

SRW

2012 TAPPI

SHIPPING RECEIVING AND WAREHOUSING WORKSHOP

**APRIL 2-4,
2012**

**NASHVILLE
TENNESSEE**



For more information
on this event, scan our
QR Code with your smartphone
to go the event website.



SHIPPING RECEIVING AND WAREHOUSING WORKSHOP

Top Reasons to Exhibit

Get access to key logistics personnel from the major paper companies in North America.

Network with the entire paper supply chain – shippers, carriers, printers and publishers

Be on the leading edge of the industry's roll damage reduction initiatives

Tabletop displays are accessible throughout the workshop.

Dear Industry Leader:

TAPPI is excited for the arrival of the **2012 TAPPI Shipping, Receiving & Warehousing Workshop** to be held April 2-4, 2012 in Nashville, Tennessee.

The 2012 Workshop will include a dedicated group of publishers, carriers, mills and printers to explore new ways to reduce in-transit damage to rolls of paper. Presentations from publishers, carriers and paper mills are planned. More about the Workshop at our website: www.tappisrw.org

We would like to offer you the opportunity to put your company's brand in front of key industry professionals, who have vested interest in your products, by becoming one of our exclusive workshop sponsors. Sponsorship at our workshop will show our attendees your commitment to building industry relationships and allowing you to reach a more targeted audience.

Thank you for your time and we hope to see you in Nashville for another successful event!

Sincerely,

Glenn

Glenn Schicker
Conference Chair
NorCell

Michelle

Michelle Rupke
Conference Co-Chair
UPM-Kymmene

Companies Represented at 2010 and 2011 SRW Workshops

AAR/TTCI
AbitibiBowater
Advantage III Logistics Inc.
Alberta Newsprint Company
Allegheny/Down River Company
Appleton Coated LLC
Arnold Company
Baldwin Logistics
Balterm LLP
BNSF
C.H. Robinson
Cascades Sonoco
Catalyst Paper
Celtic Logistics Inc
Cie-Tech Inc
Circle Incorporated
Cordex Limited
Core Link Inc
Cross Globe Group
CSX Transportation
Domtar
Evergreen Packaging
Exel Transportation Services Inc.
Fabri-Form Company
Fibercore Onsite Paper Services
Gannett
Georgia-Pacific
Global Stevedoring

Hartt-Transportation Systems Inc.
Hub Group, Inc.
International Paper
Interoceanica Agency, INC
Irving Paper Inc.
Irving Tissue, Inc.
ITW Down River
Ivy Associates Limited
JCPenney Media Inc.
Jerich USA Inc.
Kapstone Paper Corp.
Kimberly Clark de Mexico S.A.B. de C.V.
Krugger Inc.
Liberty Paper Inc.
Lincoln Paper & Tissue
Madison Paper Industries
MeadWestvaco
Midwest Transportation Resources
Multi-Wall Packaging Corporation
Murphy Warehouse Company
National Rubber Technologies Corp.
Newark Group
NewPage
News-Press
Norfolk Southern
Norske Skog USA Inc.
North Carolina State University
Orange County Container Group LLC

Packaging Corp. of America
Penn Warehousing & Dist Inc.
Port Elizabeth Terminal and Warehouse
Pregis Hexacomb
Quad Grapics
Reich Logistics Services, Inc.
RGL Holdings Inc.
RockTenn
Sappi
Smurfit-Stone Container Corp.
Sonoco Inc.
SOS Service
St Mary's Paper
Superior Packaging Co
T.M.C. Inc
Tapex
TietoEnator
UPM-Kymmene
Verso Paper
Vertis Communications
VolPcare Technology
Warehouse Specialists Inc.
Wausau Paper
Weyerhaeuser
Wrapation Inc.
XTL



SHIPPING RECEIVING AND WAREHOUSING WORKSHOP

Exhibit & Sponsorship Opportunities

TABLETOP EXHIBIT PACKAGE \$500

- 8'x30 in Tabletop (Includes skirted table & 2 chairs)
- 1 complimentary Workshop Registration
- Designation on the SRW website
- Recognition on pre-workshop marketing, the conference program, and at the opening session
- Post-Show conference registration list with contact information (excluding e-mails)

LANYARD SPONSOR (EXCLUSIVE)..... \$750

- Have each attendee wearing your company's logo throughout the conference by providing the workshop lanyard (Company provides logo for color printing)
- 1 complimentary Workshop Registration
- Recognition at Workshop opening session and on conference program
- Post-Show conference registration list with contact information (excluding e-mails)

COFFEE SPONSOR (EXCLUSIVE)..... \$600

- Long days at a workshop require Coffee. Have your company logo in everyone's hand throughout the day with personalized disposable coffee cups (Company provides logo for color printing).
- 1 complimentary Workshop Registration
- Recognition at Workshop opening session and on conference program
- Post-Show conference registration list with contact information (excluding e-mails)

LUNCH SPONSOR (LIMIT 1 COMPANY PER DAY – TUES) \$500

- Recognition at Workshop opening session and on conference program
- Company logo provided on all lunch napkins (Company provides logo for color printing).
- 1 complimentary Workshop Registration
- Post-Show conference registration list with contact information (excluding e-mails)

THE MUSIC CITY LEVEL PACKAGE (3 COMPANY LIMIT) \$2,500

- Have your company promo item given to all attendees at registration – Promo Item Example: Company Pen, Stress Ball, Notepad, etc. (Company provides item – must be approved by TAPPI and arrive at TAPPI no later than 3/23)
- 8'x30" Tabletop (Includes skirted table & 2 chairs)
- A sponsor of the Tuesday evening reception - A fun filled evening for all attendees (Company can raffle one item at the reception – company must provide the item)
- A sponsor of the Tuesday morning breakfast – logo displayed near food
- Company logo (linked to company website) on the post conference proceedings link sent to all attendees
- 1 complimentary Workshop Registration
- Recognition at Workshop opening session and conference program
- Post-Show conference registration list with contact information (excluding e-mails)

THE GRAND OLE OPRY LEVEL PACKAGE (3 COMPANY LIMIT) \$1,500

- Your Company flyer (no larger than 4 page brochure) will be included in the registration packet that attendees will receive after registering onsite. (Company provides Flyer/ Brochure – to arrive at TAPPI no later than 3/23)
- 8'x30" Tabletop (Includes skirted table & 2 chairs)
- Company logo (linked to company website) on the post conference proceedings link sent to all attendees
- 1 complimentary Workshop Registration
- Recognition at Workshop opening session and conference program
- Post-Show conference registration list with contact information (excluding e-mails)

THE HONKY-TONK LEVEL PACKAGE (3 COMPANY LIMIT) \$1,000

- A sponsor of the Wednesday morning breakfast – logo displayed near food
- 8'x30" Tabletop (Includes skirted table & 2 chairs)
- Company logo (linked to company website) on the post conference proceedings link sent to all attendees
- 1 complimentary Workshop Registration
- Recognition at Workshop opening session and conference program
- Post-Show conference registration list with contact information (excluding e-mails)



SHIPPING RECEIVING AND WAREHOUSING WORKSHOP

Sponsorship & Exhibitor Agreement

Please complete and return this agreement prior to March 23, 2012 to:
Jennifer Affrunti, Expo Incorporated,
Direct: 770-912-6760 • Fax: 904-853-5151 • jennifer@expoincorporated.com

Name _____ Title _____
 Company _____ TAPPI Member No. _____
 Street Address _____ City _____
 State/Province _____ Postal Code/Zip _____ Country _____
 Email _____ Telephone (Include Country Code) _____
 Fax _____ Company Website Address _____

Prices are in US Dollars. Check all that apply and total below.

Fees:

- Tabletop Exhibit Package - \$500
- The Music City Level Package (3 Company Limit) - \$2,500
- The Grand Ole Opry Level Package (3 Company Limit) - \$1,500
- The Honky-Tonk Level Package (3 Company Limit) – \$1,000

Sub Total \$ _____
TAPPI Sustaining Member Discount (5%) \$ _____
Total Sponsorship Due \$ _____

**Don't see what you are looking for?
Contact Jennifer@
expoincorporated.com for
customized opportunities!**

Method of payment:

Checks: Check Number _____ for the full amount of US\$ _____ Payable to TAPPI.
Checks should be mailed to 15 Technology Parkway South, Norcross, Georgia 30092 USA, Attn: Debbie Trimmer

Credit Card: Amex Diner's Club Discover MasterCard Visa

Name as is appears on the card _____

Credit Card Number _____ Expiration Date _____

Signature _____

By signing this form, our company agrees to the cancellation policy and TAPPI Exhibitor and Sponsorship Rules and Regulations.

Cancellation Policy: Requests for cancellations and/or refunds must be in writing and received in the TAPPI office 60 days before the event and will incur a \$500 cancellation fee. Cancellations between 60 and 45 days before the event will receive a refund equivalent to 50% of total fees. No requests for refund will be granted within 30 days before the event. This amount will be liquidated damages, for the damages Management will suffer as a result of Exhibitor's or Sponsor's cancellation, and not a penalty. The parties agree that withdrawal of the space reserved from availability at a time when others would be interested in applying for it will cause Management to sustain damages that, while substantial, are not capable of precise determination. Therefore, this provision for liquidated damages has been included as a valid pre-estimate of these damages. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. Upon any cancellation of this agreement or withdrawal by Exhibitor from the Show, Management will have the right, but not the obligation, to license the subject Show space to another exhibitor prior to the Show without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder. No booth can be resold or sublet by Exhibitor to another company when space has been cancelled.

Direct sponsorship inquiries to: Jennifer Affrunti, Expo Incorporated, jennifer@expoincorporated.com

TAPPI Exhibitor and Sponsorship Rules and Regulations

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of 2012 SRW, hereinafter referred to as "Show" and Show includes the exhibits and any official conferences occurring with the Show. "Exhibitor" refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. PAYMENT. Applications submitted must be accompanied by full payment of the tabletop/sponsorship. No refunds will be processed after March 2, 2012

2. CANCELLATION OF CONTRACT. Requests for cancellations and/or refunds must be in writing and received in the TAPPI office 60 days before the event and will incur a \$500 cancellation fee. Cancellations between 60 and 45 days before the event will receive a refund equivalent to 50% of total fees. No requests for refund will be granted within 30 days before the event. This amount will be liquidated damages, for the damages Management will suffer as a result of Exhibitor's or Sponsor's cancellation, and not a penalty. The parties agree that withdrawal of the space reserved from availability at a time when others would be interested in applying for it will cause Management to sustain damages that, while substantial, are not capable of precise determination. Therefore, this provision for liquidated damages has been included as a valid pre-estimate of these damages. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. Upon any cancellation of this agreement or withdrawal by Exhibitor from the Show, Management will have the right, but not the obligation, to license the subject Show space to another exhibitor prior to the Show without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder. No booth can be resold or sublet by Exhibitor to another company when space has been cancelled.

3. ELIGIBLE EXHIBITS. Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.

4. DEADLINES FOR EXHIBIT SPACE. Assignment of exhibit space will be made based on the date the application and deposit are received, on a first come first served basis.

5. ALLOCATION OF SPACE AND ASSIGNMENT. Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's desired location. During the initial assignments, if two or more exhibitors request the same location, preference will be given to the exhibitor by date of application receipt and TAPPI Sustaining Company Member status. TAPPI reserves the right to make the final determination of all space assignments in the best interest of the Show.

6. SUBLETTING OF EXHIBIT SPACE. Exhibitors may not assign, sublet or share their exhibit space with another business or firm, even if Exhibitor cancels the booth, unless approval has been obtained in writing from Show Management. Exhibitors must show goods manufactured or dealt in by Exhibitor in the regular course of Exhibitor's business. Should an article of a firm or business not contracted to participate in the Show be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and customary nameplates, imprint or trademark under which same is sold in the general course of business.

7. LIABILITY. Neither TAPPI, Show Management, its members, nor the representatives and employees thereof, or any other TAPPI authorized contract help, its official service contractors nor the exhibit venue nor its representatives and employees will be responsible for injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the this contract.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that Exhibitor shall assume risk of any injury, loss or damage, and Exhibitor, by signing this contract, hereby assumes such risk and expressly releases Show Management and its agents from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility.

8. EXHIBITOR INSURANCE. Exhibitor shall, at Exhibitor's sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name TAPPI as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the

performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

9. DISABILITY PROVISIONS. Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

10. DAMAGE TO PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

11. LABOR. Exhibitor is required to observe all contracts in effect between service contractors and the event venue.

12. INSTALLATION. Exhibitors may start setting up displays at 5-8pm, Monday April 2, 2012. In the best interest of the Show, Show Management reserves the right to reassign any un set exhibit space after 8pm on Monday April 2, 2012

13. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

14. REMOVAL OF HAND CARRIED MATERIALS. Portfolios, briefcases and packages will be subject to inspection by the security guards.

15. INSTALLATION AND DISMANTLING PERSONNEL. Exhibitor may provide own exhibit furnishings, and may specify own independent contractor for the installation and dismantling of the Exhibitor's booth space. The Exhibitor is responsible for ensuring that any Exhibitor appointed contractors supply Show Management with a valid Certificate of Insurance, naming TAPPI as an additional insured, with a minimum of \$1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show's official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management to qualify that contractor's participation. Upon verification, official service badges allowing access to the Show area during service hours only will be issued.

16. CONFLICTING EVENTS DURING SHOW HOURS. Exhibitor and Sponsors agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsorship, Exhibitor will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

17. DISMANTLING. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 12pm on Wednesday April 4, 2012. Exhibitor's booth must be fully staffed and operational during the entire Show. The dismantling of displays will be from 12-2pm on Wednesday April 4, 2012.

At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the Exhibitor.

18. BADGES. Official badges for the Show will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors may be granted an allotment of full conference badges per exhibit space (please refer to exhibit pricing for specifics). Badges needed in excess of this allotment must be purchased at the rate designated in the current 2012 SRW. Exhibitor and sponsorship prospectus.

19. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibitor's booth personnel, including demonstrators, hosts/hostesses and models, are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which an Exhibitor has contracted herein, no part of the exhibit venue and its grounds may be used by Exhibitor or Exhibitor's agents other than Show for display purposes of any kind or nature without Show Management approval. Within the public hotel property, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official Show area only.

A. Attire. Representatives should be conservatively and appropriately attired to maintain the professional and business like climate of the Show. Show Management reserves the right to judge the appropriateness of any attire worn by Exhibitor's personnel.

B. Sound. Videos or movies relating to Exhibitor's equipment will be

permitted. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

C. Lighting. In the best interest of the Show, Show Management reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.

D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at Exhibitor's expense.

E. Objectionable Activities. In fairness to all Exhibitors, no obstructive or objectionable activity will be permitted during show hours.

Examples of such activity include - noisily operating displays, producing objectionable odors or other lewd or visual obstructions or behaviors. Show Management serves as sole judge of objectionable material or behavior.

20. MUSIC LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the Show, including but not limited to, any music performance agreement between Show and ASCAP. Exhibitor further represents and warrants that Exhibitor shall obtain any necessary licenses or permissions under the copyright laws for use during the Show and will present Show Management a copy of such license or permission if requested by Show Management.

21. DISPLAY HEIGHTS. Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan.

22. POSITIONING EQUIPMENT IN RELATION TO AISLE. To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.

23. RELOCATION OF EXHIBITS. Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the Show.

24. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame retardant solution to meet requirements of the standard flame test as provided in the exhibit venue for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is Exhibitor's.

25. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

26. FAILURE TO HOLD SHOW. Should any contingency prevent holding of the Show, Show Management may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure, including but not limited to an act of God, war, insurrection terrorist act, or radioactive contamination.

27. AMENDMENT OF RULES. Show Management reserves the right to make changes, or additions to these rules should the need arise. All changes and additions so made shall be binding on Exhibitor and Sponsor provided all Exhibitors and Sponsors will be advised of any changes. Any matters not specifically covered herein are subject to decision by Show Management.