Your Invitation to Exhibit/Sponsor

TAPPI PEERS
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 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
- Project Managers
- Pulp Mill Managers
- R&D Managers
- Superintendents
- Technical Managers
- Vice Presidents
- Directors
- Engineers
- Environmental Scientists
- Plant Managers
- Presidents
- Professors

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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 Paper360º
- 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

<table>
<thead>
<tr>
<th><strong>Platinum Sponsorship</strong></th>
<th>$6,930</th>
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<tbody>
<tr>
<td>10’ x 10’ booth (includes ballroom carpet, chairs, table)</td>
<td></td>
</tr>
<tr>
<td>Two complimentary full-conference registrations</td>
<td></td>
</tr>
<tr>
<td>Two complimentary exhibit-only badges</td>
<td></td>
</tr>
<tr>
<td>Three full-conference registrations at $600</td>
<td></td>
</tr>
<tr>
<td>Full page, color ad in Conference Guide</td>
<td></td>
</tr>
<tr>
<td>10% discount on Web advertising</td>
<td></td>
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<tr>
<td>Company logo on conference bag</td>
<td></td>
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<tr>
<td>PLUS all items in the Sponsorship Recognition Package</td>
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<table>
<thead>
<tr>
<th><strong>Gold Sponsorship</strong></th>
<th>$5,775</th>
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<td>10’ x 10’ booth (includes ballroom carpet, chairs, table)</td>
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<tr>
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<table>
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<tr>
<th><strong>Silver Sponsorship</strong></th>
<th>$4,620</th>
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<td>10’ x 10’ booth (includes ballroom carpet, chairs, table)</td>
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</tr>
<tr>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>One full-conference registration at $600</td>
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<tr>
<td>1/2 page, black-and-white ad in Conference Guide</td>
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<tr>
<td>PLUS all items in the Sponsorship Recognition Package</td>
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<table>
<thead>
<tr>
<th><strong>Bronze Sponsorship</strong></th>
<th>$2,850</th>
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<tbody>
<tr>
<td>6’ x 30” tabletop (includes ballroom carpet, chairs, table)</td>
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<tr>
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### 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.

<table>
<thead>
<tr>
<th><strong>Ad Specifications for Conference Guide</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Deadlines:</strong> Conference Guide: Ad material due August 16, 2021</td>
</tr>
<tr>
<td><strong>AD DIMENSIONS – Conference Guide</strong></td>
</tr>
<tr>
<td>1/2 page live area: 3.5” w x 3.5” h</td>
</tr>
<tr>
<td>Full page live area: 3.5” w x 8” h</td>
</tr>
<tr>
<td>Full page with .125 bleed: 4.5” w x 8.75” h</td>
</tr>
<tr>
<td>Full page trim size: 4.25” w x 8.5” h</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conference Guide</strong></th>
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<tbody>
<tr>
<td>1/2 page ad</td>
</tr>
<tr>
<td>Full page ad</td>
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</table>
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.

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
**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.

**Tabletop & Booth Costs**
<table>
<thead>
<tr>
<th>Size</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 ft x 30</td>
<td>$1,750</td>
<td>$1,950</td>
</tr>
<tr>
<td>6 ft x 10</td>
<td>$2,550</td>
<td>$2,350</td>
</tr>
<tr>
<td>10 ft x 10</td>
<td>$3,350</td>
<td>$3,550</td>
</tr>
<tr>
<td>10 ft x 20</td>
<td>$4,150</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

**Promotion Opportunities** – check all that apply
- Full page, black-and-white: $550
- Half page, black-and-white: $300

**Sponsorship Costs** – check all that apply
- Platinum Sponsorship: $6,930
- Gold Sponsorship: $5,775
- Silver Sponsorship: $4,620
- Bronze Sponsorship: $2,850
- Badge Lanyards: $5,400
- Coffee Breaks Sponsor: $2,100
- Conference Bag Insert: $550
- Conference Koozie: $1,600
- Conference Pens: $1,800

**PEERS/IBBC Conference Guide Ads**
- Full page, black-and-white: $550
- Half page, black-and-white: $300

**A. Calculate Amount Due**
- Exhibit Space: $Sub-total $
- Promotion Opportunities: $Sub-total $
- Sponsorship(s): $Sub-total $
- TAPPI Sustaining Member Discount*: $Sub-total $
- Total Exhibit and Sponsorship Due: $TOTAL $

*5% discount for TAPPI Sustaining Members

**B. Deposit Required**
A 50% deposit of the total cost must accompany a completed application if received before August 2, 2021. Full payment required after August 2, 2021.

Total Payment enclosed: $

**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. Contact memberconnection@tappi.org for bank details. Please add US $25 to cover bank fees.

**Payment by Check:**
- Check enclosed

**Payment by Credit Card:**
- Visa
- MasterCard
- AmEx

**Account Number:**
**Exp. Date:**
**Authorized Cardholder:**
**CSV#**

**Signature of Cardholder:**

**Authorized Signature:**

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

**FOR SHOW MANAGEMENT USE ONLY**

<table>
<thead>
<tr>
<th>Date Received</th>
<th>By</th>
<th>Check#</th>
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</thead>
<tbody>
<tr>
<td>Deposit</td>
<td>MIS#</td>
<td>Order#</td>
</tr>
<tr>
<td>Booth Assigned</td>
<td>Total Sq. Ft.</td>
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</table>
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 exhibitors 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 2020 will be $245 for the 10x10 tabletop for TAPPI Members and $1,950 (USD) for those non-members. Booth spaces for PEERS/IBBC (10x10) will be $2,350 (USD) for TAPPI Members and $2,550 (USD) for non-members. Booth spaces for PEERS/IBBC (10x20) will be $3,350 (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 21, 2021. Applications submitted after August 21, 2021 must be accompanied by full payment of the space rental charge.

3. CANCELLATION OF CONTRACT. In the event Exhibitor must cancel their exhibit prior to the Show, the Exhibitor will be refunded the amount paid during the month prior to the Show. Applications submitted after August 21, 2021 must be accompanied by a deposit of fifty percent (50%) of the total space rental charge, with the total balance due by August 21, 2021. Applications submitted after August 21, 2021 must be accompanied by full payment of the space rental charge.

8. LIABILITY. Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

11. DAMAGE TO PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), to standard booth equipment, or to another Exhibitor’s property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

12. LABOR. As required to observe all contracts in effect between service contractors and the facility.

13. INSTALLATION. Target move in and move out dates are published in the Exhibit Service Manual for the Show.

14. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non-show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

15. REMOVAL OF HAND CARRIED MATERIALS. Removal passes will be supplied to Exhibitor for removal of materials from the floor. These passes are available from TAPPI Show Management. Portfolios, briefcases and packages will be subject to inspection by the security guards.

16. INSTALLATION AND DISMANTLING PERSONNEL. Exhibitor may provide their own independent contractor for the installation and dismantling of the Exhibitor’s booth space. The Exhibitor is responsible for ensuring that any Exhibitor appointed contractors supply Show Management with a valid certificate of insurance for any activities conducted under their supervision with a minimum of $1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show’s official contractors, Exhibitor must inform Show Management of the company and their insurance. Exhibitor must also inform Show Management prior to the arrival of their personnel on site. Once authorized, TAPPI Show Management will provide Show Management a copy of such license or permission if requested by Show Management.

21. MUSIC LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the use of music. Exhibitor shall not use any copyrighted music or similar sound recording without a valid license or permission. Any such use must be accompanied by a valid license or permission.

22. DISPLAY HEIGHTS. Exhibitor may display or store materials, signs, displays, posters and signs, or banners at any height, as long as they are not obstructive to the aisles. Materials, displays or signs must be fixed to the booth or other structure at the height, and not to columns or walls. No material or display shall be placed on the floor or on the stage area.

23. RELOCATION OF EXHIBITS. Show Management reserves the right to reposition exhibits at its sole discretion in the best interest of the Show.

25. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame retardant treatment to meet requirements of the standard flame test as provided in the facility for fire prevention. Electrical signs and equipment must be wired to meet the specifications of the Electricians Laboratories. Storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day’s supply of operational materials may be stored within the exhibit space. All aisles, corridors, exits and egress areas are clear at all times. Exhibitor must implement any fire-related requirements of the Fire Marshal.

26. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

27. FOOD SERVICE. All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the facility.

28. FAILURE TO HOLD SHOW. TAPPI’s performance of the Contract and this Addendum, in full or in part, is subject to acts of God, war, pandemic, epidemic, illness or outbreak of disease, government acts or orders, war, insurrection terrorist act, radioactive contamination, labor disputes, strikes or other industrial disturbances, civil commotion, military or naval action, any public necessity, or any other cause or condition beyond the reasonable control of either party, and nothing contained herein shall be construed to limit the rights of either party under such circumstances. In the event the Show is cancelled, postponed, curtailed or abandoned due to a Force Majeure Event, Exhibitors and Sponsors will be released from their obligations and responsibilities and shall be entitled to a refund of their fees paid for already completed services. In the event the Show is curtailed or cancelled, TAPPI reserves the right to make changes, or additions to these rules should the need arise. Any changes and additions so made shall be binding on Exhibitor and Sponsors, and Exhibitors and Sponsors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by Show Management.

31. TABLETOP/BOOTH DISPLAYS. Tabletop displays must adhere to the guidelines of a tabletop set-up versus a booth set-up. Booth rates will be applied on site if displays exceed the tabletop.