

Make the most of your PaperCon 2012 presence by promoting it to your customers!

PaperCon Daily will be the eyes and ears of the industry as it covers PaperCon 2012. Make the most of your investment and maximize your company's exposure. The PaperCon Daily is published three times on-site as a full-color newsletter informing conference attendees and visitors about the technical sessions, award winners, and the host city. Attendees will utilize the PaperCon Daily to help manage their time and plan their schedule at the conference.

"You Are Here" Interactive Floor Plan and Directory

New this year! PaperCon will feature an interactive map for the exhibit halls. It is available on PaperCon.org and via two large screen kiosks at the conference. Help your prospects connect with you by appearing prominently the floor plan!

PaperCon Conference Guide

Carried by all participants at PaperCon 2012, the Conference Guide is where all eyes turn during the event - and after the event. Your ad can run alongside the conference schedule, exhibit listings, session paper details and general information.

PaperCon Media Packages

- Deluxe**..... **\$2,950**
 - One full-page, four-color ad in all three editions of PaperCon Daily*
 - "Traffic" Recognition Package on the You Are Here Interactive Floor Plan
 - One full-page, black and white ad in the PaperCon Conference Guide
- Standard**..... **\$1,850**
 - One full-page, four-color ad in one issue of the PaperCon Daily. Choose Monday, Tuesday or Wednesday publication
 - "Traffic" Recognition Package on the You Are Here Interactive Floor Plan
 - One full-page, black and white ad in the PaperCon Conference Guide
- Economy** **\$1,250**
 - "Traffic" Recognition Package on the You Are Here Interactive Floor Plan
 - One full-page, black and white ad in the PaperCon Conference Guide
- You Are Here Interactive Floor Plan - Basic Traffic Package** **\$650**

New this year! TAPPI will feature the You Are Here interactive map & directory, designed to help attendees instantly connect with you before, during, and after the event. It will be available on the web, via mobile app, and on (2) large touch-screen monitors strategically placed in high-traffic areas on each exhibit floor (one per floor).

*Outside Back Cover of PaperCon Daily is available for an additional \$1,000

Ad Specifications Submission Information

Ad Dimensions and Deadlines:

PaperCon Daily: (all ads in 4-color process)

- 1 page: 7" w x 9.5" h
- 1 page with bleed: 8.625" w x 11.125" h
- 1/2 page horizontal: 7" w x 4.583" h
- 1/2 page vertical: 4.583" w x 7" h

Ad material due March 23, 2012

PaperCon Conference Guide:

- 1 page: 3.75" w x 8" h
- 1 page with bleed: 4.375" w x 8.625" h
- Trim size: 4.25" w x 8.5" h

Ad material due February 21, 2012

Submission Requirements:

For all publications: All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Submit ads by email (10MB or smaller) to:

Debbie Trimmer at dtrimmer@tappi.org. For larger ad files, contact Debbie Trimmer for FTP instructions.

Ready to start reaching out to your prospects?

Contact Shane Holt today: +1.352.333.3345, PaperCon@naylor.com



“You Are Here” Interactive Floor Plan and Directory Connects You with Your Prospects!

April 22-25 • New Orleans
PaperCon 2012
Greasing the Future



ON THE WEB



ON MOBILE



ON THE FLOOR

✖ You Are Here™
Interactive Map & Directory

Stand Out! Protect Your Investment of Exhibiting and Be Seen!

About You Are Here™: Interactive Floor Plan & Directory

New this year! TAPPI will feature the You Are Here interactive map & directory, designed to help attendees instantly connect with you before, during, and after the event. It will be available on the web, via mobile app, and on (4) large touch-screen monitors strategically placed in high-traffic areas throughout the event floor.

“You Are Here” Interactive Floor Plan and Directory Connects You with Your Prospects!

Designed to connect you with your prospects, and we are offering several options.

Additional ‘You Are Here’ Packages

Note: All packages include recognition for your company on the floor plans posted on the PaperCon website, mobile app and on-site kiosks.

- 1. “Traffic” Display Package..... \$650**
Exhibit Page Banners
Side Ad, Floor

- 2. “Product” Exhibitor Search
Page Package \$1250**
“Traffic” Package (as above)
Instant Preview in Search Results
Banner Spots on Company Search Page, Floor

- 3. “Visibility” Category
Owner Package \$2250**
“Traffic” Package (as above)
Category Results Graphic, Top Three Listing,
Instant Preview in Search Results

- 4. “Presence” Top Map
Owner Package \$3000**
“Traffic” Package (as above)
Category Results Graphic, Top Three Listing
Logo on Map, Floor

Be part of the special promotion for exhibitors with equipment on the event floor.

Call Shane Holt Today! +1.352.333.3345
PaperCon@naylor.com

2012 PaperCon Interactive Directory Order Form

Exhibitor Information

Your Name:	
Your Email:	
Company Name:	
Company Street Address:	
City, State, ZIP	
Booth # if known:	
Your Phone:	
Your Fax:	

Advertising Packages to Match Your Event Goals –All Packages include ads on Web, Floor and Mobile Apps

Check	Description	Price Each
<input type="checkbox"/>	Traffic - Ensure you are seen. Greet your potential customers with rich graphics & content.	\$650
<input type="checkbox"/>	Product - Introduce a new product/service. Feature a special promotion. Tie a promotion to your booth. Stand out amongst competitors –Exclusivity!*	\$1250
<input type="checkbox"/>	Visibility of Company or Line - Reach a broad audience. Build or reinforce your brand. *	\$2250
<input type="checkbox"/>	Presence - Maximize your presence. Increase booth traffic. Generate new qualified leads –Limit 6.*	\$3000
<input type="checkbox"/>	Custom - A unique blend of advertising & enhancements aligned to meet your goals.	
<input type="checkbox"/>	Enhancements:	
	*Includes Traffic package.	TOTAL

Payment

Charge: VISA MasterCard AMEX (you may also call in your credit card information by telephone if you prefer)

Check Enclosed or Sent (remit in \$US drawn on a US bank, payable to MarketArt)

Card Number:	Name on Card:
Expiration (month/year)	Total Amount:

Signature: _____ Date: _____

Acknowledgement: By signing & returning this form with your payment you acknowledge that the order information above is correct and that you want placement on the **You Are Here** directory. By signing you also agree to the payment terms and responsibility of providing applicable graphics to **You Are Here** prior to your tradeshow's deadline. If you are paying by credit card you agree to pay the total amount according to the card issuer agreement. Because of demand & real-estate limitations, we enforce a no cancellation policy. An advertiser in a preferred position retains the right to renew & will be contacted for right of first refusal. If the existing advertiser does not renew the preferred position, then preferred products will be made available on a first-reservation date basis. Promotion time-frame begins October 1, 2011 through April 25, 2012. Thank you.

 Exhibitor Signature

 Date

 Printed Name

Please fax, mail or email a scanned image of this completed form to

PaperCon Show Management • 10474 Armstrong Street • Fairfax, VA 22030 • Fax: +1.703.934.4899 • PaperCon@naylor.com