PEERS 2021 Online Application Instructions
Quick Facts

- As an exhibitor at PEERS 2021, you can access all show-related items through Map Your Show’s personalized online Exhibitor Dashboard.
- In order to receive your unique login credentials to access the Exhibitor Dashboard, you must first complete & sign your online space application.
- All booth & sponsorship reservations must be made through the online booth sales application.
- Your Exhibitor Dashboard credentials will be sent to you once payment has been received and your application is approved.

If you have any questions as you complete the online application, please contact your sales team:

Shane Holt – sholt@naylor.com | 352-333-3345
Shaun Greyling – sgreyling@naylor.com | 352-333-3385
Raymond Strickland – rstrickland@naylor.com | 352-333-3474
Erik Albin – ealbin@naylor.com | 352-333-3371
Show Management - toppipeers@naylor.com 703-259-6122
Completing the Online Space Application

You can find the online space application two ways:

1. You will receive an email from service@mapyourshow.com with a link to start your online application.

   tappipeers@naylor.com

   In order to confirm your exhibit space, you need to complete the online application.

   Follow the link below to start the Online Exhibitor Agreement process.

   Thank you for your participation in the PEERS 2021!

2. Or, you will follow the booth sales link on PEERS’s website. If you are completing the online application from the peers.org website and have exhibited in the past 2 years, please contact your sales rep or Show Management for your personalized booking code. The booking code will pre-populate your space application with your company information.
Step 1: Complete Step 1 of your online application by filling out all required fields with your company & contact information. Please note - if you are a returning exhibitor, your information will have already been populated into the application.
**Step 2:** You will select your booth space in Step 2. All available booths are shaded in blue. Booth information is shown once you click on an available booth to select it. Click “SUBMIT” once you have made your booth selection and click “CONTINUE.”
Step 3: Select the sponsorship items you wish to confirm. Sponsorship descriptions are available once you click on a Banner. To select, click “ADD TO CART” and then “CONTINUE.”
Step 4: Review your company information, booth selection, and sponsorship items before signing the Terms & Conditions. Please note, you will **NOT** be able to modify your order beyond this point. Please ensure all information is correct & click “CONTINUE.”

Any discounts (including the TAPPI Sustaining Member discount) will **not** be taken off sponsorship items in Step 4. This will be further explained in Step 5.

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### Exhibitor Booth Sales

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>STEP 2</th>
<th>STEP 3</th>
<th>STEP 4</th>
<th>STEP 5</th>
<th>STEP 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Information</td>
<td>Select Booth Space</td>
<td>Items</td>
<td>Confirm Order</td>
<td>Payment</td>
<td>Complete</td>
</tr>
</tbody>
</table>

#### Confirm Order

Please confirm that the information below is correct.

**Company Information**

- **Company Name:** PEERS Show Management
- **TAPPI Member Number:**
- **Street Address:** 1430 Spring Hill Rd 6th Floor
- **City:** McLean
- **State:** VA
- **Zip Code:** 22102
- **Country:** United States of America
- **Company Website:** www.tappipeers.org
- **Company Email:** tappipeers@naylor.com
- **Company Phone:** 703-259-6122
- **Exhibit Contact Name:** Show Management
- **Exhibit Contact Title:** SM
- **Exhibit Contact Email:** tappipeers@naylor.com
- **Exhibit Contact Phone:** 703-259-6122
- **Are you a Member?** Yes
- **Are you a Sustaining Member?** No

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### Booth Space

<table>
<thead>
<tr>
<th>Item Type</th>
<th>Space/Booth Name</th>
<th>Location</th>
<th>Price Type</th>
<th>Price</th>
<th>Qty</th>
<th>Sub Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth</td>
<td>111 (10 x 10, 100 sq ft)</td>
<td>Grand Hall West</td>
<td>Member</td>
<td>$2,350.00</td>
<td>1</td>
<td>$2,350.00</td>
</tr>
</tbody>
</table>

**Package**

- **Package Name:** None

**Item(s)**

- **Item(s):** None

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**Order Total:** $2,350.00

*Continued on next page*
Please review the Terms and Conditions

2021 PEERS/IBBC Exhibit and Sponsorship Rules & Regulations

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of PEERS/IBBC 2020, hereinafter referred to as “Show” and Show includes the exhibits and any official conferences occurring with the Show. “Exhibitor” refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. SPACE RENTAL CHARGE. The tabletop space rental charge for PEERS/IBBC is $1,750 (USD) per 6ft x 30in tabletop for TAPPI Members and $1,950 (USD) for those non-members. Booth spaces for PEERS/IBBC (10ft x 10ft) are $2,350 (USD) for TAPPI Members and $2,550 (USD) for non-members. Booth spaces for PEERS/IBBC (10ft x 20ft) is $3,550 (USD) for TAPPI Members and $3,750 (USD) for non-members.

2. PAYMENT. Applications submitted prior to August 2, 2021 must be accompanied by a deposit of fifty percent (50%) of the total space rental charge, with the total balance due by August 2, 2021. Applications submitted after August 2, 2021 must be accompanied by full payment of the space rental charge.

3. CANCELLATION OF CONTRACT. In the event Exhibitor must cancel their exhibit space, 50% of the total rental fee will be refunded up until and through August 2, 2021. No refunds will be issued after August 2, 2021. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor

*Signature Print Name:
Example Company

*Title:
PEERS Show Management

The person executing this agreement has read and agrees, on behalf of the individual or entity for which it is executed, to be bound by the terms and conditions of the contract, incorporated herein by reference, further warrants that he or she has authority to execute this agreement by electronic signature and full authority to act for the individual or entity entering into this agreement.

WARNING: You will NOT be able to modify your order beyond this point. Please ensure all your information above is correct and click 'Continue'.

If you have any questions about exhibit space please contact customer service at 352-333-3345 or tappipeers@naylor.com.
Step 5: You can either pay for your booth by credit card or receive an emailed invoice. If you have a discount that was not applied in Step 4 to a sponsorship item, select “Bill Me” and the order total will be adjusted to the correct amount and an invoice re-sent to you.

As always, please contact PEERS Show Management at tappipeers@naylor.com with any payment questions.
Step 6: Your order is now complete! If you selected “Bill Me” in the previous step, you will be sent an email confirming your booth application with an attached copy of your invoice & TAPPI’s W9 for your records.

Dear Show Management,

Your application for booth space at PEERS 2021 has been received and your current invoice is attached.

If you have any questions, or believe there is a discrepancy with the information contained on this invoice, please contact PEERS 2021 Show Management at 352-333-3345 or tappeers@naylor.com.

Thank you for your participation in PEERS 2021.

Sincerely,
PEERS 2021 Show Management

You will also receive a separate email, confirming your booth application has been received along with a PDF version for your own records.

Thank you for selecting booth space at PEERS 2021.

Thank you for selecting booth space at PEERS 2021. Attached is your official exhibit booth contract for your records.

If you have any questions, please contact Show Management at tappeers@naylor.com.

Thank you again for your purchase, and we look forward to seeing you in Atlanta.

Sincerely,
PEERS 2021 Show Management