

www.tappiplace.org

PLACE



The Flexible Packaging
& Converting Industry's
Leading Resource

POLYMERS • LAMINATIONS • ADHESIVES • COATINGS • EXTRUSIONS

INNOVATIONS IN FLEXIBLE PLASTICS CONVERTING



2007 TAPPI PLACE Conference

Gathering at the Gateway

Hilton St. Louis at The Ballpark
St. Louis, Missouri, USA
September 16-19, 2007

TAPPI
people resources solutions

Gala Event Sponsors

An event that's "Out of this World"
St. Louis Planetarium
Wednesday, September 19, 2007
7 to 11 p.m.

The GALA Event Committee of the PLACE (Polymers, Laminations, Adhesives, Coatings and Extrusions) Division is in the process of planning a supplier-sponsored event to be held at the 2007 PLACE Conference in St. Louis, Missouri, USA. This event is open to all conference attendees, and will give suppliers the opportunity to mix and mingle with everyone in a fun and relaxing atmosphere under the stars.



SPONSORSHIP WORKS

A study funded by the Center for Exhibition Industry Research (CEIR) has identified the top three reasons your customers attend industry events:

1. To see new technology
2. To examine products
3. To see new product introductions

These top three reasons even outscored categories such as improving job performance, generating ideas and finding solutions to problems!

SPONSORSHIP IS A GOOD VALUE

This unique event will give you access to the people you want to reach and influence, and you will save thousands of dollars by not having to schedule multiple trips to visit them on-site.

The CEIR report says that "a primary dimension of attendance is shopping." You can reach your constituents with a sponsorship that reinforces their interest in shopping for the very best technologies, products and services.

SPONSORSHIP MEANS LEADERSHIP

Attendees at the conference consist of Senior Executives, R&D Directors, Engineers, Scientists, and Technical Directors working in the areas of flexible packaging, laminations, adhesives, coatings, and extrusions.

Your sponsorship validates the leadership of your organization and positions your team to maximize every opportunity for introductions, discussions and networking.

Use this business-building event to share your products and services with important decision-makers in the industry. Consider the range of sponsorships available and act now to reserve your opportunity.



HIGH VISIBILITY SPONSORSHIPS

Super Nova Level - \$5,000

- Premium placement of one 6' Table Top Display at GALA Planetarium Event
- Logo included on Conference Bag
- Recognition in Conference Program Book
- Recognition in signage at Planetarium Event
- Two complimentary conference registrations (Please use to bring new attendees to the conference)
- One 6' Table Top Display at the Reception on Monday, Sept. 17

Saturn's Rings Level - \$3,500

- One 6' Table Top Display at GALA Planetarium Event
- Logo included on Conference Bag
- Recognition in Conference Program Book
- Recognition in signage at Planetarium Event
- One complimentary conference registration (Please use to bring a new attendee to the conference)

Planetarium Level - \$2,000

- One 6' Table Top Display at GALA Planetarium Event
- Recognition in Conference Program Book
- Recognition in signage at Planetarium Event

All participating GALA Event Sponsors will receive the following recognition during and prior to the event:

- Signage at the GALA event to recognize and thank all sponsors
- Recognition in the PLACE Conference Program Book as well as the Conference Pre-Registration letter
- Company logo and link on the TAPPI website
- Recognition in the follow-up thank you letter that is sent electronically to all conference attendees
- Special sponsor ribbons to wear during the conference to identify you as a sponsoring company

Table Top Displays: One Table - \$800, Two Tables - \$1,200

The Table Top Display area will be a dedicated area at the Conference where companies may purchase table top display space to showcase literature and meet customers. The display area is within the reception area to ensure maximum exposure for our sponsors. As a Table Top exhibitor, you will have the opportunity to meet face-to-face with conference attendees and present information on your company, products and services.

An evening reception will be held in the display area on Monday, Sept. 17. Lunch will be served in the display area on Tuesday, September 18 and Wednesday, Sept. 19.

This is your chance to present your information directly to the people who understand, appreciate and can apply your technology.

Tables will be reserved on a "first-come, first-served" basis.

Benefits for one-table displays include:

- One 6' skirted display table in the reception area with two (2) chairs
- Recognition in signage at Table Top Reception
- Recognition in Conference Program Book

Benefits for two-table displays include:

- Two 6' skirted display table in the reception area with four (4) chairs
- Recognition in signage at Table Top Reception
- Recognition in Conference Program Book

EXCLUSIVE SPONSORSHIPS

Lanyards - \$2,000

Available only to one company, this sponsorship offers a chance to be seen through the entire conference. Your company name and logo will be imprinted on badge lanyards and given to all conference participants at registration.

Segway Rides Sponsor - \$2,500

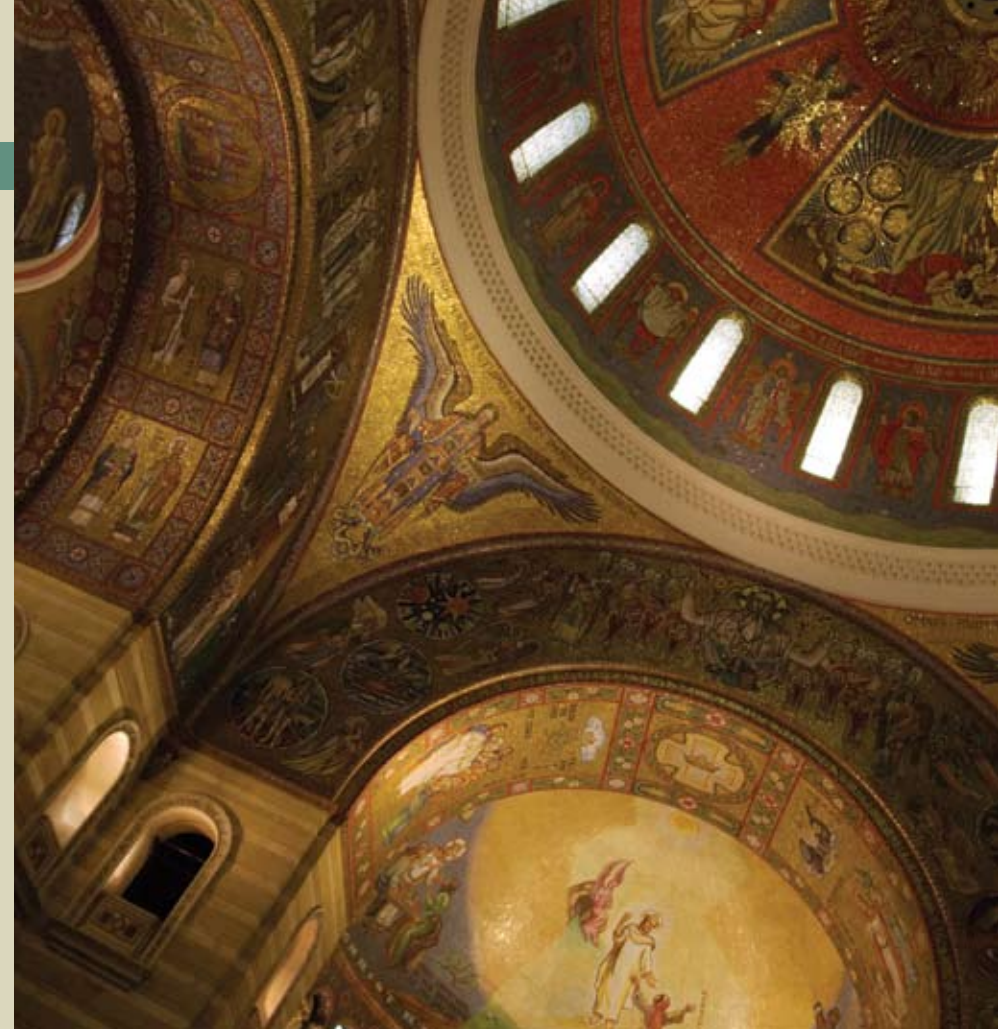
Available only to one company, this is sure to be one of the most popular parts of the "Out of this World" Planetarium Event! Participants will glide along on a Segway Human Transporter balanced by the technology that keeps the space station level. Company logos identifying the Segway Rides Sponsor will be on the front of each Segway.

Pad Folio - \$3,000

Available only to one company, a classy pad folio embossed or silk screened with your company's logo will be inserted into each conference bag.

A LA CARTE SPONSORSHIPS:

- New Technology Infomercial - \$800
- Logo on Bag - \$800
- Logo on CD (only 3 available) - \$800
- Internet Café - \$5,000
- Bag Insert (advertiser supplied) - \$600
- Starbucks Coffee Break - \$1,000
- Breakfast Sponsor - \$1,700
- Lunch Sponsor - \$3,700



Become a Sponsor

To sponsor the 2007 PLACE Conference, please complete and return the Sponsor and Table Top form to Tammi Campbell at TAPPI no later than July 27, 2007.

For more information about sponsorship, please contact Tammi Campbell at +1-770-209-7405 or tcampbell@tappi.org or visit www.tappiplace.org.





SPONSORSHIP AND TABLE TOP DISPLAY FORM

Hilton St. Louis at the Ballpark • September 16 – 20, 2007

Please complete and return this form prior to July 27, 2007 to:
TAPPI, ATTN: Tammi Campbell, 15 Technology Parkway S. Norcross, GA 30092, USA • Fax +1-770-209-7359 • Phone +1-770-209-7405

Contact Information (please print or type):

TAPPI-1429

Company: _____ Mailing Address: _____ Ste/Rm: _____

City: _____ State/Province: _____ Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Website: _____

Primary Contact Name: _____ Title: _____

Telephone: _____ Fax: _____ E-Mail Address: _____

How did you learn of this event?: _____

Contract Sponsorship and Table Top Payment Terms: Sponsorship and Table Top opportunities are secured by faxing or mailing this signed form with full payment to TAPPI. Full payment must be made upon submission of the Sponsor and Table Top Display Form. If payment is not received, TAPPI has the right to refuse this contract.

SPONSOR AND TABLE TOP DISPLAY OPPORTUNITIES:

Super Nova Level - \$5,000 Saturn's Rings Level - \$3,500 Planetarium Level - \$2,000

Table Top Displays: One Table - \$800 Two Tables - \$1,200 **Exclusive Sponsorships:** Lanyards - \$2,000 Segway Rides Sponsor - \$2,500 Pad Folio - \$3,000

A La Carte Opportunities: New Technology Infomercial - \$800 Logo on Bag - \$800 Logo on CD (only 3 available) - \$800 Internet Café - \$5,000
 Bag Insert (advertiser supplied) - \$600 Starbucks Coffee Break - \$1,000 Breakfast Sponsor - \$1,700 Lunch Sponsor - \$3,700

METHOD OF PAYMENT: Check or Money Order: (Payable to TAPPI) **Credit Card:** Visa MasterCard American Express

All funds must be in US Dollars

Credit Card #: _____ Card Holder's Address: _____

Name (as it appears on credit card): _____ Card Holder's Signature: _____

Contract Agreement: By signing this contract, we, the below signed company, have read and agree to the payment and cancellation policy to sponsor or exhibit at the 2007 PLACE Conference scheduled for September 16-20, 2007.

Signed: _____ Print Name: _____ Date: _____

Table Top Cancellation Policy: Requests for cancellation and refunds must be made in writing and received prior to July 27, 2007. Cancellations received prior to July 27, 2007 will result in a full refund. Cancellations received between July 27, 2007 and August 30, 2007 will receive a 50% refund. No refunds will be granted after August 30, 2007.

