

Make a Big Impression!

You can increase your exposure by combining sponsorship with an exhibit at PaperCon.

**Organizations that have previously sponsored or co-sponsored an event/product at PaperCon will have the first right to participate in the sponsorship program for the next PaperCon Conference and Expo.*

Sponsorship Recognition Packages Include:

- Acknowledgement in conference marketing materials
- Designation on the PaperCon website
- 50-word description and logo in the Conference Guide
- On-site recognition on signage
- Sponsor ribbons for on-site personnel
- Sponsor recognition in all session rooms during breaks
- Sponsor recognition in PaperCon Daily
- Recognition in Paper360^o magazine
- Two complimentary "Exhibit Only" registrations
- Opportunity to present an eight-minute commercial presentation in the New Technology Showcase (see www.papercon.org for details)

High Visibility Packages

□ Crown Sponsorship – \$25,000

Companies already participating include: **Metso**

- 10'x20' Exhibit Booth (includes carpet, chairs, additional round table, ID sign)
- Theme reception with exclusive Crown Level recognition (your choice of two predetermined themes)
- Three complimentary Full Conference registrations
- Up to six additional Full Conference registrations at the deeply discounted price of \$400
- Logo on the Conference Bags
- An advertising credit of 10% will be issued toward any future Naylor/TAPPI media buy
- Recognition in Exhibit entry way
- Pre-conference attendee list
- Deluxe media package*
- *PLUS all items in the Sponsorship Recognition Package*

□ Diamond Sponsorship – \$20,000

Companies already participating include: **BASF and Ashland**

- 10'x20' Exhibit Booth (includes carpet, chairs, additional round table, ID sign)
- Two complimentary Full Conference registrations
- Up to four additional Full Conference registrations at the deeply discounted price of \$400
- Logo on the Conference Bags
- An advertising credit of 10% will be issued toward any future Naylor/TAPPI media buy
- Recognition in Exhibit entry way
- Pre-conference attendee list
- Deluxe media package*
- *PLUS all items in the Sponsorship Recognition Package*

** See Media Packages insert for details.*

□ Platinum Sponsorship – \$15,000

Companies already participating include: **Ashland**

- 10'x20' Exhibit Booth (includes carpet, chairs, additional round table, ID sign)
- One complimentary Full Conference registration
- Up to three additional Full Conference registrations at the deeply discounted price of \$400
- Attendee list during the conference
- Logo on the Conference Bags
- Standard media package*
- *PLUS all items in the Sponsorship Recognition Package*

□ Gold Sponsorship – \$11,000

Companies already participating include: **Buckman, DuPont, Soy Polymers, Imerys Talc, Nalco and Pepite**

- 10'x10' Exhibit Booth (includes carpet, chairs, additional round table, ID sign)
- One complimentary Full Conference registration
- Up to two additional Full Conference registrations at the deeply discounted price of \$400
- Attendee list during the conference
- Standard media package*
- *PLUS all items in the Sponsorship Recognition Package*

□ Silver Sponsorship – \$6,000

Companies already participating include: **Sonoco**

- One complimentary Full Conference registration
- One additional Full Conference registrations at the deeply discounted price of \$400
- Attendee list during the conference
- Economy media package*
- *PLUS all items in the Sponsorship Recognition Package*

See other side for Additional Sponsorship Opportunities

Ready to start reaching out to your prospects?

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



Sponsorship Opportunities

Exclusive Sponsorship Opportunities

- Badge Lanyards** **\$6,500**
 Company provides one-color printing. **SOLD TO ABB!**
- Water Stations**..... **\$5,000**
 Feature your company's logo at water stations Monday through Wednesday.
- Exclusive Evening Reception Sponsor** **\$5,000**
 (two available) Choose from two themed receptions in the exhibit area. Includes exclusive signage in food areas and the chance to give away corporate prizes during the reception.
- Opening Session/CEO Breakfast Sponsor** **\$4,000**
 Includes exclusive signage in the food area and a looping five-minute product brief.
- Keycards** **\$3,700**
 Have your company's logo on the room keys in the PaperCon hotels. (one-color for two-color logo, four-color is \$4,800) **SOLD TO SKF!**
- Cyber Cafe** **\$3,500**
 Includes the following: Logo on the Cyber Cafe computers, cocktail menu, place to display your company's literature. Located adjacent to bookstore open during all sessions and coffee break (exhibit closed) **SOLD TO GEORGIA PACIFIC!**
- Exhibit Passport Program & Drawing (exclusive)** **\$3,000**
 Full page ad on the back of the official exhibit floor plan distributed to all attendees. Visitors will be able to accept booth stamps for a drawing each day.
- Exclusive Lunch Sponsor**..... **\$3,000 per company**
(two available)
 Sponsor a lunch in the exhibit hall on Monday or Tuesday. Includes shared signage, sponsor ribbons, and a listing in the program book.
- Conference Pens** **\$2,500**
 Your company's pen will be distributed to each attendee at registration. Sponsor provides pens. **SOLD TO MAJIC!**
- "You Are Here" Exhibit Floor Layout sign** **\$1,500**
 Displayed prominently at the entrance to the exhibit hall.
- Notepads** **\$1,000**
 Your company's notepad will be distributed to all attendees in the conference bags (sponsor provides notepad).
- Couch Pit University/Young Professionals Mixer** **\$1,000**
 This reception joins the new rising stars in the industry with the Experienced papermakers from Couch Pit in a dynamic meet & greet. Your company will be the exclusive host!

Non-Exclusive Sponsorship Opportunities

- Coffee Break Sponsor** **\$2,000**
(two available) Includes shared signage in the break area, sponsor ribbons, and a listing in the program book.
- Bag Insert (four available)**..... **\$1,000 each**
 8.5 x 11" brochure (four pages), flyer or post card inserted in attendee bags, larger inserts or premium items available (see consultant)
ONE SPOT OPEN! Companies already participating include CVN Vooner, Xerium and Man Diesel.
- Student Partner Program**..... **\$1,000**
 Sponsor TAPPI Student Chapter attendance. Sponsorship will cover part of one TAPPI Student Chapter member's travel expense, registration and accommodations. Includes signage, listing in program and Paper360° magazine, sponsor ribbon. **SOLD TO KAPSTONE!**
- Hagemeyer Happy Hour Reception** **\$500**
 Presented by the TAPPI Coating and Graphic Arts Division. Sponsor the Happy Hour scheduled for 3:00 pm - 5:00 pm on Tuesday. Includes signage and program book listing.
- Runnability Fun Run** **\$500**
 Includes company logo on Runnability Fun Run T-shirts, in program book, and five complimentary T-shirts per corporate sponsor.
- Literature Racks** **\$500**
 Racks provided for your company to display literature in the coffee break area outside the session rooms.

OpEx Reliability Seminar and Control System 2012 Sponsorship Packages are still available.

Ask your sales representative for more information.

Please note: Exhibitors and Sponsors will not schedule or conduct any outside commercial activity, including receptions, seminars, symposiums and hospitality suites during the scheduled program events, whether such activities are held at or away from the conference facility, except with the prior written approval of TAPPI.

