



To: Marketing Managers and Sales Managers
Suppliers to the Paper & Related Industries

From: Jane Schulenburg
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Subject: Invitation to Present
New Technology Showcase
PaperCon '08 Conference
Tuesday, May 6, 2008 – 1:30-6:00PM
Adams Mark Hotel, Dallas, Texas

Great Marketing Opportunity! New Technology Showcase at PaperCon '08 (Formerly TAPPI/PIMA/Coating Conference)

Take advantage of this unique opportunity to reach an extended number of paper industry leaders, strategists, idea makers and decision makers at the upcoming **New Technology Showcase (NTS)**.

Members of TAPPI Papermakers, PIMA International Leadership, and TAPPI Coating & Graphic Arts Division all gather one place to hear what your company has to offer to improve their sustainability, profitability and performance.

The NTS allows you access to the entire conference audience in an eight (8) minute presentation time slot dedicated to your newest technology. Participation will include:

- A dedicated 8-minute presentation of your new technology, product or service without commercialism guidelines/restrictions (anti-trust regulations will still be enforced)
- A Power Point presentation included in a take home CD for attendees
- Company and presenter's name listed in the conference's program book
- Compliments an exhibit in the PaperCon Trade Fair

Requirements of NTS Application

- The presentation can include company names, trade names, logos, etc.
- Presentation must be for a new product, a new service, or a new application of an existing product or service.
- No pricing data is allowed. Presenters must abide by all antitrust laws or are subject to removal from program even during presentation.
- Presentations, in their entirety, must be 8 minutes long; microphones will be turned off at 8 minutes. Speakers can include time for Q&A, however, it must be within the 8-minute allotted time.
- No commercial literature is to be displayed or distributed during the session
- Only one presentation per company
- Presenter must be a registered conference or single-day showcase attendee
- All presentations will be loaded onto one laptop
- In the event too many applications are received, the TAPPI Coating and TAPPI Papermaking Technical Program Committees will make the selections

The Lottery

The NTS will be divided into two sections: Coating related products and services and Papermaking related products and services.

Within those two groups, the order of the 8-minute presentations will be determined by random selection – or lottery. This lottery will take place at the TAPPI offices on Friday, February 28, 2008. The purpose is to eliminate any preferential treatment or screening of the submissions. The only screening of the submissions will be the determination of a “new” product, service or application.

All applicants will be notified of their individual time slots immediately following the lottery. The resulting showcase schedule will be published in the conference program booklet.

Is there a fee?

To be a showcase presenter, you must be a registered attendee of the conference or pay a single-day showcase fee of \$250. As a single-day attendee you are welcome to attend any of the sessions on the day of the showcase.

Due to the commercial content, showcase presenters are not considered technical session speakers and are *not* eligible for the complimentary single-day speaker’s registration fee.

Important Dates to Remember

- ~~January 31, 2008~~ — Application Submission Deadline **Extended to Feb 25!**
- **February 28, 2008** — Lottery to select presentation times (“The Lottery”)
- **April 1, 2008** — Final MS PowerPoint presentations submitted to TAPPI
- **May 6, 2008** — Supplier New Technology Showcase Presentations

Questions about the NTS?

Contact:

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Joint Conference Chair, PaperCon '08

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Or:

Scott Springmier

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For more information about PaperCon '08, including the **Trade Fair** and **Technical Program** please visit: www.tappi.org/PaperCon08

Application Form
PaperCon '08
New Technology Showcase
May 6, 2008
Adams Mark Dallas (soon to be Sheraton)

Company: _____

Contact Name: _____

Speaker Name: _____

(if different from contact)

Address: _____

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

Country: _____

Phone: _____ **Fax:** _____

Email: _____

Guidelines Summary

- 8 minute presentation of your new technology, product or service
- No commercialism guidelines/restrictions ANTI TRUST RULES MUST BE OBSERVED
- MS PowerPoint (or similar) presentation
- Abstract listed in the conference's program book

Title and abstract which indicates this is new technology:

FEE: US \$250 (Fee Waived for registered conference attendees and exhibitors)
Check enclosed: _____ (Make checks payable to TAPPI in US dollars)

AMEX DINERS CLUB MASTER CARD VISA

Card # _____

Exp Date _____

Authorized Signature: _____

Return by JANUARY 31, 2008 TO :

Attn: Scott Springmier, TAPPI, 15 Technology Parkway S., Norcross, GA 30092 USA

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