

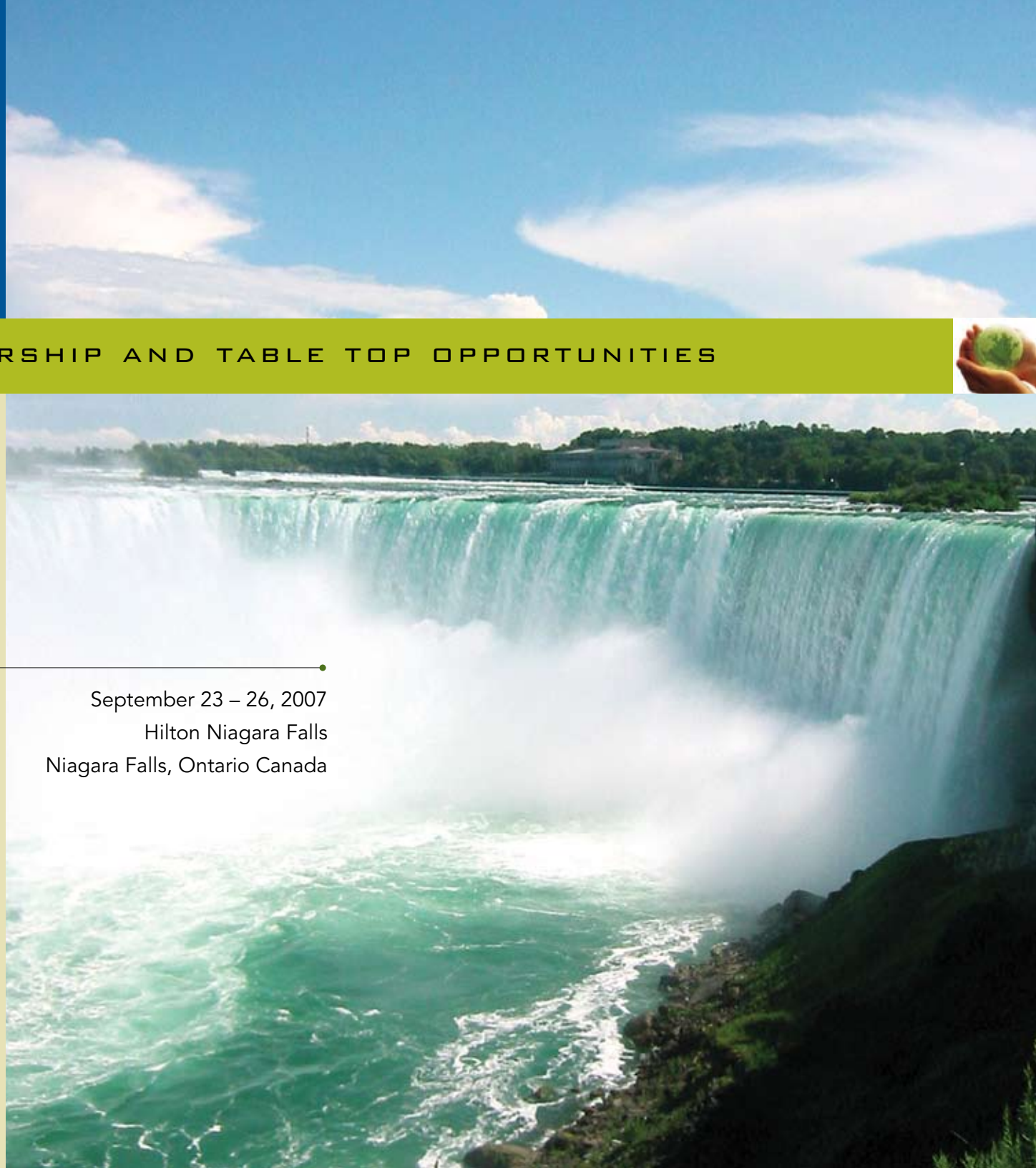


SPONSORSHIP AND TABLE TOP OPPORTUNITIES

## Connecting with Customers in the Recycling Industry

September 23 – 26, 2007  
Hilton Niagara Falls  
Niagara Falls, Ontario Canada

THIS EVENT IS CO-HOSTED BY  
TAPPI AND PAPTAC



## Connecting with Customers in the Recycling Industry

The 8th Research Forum on Recycling will attract industry experts, suppliers, mill managers and thought leaders from around the world. You can leverage your sponsorship at this event to influence a diversified group of forum participants:

- Reach the top recycling experts in the field
- Network with colleagues, peers and customers
- Create awareness for your products and services
- Start the process for converting contacts to closed sales



### 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

Your sponsorship gives you credibility with forum attendees. Half of the attendees are directly involved with pulp and paper production—superintendents, technical directors and lead operators—and the remaining half are divided equally between university researchers and recycling suppliers.

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.

## SPONSORSHIP OPPORTUNITIES

### BTH RESEARCH FORUM ON RECYCLING

**Coffee Break Sponsor** (coffee, set-up, regular cups, tear down) - **US \$500** / six available *Coffee Breaks are an integral part of the conference and offer your company brand awareness. You may wish to provide you own coffee mugs with your logo to support your company branding.*

- Signage at the conference
- Listing in the conference program book
- Special sponsor ribbons

**Table Top Reception Sponsors - US \$600 per table** / Sept. 23-26, 2007  
*Table Tops are an excellent opportunity to market your products and services to the thought-leaders in the recycling industry.*

- A 6' X 30" skirted display table in the reception area with two (2) chairs
- Signage at the Table Top Reception
- Table Top Sponsor listing in the conference program book

Tables will be located in the reception area and will allow sponsors to display literature and conduct informal meetings with customers. Displays may be set up on Monday morning and may remain in place through the close of the conference. Sponsorships are limited to eight (8) tables reserved on a first-come, first-served basis.

\$100 of the Table Top fee will be donated to the Wayne Carr scholarship fund and is tax deductible.

**Networking Reception Sponsor - US \$1,200** / Sept 24, 2007  
*An outstanding opportunity to reach and interact will all speakers and forum attendees.*

- You are encouraged to bring marketing and sales materials to the reception to be distributed to attendees within the function area.
- Signage at the conference
- Listing in the conference program book
- Half page ad in forum program book

**Oh CANADA Eh! Dinner / Reception Sponsor - US \$2,500** / Sept. 25, 2007  
The Oh CANADA Eh! Dinner Show is a premier musical celebration of Canada featuring Canadian music, Canadian performers and a totally Canadian meal.

- Signage at the conference
- Listing in the conference program book
- Table Top
- Full page ad in forum program book

\$100 of the Table Top fee will be donated to the Wayne Carr scholarship fund and is tax deductible.



## Become a Sponsor

To sponsor the 8th Research Forum on Recycling Conference, please complete and return the Sponsor and Table Top form to Tammi Campbell at TAPPI no later than August 31, 2007.

For more information about sponsorship, please contact Tammi at +1-770-209-7405 or [tcampbell@tappi.org](mailto:tcampbell@tappi.org) or visit [www.tappi.org/07RECYCLE](http://www.tappi.org/07RECYCLE).

### Co-Sponsors





# SPONSOR AND TABLE TOP FORM

September 23 – 26, 2007 • Hilton Niagara Falls, Niagara Falls, ON Canada

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

TAPPI-1432

Contact Information (please print or type):

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 & Table Top Payment Terms:** *Sponsorship & 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 & Table Top Form. If payment is not received, TAPPI has the right to refuse this contract.*

Coffee Break US \$500     Table Top US \$600     Reception US \$1500     Oh CANADA Eh! Dinner/Reception US \$2500

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

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 8th Research Forum on Recycling scheduled for September 23-26, 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 27th will result in a full refund. Cancellations received between July 27th and August 30, 2007 will receive a 50% refund. No refunds will be granted after August 30, 2007.*