

## 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 Exhibit Guide
- Sponsor ribbons for on-site personnel
- Sponsor recognition in all session rooms during breaks
- Sponsor recognition in PaperCon Daily
- Recognition in Paper360<sup>o</sup> magazine
- Two complimentary "Exhibit Only" registrations
- Opportunity for an eight-minute commercial presentation during the New Technology Showcase (see [www.papercon.org](http://www.papercon.org) for details)

### High Visibility Packages

#### □ Crown Sponsorship – \$25,000

- 10'x20' Exhibit Booth
- 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 Bag
- 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

- 10'x20' Exhibit Booth
- Two complimentary Full Conference registrations
- Up to four additional Full Conference registrations at the deeply discounted price of \$400
- Logo on the Conference Bag
- 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*

#### □ Platinum Sponsorship – \$15,500

- 10'x20' Exhibit Booth
- 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 Bag
- Standard media package\*
- *PLUS all items in the Sponsorship Recognition Package*

#### □ Gold Sponsorship – \$11,500

- 10'x10' Exhibit Booth
- 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 – \$6,500

- 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 Media Packages insert for details.

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](mailto:PaperCon@naylor.com)



## Exclusive

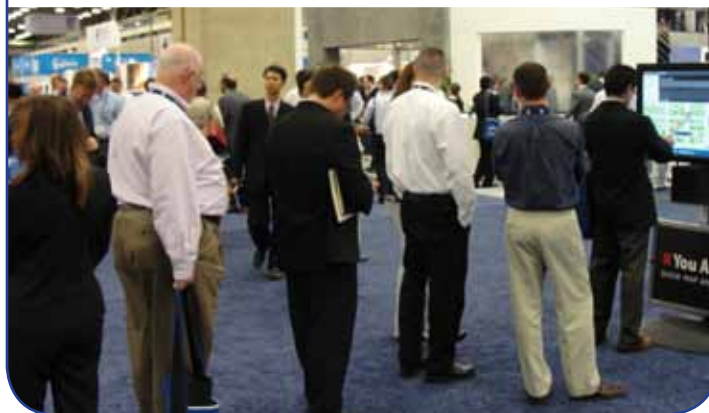
- Badge Lanyards** ..... **\$7,000**  
 Company provides logo for one-color printing. (Sponsor Supplied)
- Water Stations**..... **\$5,000**  
 Feature your company's logo and water bottles at water stations located in the coffee break areas (Monday through Wednesday.) Sponsor provides water bottles.
- Evening Reception Sponsor** ..... **\$5,000**  
 (Two available per day) Choose from two themed receptions in the exhibit area of your choice. Includes exclusive signage in food areas and the chance to give away corporate prizes during the reception.
- Opening Session/Executive 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 displayed on the room keys in the PaperCon hotels. (Price is for two-color logo, four-color is \$4,800)
- Cyber Cafe** ..... **\$3,500**  
 Includes the following: Logo or home page on Cyber Cafe computers, cocktail rounds and space to display your company's literature. Located adjacent to TAPPI Bookstore open during all sessions and coffee breaks. (Closed during exhibit hours.)
- Exhibit Passport Program & Drawing**..... **\$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.
- Lunch Sponsor** ..... **\$3,000**  
*(two available per day)*  
 Sponsor a lunch in the exhibit hall of your choice on Monday or Tuesday. Includes signage, sponsor ribbons, and a listing in the program book.
- Conference Pens**..... **\$2,750**  
 Your company's pen will be given to each attendee at registration. (Sponsor provides pens.)
- Notepads** ..... **\$1,200**  
 Your company's notepads will be distributed to all attendees in the conference bags (sponsor provides notepads).
- 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!
- Show Bags** ..... **\$1,000**  
 Exclusive logo on one side of conference bag.  
 Limit one. TAPPI provides bags.

## Non-Exclusive

- Coffee Break Sponsor** ..... **\$2,000**  
*(two available)* Includes signage in the break area, sponsor ribbons, and a listing in the program book.
- Bag Insert** ..... **\$1,000 each**  
*(four available)* 8.5 x 11" brochure (four pages), flyer or post card inserted in attendee bags. Larger inserts or premium items available (see your sales representative).
- Student Partner Program**..... **\$1,000**  
 Help Students Attend PaperCon! Your sponsorship will cover part of one TAPPI Student Chapter's travel expense, registration and accommodations. Includes signage, listing in program and Paper360° magazine and sponsor ribbon.
- 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 (tax deductible).
- Literature Racks** ..... **\$500**  
 Racks provided for your company to display literature in the coffee break area outside the session rooms.

### NEW FOR 2012

"You Are Here" visitor kiosk sponsorships. Help visitors find your booth and be part of the latest exhibit technology. Two kiosks – one on each exhibit floor. Contact 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.*