

# News Release

For Immediate Release

## AATCC Announces Program for 2018 International Conference

**RESEARCH TRIANGLE PARK, NC, USA, January 5, 2018**—AATCC's 2018 International Conference (IC) is a "must attend", major industry event. The 2018 IC will be held March 6-8 in Greenville, SC, USA, and features a keynote presentation, educational tracks, a poster session, networking receptions, and the Awards Luncheon, where AATCC's most prestigious awards will be presented.

Jerry Inman, Demand Worldwide, will provide the keynote presentation entitled "The Retail Rebels—Who Will Conquer the Connected Consumer?" Inman will explore collaborating, communicating and connecting with the next generation of shoppers and employees, Generation Z.

Three concurrent educational tracks reflect the Association's three Interest Groups:

- Concept 2 Consumer® (C2C)

Sessions in the C2C track will focus on color management and lighting trends for the evolving retail landscape, speed to market, sustainability throughout the supply chain, and textile testing.

- Chemical Applications

The Chemical Applications track will address advances in coloration and chemistry, technologies to achieve comfort, odor control and antimicrobial, and the Herman and Myrtle Goldstein Student Paper Competition.

- Materials

Presentations in the Materials track will include advances in fibers and fabrics, flexible wearable technology, medical textiles, and comfort and performance clothing needs and assessments.

Tabletop exhibits, and sponsorship offerings are available to promote a company's presence at the conference. Take advantage of these opportunities to introduce the attendees to your company's products and services.

The conference, which will be held at the Hyatt Regency in Greenville, is open to anyone who would like to attend. For more details regarding the educational tracks, accommodations, sponsorships, tabletops or to register for AATCC's 2018 International Conference, visit [www.aatcc.org/ic/](http://www.aatcc.org/ic/).

**About AATCC:** [AATCC](http://www.aatcc.org) is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA,

provides test method development, quality control materials, educational programs, and professional networking for members in about 50 countries throughout the world.

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