



SuperCorrExpo 2008



Sponsorship
&
Promotional
Opportunities

Platinum Sponsorship

Cost: \$25,000

(minimum 20x30 additional booth required)

Speaking Opportunities CASE STUDIES: THREE 30-minute demonstrations at the heavily promoted, free educational Showcase Presentation Theater on the show floor. The sessions will be "Sponsored By" your company and you provide a CUSTOMER who will talk about their company and the improvement working with your company has provided them. This should be education based and topics with the company and topic title submitted to us for review.

Advertising

- > 1/2 Page, 4-color Ad in the SCE08 Show Daily

Branding

- > Conference Box insert (supplied)
- > Co-Sponsor Ribbon on badges
- > Logo and "thank you" in the Show Guide as a Sponsor
- > Logo and "thank you" in the Show Daily as a Sponsor
- > Inclusion on a special "Thank You to our Sponsors" sign in the registration area

Logo given prime positioning

- > Conference Box
- > Onsite and event signage.
- > Prime logo positioning as a Platinum Sponsor: Logo will appear in major industry magazines, SCE08 literature, website, e-mail campaigns and more!
- > Show Guide: Company description and product category listing with logo
- > Literature in Conference Box

Direct Mail

- > Pre-registration list and Registration List post-show for direct mail use: 1x usage of SCE08 list pre-show, through a bonded mail house

Education

- > Three Conference Passes

Online

- > Logo on SCE08 website that links to your company website

Traffic Builder

- > E-mail blast mentions & links to the SCE08 pre-registration list through a bonded mail house
- > Personalized free Expo Hall passes for your clients

Gold Sponsorship

Cost: \$20,000

(minimum 20x20 additional booth required)

Speaking Opportunity: TWO 30-minute demonstrations at the heavily promoted, free educational Showcase Presentation Theater on the show floor. The sessions will be "Sponsored By" your company and you provide a CUSTOMER who will talk about their company and the improvement working with your company has provided them. This should be education based and topics with the company and topic title submitted to us for review.

Advertising

- > 1/3 Page, 4-color Ad in the SCE08 Show Daily

Branding

- > Conference Box insert (supplied)
- > Co-Sponsor Ribbon on badges
- > Logo and "thank you" in the Show Guide as a Sponsor
- > Logo and "thank you" in the Show Daily as a Sponsor
- > Inclusion on a special "Thank You to our Sponsors" sign in the registration area

Logo appears on

- > Onsite and event signage.
- > Logo positioning as a GOLD Sponsor: Logo will appear in major industry magazines, SCE08 literature, website, e-mail campaigns and more!

Show Guide

- > Company description and product category listing with logo

Direct Mail

- > Pre-registration list: 1x usage pre-show through a bonded mail house

Education

- > Two Full Conference Passes

Online

- > Logo on SCE08 website that links to your company website

Traffic Builder

- > Personalized free Expo Hall passes for your clients

Bronze Sponsorship

Cost: \$10,000 dollars

(2 left)

Speaking Opportunity: ONE 30-minute demonstration at the heavily promoted, free educational Showcase Presentation Theater on the show floor. The sessions will be "Sponsored By" your company and you provide a CUSTOMER who will talk about their company and the improvement working with your company has provided them. This should be education based and topics with the company and topic title submitted to us for review.

Branding

- > Conference Box insert (supplied)
- > Co-Sponsor Ribbon on badges
- > Logo and "thank you" in the Show Guide as a Sponsor
- > Logo and "thank you" in the Show Daily as a Sponsor
- > Inclusion on a special "Thank You" to our Sponsors sign in the registration area

Logo appears on

- > Onsite and event signage.
- > Logo positioning as a BRONZE Sponsor: Logo will appear in major industry magazines, SCE08 literature, website, e-mail campaigns and more!

- > Show Guide: Company description and product category listing with logo

Direct Mail

- > Pre-registration list: 1x usage pre-show through a bonded mail house

Education

- > One Full Conference Pass

Online

- > Logo on SCE08 website that links to your company website

Traffic Builder

- > Personalized free Expo Hall passes for your clients

VIP Lounge & Breakfast Sponsor

Cost: \$5,000
(2 sponsors per day)

There are 3 breakfast & VIP Lounge opportunities during TAPPI conferences for all paid conference attendees will be treated to breakfast – and you can be one of the sponsors they thank as they drink their morning coffee. They can visit this Lounge throughout the day to relax, and enjoy reading your company literature! This sponsorship includes:

- > 1, 15 minute “Welcome” greeting that can also include company information to promote your booth presence (day to be determined)
- > Company literature at the seats of the breakfast attendees
- > Company literature in the VIP Lounge throughout the show
- > Sponsor companies allowed entrance into the VIP Lounge for all 3 days
- > Logo on signage in the VIP Room signage
- > Up to 6 company representatives that can sit at tables during breakfast and speak with attendees
- > Included in email blasts to the pre-registered conference attendees that include your company logo and schedule of presentations.

General Exhibitor

Cost: \$24.00 per square foot

Exhibitor Benefits include:

Branding

- > Company description and product category listing in SCE08 Show Guide

Direct Mail

- > Pre-registration list: 1x usage pre-show through a bonded mail house

Traffic-Builder

- > Personalized free Expo Hall passes for our clients

Booth Space

- > Pipe and drape 10'x10' booth with show colors, ID sign



Promotional Opportunities

Make sure that your message is seen and heard by all SuperCorrExpo attendees. Promotional opportunities are designed to increase branding, traffic to your booth, and create excitement for your company. Whatever your marketing goals, there is a promotion that can help you achieve your goals. First option on Promotional Opportunities is open to all exhibitors until June 2nd.

THE SCE08 SHOW DAILY

There will be 2 printed Show Dailies, created LIVE from the show with the hottest breaking news & information. Every attendee will scour the pages to see what's happening, who they should stop by and see, and learn about what your company is doing. Hotel room distribution & temps handing the Daily to all those who enter the hall are the many high visibility ways your ads will be seen & read.

As a bonus, there will be an e-version sent to all pre-registered and registered attendees (over 8,000 attendees).

Rates:	1X	2X
Full Page 4-C	\$1,500	\$2,850
½ pg	\$850	\$1,575
⅓ pg	\$650	\$1,250
¼ pg	\$450	\$850

Special Positions: There is a \$500 per day premium charge per day for the following full page, 4-color special positions: Back Cover(SOLD), Inside Back Cover, Inside Front Cover (SOLD), Page 1, Opposite Exhibitor Listing Page, 2" ad along bottom of the floor plan \$850 per day

BANNERS AT SCE08 (Call for locations & pricing)

Bold and bright banners help you catch the attention of SCE08 attendees. Positively impact your booth traffic with banners that promote your product or service! Drive traffic to your booth from the lobby and registration areas.

BADGE HOLDER INSERTS

Your supplied insert will be placed in every attendee badge holder! Your direct marketing message will be visible to everyone at SCE08!

SPEAKING OPPORTUNITY (\$6,000 per session)

Presentation Theater (on the Show Floor) Present, THROUGH A CUSTOMER, a BEST PRACTICE or CASE STUDY that can highlight how your company helped provide solutions to the end-user. Here is your opportunity to showcase a customer of yours – and

to share solutions. The case study theater will be on the show floor and open to all attendees. For this price, you will receive a 30 minute slot – and this program will be promoted in all e-mails and other attendee promotions.

CYBER CAFE: EXCLUSIVE!

You'll be the hero to thousands of SCE08 attendees by providing an online connection back to their offices. The Cyber Cafe allows every attendee to check e-mail and keep in touch while they are at the SCE08. You provide the hardware, software and connections to the Cyber Cafe. In addition to signage and a ton of pre-show promotion, you'll be the hottest host for all who want to stay connected.

FLOOR MAP

The entire show floor map on one side...your message on the other. Handed to attendees as they enter the show hall. One of the most visible promotions!

SHOW FLOOR PRIVATE MEETING ROOM

(Call for pricing)

Please call today to reserve a private meeting room on the Show Floor where you can cater lunches or hold special private screening. Very limited availability. Private & great to bring clients and prospects.

THE CONSULTING ZONE (\$1,000 per day)

If you are a specialized service company that consults for the industry and needs extreme privacy for small, one-on-one meetings, you can rent a Meeting Room in the conference area to pre-arrange these special meetings. Very limited.

CONFERENCE BOX INSERT (\$1,500)

Limit 3 companies

Place a flyer, brochure or other insert in our conference box. All conference attendees will receive this box! Make a bigger impact at this year's SCE08.

Promotional Opportunities

PASSPORT PROGRAM (\$2,500)

Be one of 14 companies on our Passport that will drive SCE08 attendees to your booth. They will win valuable prizes that are donated from your company...you will be able to guarantee major traffic and the chance to influence our attendees with your message. This is a new program that will go quickly!

COFFEE SLEEVES FOR TAPPI DAYS

(\$325 per break plus sleeves/\$1,200 for 3 individual breaks plus sleeves) Receive extra exposure as attendees drink their coffee out of cups with customized corrugated coffee sleeves imprinted with your company name or logo.

HOTEL CARD KEYS (\$5,500 per Host Hotel)

Sponsor the hotel room keys that will be given out to all meeting attendees upon check-in to the host hotels. Your company name and logo will appear on all the room keys. One sponsorship is available for the TAPPI HOST HOTEL & One sponsorship is available for the AICC HOST HOTEL.

With this sponsorship you will also receive:

- > Inclusion on a special "Thank You" to our Sponsors sign in the registration area
- > Recognition in official meeting program distributed onsite
- > Special recognition on the SuperCorrExpo website www.supercorrexpo.org, including sponsor's logo and active link to sponsor's website.

BADGE LANYARDS

SCE08 lanyards are the premier marketing opportunity. Every attendee will have your name around his or her neck while walking around the SCE08 show floor and conference area.

CONFERENCE NOTEPAD & REGISTRATION PENS EXCLUSIVE!

(\$3,000 you provide Notepads & Pens with your logo)

Have your notepad personalized with your information or included in the pad, distributed to all paid SCE08 Conference attendees and put your name in front of attendees the moment they enter the convention center. Your customized pen will be a handy tool that will be used and retained – with your message at their fingertips.

TAPPI COFFEE BREAKS

(Single break: \$1,950; Full event / three breaks: \$5,500)

Held every morning for TAPPI Conferences, coffee break sponsorship is a great way to impact attendees. They will all be thankful for your hospitality and attentive to your message - great chance for your giveaways to SCE08's elite audience. Your literature can be distributed and, signage spotlights your company as the break sponsor.

SPONSORSHIP FOR AICC Continental Breakfast & Coffee Breaks (\$5,500)(1 left)

Let your company be synonymous with a pleasant awakening as a sponsor at one of the AICC Continental Breakfasts & Coffee Breaks. Your sponsorship will provide attendees with a full continental breakfast buffet prior to the general session as well as a coffee break. Networking

at the AICC Continental Breakfast and Coffee Breaks is considered by many attendees to be the best way to meet up with colleagues, customers and friends. EXTRA EXPOSURE!

Receive extra exposure as attendees drink their coffee out of cups with customized corrugated coffee sleeves imprinted with sponsor's company name or logo. Two sponsorships available.

With this sponsorship you will also receive:

- > Special thank you and recognition during one of the general sessions.
- > Logo placement in scrolling presentation before general session each day.
- > Signage near registration desk.
- > Signage at social function.
- > Company literature in the Networking area.

CUSTOMIZED EMAIL CAMPAIGN (\$5,000)

SCE08 will deliver event-related pre-show email messages specifically targeting pre-registered, as well as alumni for SCE08. This email will have content regarding each event as well as information on registering for conferences. Company's logo and 50 words of copy will be included in the message along with the Company hyperlink. Limited Availability.

BEAN BAG SPONSORSHIP (\$4,000 plus you can supply up to 6 bags)

Yes, you are reading this correctly! You provide bean bag chairs that will be placed throughout the registration area with your logo on it. They get noticed (and appreciated by tired attendees). You can even give them away as a door prize at the end of the show!

FREE STANDING SIGNS (\$3,500/Each \$6,700/Pair)

Free standing signs can be located throughout the Convention Center. Market your company to our audience with these 8' Tall x 3' Wide displays. Be sure that when the buyers are looking around, it's your company they see first. (Exhibitor provides inserts for displays).

LITE BOX SIGNS (\$750 for 1 slot/\$1300 for 2)

Lite boxes are placed throughout the high trafficked areas, with your company name and message in one of 3 slots available. The backlighting really makes your message stand out and be seen. Call for more details.

SHUTTLE BUS SPONSORSHIP (\$2,500 per sponsor; 3 maximum)

Shuttle Buses run all day long from all our core hotels. Your company name appears on the side of the bus, your company is listed in program book, and you can have promotional materials on the buses. High visibility!

**Any ideas you don't see here?
We're open to customize programs
and work with you.**

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