

THE FUTURE OF  
THE COATINGS AND  
CORROSION INDUSTRY

# ATTENDEE JUSTIFICATION TOOLKIT

How to Sell Attending  
AMPP Annual Conference + Expo  
to Management

2026



**AMPP**<sup>®</sup>

ANNUAL CONFERENCE + EXPO

MARCH 15-19, 2026 | HOUSTON, TEXAS

[ace.ampp.org](http://ace.ampp.org)



# Experience the Largest Global Coatings and Corrosion Event

# How to Justify Conference Attendance

We're excited that you're considering AMPP Annual Conference + Expo and want to support your business case for attending. To help, we've created this Attendee Justification Toolkit, featuring key information to share with your supervisor. This comprehensive event offers extensive educational, research, technical, and networking opportunities designed to help you advance your career.

## The toolkit includes:

- General tips
- Conference details and demographics
- Top 10 reasons to attend the conference
- A justification letter to present to management



If you and your company are involved in the corrosion and coatings industry in any capacity, AMPP Annual Conference + Expo is a must attend event for you and your organization.

To get started, review the following pages:

- For conference registration pricing, reference the Registration page: [ace.ampp.org/registration](https://ace.ampp.org/registration)
- For location and additional information, reference the About page: [ace.ampp.org/about](https://ace.ampp.org/about)
- For hotel accommodations, reference the Travel page: [ace.ampp.org/travel](https://ace.ampp.org/travel)

Evaluate the potential return on investment. First, check out the Advanced Program online.

- Whether your goal is to procure and cultivate new business partnerships or learn from the technical sessions and earn Professional Development Hours (PDHs), be sure to share how you will achieve these goals and how they will benefit you and the company.
- Look at the technical sessions, networking events, and other activities available. Build a tentative schedule with reasoning for attending each event.

Create a wish list of customers and partners you would like to reach.

- Review the conference floorplan to see exhibiting companies and look for potential customers, vendors, and partners with whom your company wants to make connections. The interactive floorplan can be found [here](#).

We hope to see you in Houston on March 15–19, 2026!



For more information, visit [ace.ampp.org](https://ace.ampp.org)

Prepare to deliver a presentation after the conference, sharing with your coworkers and peers what you gained from the experience, along with recommendations on how best to take advantage of the information and resources you compiled.



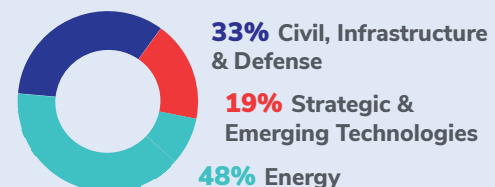
# WHO ATTENDS?

## TYPES OF ORGANIZATIONS

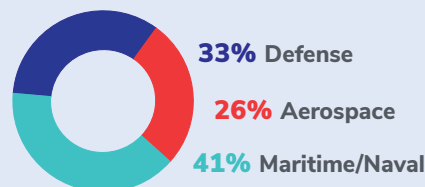
**15%** Supplier  
**1%** Media/PR/Advertising Agency  
**2%** Government/Regulatory Agency  
**3%** Society/Academia



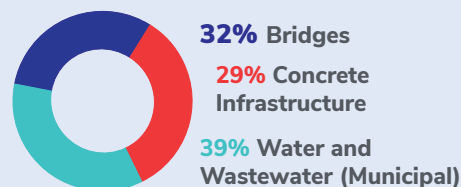
**34%** Manufacturer  
**20%** Asset Owner/Operator  
**26%** Business Service Vendor



Energy, Infrastructure, and Emerging Technologies  
Breakdown of audience by our key sectors

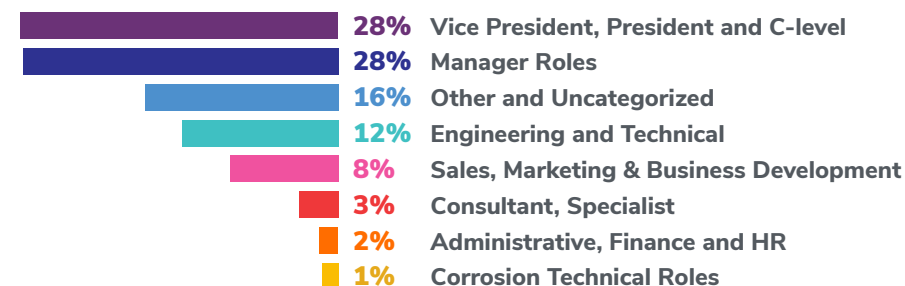


Breakdown of Government and Defense Audience



Breakdown of Civil and Government Audience

## TARGET THE RIGHT PROFESSIONALS



- Manager and Above Titles are 57% of attendees
- Vice President, President and C-level make up 28% of attendees
- Technical, Specialist and Consultants are 15% of attendees

## TOP ORGANIZATIONS THAT ATTEND YEAR AFTER YEAR

- |                                   |                              |                            |                                |                       |
|-----------------------------------|------------------------------|----------------------------|--------------------------------|-----------------------|
| ▶ Air Products                    | ▶ Colonial Pipeline Company  | ▶ Nippon Steel Corporation | ▶ Plains All American Pipeline | ▶ U.S. Air Force      |
| ▶ Alleima                         | ▶ ConocoPhillips             | ▶ Occidental Petroleum     | ▶ ROSEN                        | ▶ U.S. Army           |
| ▶ Audubon Companies               | ▶ DNV                        | ▶ ONEOK                    | ▶ Saudi Aramco                 | ▶ U.S. Navy           |
| ▶ BAE Systems                     | ▶ Dow Chemical               | ▶ Owens Corning            | ▶ Shell                        | ▶ Valero Energy       |
| ▶ Baker Hughes                    | ▶ Duke Energy                | ▶ Oxy                      | ▶ SoCal Gas                    | ▶ VDM Metals USA, LLC |
| ▶ Bechtel                         | ▶ Energy Transfer Partners   | ▶ Pacific Gas & Electric   | ▶ Targa Resources              | ▶ Veolia              |
| ▶ Boardwalk Pipelines             | ▶ Enbridge                   | ▶ Petrobras                | ▶ TC Energy                    | ▶ Weatherford         |
| ▶ BP                              | ▶ Enterprise Products        | ▶ Petronas                 | ▶ TechnipFMC                   | ▶ Western Midstream   |
| ▶ Buckeye Partners                | ▶ ExxonMobil                 | ▶ Phillips 66              | ▶ Tenaris                      | ▶ Williams            |
| ▶ Burns & McDonnell               | ▶ Flint Hills Resources      |                            |                                |                       |
| ▶ Canadian Natural Resources Ltd. | ▶ Fluor                      |                            |                                |                       |
| ▶ Centerpoint Energy              | ▶ Halliburton                |                            |                                |                       |
| ▶ ChampionX                       | ▶ Kinder Morgan              |                            |                                |                       |
| ▶ Chevron                         | ▶ Marathon Petroleum         |                            |                                |                       |
| ▶ Citgo Petroleum Corporation     | ▶ Meridian Pipeline Services |                            |                                |                       |



For more information, visit [ace.ampp.org](https://ace.ampp.org)

# TOP 10 REASONS TO ATTEND

- 1** Hear from experienced professionals as they share stories of success, failure, interesting incidents from the field.
- 2** Connect with young professionals and students looking to build careers in the corrosion and coatings industries.
- 3** Participate in our EMERG Student Outreach program networking events if you're a student or young professional preparing to enter the materials protection field.
- 4** Access to the conference proceedings, which include 500+ technical papers. (Additional fees may apply.)
- 5** Explore 300,000 sq. ft. of exhibit space, where 380+ companies showcase their latest products, technologies, and services.
- 6** Gain insight into career advancement through personal and professional development strategies.
- 7** Increase your knowledge and gain Professional Development Hours (PDHs) by attending 50+ technical symposia and forums.
- 8** Engage in more than a dozen networking events tailored to connect you with your industry peers.
- 9** Meet AMPP members who will attend technical and administrative meetings to work on standards and reports and exchange ideas.
- 10** Learn from industry experts during 1,000+ hours of technical education from 15 industry and technology tracks.

View the Technical Program at [ace.ampp.org](https://ace.ampp.org)



# Justification Letter

Feel free to incorporate any of the demographic or top 10 reasons listed previously into the letter to help make your business case. Remember: the more specific details you can include on how attending the conference will benefit you, your work, and your organization, the stronger your proposal will be.

[Date]

RE: Attending AMPP Annual Conference + Expo

Dear [Supervisor's name],

By attending AMPP Annual Conference + Expo, March 15-19 in Houston, TX, I would bring back knowledge and contacts that would greatly benefit our organization. The world's largest corrosion and coatings conference and exposition, AMPP Annual Conference + Expo, provides me with the opportunity to attend technical and educational sessions that would directly impact my work, as well as network with 6,000+ corrosion and coating professionals from over 70 countries.

I've reviewed the conference's Technical Program, and I look forward to attending [insert specific technical sessions, networking events, and other activities you plan on participating]. By attending these events, I will gain valuable knowledge and contacts to share and benefit our organization. As the [insert your job title], my specific goals in attending are to [insert goals as related to your job responsibilities]. Below is an approximate breakdown of expenses:

- Conference registration: [\$xxx]
- Networking events: [\$xxx]
- Roundtrip airfare: [\$xxx]
- Transportation: [\$xxx]
- Hotel: [\$xxx]
- Meals: [\$xxx]
- Total cost: [\$xxx]

This year, our organization set out to [insert company's goals], and attending AMPP Annual Conference + Expo will work towards these goals by [insert what you will gain from attending and how these efforts connect to the organization's goals].

Upon returning from the conference, I look forward to compiling a brief presentation on new contacts made, details on the latest news and technology, vendor product and service information, and speakers' presentation notes to share with the rest of the team, as well as make any conference materials available to my coworkers.

Thank you for considering support of my attendance at AMPP Annual Conference + Expo.

Sincerely,

[Your name]