Sponsorship Opportunities

Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS/IBBC 2020.

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 2020.

Sponsorship Recognition Packages include:
- Acknowledgment in all conference marketing materials
- Recognition in the pre-show publicity
- Designation on the PEERS/IBBC 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°
- 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
- 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 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 full-conference registration
- 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
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

`tappipeers.org`
`tappi-ibbc.org`
Sponsorship Opportunities (cont.)

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
Deedelines: Conference Guide: Ad material due
August 14, 2020

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

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 the 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 (provided by sponsor): You will have the opportunity to distribute items of your company’s literature and gifts/giveaways at dinner.

Young Professionals Evening Mixer ...........$1,050
This fun event offers a unique opportunity to combine business with social networking. While targeted toward young professionals (age 30 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 (provided by sponsor).

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 (provided by sponsor).

PEERS Networking Dinner Sponsor ...........$1,600

• Includes a reserved table for 10 people (sponsor selects the people)
• Signage at the dinner
• Sponsor supplied 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 (provided by sponsor).

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.

37th Annual PaperChase Fun Run ..............$500
Tuesday, November 3, 2020
Company logo will be screened onto the race t-shirt and in the conference onsite Conference Guide. PaperChase benefits the TAPPI Engineering Scholarship Fund.
**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:
   TAPPI/PEERS, PO Box 933644
   Atlanta, GA 31193-3644 USA
   Federal Tax ID# 13-1370140
   Payment by Credit Card: Fax to +1.703.934.4899

**Tabletop & Booth Costs**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>6 ft x 30 in</td>
<td>$1,750</td>
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<tr>
<td>6 ft x 30 in (Non-Member)</td>
<td>$1,950</td>
</tr>
<tr>
<td>10 ft x 10 ft</td>
<td>$2,350</td>
</tr>
<tr>
<td>10 ft x 10 ft (Non-Member)</td>
<td>$2,550</td>
</tr>
<tr>
<td>10 ft x 20 ft</td>
<td>$3,550</td>
</tr>
<tr>
<td>10 ft x 20 ft (Non-Member)</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

**Promotion Opportunities – check all that apply**

- [ ] PEERS/IBBC Conference Guide Ads
  - [ ] 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
- [ ] IBBC Conference Dinner $1,600
- [ ] Lunch Sponsor – select [ ] $2,600
- [ ] PaperChase $500
- [ ] PEERS Networking Dinner Table $1,600
- [ ] Student Poster Competition $1,600
- [ ] Sunday Welcome Reception $2,500
- [ ] Tuesday Reception $1,600
- [ ] Young Professionals Mixer $1,050

**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: $______________

*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 1, 2020. Full payment required after August 1, 2020.

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. 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: ____________________________ CSV#: ___________
Authorized Cardholder: ____________________________ Email: ____________________________
Signature of Cardholder: ____________________________
Billing Address (if different from above): ____________________________

Mail original application with payment to:
TAPPI/PEERS, PO Box 933644, Atlanta, GA 31193-3644 USA
Payment by Credit Card: Fax to +1.703.934.4899

**QUESTIONS? Contact us at +1-352-333-3345 • TAPPIPEERS@naylor.com**
5. DEADLINES FOR EXHIBIT SPACE.
Assignment of exhibit space at this time with the educational character and objectives of the Show. Eligibility of any company or product to participate in the Show is not, in the opinion of Show Management, compatible under its custody and control in transit to and from the confines of the hall. Occupational Disease insurance shall be in full compliance with all federal and Such insurance shall include contractual liability and product liability coverage, in the best interest of the Show. To be listed in the printed Conference Guide, or abandoned due to force majeure, including but not limited to an act of God, any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or otherwise encouraged the absence of industry professionals from the Show. Compliance with such laws is mandatory for all Exhibitors and the sale responsibility is Exhibitor’s.

6. LIABILITY.
Exhibitor and Sponsors agree not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsor- ship, Exhibitor will present Show Management a copy of such license or permission if requested by Show Management. No deliveries may be made during show hours. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, carts and products to be packaged must be made with Show Management. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, carts and products to be packaged must be made with Show Management. Such insurance include contractual liability and product liability coverage, in the best interest of the Show. To be listed in the printed Conference Guide, or abandoned due to force majeure, including but not limited to an act of God, any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or otherwise encouraged the absence of industry professionals from the Show. Compliance with such laws is mandatory for all Exhibitors and the sale responsibility is Exhibitor’s.

7. SUBLETTING OF EXHIBIT SPACE.
Exhibitor shall have sole responsibility for ensuring that there shall be a seamless transition with Disabilities Act and any regulations implemented by that Act. Damage to PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor’s property. Exhibitor may not apply paint, lacquers, adhesives, or other coatings to building columns and floors or to standard booth equipment (e.g., frames, wall, roof). Exhibitor is required to observe all contracts in effect between service contractors and the facility. 

8. LIABILITY.
Exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsor- ship, Exhibitor will present Show Management a copy of such license or permission if requested by Show Management. No deliveries may be made during show hours. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, carts and products to be packaged must be made with Show Management. Such insurance shall include contractual liability and product liability coverage, in the best interest of the Show. To be listed in the printed Conference Guide, or abandoned due to force majeure, including but not limited to an act of God, any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or otherwise encouraged the absence of industry professionals from the Show. Compliance with such laws is mandatory for all Exhibitors and the sale responsibility is Exhibitor’s.

9. EXHIBITOR INSURANCE.
Exhibitor is responsible for ensuring that any Exhibitor appointed contractors supply Show Management with a valid Certificate of Insurance, naming TAPPI as an additional insured, with a minimum of $1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show’s official contractors, Exhibitor must advise them to check with the Exhibitor must also update their insurance for the current year. Exhibitor’s display shall have a fire-resistant or treated with a flame retardant solution to meet requirements for PEERS/IBBC (10ft x 20ft) is $3,550 (USD) for TAPPI Members and $3,750 (USD) for non-members. 

10. DISABILITY PROVISIONS.
Exhibitor shall have sole responsibility for ensuring that there shall be a seamless transition with Disabilities Act and any regulations implemented by that Act. Damage to PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor’s property. Exhibitor may not apply paint, lacquers, adhesives, or other coatings to building columns and floors or to standard booth equipment (e.g., frames, wall, roof). 

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

12. LABOR.
Exhibitor is 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. 

15. REMOVAL OF HAND CARRIED MATERIALS. Removal passes will be required to remove any materials from the floor. These passes are available from TAPPI Show Management. Portfolio, briefcases and packages will be subject to inspection by the security guards. 

16. INSTALLATION AND DISMANTLING PERSONNEL. Exhibitor may provide own exhibit furnishings, and may specify 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, naming TAPPI as an additional insured, with a minimum of $1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show’s official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. 

18. BADGES. official service badges allowing access to the Show area during service hours only will be issued. All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the facility. 

20. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is “be a 

21. MUSICAL LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the Show, including but not limited to, any music performance agreement between Show and Exhibitor. Exhibitor agrees to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show. Compliance with such laws is mandatory for all Exhibitors and the sale responsibility is Exhibitor’s.

22. DISPLAY HEIGHTS. Display material (including show cases, display or other lewd or visual obstructions or behaviors. Show Management serves as an additional insured, with a minimum of $1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show’s official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. 

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. Exhibit displays must adhere to the 

28. FAILURE TO HOLD SHOW. Should any contingency prevent holding of the Show, Show Management may retain such part of the Exhibitor’s rental fees as shall be required to compensate for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show was cancelled, postponed, curtailed or abandoned due to force majeure. Exhibitor agrees to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show. Compliance with such laws is mandatory for all Exhibitors and the sale responsibility is Exhibitor’s.

29. Conference Guide. To be listed in the printed Conference Guide, Show Management must receive the completed and signed space application and full payment prior to September 2, 2020. 

30. AMENDMENT OF RULES. Show Management reserves the right to make changes, or additions to these rules should the need arise. All changes and additions so made shall be binding on Exhibitor and Sponsor provided all official publications, magazines, and news media which have described the Show and any printed materials shall be provided by the Exhibitor to Show Management. No deliveries may be made during show hours. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, carts and products to be packaged must be made with Show Management. Such insurance shall include contractual liability and product liability coverage, in the best interest of the Show. To be listed in the printed Conference Guide, or abandoned due to force majeure, including but not limited to an act of God, any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure. Exhibitor agrees to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show. Compliance with such laws is mandatory for all Exhibitors and the sale responsibility is Exhibitor’s.

31. TABLETOP/BOOTH DISPLAYS. Tabletop displays must adhere to the