



# SPONSORSHIP OPPORTUNITIES



## Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS 2017.

Please review the list of sponsorships and promotional opportunities to learn how you can build brand awareness and drive more traffic to your booth.

\*Organizations that have previously sponsored or co-sponsored an event/product at PEERS will have the first right to participate in the sponsorship program for PEERS 2017.

### Sponsorship Recognition Packages include:

- Acknowledgment in all conference marketing materials
- Recognition in the pre-show publicity
- Designation on the PEERS website
- Logo and a 50-word description in the Conference Guide
- Recognition on sponsor signage
- Sponsor ribbons for staff
- Sponsor recognition in all session rooms during breaks
- Recognition in Paper360°
- Two complimentary “Exhibit Only” registrations
- Post-show conference registration list with contact info (does not include email addresses)
- Pre-show conference registration list (excludes contact info)

## High Visibility Packages (PEERS)

### Platinum Sponsorship.....\$6,600

- 8' x 10' booth (includes ballroom carpet, chairs, table) at PEERS
- Two complimentary full conference registrations per event
- Three full conference registrations at \$400 per event
- Full page, color ad in Conference Guide
- 10% discount on Web advertising
- Company logo on conference bag
- PLUS all items in the **Sponsorship Recognition Package**

### Gold Sponsorship..... \$5,500

- 8' x 10' booth (includes ballroom carpet, chairs, table) at PEERS
- One complimentary full conference registration per event
- Two full conference registrations at \$400 per event
- Full page, color ad in Conference Guide
- 10% discount on Web advertising
- Company logo on conference bag
- PLUS all items in the **Sponsorship Recognition Package**

### Silver Sponsorship..... \$4,400

- 8' x 10' booth (includes ballroom carpet, chairs, table) at PEERS
- One complimentary full conference registration per event
- One full conference registrations at \$400 per event
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

### Bronze Sponsorship.....\$2,750

- 6' x 30" tabletop (includes ballroom carpet, chairs, table) at PEERS
- One full conference registration at \$400 per event
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**



See other side for additional opportunities.

# SPONSORSHIP OPPORTUNITIES (cont.)

## Exclusive Sponsorship Opportunities

### Conference Pens (Sponsor Provided).....\$1,725

Your company's logo will appear on pens given to each attendee at registration.

### Badge Lanyards (Sponsor Provided)..... \$5,175

Sponsors can literally wrap their brand around the attendees at the show with the show lanyard sponsorship.

### Conference Koozie (Sponsor Provided)..... \$1,500

Branded exclusively with your company logo and given to all attendees.

### Hot Topics Breakfast Sponsor

#### (Tuesday or Wednesday).....\$1,500

Includes exclusive signage at the food area and at each Hot Topic table. Company logo to be displayed on breakfast napkins. Sponsor provided.

## Promotion Opportunity

### Conference Guide

Leave them with more than a business card. Carried by all participants at both conferences, the Conference Guide is where all eyes turn to during the event—and after the event. Your black and white ad can run alongside the conference schedule, exhibit listings, session paper details and general information.

1/2 page ad ..... \$300

Full page ad ..... \$550

### Ad Specifications for Conference Guide

**Deadlines:** PEERS Conference Guide: Ad material due **August 15, 2017**

#### Ad Dimensions:

PEERS Conference Guide:

Full page: 3.75" w x 8" h

Full page with bleed: 4.5" w x 8.5" h

Trim size: 4.25" w x 8.5" h

1/2 page: 3.75" w x 4" h

## Additional Sponsorship Opportunities

### Lunch Sponsor.....\$2,500

Sponsor a lunch in the exhibit hall on Monday or Tuesday. Includes shared signage, verbal recognition during the lunch, and company logos will be displayed on the lunch napkins. Sponsor provided.

### Coffee Breaks Sponsor.....\$2,000

Includes shared signage during all breaks and company logos will be displayed on disposable coffee cups. Sponsor provided.

### PEERS Conference Networking

#### Dinner Table Sponsor ..... \$300

Company will receive a reserved table for 10 guests. Place card with your company logo provided. The conference dinner will be held on the first full day of the conference. All non-sponsored seating will be general admission.

### Conference Dinner Sponsor ..... \$1,500

Take the opportunity to network and establish contacts in a relaxed setting. Only one Conference Dinner Sponsorship available.

- **Signage:** Your company's name and logo will be featured where appropriate at the dinner venue.
- **Conference Brochures:** Your company's name and logo appear (within production schedules) alongside other individual conference option sponsors in the conference marketing materials and on a display board in the conference registration area.
- **Company Literature and Giveaway:** You will have the opportunity to distribute items of your company's literature and gifts/giveaways at dinner.

### Conference Bag Insert (Sponsor Provided) \$520/each

Promote your company by including an insert in the official conference bag. TAPPI will stuff your one-page insert in each conference bag that will be distributed to attendees.

### 33rd Annual PaperChase Fun Run.....\$500

Tuesday, November 7, 2017

Company logo will be screened onto the race t-shirt and in the conference onsite program book. PaperChase benefits the TAPPI Engineering Scholarship Fund.

## Ready to start building your opportunity?

Let our experienced sales team help you design a conference strategy that meets your marketing goals and budgets. We can provide helpful tips and other information to help your company maximize its sponsorship investment.

Contact Shane Holt today: 352-333-3345, [TAPPIPEERS@naylor.com](mailto:TAPPIPEERS@naylor.com)

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