



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

From: Shauna Rice  
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Subject: Invitation to Present  
New Technology Showcase  
2009 TAPPI EPE Conference  
Monday October 12<sup>th</sup> 1:30-5:00pm  
Memphis Convention Center, Memphis, TN

## **Great Marketing Opportunity! New Technology Showcase at 2009 TAPPI Engineering/Pulping/Environmental 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 Pulping, Engineering and Environmental Divisions gather one place to hear what your company has to offer to improve fiber quality, operational efficiency and energy consumption. More specifically, the conference technical program covers:

- Pulp Manufacturing
- Non-Wood Fiber
- Recycled Fiber Production
- Bleaching
- Corrosion and Materials
- Biorefinery Technologies
- Power and Recovery
- Environmental

Participating in 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 “read-only” version of your presentation included in a take home CD for attendees
- Company and presenter’s name listed in the conference's program book
- An excellent compliment to your exhibit in the EPE '09 Trade Fair

## Requirements of NTS Application

- Presentation must be for a new product, a new service, or a new application of an existing product or service.
- Provide title, speaker’s name and contact information, company name, and 75-word abstract to TAPPI by June 19, 2009. Abstracts over 75-words will be edited to 75 words by TAPPI volunteers.
- The presentation can include company names, trade names, logos, etc.
- 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 TAPPI laptop
- Speakers are encouraged to attend the Speaker’s breakfast on Monday morning. This is the time to receive last minute instructions and to confirm status of their presentation.
- In the event too many applications are received, the TAPPI Pulping and TAPPI Engineering Technical Program Committees will make the selections

## The Lottery

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 July 23, 2009. 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

- **June 19, 2009** — Application Submission Deadline
- **July 23, 2009** — Lottery to select presentation times ("The Lottery")
- **Sept 3, 2009** — Final MS PowerPoint presentations submitted to TAPPI
- **October 12, 2009** — Supplier New Technology Showcase Presentations

## Questions about the NTS?

Contact:

### **Shauna Rice**

Technical Program Specialist, TAPPI

Office: +1 770 209 7237

Fax: +1 770 446 6947

Email: [srice@tappi.org](mailto:srice@tappi.org)

Or:

### **Scott Springmier**

Division Manager - Pulp & Paper, TAPPI

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Fax: +1 770 446 6947

Email: [sspringmier@tappi.org](mailto:sspringmier@tappi.org)

For more information about EPE '09, including the **Trade Fair and Technical Program** please visit: [www.tappi.org/09epe](http://www.tappi.org/09epe)

**Application Form**  
**2009 TAPPI EPE Conference**  
**New Technology Showcase**  
**October 12, 2009**  
**Memphis Convention Center, Memphis, TN**

**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 (80 words or less):**

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**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 June 19, 2009 TO:**

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

**Phone# +1-770-209-7241, Fax# +1-770-446-6947, Email: [sspringmier@tappi.org](mailto:sspringmier@tappi.org)**