

# Intech Information Institute 2019 Workshop Catalog



**Las Vegas, NV – October 15-16, 2019**

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**Teflon™ Fluoropolymer Coatings -  
Products, Markets, & Sales Strategies**

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*The Intech Information Institute, or I<sup>3</sup>, was created to provide formal training and instruction on a wide variety of fluoropolymer coating related topics.*

*The workshop style format is intended to encourage an open exchange of ideas and information to ultimately allow for improved business practices and growth.*

# Teflon™ Fluoropolymer Coatings – Product, Markets, & Sales Strategies



*The essential program for any growth oriented company in the coating industry*

## **Program Overview**

The Intech Information Institute is excited to present the *Teflon™ Fluoropolymer Coatings – Products, Markets, and Sales Strategies* workshop. This 1 ½ day intensive seminar is designed to provide attendees with a comprehensive complete understanding of the critical areas that impact growth for coating companies around the world. Whether you are new to the coatings industry or an experienced veteran, this workshop will give you a wealth of valuable information that you can use immediately in your job function.

**Products** – The Teflon™ fluoropolymer coating product line is filled with products designed to meet a wide range of end use requirements. This workshop will help you understand the product and the outstanding characteristics of each product. You will also gain valuable insight about product selection criteria so that you can make accurate product recommendations. The basics of job costing, application troubleshooting, and product stewardship will round out this area.

**Markets** – Fluoropolymer coatings are used in nearly every industry in some capacity. Understanding these industries, as well as the inherent values that fluoropolymer coatings deliver, will allow attendees to increase their understanding and recognition of target industries in their local geography.

**Sales Strategies** – Implementing and managing a sales process is a daunting task for most small & medium sized business. This module will provide an overview of the foundation of a sales process and principles, as well as specific tools and processes that can be effective in any coating facility. Coupled with product and market knowledge, attendees will be better equipped to develop new coating business opportunities.



*“The workshop was loaded with technical support from the basics to in-depth chemistry”*

**Register Now!**

[www.intechservices.com](http://www.intechservices.com)

Phone: 302.366.8530

Fax: 302.366.8602

# Teflon™ Fluoropolymer Coatings – Product, Markets, & Sales Strategies



## Learn the Latest

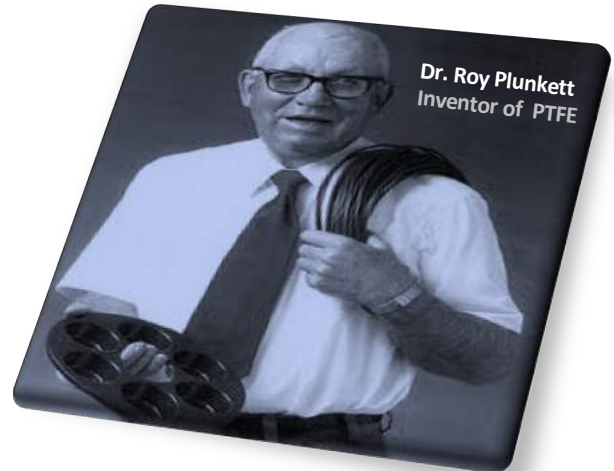
- Product technologies & capabilities
- Examples of fluoropolymer coating uses in many markets
- Emerging markets for fluoropolymer coatings
- New business prospecting methods
- Sales and marketing tools

## Target Audience

- New to the coating industry
- Experienced with coatings, but want to expand your knowledge
- Making coating product selections and specifying decisions
- Involved with inside or outside coating sales
- Interested in developing new fluoropolymer coating business

*“Excellent  
opportunity  
to interact  
with key  
players in  
our industry”*

*“With Intech’s help, I  
pulled in my largest single  
customer of the year!”*



## Registration Fees

Early Registration (*Before September 15*) \$599  
Standard Registration \$699

## Registration Includes:

- Digital workshop presentations
- Certificate of course completion
- Lunch & snacks each day
- Opening night cocktail reception & dinner

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# Teflon™ Fluoropolymer Coatings – Product, Markets, & Sales Strategies



## Workshop Agenda – Day One

8:45 am - 9:00 am	Registration
9:00 am - 9:30 am	Opening Remarks
9:30 am - 10:15 am	Markets for Teflon™ Coatings
10:15 am - 12:00 pm	The Teflon™ Coating Product Line - Product Line Overview - Product Stewardship
12:00 pm - 1:00 pm	Lunch
1:00 pm - 1:30 pm	The Chemours Company - Corporate Overview and Coating History
1:30 pm - 3:30 pm	The Teflon™ Coating Product Line (continued) - Application Technologies and Troubleshooting - Coating Selection
3:30 pm - 3:45 pm	Introduction: Sales & Marketing Strategies in the Coating Industry
3:45 pm - 4:00 pm	Conclusion / Questions
5:30 pm - 8:00 pm	Reception / Dinner

## Workshop Agenda – Day Two

9:00 am - 9:30 am	Marketing Strategies for Coating Companies
9:30 am - 11:30 pm	Coating Sales Fundamentals - Sales Fundamentals - Opportunity Analysis - Managing Opportunities
11:30 am - 11:45 pm	Conclusion
11:45 am	Lunch / Depart

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# Workshop FAQ's

## *Frequently Asked Questions*



### **Who are the Instructors?**

The workshop will feature a variety of qualified instructors from Intech Services and Chemours' research & development group, product group, and sales organization. These instructors are experts in the area of fluoropolymer coating technology and application. This allows attendees with an excellent opportunity to meet and interact with a wide variety of experts in this industry.

### **How many people attend the workshops?**

We intentionally keep the workshop attendance small so that there is a lot of interaction between & amongst the instructors and attendees. The Product, Market, Sales Strategy workshop usually has about 12-25 attendees.

### **How much experience should I have to get the most out of the workshops?**

Feedback from graduates has confirmed that the content and presentations have value for both new and experienced individuals. There is always something new to learn from the instructors, as well as the other attendees.

### **Are there discounts available?**

Yes, there is a discount for early registration. It is \$100 off the regular registration cost.

### **What other cities will the Intech Information Institute be visiting?**

We are working on future locations. Let us know if you are interested in having programs in your area. We also offer Custom On-Site Training options. More information is at the back of this packet.

*“Motivating!”*

*“This class exceeded my expectations!”*

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# Location Information



## New York New York Las Vegas Hotel & Casino

3790 S Las Vegas Blvd  
Las Vegas, NV 89109  
800.689.1797

Website: <https://newyorknewyork.mgmresorts.com/en.html>

NEW YORK  
**NEW YORK**<sup>TM</sup>  
LAS VEGAS HOTEL & CASINO

### Driving Directions

#### FROM MCCARRAN INTERNATIONAL AIRPORT

Head southeast on McCarran Airport Connector/Paradise Rd 0.2 mi  
Turn left onto Kitty Hawk Way 0.2 mi  
Slight left onto McCarran Airport Connector/Swenson St/Wayne Newton Blvd  
Continue to follow McCarran Airport Connector/Swenson St 0.5 mi  
Turn left onto E Tropicana Ave 1.7 mi  
Turn right 66 ft New York-New York Hotel & Casino

#### FROM INTERSTATE 15 NORTHBOUND

Follow I-15 N to W Tropicana Ave in Paradise. Take exit 36 from I-15 N  
Drive to your destination 1 min (0.2 mi)

#### FROM INTERSTATE 15 SOUTHBOUND

Follow I-15 S to W Tropicana Ave in Paradise. Take exit 37 from I-15 S  
Continue on W Tropicana Ave to your destination 1 min (0.5 mi)

### Booking your Room

We have blocked rooms at a **special rate of \$69**. Please book your room in our block to guarantee the best rate. **This rate will expire on September 23, 2019.**

1. **Book Online:** Use this link to book online: <https://book.passkey.com/e/49909656> and then choose "Attendee" from the dropdown menu. The \$69 room will show at the top.
2. **Phone:** Call [\(702\) 740-6969](tel:7027406969) and select 1 for room reservations. Mention you are with the group booking for "Products, Market, Sales Strategies Workshop".

### Intech Services Workshop Cancellation policy

Please notify Terra Carter ([terra@intechservices.com](mailto:terra@intechservices.com)) at Intech Services immediately if you are registered for an I<sup>3</sup> workshop and will be unable to attend.

**Before 60 days of the workshop:** Full refund of registration fee

**Within 30 days of the workshop:** 50% of registration fee will be refunded

**Within one week of the workshop:** No refund will be issued.

**Register Now!**

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# I<sup>3</sup> On-Site Training

*Customized Training at your Facility*



## **Program Overview**

Bring the Intech Information Institute to your facility for a unique training experience for your entire organization. We will work with you to develop an dynamic agenda to help your company improve the overall understanding and proficiency in the world of fluoropolymer coatings. Depending on your company's individual training goals, we will provide a variety of presentations and speakers to effectively present the material to match the experience level of your organization.

## **Benefits of Custom Training**

- Program designed to address the specific needs of your company
- Duration of training sessions is flexible to meet your needs
- Include everyone in your organization – owners, management, sales, technical, sprayers
- All ability levels will benefit – new employees to experienced veterans of the coating industry
- Allows for open dialogue about things that directly impact your company
- Eliminates travel cost for your company
- Less time away from your facility

## **Price**

The price of the *I3 On-Site* is based on the duration and location of the training. After understanding your needs, we will work with you to develop a program and cost estimate.

**Contact us to Plan your Workshop!**

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# I<sup>3</sup> On-Site Training



## Program Options

There are many different program combinations possible to make this the most effective and valuable training course your company can imagine. We customize every facet of the program to fit the needs of the company and the ability levels of the employees. Here are some examples of workshop modules that can be put together in any fashion to create your company's program:

## Product, Market, & Sales Strategies

- Teflon™ Coating Product Line Overview (1 - 2 hours)
- Safety – Product Stewardship & Safety Practices for Coating Facilities (1/2 hour)
- Markets for Teflon™ Coatings (1 hour)
- Resource for the Coating Shop - Industry Association & Trade Show Overview (1/2 hour)
- Coating Sales Fundamentals - Techniques for the Coating Industry (1 - 2 hours)
- Sales Opportunity Analysis in your Region (1 -2 hours)
- Managing Opportunities (1 -2 hours)
- Sales Process Development & Implementation (1 -2 hours)

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*Have a different idea? Let us know!*





# I<sup>3</sup> 2019 Workshop Registration

Name / Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Guest/Spouse: \_\_\_\_\_

## Teflon™ Fluoropolymer Coatings - Products, Markets, & Sales Strategies

Las Vegas- October 15-16, 2019

Registration Before September 15<sup>th</sup>

\$599

Registration after September 15<sup>th</sup>

\$699


### Payment Method

Check (please bill my company)       Visa, MasterCard, American Express. Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature: \_\_\_\_\_

**Register Now!**

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