discuss trends.

The first World Vinyl Forum launched a new era in worldwide cooperation and led to the creation of the Global Vinyl Council. This partnership, spanning five continents, has created new directions in product research, innovation, production technology, sustainability and product stewardship. **World Vinyl Forum III** promises to identify more significant opportunities for industry advancement.

*Put this major global vinyl industry event on your calendar now and return the enclosed registration form by mail or fax, or register online at [vinylinfo.org](http://vinylinfo.org). Join your colleagues to help set the direction of the vinyl industry. We look forward to seeing you there.*

Sincerely,

**Jean-Pierre De Greve (ECVM)**  
Chairman,  
The Global Vinyl Council

**Tim Burns**  
President,  
The Vinyl Institute



**The Vinyl Institute**  
1300 Wilson Boulevard  
Arlington, VA 22209



## WHY PARTICIPATE IN THE WORLD VINYL FORUM?



In 1997 and again in 2002 the world vinyl industry gathered together to take stock of its growth, address common issues, and anticipate future needs and opportunities. The time has come again for this group to meet and look ahead globally.

We hope you can take the time this September to join us for the third installment of this enormously valuable meeting.

### Here's what a few attendees at the 2002 event had to say:

"The recent World Vinyl Forum debunked myths about PVC that have become gospel in some quarters of society."

Patrick A. Toensmeier,  
former Editor,  
Modern Plastics

"The long-run economic path is favorable ... globally, demand will be helped by continued rapid increases in the economies of the developing countries, like China."

Dr. Irving Leveson,  
Economist

"Global events like this provide us the stimulus to be part of the broad based evolution of new PVC technologies"

Robert S Brookman,  
Vice President-Business Development,  
TEKNOR APEX COMPANY

**Come hear what the experts are saying, learn about the impact(s) on your company and your operations and participate in these important exchanges of information and industry knowledge.**





## Charting Our Future in a Sustainable Age

### TENTATIVE AGENDA

#### Wednesday, September 26

**NOON — 6:00 P.M.**

**Registration Open**

**6:00 P.M. — 8:00 P.M.**

#### **WELCOMING RECEPTION**

*Hosts: The Vinyl Institute, European Council of Vinyl Manufacturers, and Vinyl Environmental Council*

Join us for cocktails and hors d'oeuvres while sharing greetings with leaders of the international vinyl community.

#### Thursday, September 27

**7:30 A.M. — 8:30 A.M.**

**CONTINENTAL BREAKFAST  
EXHIBITS OPEN**

**8:30 A.M. — 10:30 A.M.**

**GENERAL SESSION**

**Welcome and Opening  
Remarks**

**Perspective on Sustainability:  
Challenge or Opportunity**

**Keynote Speaker**

**Ray Anderson, CEO, Interface  
(invited)**

Ray Anderson serves as Founder and Chairman of Interface. Interface is currently developing processes and environmentally sustainable technologies. Come hear his views on sustainability.

**Vinyl: 2020 Ten Years Later —  
An overview of the industry's  
progress since Vinyl: 2020 was  
first published.**

*Dr. Irving Leveson, Economist,  
President of ForecastCenter.com  
and co-author of Vinyl: 2020*

An economist, business strategy consultant and public policy expert.

#### **Overview of Global Business Climate**

*Steven Brien, Global Business  
Director for Chlor-alkali & Vinyls  
Studies, Chemical Market  
Associates, Inc. (CMAI)*

Steve brings his intimate knowledge of chlor-alkali and vinyls technology and markets to the Conference.

#### **Progress, Challenges and Prospects, 10 Years Along the Way: an Interactive Policy Discussion**

Hear from executives of major PVC companies in the United States, Europe and Japan discuss the needs of a changing world and new challenges since the first WWF ten years ago.

**10:30 A.M. — 11:00 A.M.**

**BREAK**

**EXHIBITS OPEN**

**11:00 A.M. — 12:30 P.M.**

#### **Where in the World Is Vinyl Research?**

This session will cover topics of interest in new applications of nano-technology, new developments in foamed and composite PVC, global trends in stabilizers and impacts of REACH. Hear from experts on vinylSUM, a cooperative research initiative on sustainable use of PVC.

**12:30 P.M. — 2:15 P.M.**

#### **Luncheon with Featured**

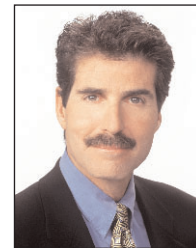
**Speaker**

**John Stossel**

**ABCNews**

**Correspondent  
and Co-anchor  
of 20/20**

**Myths, Lies**



**and Downright Stupidity**

John Stossel reports for 20/20 on subjects ranging from government waste to debunking myths, like "record high" gas prices, and price "gouging." He has written two best sellers: *Give Me a Break* and *Myths, Lies, and Downright Stupidity: Why Everything You Know Is Wrong*. Stossel has received 19 Emmy Awards. He is a 1969 graduate of Princeton University, with a B.A. in psychology. John will update us on his recent projects and research, as well as take a look at the vinyl industry and the ongoing attacks against vinyl.

**2:15 P.M. — 2:45 P.M.**

**BREAK**

**EXHIBITS OPEN**



**2:45 P.M. — 4:45 P.M.**

**Innovations Which Push  
Our Product Forward**

Expand the horizons of PVC as you explore what innovative architects see as the next applications for vinyl products and learn more about how to design and market your products to meet sustainable societal needs.

**6:00 P.M. — 9:30 P.M.**

**RECEPTION AND DINNER**

Wind down from a full day of stimulating presentations at our relaxing reception and dinner. This is a great opportunity to network, enjoy good food and be entertained.

**Reserve your  
hotel room today!**

Boston Marriott  
617-236-5800  
Discount Rate \$269  
by mentioning  
World Vinyl Forum

**Friday, September 28**

**7:30 A.M. — 8:30 A.M.**

**CONTINENTAL BREAKFAST  
EXHIBITS OPEN**

**8:30 A.M. — 10:15 A.M.**

**GENERAL SESSION:  
SUSTAINABILITY**

*Featured speaker:  
Professor John C. Warner,  
Director, Center for Green  
Chemistry, University of  
Massachusetts Lowell and  
co-author of Green Chemistry:  
Theory and Practice*

Look at how the principles of green chemistry can be incorporated into commercially relevant applications and how to apply sustainable concepts to global business strategy.

**10:15 A.M. — 10:45 A.M.**

**BREAK  
EXHIBITS OPEN**

**10:45 A.M. — 12:15 P.M.**

**Reaching Out: Dialogue with  
Our Stakeholders**

In today's world, reaching your various stakeholders can be challenging. Hear from major retailers and marketers of vinyl products on changes that are leading to a sustainable marketplace. You will examine proper channels, identifying the right audience, and confirming you've reached them.

**12:15 P.M. — 1:45 P.M.**

**BUFFET LUNCH AND EXHIBIT  
NETWORKING TIME**

A buffet lunch will be provided. Use this time to complete your conversations with the exhibitors.

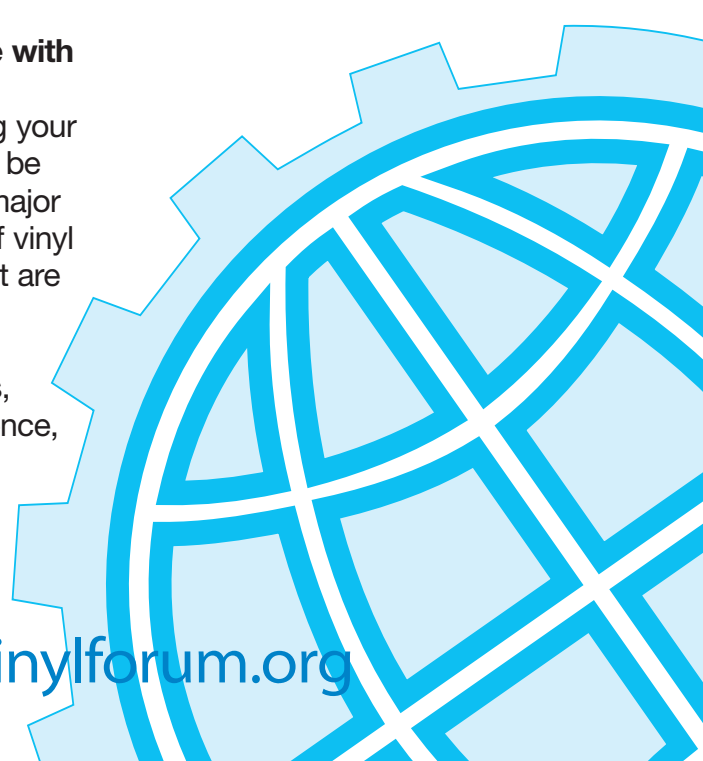
**1:45 P.M. — 4:00 P.M.**

**PLENARY SESSION:  
A SUMMING UP AND AGENDA  
SETTING PROCESS**

This closing session will look at The Decade Ahead: Opportunities and Obstacles. After two days of discussions, expert speakers and interaction, we will assess where we are headed and what we want to achieve as an industry.

**4:00 P.M.**

**CONFERENCE ADJOURNS**





## Charting Our Future in a Sustainable Age

### CONFERENCE LOCATION AND ACCOMMODATIONS

#### EVENT SITE

**Boston Marriott Copley Place**  
**110 Huntington Ave.**  
**Boston, Massachusetts 02116**  
**(617) 236-5800 or**  
**(800) 228-9290**

Centrally located in the historic Back Bay of Boston, MA, the award-winning Boston Marriott Copley Place hotel is perfect for business and leisure travel. Dining options include 3 restaurants, cocktail lounge, coffee bar, and 24-hr room service. This Copley Square hotel offers numerous amenities such as valet parking, gift shop, car rental desk, and tour desk. The downtown Boston location makes visiting Boston historic attractions such as the Trinity Church and Boston Common easy. If you are a sports fan, then the Marriott Copley Place hotel is the perfect choice for visiting Fenway Park or the TD BankNorth Garden events, and seeing the Boston Marathon finish line. World-class shopping is just steps away at the Copley Place and Prudential Center malls and nearby Newbury Street.

#### HOTEL RESERVATIONS

A block of rooms has been reserved for our attendees at the reduced room rate of \$269/single per night, plus state and local taxes, until Sept. 7, 2007.

#### CUT-OFF DATE FOR REDUCED RATE

After Sept. 7, 2007, reservations will only be accepted on a space and rate availability basis. We recommend that you make your reservations as soon as you can.

#### Reservations Via Phone:

Please contact the hotel directly at (617) 236-5800 or (800) 228-9290 to make your reservations by phone. Be sure to refer to "World Vinyl Forum" to receive the discounted rate.

#### NEW HOTEL POLICY

Please be advised that the Marriott Boston Copley Place is a non-smoking property. No smoking is allowed within the building. To accommodate the needs of guests who smoke, the Marriott has established special designated smoking areas outside the building. The policy includes all guest rooms, restaurants, lounges, meeting rooms, and public space.

#### AIRPORT AND TRANSPORTATION

**Boston International Airport**  
**(Airport Code: BOS)**  
**Approx. 4 Miles from Hotel**

**Subway service, fee: \$1 USD**  
(one way); exit at the Back Bay Station

**Estimated taxi fare: \$30 USD**  
(one way)

**Driving Directions:** Follow signs for Boston/Sumner tunnel. Pay the toll and stay in the right lane in the tunnel. Follow signs for Exit 26/Storrow Drive. After you emerge from the tunnel, take the second left exit to Copley Square/Back Bay. At the first light, turn right onto Beacon St. Follow Beacon St. for 4 blocks and make a left on to Exeter St. After 5 lights, Exeter St. ends at Huntington Ave. Turn right onto Huntington Ave. At the first light, under the sky bridge, make a U-turn to the left. The hotel entrance will be immediately on your right.

#### Reservations Via the Internet:

To make your reservations via the internet, go to:  
<http://marriott.com/property/propertypage/BOSCO>  
then enter your arrival date and departure dates. In the GROUP CODE Field, enter WVFVVFA and click FIND. The system will populate our reduced room rate and you can follow the online directions from that point.

## Sponsorship, Table Top Exhibits, and other Marketing Opportunities

The World Vinyl Forum III is the perfect marketing and ultimate networking opportunity. Give your company the chance to expand your global market presence by showcasing your services and resources with top industry leaders to grow/strengthen long-term relationships.

Opportunities include table top exhibits, an ad in the final program and sponsorships! Show your clients and potential customers about your product(s) in a face-to-face environment. This September's event will allow you to reach out to them through the following methods:

### BIGGER VISIBILITY While Showing Your Support

An excellent opportunity exists for companies wishing to contribute to the Forum through sponsorship of selected programs on the agenda. These events will provide high visibility for sponsors, who will be recognized in printed literature and with signage. Sponsorships range from breakfast or break sponsorships to general conference and keynote sponsorships. For a listing of events and sponsorship rates, please complete and return the form below or contact Katrina Kona, (*see contact information below*).

### Table Top Exhibits

The Table Top exhibits at the Forum will be set up in a very visible area of the event to direct maximum traffic to you. An exhibit will cost \$1750 and will provide you with:

- One draped table
- One complimentary registration

- Listing in the final program with contact information
- Two chairs/Waste basket

The diversity of the Forum's attendees offers an excellent opportunity for exhibitors. However, space availability is limited. If you are interested in reserving exhibit space and would like more information, see contact information below.

### Ad in Conference Program

In addition to the Table Top exhibits, vendors can place an advertorial in our onsite conference program for \$750. Advertorial in conference program includes the following:

- 400 words on your company's product or service
- Company logo (Black & White)
- Contact information

Placing your company's information in this book will allow attendees to find you during the event and more importantly after our Conference has ended. This is a great bargain and a nice enhancement to a Table Top display! Again, to pursue this opportunity, see below.

Interested? Questions? Please complete the form below and fax it to 703-741-6085 or contact Katrina Kona, 703-741-5826 or [Katrina\\_kona@americanchemistry.com](mailto:Katrina_kona@americanchemistry.com).

Sponsorship

Exhibit

Advertorial

I would like more information, please contact me about the following opportunities:

Name \_\_\_\_\_

Company \_\_\_\_\_

Tel \_\_\_\_\_ Email \_\_\_\_\_



The Vinyl Institute  
1300 Wilson Boulevard  
Arlington, VA 22209



Registration Line: 703/741-5131 • Registration Fax: 703/741-6085

Register online at [www.worldvinylforum.org](http://www.worldvinylforum.org)

### There are several ways to register for this Conference:

1. Go to the internet address, [www.worldvinylforum.org](http://www.worldvinylforum.org) and click REGISTER. Please note that the online registration form will require that you pay by credit card.
2. Complete this form and fax it to us at 703-741-6085
3. Call us at 703-741-5131 during regular business hours (8 am - 5 pm Eastern time)

### CONFERENCE REGISTRATION FEES (In US Dollars):

#### General Attendee

Prior to July 1, 2007: \$795  
After July 1, 2007: \$995

Speaker Rate: \$495

#### Multiple Attendee Discount: \$525\*

\* We are offering companies the opportunity to send more employees to this event with a "multiples discount" rate. The first and second attendee should pay the full rate(s) listed above, but the third/forth/fifth attendees can register at the reduced price of \$525. We hope this will enable you to send your team to this exciting event and maximize your value!

### REGISTRANT INFORMATION

Full name (Dr./Mr./Ms.) \_\_\_\_\_

Nickname for Badge (*first name only please*) \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Company Address \_\_\_\_\_

City/State/Postal Code/Country \_\_\_\_\_

Tel \_\_\_\_\_ Email (*required for registration*) \_\_\_\_\_

### PAYMENT INFORMATION Pre-Payment is Required for registration!

Number of Attendees: \_\_\_\_\_ x Fee Amount \_\_\_\_\_ = Amount Due \_\_\_\_\_

Payment by credit card preferred\*\*. Please Check Your Payment Method Below:

American Express  MasterCard  Visa

\*\*If you need to pay by check or wire transfer, please call 703-741-5231. We will need to issue you an invoice for this payment and we can help you register as well.

Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Card Holder's Name, as it appears on the card \_\_\_\_\_

Billing Card Address (if different than above) \_\_\_\_\_

City/State/Postal Code/Country \_\_\_\_\_

Card Holder's signature: \_\_\_\_\_

Tel \_\_\_\_\_ Date: \_\_\_\_\_

Please check here if you require special accommodations to participate fully and attach a written description of your needs.

**HOTEL: Please note that this registration does not reserve you a room. You must contact the Boston Marriott directly for reservations.**

#### CANCELLATION POLICY:

Conference registration cancellations received on or before August 31, 2007 will receive a full refund minus a \$50 cancellation fee. Please email all cancellations to [online@americanchemistry.com](mailto:online@americanchemistry.com) or call us at 703/741-5131. If you do not cancel and do not attend, you are still responsible for payment. Substitutions may be made at any time.