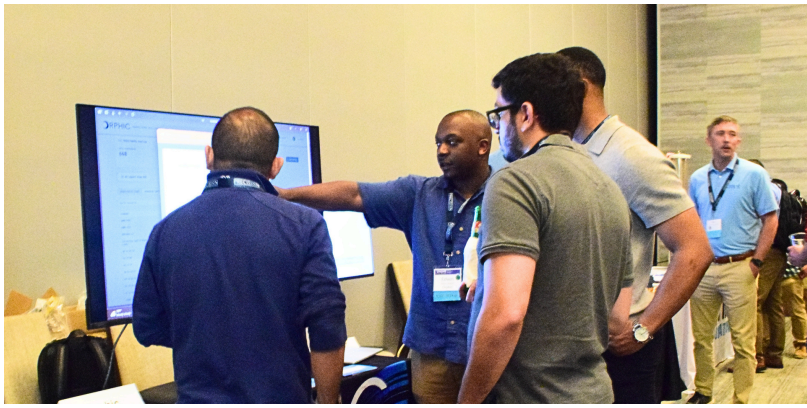
VMA VALVE MANUFACTURERS ASSOCIATION | VRC Valve Repair Council











2027 VALVE FORUM: CONFERENCE & EXHIBITS

Exhibit & Sponsorship Opportunities

May 18–20, 2027 | The Westin at The Woodlands, Texas

Connect with the people who design, manufacture, specify, sell, and use industrial valves and related products.

Valve Forum: Conference & Exhibits brings together professionals from across the valve, actuator, automation and flow control industry for three days of education, exhibits and meaningful industry connections. Produced by the Valve Manufacturers Association (VMA) and the Valve Repair Council (VRC), the Valve Forum combines high-quality technical, manufacturing, market trends and business programming with a focused exhibit environment designed to encourage substantive conversations between attendees and exhibitors.

In 2027, Valve Forum returns for a second consecutive year to The Westin at The Woodlands, Texas — a highly rated venue in a vibrant, walkable location that attendees praised following the 2026 event.

Why Exhibit at Valve Forum?



CONNECT WITH DECISION MAKERS

Meet approximately 150 decision makers and buying influencers from across the valve, actuator, automation and flow control industry.



SHOWCASE YOUR SOLUTIONS

Put your products, services and innovations directly in front of manufacturers, suppliers, distributors and end users through tabletop displays and small demonstrations.



BUILD RELATIONSHIPS

Benefit from dedicated exhibit networking during the Welcome Reception, breakfast, lunch and breaks — all structured to create focused time with attendees.

A More Focused Exhibit Experience

Valve Forum is intentionally designed to foster quality interaction. Rather than competing for attention on a massive trade show floor, exhibitors have dedicated opportunities to meet attendees, discuss solutions and build meaningful industry relationships. No conference programming is scheduled during exhibit hours and exhibitors are encouraged to participate in roundtable discussions, games, the optional facility tour and the Networking Night Out for additional opportunities to connect with attendees.

Who Should Exhibit?

Companies providing products, technologies, and services to the industrial valve industry — including valve and actuator manufacturers, component suppliers, automation and controls providers, distributors, suppliers to service and repair companies, engineering solutions providers, software and technology companies and other industry suppliers.

Valve Forum's tabletop exhibit format provides a cost-effective opportunity to put your products, services, and expertise directly in front of industry professionals without the expense or complexity of a traditional trade show booth.

Who Attends?

Valve Forum attracts approximately 150 professionals from across the valve, actuator, and flow control industry, including manufacturers, suppliers, distributors, and end users. Attendees represent technical and engineering, production and manufacturing, sales and marketing, and executive and business management roles.

What 2026 Exhibitors & Attendees Had to Say

EXHIBITOR "It gives us an opportunity to understand the industry and build relationships.

EXHIBITOR "Very welcoming event, everyone is friendly and the event was well communicated.

ATTENDEE "The conference was a great, smaller scale conference to network. The technical presentations were perfect for a quick overview of industry topics. The exhibitors were interesting and very applicable.

ATTENDEE "Limited exhibitors and limited attendees unlike huge expos. It gave more time for exhibitors and attendees to interact and have a meaningful discussion.

2027 Schedule of Events & Key Dates

Schedule subject to change.

Dedicated Exhibit & Networking Opportunities	
5:00 – 6:30 p.m.	Tuesday Welcome Reception
7:30 – 8:30 a.m.	Wednesday Breakfast
11:30 a.m. – 2:00 p.m.	Wednesday Lunch
3:50 – 4:20 p.m.	Wednesday Networking Break

Thursday, May 13
Exhibit shipments accepted at The Westin at The Woodlands

Tuesday, May 18	
9:00 a.m. – 4:00 p.m.	Exhibit Set Up
10:30 a.m. – 12:30 p.m.	Optional Facility Tour (ticketed event; additional purchase)
1:00 – 4:00 p.m.	Conference Program
4:00 – 5:00 p.m.	Opening General Session
5:00 – 6:30 p.m.	Opening Networking Reception with Exhibitors

Wednesday, May 19	
7:30 – 8:30 a.m.	Exhibits Open: Breakfast
8:30 – 11:30 a.m.	Conference Program
11:30 a.m. – 2:00 p.m.	Exhibits Open: Lunch
2:00 – 3:50 p.m.	Conference Program
3:50 – 4:20 p.m.	Exhibits Open: Networking Break
4:20 – 6:00 p.m.	Exhibits Tear Down
4:20 – 5:10 p.m.	Conference Program
6:30 – 8:00 p.m.	Networking Night Out (ticketed event; additional purchase)

Thursday, May 20	
7:30 – 8:00 a.m.	Continental Breakfast
8:00 – 11:50 a.m.	Conference Program

Note: No exhibits on Thursday, May 20.



Exhibit Opportunities

Tabletop Exhibit Package

Approximately 6' wide × 6' deep. Materials must be displayed on the six-foot table or directly behind it. Due to limited space behind the table, only small signs or banners may be displayed; pop-up booths are not permitted.

- One 6' undraped table and two chairs
- Two exhibitor personnel registrations
- Access for exhibit personnel to the Tuesday Welcome Reception
- Wednesday breakfast, lunch, and networking breaks in the exhibit area

Please note: Exhibitor personnel registrations do not include access to conference educational programming. Full conference registrations may be purchased separately at the regular conference rate.

Exhibitor Type	2027 Rate
VMA/VRC Member	$2,125
Non-Member	$2,750



Contact Kara Mortl,
Advertising, Exhibiting & Sponsorship Sales

kmortl@vma.org
248-250-3655

for more information.



Sponsorship Opportunities

Extend Your Visibility Beyond the Exhibit Table

Valve Forum sponsorships give your company additional opportunities to build brand awareness and visibility before, during and after the event.

In addition to the enhanced brand exposure offered through individual high visibility sponsorship opportunities, all sponsors receive recognition on the event website, in pre-event marketing materials, on the mobile app and on-site signage throughout the event.

Premier Sponsor Recognition

Premier Sponsors receive elevated visibility to thousands of industry professionals reached through Valve Forum marketing, including prominent placement on the event website, e-mail campaigns, and applicable print marketing materials. Premier Sponsor recognition requires a minimum of $3,000 in sponsorship purchases.

Build a Package That Fits Your Goals

Looking for a custom sponsorship package? VMA can mix and match available opportunities to create a package tailored to your company's goals at Valve Forum and beyond.

Choose from a range of opportunities designed to align your company with high visibility moments, educational programming, and attendee experiences throughout Valve Forum. Availability is limited to select opportunities and sponsorships are confirmed on a first-come, first-served basis.

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Available Sponsorships:

HIGH-VISIBILITY EVENT BRANDING

Opportunity	What's Included	VMA/VRC Member	Non-Member
Tote Bags	VMA supplies attendee tote bags featuring sponsor branding.	**$2,200**	**$2,800**
Registration	Logo featured in the Welcome Letter sent to all attendees before the event and on attendee badge lanyards provided by sponsor.	**$2,200**	**$2,800**
Welcome Reception	Signage near bar and food stations, a signature cocktail and mocktail, and one-color branded napkins.	**$2,200**	**$2,800**
Wednesday Lunch	Signage near bar and food stations; sponsor may provide branded items for dining tables. May 19.	**$2,200**	**$2,800**
Mobile App	Logo featured alongside Valve Forum branding on the main mobile app graphic.	**$1,650**	**$2,100**

PROGRAM & EDUCATION

Opportunity	What's Included	VMA/VRC Member	Non-Member
NEW! Opening General Session	One-minute promotional video and opportunity to introduce the speaker(s).	**$2,000**	**$2,400**
NEW! Deep Dive Session: AI or Leadership	Sponsor one of two two-hour deep dive sessions. Includes logo recognition in marketing emails, social posts and the event website, plus ability to provide in-room table toppers and branded fidget toys or like items. 2 available.	**$1,250**	**$1,625**
NEW! Individual Session Sponsorship	Opportunity to introduce the session and provide approved materials/collateral in the room. 15+ available.	**$500**	**$650**
NEW! Session Recordings	Sponsor recognition on recorded sessions, including online recognition and a "This recording is made possible by..." acknowledgment. 6–10 sessions anticipated.	**$800**	**$1,000**
NEW! Student Poster Session	Opportunity to introduce the session plus sponsor recognition on session signage. Up to 5 sponsors.	**$500**	**$650**

ATTENDEE ENGAGEMENT & HOSPITALITY

Opportunity	What's Included	VMA/VRC Member	Non-Member
Continental Breakfast – Wednesday	Signage near refreshment and food stations; sponsor may provide branded items for dining tables. May 19.	**$1,100**	**$1,400**
Continental Breakfast – Thursday	Signage near refreshment and food stations; sponsor may provide branded items for dining tables. May 20.	**$1,100**	**$1,400**
Afternoon Extended Program Break	Signage near refreshment and snack stations. May 19.	**$1,100**	**$1,400**
NEW! Attendee Giveaways	Put your brand directly in attendees' hands with a sponsored giveaway. VMA can suggest items such as stress balls, fidget spinners, or similar items. Sponsor also covers cost of item; multiple available.	**$600**	**$800**
NEW! Exhibitor & Sponsor Showcase	Five-minute opportunity to present your company, product, or solution. Up to 5 exhibitors/sponsors.	**$250**	**$325**

SPECIAL EXPERIENCES & IMPACT

Opportunity	What's Included	VMA/VRC Member	Non-Member
NEW! Dine Around	Create meaningful connections with attendees in a relaxed, small group setting. Sponsors extend invitations, make dinner reservations and cover dinner expenses. Contact information is provided only for attendees who expressly agree to share it with the sponsor. May 18; up to 3 sponsors.	**$1,000**	**$1,300**
NEW! Sustainability Sponsor	Help offset the event's carbon footprint through a donation to a verified environmental initiative.	**$1,000**	**$1,300**
NEW! Morning Fun Run	Support a casual attendee wellness activity with logo on participant swag. Morning of May 19 with May 20 as the rain date. Up to 3 sponsors.	**$650**	**$750**

All sponsorship prices are listed as VMA/VRC member and non-member rates. Sponsorship availability is subject to change.



Exhibitor Pre-Planning & Logistics

In February 2027, exhibitors will receive a service kit with detailed information on personnel registration, shipping and storage, available services, and pricing. The following information is provided to help with advance planning.

Exhibit Room & Services

The exhibit room is carpeted. Additional items or services, including audiovisual equipment, electricity, shipping and material handling, are the responsibility of the exhibitor to arrange and pay for.

Shipping & Material Handling

Exhibitors are responsible for getting materials to and from The Westin at The Woodlands. Shipments via UPS, FedEx or U.S. Mail may not arrive earlier than Thursday, May 13, 2027, three days prior to the event. Storage fees will apply based on the size and number of boxes, crates, or pallets.

Small boxes and exhibit cases will be delivered to the exhibit space. Additional charges may apply for oversized items, crates, or pallets. Exhibitors may also carry in or bring their materials directly to their exhibit space.

Special shipments: If a shipment will not arrive or depart via UPS, FedEx or U.S. Mail, or if you are shipping a crate or pallet, please contact Abby Brown as soon as possible to confirm the hotel can receive the shipment and move the materials to the exhibit space.

Questions about exhibit logistics? Contact Abby Brown, Manager, Meetings & Membership, at abrown@vma.org or 202.331.8105.

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Exhibitor Rules & Regulations

1. Space Assignments
Exhibitors may select a tabletop space on a first-come, first-served basis, subject to VMA approval and receipt of full payment. Space may be selected when the reservation is made online. Exhibit space selection will be confirmed once payment is received.

2. Eligibility
To be eligible to exhibit or sponsor, a company must have a physical presence in the U.S. or Canada and be part of the U.S. or Canadian industrial valve, actuator or controls industry, or be a service provider to the industry.

3. Tabletop Displays
Displays include one (1) 6-foot-long x 24-inch-wide x 30-inch-high table without linens and two (2) chairs. The exhibit area is carpeted. Additional items or services, including audiovisual equipment, electricity, shipping and material handling, are the responsibility of the exhibitor to arrange and pay for. Items displayed or demonstrated must fit on the tabletop provided. No display items are permitted on the floor or in front of the table. Exhibits with draped backdrops can accommodate small hanging signs.

4. Staffing
Companies may register TWO exhibitor personnel as part of the exhibit fee. All other registrants from the company must register at the prevailing conference rate.

5. Payment and Cancellation
Full payment for the tabletop exhibit is required before exhibit hall space may be selected. Cancellations received on or before March 5, 2027, will receive an 80% refund. Cancellations received after March 5, 2027, will not receive a refund.

6. Use of Space
No exhibit participant may permit another corporation, firm, or its representatives to use the space allotted to the participant, nor may the participant display articles not normally manufactured or sold by the participant's company.

7. Limitation of Liability
The exhibit participant shall indemnify VMA against all claims, demands, actions, expenses, damages, penalties, or proceedings arising out of or in any way connected with the participant's occupancy and use of the exhibit premises or any part thereof. Participants will be required to pay for any repairs needed to damaged floors, walls, structures, or accessories.

8. Security and Insurance
It is expressly understood and agreed by each contracting exhibit participant, and by the participant's agents and guests, that neither conference management nor its employees or contractors shall be liable for loss of or damage to the goods or property of participants. At all times, such goods and property remain in sole possession, custody, and control of each exhibit participant. Each exhibitor company must maintain Comprehensive General Liability Insurance, including contractual liability coverage, with a single limit for bodily injury and property damage of $1,000,000, as well as Workers' Compensation/Occupational Disease coverage in full compliance with federal and state laws. VMA does not provide security for the exhibit hall. If a company requires security, it is the company's responsibility to provide it.

9. Protection of Display Area
Nothing may be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the facility, conference or exhibit area without permission from the building authority and VMA.

10. Installation and Dismantling
All displays must be in place and set up by the official opening of the exhibit area. Space not occupied or set up by that time may be reassigned for other purposes.

11. Default Occupancy
Any exhibit participant failing to occupy contracted space is not relieved of the obligation to pay for that space at the full rental price, and VMA shall have the right to use such space as it sees fit.

12. Distribution of Printed Matter, Etc.
Exhibit participants may distribute printed matter, samples, souvenirs, and similar materials only from within their rented spaces. Distribution of such materials elsewhere must be approved by VMA.

13. Agreement to Conditions
Each exhibit participant, on behalf of the participant and the participant's employees, agrees to abide by these conditions, with the understanding that sole control of the exhibit rests with VMA. Each exhibit participant also agrees to abide by the registration policies for the event.

14. Amendments
VMA shall have sole authority to interpret and enforce all rules and regulations contained herein, to make amendments thereto, and to establish such further rules and regulations as may be necessary for the orderly conduct of and best interests of the exhibit hall and event.

15. General
Actions, words, jokes, or comments based on any individual's sex, race, color, national origin, age, religion, disability, sexual orientation, or any other legally protected characteristic will not be tolerated.
All participants agree not to share their registration or login credentials with others. Registration is valid only for the individual who registered.
Any recording of sessions or use of AI notetakers by participants in the event is prohibited.
Participants shall not carry weapons of any kind, including concealed or displayed firearms, on the premises of any VMA/VRC event.
By attending the event, participants voluntarily assume all risks related to exposure to COVID-19 and other health-related issues and agree not to hold VMA/VRC or any of its affiliates, directors, officers, employees, agents, or contractors liable for any illness or injuries.
If the event is canceled or postponed, VMA/VRC is not liable for any hotel and/or travel arrangements made by participants.
All participants agree to follow VMA/VRC management instructions on-site in emergencies or other situations.
As the producer and owner of the event, VMA/VRC reserves the right to update event policies. Any changes will be communicated in advance of participation in the event.

16. Image and Audio Release
Registration and attendance at, or participation in, this event constitutes an agreement by the registrant to VMA's use and distribution, both now and in the future, of the registrant's or attendee's image or voice in photographs, videos, electronic reproductions and audio recordings of such events and activities. By participating, registrants authorize the recording of audio and visual content that takes place at the live or virtual event. Audio and visual recordings of the event may include documents and materials exchanged or viewed; questions asked and poll answers provided by participants during the event; and chat transcripts.

17. Antitrust
All participants in VMA meetings and events must adhere to the VMA antitrust guidelines. View the antitrust policy at https://www.vma.org/page/PoliciesSurveys.

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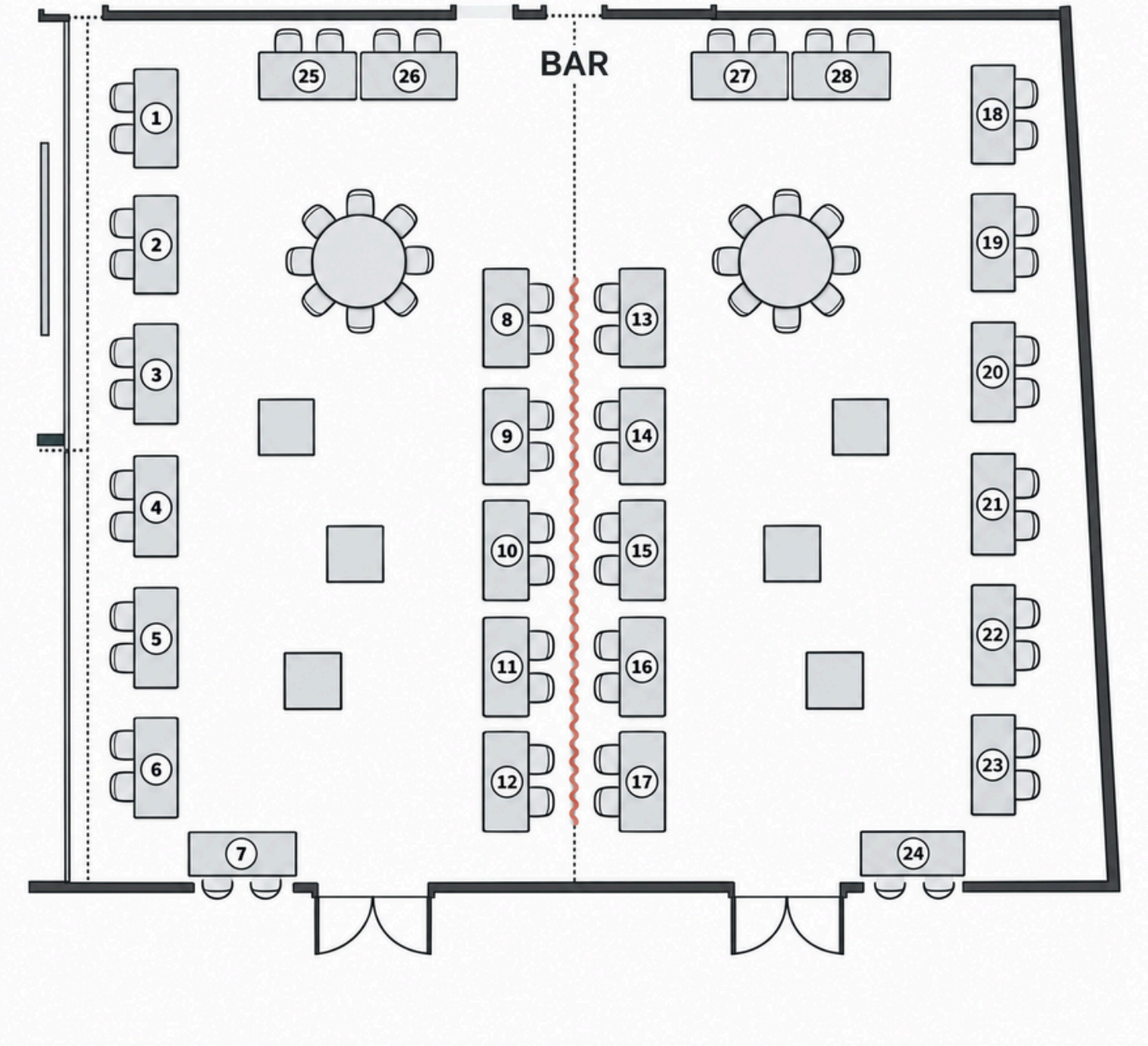
Exhibit Floor Plan

This is a preliminary plan and may change before the conference. VMA reserves the right to rearrange the floor plan at any time and relocate exhibitors if necessary for causes beyond the control of VMA or when deemed in the best interests of the conference and VMA. Every effort will be made to accommodate exhibitors' concerns. All space is assigned on a first-come, first-served basis. Please Note: Tables 8-17 have draped backdrops that can accommodate small hanging signs.



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READY TO PARTICIPATE IN VALVE FORUM 2027?

Reserve your exhibit space or build a sponsorship package that puts your company in front of key professionals across the valve industry.

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