

FOR IMMEDIATE RELEASE

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The **NEW** 2012 PDA Annual Conference

Kansas City, MO: October 25, 2011 – PDA – The Association for High Performance Elastomeric Technologies, will host the *NEW* 2012 Annual Conference March 26 -29 in Orlando, Florida at the Doubletree Orlando Hotel. The theme for this dynamic meeting is: “Innovation. Synergy.”

The conference will include a new and different schedule of events than ever before presented at a PDA Conference. New programs include Innovations Day for chemists, an awards luncheon, International Attendee reception and an evening dine-around. The 2012 Annual Conference will also offer a much broader educational program than ever before with four training sessions available, including Basic and Advanced Applicator Training. Conference sessions will be dedicated to discussing and experiencing project profiles and new industry technology.

This three and a half day event promises to be a stimulating meeting for formulators, contractors, raw material suppliers and other professionals within the thick-film high performance elastomer industry.

“I am ecstatic with the new 2012 PDA Annual Conference and what we will be offering to attendees!” Said PDA President, Kyle Flanagan, “It brings to fruition a year’s worth of work to develop PDA into a strong, member-driving organization in along with a new, expanded mission to meet the needs of a larger worldwide audience.”

To be a part of this event with attendees from throughout the world, register for this exceptional conference today at pda2012.pda-online.org. The conference website provides information on hotel, events, sponsorship opportunities, exhibiting, schedule and more!

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PDA is an international trade association formed specifically to promote the awareness and education of elastomeric technologies and their uses. The association’s members include contractors, formulators, material suppliers, equipment

manufacturers and specifiers who seek to expand the business of such technologies. PDA promotes continuing education and the highest professional and ethical conduct within the industry. For more information about PDA, call +1-816-221-0777, or visit www.pda-online.org.