

# SPONSORSHIP OPPORTUNITIES



## Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS 2018.

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 2018.

## 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

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

- 8' x 10' booth (includes ballroom carpet, chairs, table)
- Two complimentary full conference registrations
- Three full conference registrations at \$400
- 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)
- One complimentary full conference registration
- Two full conference registrations at \$400
- 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)
- One complimentary full conference registration
- One full conference registrations at \$400
- 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)
- One full conference registration at \$400
- 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.

### 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:** Conference Guide: Ad material due **August 15, 2018**

#### Ad Dimensions:

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, 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.

### IBBC 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) \$550/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.

### 35th Annual PaperChase Fun Run.....\$500

Tuesday, October 30, 2018

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)

PEERS Show Management  
1430 Spring Hill Road, 6th Floor  
McLean, VA 22102

Contact us at +1 352-333-3345  
E-mail: [TAPPIPEERS@naylor.com](mailto:TAPPIPEERS@naylor.com)



# Exhibit & Sponsorship Application & Contract

## Important Instructions

1. Please complete the entire Exhibit & Sponsorship Application & Contract
2. Make a copy of both sides of this Exhibit & Sponsorship Application & Contract for your records

3. Mail application with payment to:  
**PEERS Show Management**  
**1430 Spring Hill Road, 6th Floor • McLean, VA 22102**  
 Federal Tax ID# 13-1370140



## Tabletop & Booth Costs

6' x 30" Tabletop:	Member: \$1,750
6' x 30" Tabletop:	Non-Member: \$1,950
8' x 10' Booth:	Member: \$2,350
8' x 10' Booth:	Non-Member: \$2,550
8' x 20' Booth:	Member: \$3,550
8' x 20' Booth:	Non-Member: \$3,750

## Promotion Opportunities – check all that apply

PEERS/IBBC Conference Guide Ads	Cost
<input type="radio"/> Full page, black-and-white	\$550
<input type="radio"/> 1/2 page, black-and-white	\$300

## Sponsorship Costs – check all that apply

	Cost
<input type="radio"/> Platinum Sponsorship	\$6,600
<input type="radio"/> Gold Sponsorship	\$5,500
<input type="radio"/> Silver Sponsorship	\$4,400
<input type="radio"/> Bronze Sponsorship	\$2,750
<input type="radio"/> Conference Pens	\$1,725
<input type="radio"/> Conference Koozie	\$1,500
<input type="radio"/> Conference Bag Insert	\$550
<input type="radio"/> Badge Lanyards	\$5,175
Hot Topics Breakfast Sponsor – select <input type="radio"/> T <input type="radio"/> W	\$1,500
Lunch Sponsor – select <input type="radio"/> Mon <input type="radio"/> Tues	\$2,500
<input type="radio"/> PEERS Networking Dinner Table	\$300
<input type="radio"/> Coffee Breaks Sponsor	\$2,000
<input type="radio"/> PaperChase	\$500
<input type="radio"/> IBBC Conference Dinner	\$1500

## I. Company and Contact Info (will be included in the Conference Guide)

Company Name: \_\_\_\_\_  
 TAPPI Member Number: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Web site Address: \_\_\_\_\_  
 Company E-mail: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Contact E-mail: \_\_\_\_\_

## II. Space Requirements

Tabletop  Booth  
 Tabletop/booth preferences: 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

## III. Exhibit and/or Sponsors Costs

Please read the Exhibit and Sponsorship Rules and Regulations (on back of this application) regarding payment for space and/or sponsorship, cancellation policies and regulations.

## IV. Agreement

We agree to abide by all the PEERS 2018 Exhibit Rules & Regulations printed on the back of this application. Signature required.

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Title: \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

## A. Calculate Amount Due

Exhibit Space .....	Sub-total \$	_____
Promotion Opportunities .....	Sub-total \$	_____
Sponsorship(s) .....	Sub-total \$	_____
TAPPI Sustaining Member Discount* .....	Sub-total \$	_____
<b>Total Exhibit and Sponsorship Due .....</b>	<b>TOTAL \$</b>	_____

\*5% discount for TAPPI Sustaining Members

## B. Deposit Required

A 50% deposit of the total cost must accompany a completed application if received before July 2, 2018. Full payment required after July 2, 2018.

**Total Payment enclosed: \$** \_\_\_\_\_

### FOR SHOW MANAGEMENT USE ONLY

Date Received \_\_\_\_\_ By \_\_\_\_\_ Check# \_\_\_\_\_  
 Deposit \_\_\_\_\_ MIS# \_\_\_\_\_ Order# \_\_\_\_\_  
 Booth Assigned \_\_\_\_\_ Total Sq. Ft. \_\_\_\_\_

## C. Payment Information

Please make checks payable to TAPPI. Payments must be made in U.S. funds and drawn on a U.S. bank. Wire transfers are acceptable in U.S. funds (bank fees apply). Call +1 352-333-3345 for information on making wire transfers.

Payment by Check:  Check enclosed  
 Payment by Credit Card:  VISA  MasterCard  AmEx  
 Account Number: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ CSV# \_\_\_\_\_  
 Authorized Cardholder: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Signature of Cardholder: \_\_\_\_\_  
 Billing Address (if different from above): \_\_\_\_\_

Mail original application with payment to:

**PEERS Show Management**  
**1430 Spring Hill Road, 6th Floor**  
**McLean, VA 22102**

**Questions? Contact us at +1-352-333-3345 E-mail: TAPPIPEERS@naylor.com**