



Your Invitation to Exhibit/Sponsor



**Pulping • Engineering • Environmental
Recycling • Sustainability**

November 7-10, 2021 • Atlanta, GA

tappipeers.org



Co-Located with

IBBC 2021 International Bioenergy & Bioproducts Conference

November 7-10, 2021 • Atlanta, GA

tappi-ibbc.org





After a Year of Online Gatherings, Don't Miss this Opportunity to Meet Face-to-Face with Key Industry Decision Makers

After a long year of online meetings, restricted or no travel, and limited access to new technologies, ideas and innovation, PEERS/IBBC 2021 will provide you with the attendee access and contacts you need to build new, and improve existing, relationships.

- **From visibility to credibility: being there has its perks!**
- **Attendees come looking for new ideas and solutions. Be there to help them.**
- **Exhibiting and/or sponsoring strengthens your brand, a big part of business success.**

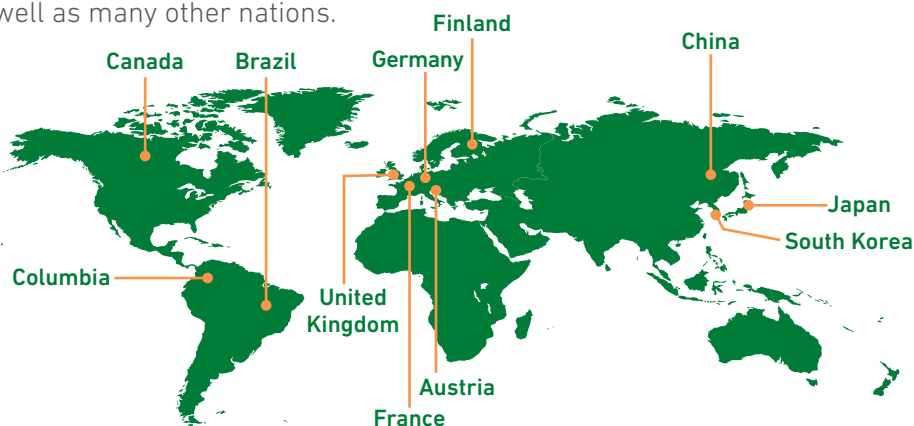
To see a list of past exhibitors, please visit tappipeers.org or tappi-ibbc.org

Attendees Represent the Industry's Top Pulp and Paper Mill Professionals

As an exhibitor, you have the opportunity to connect with a highly influential audience. PEERS and IBBC attendees are qualified decision-makers who are experts in their fields looking for cutting-edge solutions to help them add to their bottom lines. Your presence provides the chance to have one-on-one meetings with these key influencers and also helps reinforce your brand and commitment to the industry.

Gain Global Recognition

PEERS and IBBC are well-known and highly respected conferences around the globe. Attendees come from almost every state in the U.S. as well as many other nations.



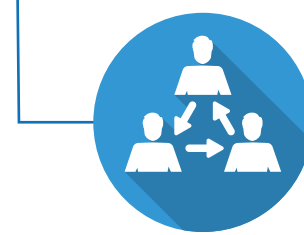
Attendees include:

- Application Managers
- **Business Development Managers**
- Chief Executive Officers
- **Chief Financial Officers**
- Chief Technology Officers
- **Consultants**



- **Directors**
- Engineers
- **Environmental Scientists**
- Plant Managers
- **Presidents**
- Professors

- Project Managers
- **Pulp Mill Managers**
- R&D Managers
- **Superintendents**
- Technical Managers
- **Vice Presidents**





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As an Exhibitor, you Receive Many Benefits

Each Exhibit Booth and Tabletop Includes:

- Exclusive networking opportunities in the exhibit area including lunches, breaks and receptions.
- Ability to meet face-to-face with key decision-makers in one location, thus avoiding multiple, expensive onsite visits.
- High visibility for your products and services.
- Company listing with 50-word description in the onsite Conference Guide
- Full attendee list, pre- and post-show, with contact information (does not include email addresses)
- Recognition as an exhibitor on the PEERS/IBBC websites
- 6' x 30" draped-table and two chairs
- Two complimentary exhibit-only badges

New Technology Showcase

Demonstrate your new products and services to attendees with an eight minute presentation during the technical program. Space is limited and offered on a first-come, first-served basis. Available to contracted Exhibitors and Sponsors until September 27, 2021. After that date, non-exhibiting and non-sponsoring companies may apply if space is still available.

Exhibit booth pricing:

10' x 10' Booth



Includes one complimentary full conference registration

Not shown: Booth rental includes one 6' x 30" draped table and two chairs.

Cost per booth: \$2,350* for TAPPI Members, \$2,550 for non-members

6' x 30" Tabletop



Includes one full conference registration at the deeply discounted rate of \$600

Cost per tabletop: \$1,750* for TAPPI Members, \$1,950 for non-members

**Additional 5% discount available to TAPPI Sustaining Member companies in good standing.*

Preliminary 2021 Exhibit Schedule



Sunday

Exhibitor Move-In 8:00 am – 4:00 pm
Reception in the Exhibit Hall 5:00 pm – 6:30 pm



Monday

Coffee Break 10:00 am – 10:30 am
Lunch in the Exhibit Hall 12:00 pm – 1:30 pm
Coffee Break 3:00 pm – 3:30 pm
Reception in the Exhibit Hall 5:00 pm – 6:30 pm



Tuesday

Coffee Break 10:00 am – 10:30 am
Lunch in the Exhibit Hall 12:00 pm – 1:30 pm
Coffee Break 3:00 pm – 3:30 pm
Reception in the Exhibit Hall 5:00 pm – 6:30 pm
Exhibitor Move-Out* 6:30 pm – 9:00 pm

**Exhibitors must break down after the Tuesday evening reception.*

NEW! Get Quantifiable Results with PEERS/IBBC Retargeting

TAPPI's website audiences can become yours, too – with retargeting! Follow your prospects and clients virtually with real-time, actionable analytics on traffic, source, webpage visits, and more. This new program amplifies your brand to mills before, during and after the event. Access PEERS/IBBC and TAPPI website traffic and meet your prospects where they are, online. Details? Contact Shane Holt at sholt@naylor.



Sponsorship Opportunities



Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS/IBBC 2021.

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/IBBC will have the first right to participate in the sponsorship program for PEERS/IBBC 2021.*

Sponsorship Recognition Packages include:

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

HIGH VISIBILITY PACKAGES

● Platinum Sponsorship **\$6,930**

- 10' x 10' booth (includes ballroom carpet, chairs, table)
- Two complimentary full-conference registrations
- Two complimentary exhibit-only badges
- Three full-conference registrations at \$600
- 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 **\$5,775**

- 10' x 10' booth (includes ballroom carpet, chairs, table)
- One complimentary full-conference registration
- Two complimentary exhibit-only badges
- Two full-conference registrations at \$600
- 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 **\$4,620**

- 10' x 10' booth (includes ballroom carpet, chairs, table)
- One complimentary full-conference registration
- Two complimentary exhibit-only badges
- One full-conference registration at \$600
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

● Bronze Sponsorship **\$2,850**

- 6' x 30" tabletop (includes ballroom carpet, chairs, table)
- One full-conference registration at \$600
- Two complimentary exhibit-only badges
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Conference Pens (Sponsor Provided) **\$1,800**

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

Badge Lanyards (Sponsor Provided) **\$5,400**

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

Conference Koozie (Sponsor Provided) **\$1,600**

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

Hot Topics Breakfast Sponsor (Tuesday or Wednesday) **\$1,600**

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 16, 2021](#)

AD DIMENSIONS – Conference Guide:

1/2 page live area: 3.5" w x 3.5" h

Full page live area: 3.5" w x 8" h

Full page with .125 bleed: 4.5" w x 8.75" h

Full page trim size: 4.25" w x 8.5" h



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Lunch Sponsor

\$2,600

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 lunch napkins (Sponsor provided).

Coffee Breaks Sponsor

\$2,100

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

PEERS Conference Networking Dinner Table Sponsor

\$350

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

\$1,600

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.
- **Handout/literature for Participants:** You will have the opportunity to distribute your company's literature and gifts/giveaways at dinner (Sponsor provided).

Young Professionals Evening Mixer

\$1,000

This fun event offers a unique opportunity to combine business with social networking. While targeted toward young professionals (age 35 and under), it is open to all attendees.

- Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- Signage at the mixer.
- Handout/literature for participants (Sponsor provided).

Sunday Welcome Reception Sponsor

\$2,500

- Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- Handout/literature for participants (Sponsor provided).

PEERS Networking Dinner Sponsor

\$1,600

- Includes a reserved table for 10 people (Sponsor selects the people).
- Signage at the dinner.
- Sponsor provided giveaway to dinner participants to be placed at the dinner - sponsors choice TAPPI must approve.
- 15 minute speaking opportunity.

Tuesday Reception

\$1,600

- Includes signage at the event, company listing in the Conference Guide, and recognition in conference promotional materials.
- Sponsor provides napkins or other premiums to increase impact.

Student Poster Competition

\$1,600

- Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- Handout/literature for participants (Sponsor provided).

Conference Bag Insert

\$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 (Sponsor provided).

38th Annual PaperChase Fun Run

\$500

Tuesday, November 9, 2021

Company logo will be screened onto the race t-shirt and in the Conference Guide. PaperChase benefits the TAPPI Engineering Scholarship Fund.



Ready to start building your opportunities?

Contact Shane Holt today: 352-333-3345

TAPPIPEERS@naylor.com

