



To: Exhibitors/Sponsors/Attendees

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Subject: PaperCon New Technology Showcase
Monday & Tuesday, April 23-24, 12:00-1:30pm
Sheraton New Orleans USA

Great Marketing Opportunity! New Technology Showcase at PaperCon 2012

The NTS allows you access to the entire conference audience in an eight (8) minute presentation dedicated to your newest technology. Participation will include:

- An 8-minute presentation of your new technology, product or service without commercialism guidelines/restrictions (anti-trust regulations will still be enforced)
- A "read-only" version of your presentation included in the conference CD proceedings
- Company and presenter's name listed in the conference's program book
- An excellent compliment to your exhibit in the PaperCon Trade Fair

Requirements of NTS Application

- Presentation must be for a new product, a new service, or a new application of an existing product or service.
- Provide title, speaker's name and contact information, company name, and a short abstract to TAPPI by **January 27, 2012**. Abstracts should be about 75 words or less.
- The presentation CAN include your company name, trade names, and logos.
- No pricing information is allowed. Presenters must abide by TAPPI antitrust guidelines and violators are subject to removal from program even during presentation. TAPPI's antitrust guidelines can be found [here](#).
- Presentations, in their entirety, including introduction and adjusting/putting on the microphone must be 8 minutes long. Microphones will be turned off at 8 minutes. Speakers can include time for Q&A; however it must be within the 8-minute period.
- No commercial literature is to be displayed or distributed during the session.
- Only one presentation per company
- Presenter must be a registered attendee of the conference.
- All presentations must be sent in advance and will be loaded onto one TAPPI computer. Your presentation will be included in the conference proceedings if sent by the deadline.

- Speakers are welcome to attend the Speaker's breakfast on the day they are speaking. This is the time to receive last minute instructions and to confirm status of their presentation.
- There will be about 20 speaking slots, which will be allocated on a first come first served basis to exhibitors and sponsors as first priority, then any remaining requests.

Selection of Presentation Times

The NTS will be divided into two sections: Coating related products and services and Papermaking related products and services.

Within those two groups, the order of the 8-minute presentations will be determined by random selection. The selection will take place at the TAPPI offices immediately after the abstract deadline on January 30th. The purpose is to eliminate any preferential treatment or screening of the submissions. The only screening of the submissions will be the determination of a "new" product, service or application.

All applicants will be notified of their individual time slots immediately following the selection. The resulting showcase schedule will be published in the conference program booklet.

Am I Eligible?

Any speaker may apply for a spot in the New Technology Showcase; however preference will be given to exhibitors and sponsors of the conference. All presenters must be a registered attendee of the conference and are eligible for any speaker rate EXCEPT single day (no charge).

Important Dates to Remember

- **January 27, 2012** - Application Submission Deadline
- **January 30, 2012** - Presentation times selected
- **March 2, 2012** — Final MS PowerPoint presentations submitted to TAPPI
- **April 23-24, 2012** —New Technology Showcase Presentations

How Do I Apply?

The easiest way is to submit your application online using TAPPI's Speaker Management System. Here are some simple instructions:

- 1) Enter <http://speakermanagement.tappi.org> into your browser and create a TAPPI login if you don't have one.
- 2) Select the event (PaperCon 2012) and select "Submit New"
- 3) Follow the instructions on the next page. In item 2, select "New Technology Showcase" as the conference area.
- 4) Select Save and your abstract will be submitted for consideration.

Questions about the NTS?

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For more information about PaperCon 2012, including the **Trade Fair** and **Technical Program** please visit: www.papercon.org

Thank you for choosing TAPPI PaperCon for your presentation!