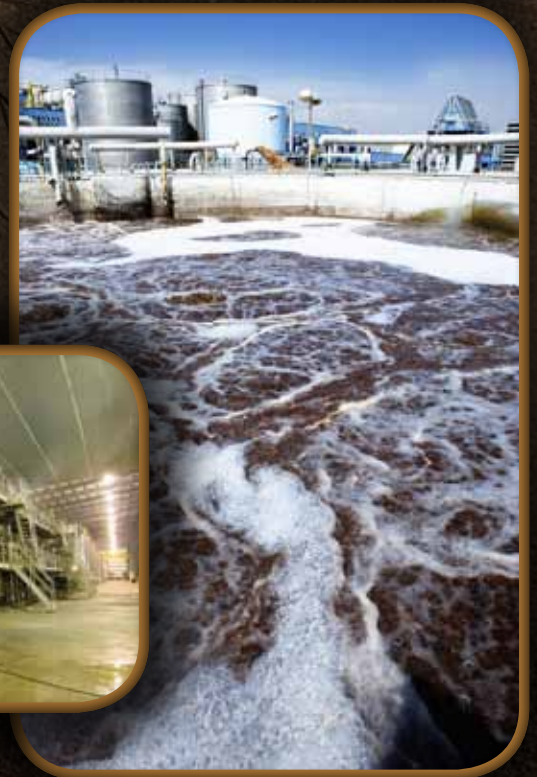


# Greauxing the Future

Exhibitor & Sponsorship  
Prospectus

April 22-25 • New Orleans  
**PaperCon 2012**  
Greauxing the Future



[www.papercon.org](http://www.papercon.org)

**TAPPI**



Building Leadership Excellence

# April 22-25 • New Orleans PaperCon 2012

Greauxing the Future



## The Pulp and Paper Industry's Most Important Event of 2012

By addressing the most critical issues and giving you the face-to-face access to the papermaking, coating, maintenance, and process control professionals who will grow your business, PaperCon 2012 is an exhibit opportunity not to be missed!

### Why Exhibit or Sponsor?

Designed by industry professionals, PaperCon brings together CEOs, mill managers, superintendents, scientists, and process engineers and more for North America's largest pulp and paper event. Loyal members from TAPPI and PIMA (the professional management division of TAPPI) always ensure a great turnout for this event. In fact, 2011 attendance set a record!

In 2012, PaperCon is located in the "Big Easy", New Orleans, the heart of the Southern USA pulp and papermaking region. As an exhibitor, your company's products and services can be displayed on one of the two show floors to a fresh group of PaperCon attendees eager to learn new ways to become more efficient, increase production and quality as well as reduce downtime and energy costs.

### New for 2012

## Control Systems 2012

New Orleans, Louisiana • April 22-25

Co-located with PaperCon will be the **15th Control Systems Conference, in the USA for the first time!**

Process control leaders from around the world will gather to see the latest innovations.

**Recycled  
Paperboard  
Technical  
Association**



And back by popular demand, the **Sustainability Forum** and **OpEX Maintenance Seminar** join PaperCon, along with the **RPTA Production-Technical Seminar**, drawing leaders in recycled paperboard.



**PaperCon gives you unprecedented opportunities to reach key decision-makers and promote your products or services.**

## The Industry Finds Value in PaperCon

- 94%** acquired knowledge through networking or sessions that will be useful in their line of work.
- 86%** of PaperCon 2011 attendees rated the event "good" or "very good."
- 18%** increase in registered attendance in 2011.

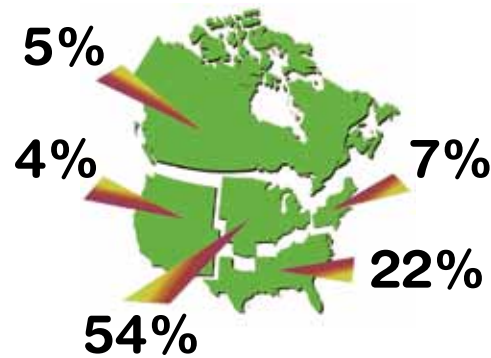
## What Jobs Do Attendees Hold?\*

- 30%** Technical Research
- 46%** Engineering/Production
- 18%** Management/Administration
- 6%** Other

## Who Do They Work For?\*

- 73%** Pulp/Paper/Tissue Mill
- 27%** Technical/R&D Facility/Headquarters

## Where Do They Come From?\*



In addition, 8% of 2011 PaperCon attendees came from outside North America including Austria, Brazil, China, Finland, Japan, South Africa, South Korea, Switzerland, Thailand, and United Kingdom.

\*based on PaperCon 2011 registrations of non-supplier attendees.

**“We were thrilled with the response to PaperCon 2011, with a 30 % growth in attendees, especially those from mills.”**

**Larry N. Montague, TAPPI President and CEO**

## Decision-Makers Are Predominant

- Board Mill Superintendents
- CEOs
- Chemists
- Coating Superintendents
- Consulting Engineers
- Corporate Engineering
- Corporate Production
- Corporate Purchasing
- Corporate R&D
- Business Development Managers
- Equipment, Chemical and Service Suppliers
- Maintenance and Reliability
- Mill Managers
- Paper Machine Superintendents
- Process Engineers
- Product Development Managers
- Production Managers
- Project Managers
- Research Managers
- Technical Services Managers
- Vice Presidents of Manufacturing, Operations and Sales

# 10ft. x 10ft. Exhibit Booth

## Includes:

- Two Complimentary "Exhibit Only" Registrations
- Up to two Full Conference Registrations (includes access to the coffee breaks and program sessions) at the deeply discounted rate of \$495 each
- Each exhibitor receives at least 2 VIP passes allowing customer access to your booth during the sessions.

*\*NOTE: The Napoleon and Grand Ballrooms are carpeted; therefore, exhibitors will **not** need to order additional flooring for their exhibit spaces unless they choose to.*

## Exhibit Booth Pricing

**\$2,520** – 10ft. x 10ft. space, PIMA or TAPPI member

**\$2,730** – 10ft. x 10ft. space, non-member

*5% discount for TAPPI Sustaining Member companies*

## New Technology Showcase

### Demonstrate your product to a dedicated audience

The New Technology Showcase (NTS) takes place during lunch on Monday and Tuesday just off the exhibit area with no competition from other sessions in the program! Applications for the NTS will be open exclusively for exhibitors/sponsors until January 20, 2012. After January 20, any company with new technology may submit an application. Space is limited. More info at [www.papercon.org](http://www.papercon.org).

- 8' High Back Drape, 3' High Side Dividers and a 7" x 44" Identification Sign.
- Networking opportunities – three receptions and two lunches
- Full attendee list, post-show, with contact information
- Company listing with 50-word description in Conference Guide
- Recognition as an Exhibitor on the PaperCon Web page
- Opportunity to give an eight-minute commercial presentation during the New Technology Showcase

## Sponsorships

### Expanded access, unlimited potential

We've added new opportunities to reach this lucrative audience in a variety of price ranges. Please review the list of sponsorships opportunities on the enclosed insert to learn how you can build brand awareness and drive more traffic to your company and your booth.

## 2011 Exhibitors Speak:

**"With such a large number of papermakers in attendance, PaperCon provides great networking opportunities."**

– Stephane Menard, Ashland Inc.

**"The 2011 PaperCon Exhibit exceeded our expectations. It provided countless networking opportunities with our current clients as well as our potential customers. I happily tell our customers 'I'll see you at PaperCon.'"**

Steve Stueck, Business Unit Paper, Region Americas, Omya Inc.

**"The PaperCon Exhibit is great for education and networking opportunities with current and new pulp and paper manufacturers and equipment suppliers. There was a successful turn out in 2011 and we are looking forward to the conference in New Orleans."**

– Josh McCarty, Siemens

## 2011 Attendees Speak:

**"Great venue, excellent paper company participation, good technical program focus, positive energy by all who attended."**

**"Great attendance especially from mill personnel; not just suppliers; great networking opportunities especially at the 'meal times' in the exhibit hall."**

**"Good information in sessions and trade fair. Excellent networking opportunities. Best TAPPI Conference I have attended in the last five years."**

**"Exceptional access to the key people specifically interested in learning about our types of products."**

**"I liked that new technology was being introduced to help deal with issues that have traditionally plagued the mills."**

## Exhibitors at PaperCon 2012 GET VALUE:

1. **MORE EXPOSURE:** Three-day event with ten hours of dedicated exhibit time!
2. **BUYING POWER:** PaperCon attendees have direct influence and/or buying authority.
3. **NETWORKING:** Three receptions held in the exhibit area give exhibitors additional time to meet with industry professionals.
4. **HANDS ON INTERACTION:** PaperCon is a great venue to get in front of hundreds of prospects to demonstrate how your product works.
5. **EXPANDED PROGRAM:** TAPPI's Sustainability Forum and Maintenance Track will target these market segments.
6. **LOCATION:** PaperCon 2012 will be held in New Orleans – 69 paper machines and over 12,000 mill employees are located within 250 miles of the city.
7. **INCREASED VISIBILITY:** Maximize your exposure with additional advertising and sponsorship opportunities.
8. **INDUSTRY RESPECT:** PaperCon's program is peer-reviewed and peer-organized and attendees are attracted to this event showcasing cutting-edge technology.
9. **PAPERCON 2012** is North America's largest pulp and paper industry conference and expo!
10. **Control Systems 2012** will draw experts from around the world to PaperCon

## Exhibitors at PaperCon 2011:

Advanced Photonix  
AMEC  
AMP-Cherokee  
Andritz  
Applied Technical Services, Inc.  
Ashland Hercules Water Technologies  
Aurora Specialty Chemistries  
BASF Corporation  
Bekaert Non-Contact Drying  
Beta LaserMike  
Blankophor  
BTG Americas Inc.  
Buckman  
BVG, Inc.  
Celanese  
Comer S.p.A.  
Comtronics, Inc.  
Core Link  
Corn Products U.S.  
Cot-Puritech  
Cristini  
CVN Vooner Paper Machinery  
DANICORE LLC  
Data South Systems, Inc.  
Decimal Software  
Deublin Company  
Dow Coating Materials  
DuBois Chemical  
DuPont Soy Polymers  
Econotech Services Ltd.  
Efaced USA, Inc.  
EKA Chemicals Inc.  
Encore Dredging Inc.  
Event Capture Systems, Inc.  
FAN Separator - BAB Beltec  
Fluor Enterprises, Inc.  
Gamajet Cleaning Systems  
Gardner Denver Nash c/o Process Controls  
GOTAR Technologies Inc.  
HumEng International Inc.  
Hunt, Guillot & Associates  
Imerys  
Industrial Psychologists, Inc.  
Informetric Systems Inc.  
Integrated Paper Services Inc.  
ISRA Vision  
ITT Corporation  
J. Rettenmaier USA LP  
Jedson Engineering  
Kadant  
Kemira  
Kuraray America, Inc.  
L&E Environmental  
Lorentzen & Wettre  
Louisiana Steam Equipment/UOG  
LUDECA, INC.  
Luzenac  
M. L. Gatewood Company  
Maier America LLC  
Marsden, Inc.  
Matrix Suppliers, Inc.  
Metso Paper  
Miron Construction Co., Inc.  
MTR Martco  
Nalco Company  
Omya  
OpTest Equipment Inc.  
Panther Systems / Mahlo America  
Paperchine, Inc.  
PEPITe SA  
Philadelphia Mixing Solutions, Ltd.  
Polytex  
ProFlow Inc  
ProMinent Fluid Controls, Inc.  
RTS Alliance  
R-V Industries, Inc.  
S. D. Myers  
Sekisui Specialty Chemicals America, LLC  
Siemens Industry, Inc.  
Silvent North America LLC  
SmithPlugs.com  
SoniSys, Inc.  
Stamford Scientific International Inc  
Steam Systems Inc.  
Technidyne Corporation  
Tengxuan Technology Company, Ltd.  
Testing Machines Inc.  
The Arnold Company  
The Way, Incorporated  
Thwing-Albert Instrument Company  
TUV Rheinland Industrial Solutions  
Unilux  
Vail Rubber Works  
Voith Paper  
Watson-Marlow Pumps Group  
Wetend Technologies Ltd  
Wrapation Inc.  
Xerium Technologies

## Attendee Companies at PaperCon 2011:

3A Composites  
Aalto University  
AB Enzymes  
ABB  
Abo Akademi University  
ACA Systems Oy  
Acosense AB  
ADM Co.  
Advanced Photonix  
Advanced Service Providers  
AGC Chemicals Americas  
Alabama Power Co  
Albany International  
AMEC  
American Express  
American Forest & Paper Assn.  
AMP-Cherokee  
Andritz  
Appleton  
AquaSol Corporation  
Arakawa Chemical Industries Ltd.  
Archer Daniels Midland  
Arclin  
Armstrong-Hunt Inc.  
Ashland  
Ashland Aqualon Functional Ingredients  
Ashland Hercules Water Technologies  
Asia Pulp & Paper  
AstensJohnson  
Atkins Inc.  
Auburn University  
Aue Energy Consulting / a Focus on Energy Provider  
Aurora Specialty Chemistries  
Automatic Handling  
Avant Communications Inc.  
Badger Paper Mills Inc.  
Barclays Capital  
BASF  
BE&K Inc.  
Bekaert  
Bercon Inc.  
Beta LaserMike  
Bielomatik Inc.  
Bioenergy Deployment Consortium  
Blankophor  
Boise  
BP-AGNATI  
BPM Inc.  
BRANTA Worldwide Inc.  
BTG  
Buckman  
Buehler Technologies  
Burrows Paper Corporation  
Buttonwood Consulting LLC  
BVG  
BYK USA  
CADAM Overseas Ltd.  
Cargill  
Cascades Tissue  
Casco Inc.  
Celanese  
Cellu Tissue Holdings Inc.  
Cellwood Machinery Inc  
Charta  
Chevron Phillips Chemical Company LP  
CleanTech Partners  
Clearwater Paper Corporation  
Coatex  
Coldwater Group Inc.  
Columbia River Carbonates  
Comer SpA  
Comtronics/Cobalt A/V  
Consultant  
Core Link Inc.  
Corn Products  
Corporacion Grafica V  
Cot-Puritech  
Covenant Building Systems  
CP Kelco  
Cristini North America  
CSX Corporation  
CVN Vooner Paper Machinery  
Data South Systems  
Decimal Software  
Deublin Steam Systems  
Dick Reese and Associates Inc.  
Domtar  
Dover Hydraulics  
Dow Chemical  
Dow Sverige AB  
DuBois Chemicals  
DuPont  
Duro Bag Manufacturing Co.  
Eaton Corporation  
Econotech Services Ltd.  
EcoSynthetix  
Efaced USA  
EKA Chemicals  
Ele Corp  
Emerald Performance Materials  
Event Capture Systems Inc.  
Evergreen Packaging  
FAN Separator-BAB Beltec  
Federal University of Technology (Brazil)  
Fibrocork Onsite Paper Services  
FibreK  
Fibria Celulose S.A.  
Fibro Systems AB  
First Quality Products Inc.  
Fisher International  
Fluor Daniel  
Fluor Enterprise Inc.  
FM Global  
FNW Valve  
Focus on Energy / CleanTech Partners  
Forestweb  
FPInnovations (Paprican)  
Fulton Systems  
FutureMark Paper  
Gamajet Cleaning Systems Inc.  
GEA Phe Systems North America  
Genesis Performance Partners LLC  
Georgia-Pacific  
GL&V USA Inc.  
Global Sales Co.  
Gold East Paper Co. Ltd.  
Grain Processing Corporation  
Graphic Packaging  
Graz University of Technology  
Greenvolve Colorants  
Greif Inc.  
Greycon  
Hankuk Paper  
Hansol Paper  
Healy & Assoc. Inc.  
Hercules Inc.  
Heuchling Group  
Hewlett Packard Company  
Homasote Company  
Honeywell  
HTRC Paper Tech. Inc.  
Huber  
HumEng International  
I. P. W.  
Igggesund Paperboard Ltd.  
IMERYS  
Industrial Psychologists  
Ineos  
Informetric Systems  
Inventia AB  
Integrated Paper Service Inc.  
International Microbial Associates Inc.  
International Paper  
INVISTA  
IPG  
IPST @ Georgia Tech  
ISRA Vision  
Item North America  
ITT  
Ivan Pikulik Consulting  
IVI  
J. Rettenmaier USA LP  
Jacobs Engineering Group Inc.  
James Ross Ltd.  
JDS Consulting  
Jedson Engineering  
JM & Company  
JohnsonFolts  
JWC CNSLG  
Kadant  
Kamin LLC  
KapStone Paper & Packaging  
Karlstad University  
Kemira  
Kimberly-Clark Corporation  
Klass Associates Inc.  
Kumagai Riki Kogyo Company Ltd.  
Kuraray America Inc.  
Kustom Group  
LanXess  
Lexmark International Inc.  
Lhoist  
Liberty Paper  
Lincoln Paper and Tissue LLC  
Linde Canada Limited  
Longview Fibre Paper and Packaging  
Lonza Inc.  
Lorentzen & Wettre  
Louisiana Steam Equipment Company  
LUDECA INC.  
Luzenac  
M.L. Gatewood Company  
Mahlo  
Maier America LLC  
Maintenance Technology Magazine  
MAJQ Inc.  
Mallard Creek Polymers  
Mantrose-Hauser  
Marsden Inc.  
Matrix Suppliers  
McMaster University  
MeadWestvaco Corporation  
MEC  
Merkel Heavy Industry  
Metso  
Miami University  
Michelman  
Minerals Technologies Inc.  
Miron Construction Co.  
Mohawk Fine Papers  
Mondi R&D Stellenbosch University  
MTR Martco  
MWV  
Nalco Company  
National Geographic Society  
National Starch & Chemical Co.  
Neenah Paper  
Newark Pacific Paperboard  
NewPage  
NGC Industry  
Nippon Paper Group Inc.  
North Carolina State University  
NPT2  
OCCG LLC  
Omni Continental  
OMNOVA Solutions Inc.  
Omya  
OpTest  
Orange County Container Corp LLC  
Orbital Tool Technologies  
OSisoft LLC  
Panther Systems Inc.  
Paper360  
PaperAge Magazine  
Paperchine Inc.  
Papermaking Process Consulting  
Papertech Inc.  
PaperWorks Industries Inc.  
PAPTAC  
Perfor Products Company  
Pepite Technologies  
PepsiCo  
Perceptive Engineering  
Performance Consulting Associates  
Philadelphia Mixing Solutions  
Philip M Prichard LLC  
Pipe Products - Wolseley Industrial Group  
Pixford Consultancy Ltd.  
Plasmine Technology Inc.  
PMT  
POET  
Polymer Latex GmbH  
Popyr Management Consulting (USA) Inc.  
PQ Corporation  
Process Controls Corporation  
Procter & Gamble Company  
Productora De Papeles S.A  
ProMinent Fluid Controls Inc.  
Pulp & Paper Foundation  
Pulp and Paper Manufacturers Association  
R. J. Reynolds Tobacco Company  
R.E. Carroll  
Ray Krumenacker and Associates LLC  
Recycled Paperboard Technical Association  
Reichhold Chemicals Inc.  
Rio Tinto Minerals  
RISI  
RockTenn  
RP Filter  
RTS Alliance  
Runtac  
add:  
R-V Industries  
S.L.I.E.T. Longowal  
SAK Construction  
Samyang Genex Corporation  
San Nopco Limited  
Sappi Fine Paper  
SCA  
SCG Paper Public Company  
School of Forestry LA Tech  
SD Myers  
SECO  
Sekisui  
Sekisui Specialty Chemicals  
Shepard Exposition Services  
Siemens  
Silvent North America LLC  
Simpson Tacoma Kraft Company  
SKF  
SMART Papers  
Smithplugs.com  
Smurfit-Stone Container Corp.  
Snyder Filtration  
Solutions Plus Inc.  
SoniSys Inc.  
Sonoco Products Company Inc.  
Specialty Minerals Inc.  
Spectratech Services Corp.  
Spencer Johnston Co. Inc.  
Stamford Scientific International  
Starch Performance Services  
Steam Specialties Repair Inc.  
Steam Systems Inc.  
S-TEC USA LLC  
Stewart Sutherland  
Stowe Weavexx  
Stowe Woodward/Mount Hope  
Styron  
Summit Contracting  
SUNY-ESF College  
Sylvite  
Tampere University of Technology  
TAPPI  
Tate & Lyle  
Technical and Investor Consulting  
Technidyne  
Technology Service Professionals  
Telles  
Temple-Inland Inc.  
Testing Machines Inc.  
TFM North America  
The Arnold Company  
The Equity Engineering Group  
The Newark Recycled Fibers Group  
The Sustainability Consortium  
The Way Inc.  
ThermoFisher  
Thiele Kaolin Company  
Thwing-Albert Instrument Company  
Timco-Clouth  
Tokuden Inc.  
Top Control Inc.  
Total Maintenance Services  
TPC Wire and Cable Corp.  
Tri-Star Packaging  
Trustaff  
TUV Rheinland  
Twin Rivers Paper Company  
U.S. Gypsum Company  
U.S. Playing Card Company  
University of Coimbra  
University of Cincinnati  
University of Coimbra  
University of Exeter  
University of Maine  
University of Massachusetts  
University of Michigan  
University of Washington  
UPM-Blandin Paper Company  
USDA Forest Products Laboratory  
USG Corporation  
Vail Rubber Works Inc.  
Verso Paper  
Verus Carbon Neutral  
VH Biotechnology  
Virginia Sealing Products  
Voith  
VSP Technologies  
VTT Technical Research Centre of Finland  
Waste Management  
Watson-Marlow  
Wausau Paper  
Weissenrieder & Co  
Wells Enterprises Inc.  
Western Michigan University  
Western Polymer Corporation  
Wetend Technologies Ltd.  
Weyerhaeuser Company  
Williams Gray Company Inc.  
Wrapation Inc.  
Xerium Technologies  
Yupo Corporation America

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For more information  
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and advertising, contact:



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## Exhibit Hours\*

\* Bonus: Each exhibitor receives at least 2 VIP passes allowing customer access to your booth during the sessions.

### Sunday, April 22, 2012

6:00pm-8:00pm Opening Receptions in Exhibit Halls

### Monday, April 23, 2012

11:30am-1:30pm Lunch and New Technology Showcase in Exhibit Halls

5:00pm-7:30pm Hospitality Receptions in Exhibit Halls

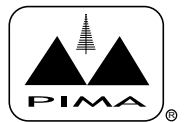
### Tuesday, April 24, 2012

12:00pm-1:30pm Lunch and New Technology Showcase in Exhibit Halls

5:00pm-7:00pm Hospitality Receptions in Exhibit Halls



 **TAPPI**



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