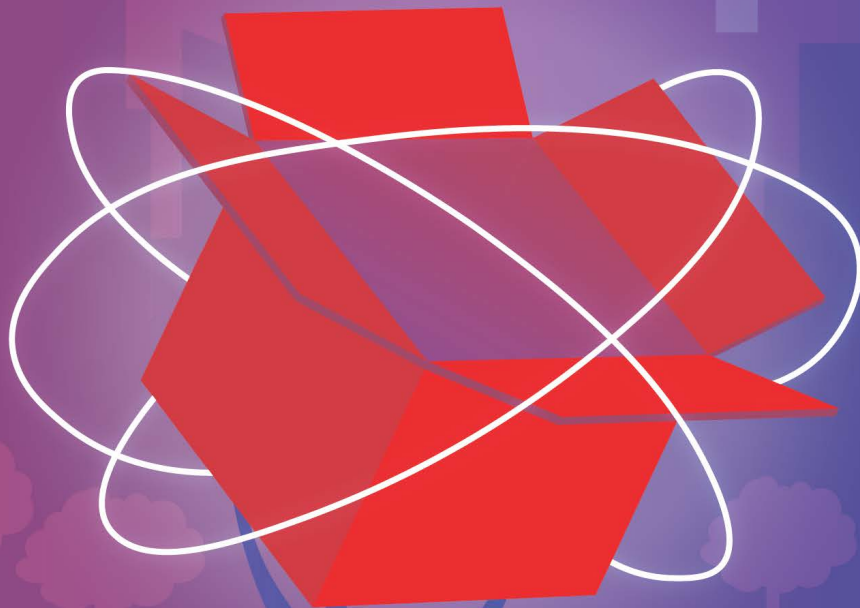




Time Tested. **Future Forward.**

**Exclusive Exhibitor
Sponsorship Opportunities**



SuperCorrExpo® 2024
September 8-12, 2024 | Orlando, Florida
Exhibits September 9-12, 2024

Every four years, the entire corrugated industry gathers for the largest, most important trade event in the Western Hemisphere—and when it does, real business gets done.

www.supercorrexpo.org

SuperCorrExpo® By The Numbers:

70+
Countries

6,000+
Industry Leaders



50%
savings when closing
a lead at a trade show
versus a sales call

80%
of trade show
attendees say live
demonstrations
significantly help drive
purchasing decision

40%
of attendees are
Box Manufacturers/
Converters

70%
of attendees become
regular customers
after an event like
SuperCorrExpo®

BOOST VISIBILITY

Unequaled access to thousands of highly qualified buyers

MAKE VALUABLE CONNECTIONS

Countless formal and informal opportunities to expand your network

EXPAND YOUR REACH

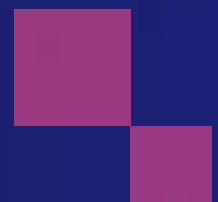
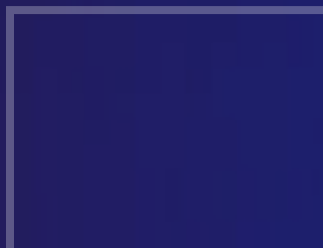
Over 100 unique opportunities to reach your audience in advance of the show

SUPERCARGE YOUR SALES

The premiere event to showcase offerings and close deals

GET INSPIRED

Exclusive first-looks at the newest technologies and trends

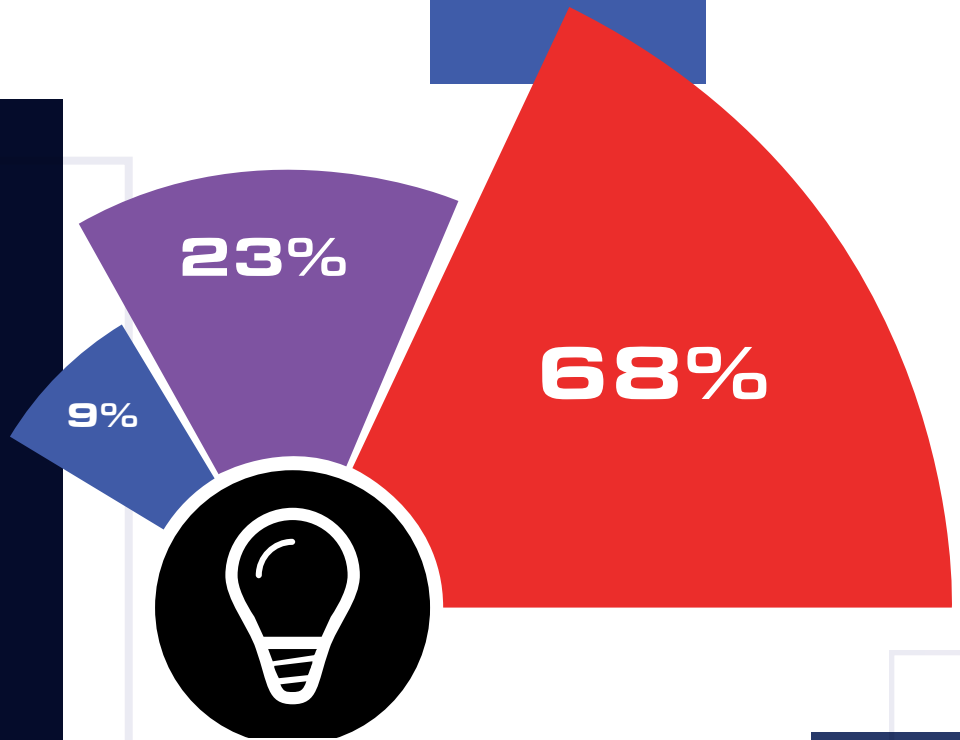


PURCHASING INFLUENCE:
What role do you play in the
purchase of products and services
for your company / organization?

68% Influencers and decision makers

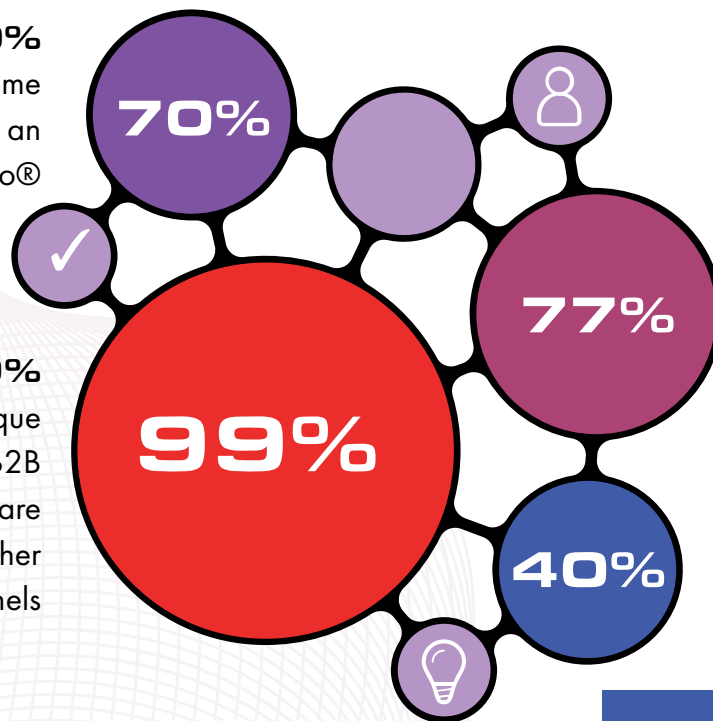
23% Provide input on suppliers /
vendors

9% Research suppliers / vendors



70%
of attendees become
regular customers after an
event like SuperCorrExpo®

99%
of exhibitors find unique
value delivered by B2B
exhibitions which are
not provided by other
marketing channels



77%
of executive decision
makers found at least one
new supplier at the last
show they attended

40%
of attendees are Box
Manufacturers/ Converters

2024 Corrugated Classic Golf Tournament

Our wildly popular classic tournament sells out every year!

Due to growing demand, this year's golf tournament will span **two** amazing courses: **Hawk's Landing Golf Course** and **Disney's Lake Buena Vista Golf Course**. Courses will be assigned based on random selection for a challenging, fun-filled day amidst beautiful scenery.

As a golf sponsor, your company will be showcased on **two courses** for the price of one!

Golf Hole Sponsor

\$1,200 (includes both courses)

Impress all the top golf and corrugated players with special logo signage.

Beverage Cart Sponsor (2 Spots)

\$6,500 for one, \$10,000 for both

Drinks are on you! Golfers enjoy free beverages from the beverage cart sporting your logo. The cart goes hole to hole, providing refreshments and maximum exposure.

Halfway House Bar Sponsor (2 Spots)

\$6,500 for one, \$9,500 for both

Elevate your brand visibility by sponsoring the Halfway House Bar, strategically positioned to be the social hub of the tournament. Signage with your branding displayed throughout the bar.

Golf Cart Sponsor (2 Spots)

\$6,500 for one, \$10,000 for both

Every golfer will see your brand with this sponsorship. Drive your brand recognition to new levels by including your logo on every golf cart.

Grab and Go Breakfast and Lunch Sponsor

\$6,000 (Exclusive)

When golfers arrive at the golf course, and grab a ready-made breakfast, then again at lunchtime, your company's name will be stickered all over the boxes, plus recognition on signage pre-show and at the event.

Golf Giveaway Sponsor

\$2,500 each (Sponsor provided)

Have all the golfers asking for your swag bag at two of the top courses in the world. Distribute a giveaway to the golfers, including golf shirts, golf umbrellas, towels and koozies. Everyone will be walking around with your logo on the course.

New! MULLIGAN Sponsor

\$2,000

The best way to impress every person playing golf at both courses, is to give every player a **free Mulligan**! Your company logo will appear on the digital screens on the golf carts, a sign at the opening hole, breakfast & lunch tables, plus in the Event Guide sponsor page. Think how grateful everyone will be!



Elevate Your Brand and Expand Your Reach

Show Bag Logo & Insert

\$7,000

The show bag is the first touchpoint for every attendee, setting the stage for their event experience and serving as a tangible reminder of their time at SuperCorrExpo® long after the event concludes. Prominently display your logo to ensure consistent brand exposure throughout the event, as attendees carry the bags from the show floor to workshops, receptions and all other events.

Sunday Night Welcome Reception

\$950

All conference attendees and exhibitors are invited to the official Welcome Reception on Sunday night, September 8th. As a sponsor, your company is listed in the event guide, prominently displayed at the reception, and included on the sponsor acknowledgement page of the event website.

Literature in the Show Bag

\$1,750 (Sponsor provided)

Place a flier, two-sided brochure or another insert in our event bag which will be given to all attendees, all four days of the show — one of the most effective methods of getting your information directly into the hands of show attendees.

Floor Map Sponsor

\$7,500

The go-to guide to find exhibitors on the show floor, the Floor Map is handed to every attendee entering the Exhibit Hall. Your logo is on the

front page, and you get the back page for a full page ad! You also get recognition on the website sponsor page, the show guide and all onsite signage.

Lanyard

\$7,500 (Sponsor provided) (Exclusive)

Elevate your brand visibility to new heights with the Lanyard Sponsorship. These lanyards, with your company branding and messaging, will be an essential accessory throughout the entire show, offering continuous brand exposure and a lasting impression at every event moment.

Badge Holder Inserts

\$7,500 (Sponsor provided)

Your supplied insert will be placed in every attendee badge holder with your message. This is great for driving traffic to your booth!

SuperCorrCafé Sponsorship

\$7,500 (Exclusive)

Relax and recharge your phones in this special place for attendees to enjoy soft drinks and appreciate your sponsorship. This exclusive, high visibility opportunity includes signage as the sponsor onsite, on the website, listed in the Event App and show promotions, including the Attendee Brochure as the SuperCorrCafé sponsor. Tent cards will be placed on all the tables, and you can distribute your literature!

Conference Notepad

\$3,500 (Sponsor provided)

Everyone needs a notepad to capture those great sessions! Have your notepad personalized with your information exclusively. We will distribute to all paid TAPPI & AICC Conference attendees and VIPs.

Registration Pens

\$3,500 (Sponsor provided)

Put your exclusive customized message at attendees' fingertips from the moment they arrive, or pens can be put in all show bags given to attendees.

Hot NEW Sponsorships!

The hot Florida sun & your hot products are a great combination. Distributed at the show, become the following exclusive sponsors for long-term impact!

New! Logoed Baseball Hats or Visors

\$3,500 (Sponsor provided) (Exclusive)

There's no better way to keep the sun out of your eyes whether on the beach, watching a game, playing golf – or walking to your booth at the exhibit hall!

New! Logoed Sunscreen

\$3,500 (Sponsor Provided) (Exclusive)

Help keep your attendees safe from the sun with logoed sunscreen. They will always carry you with them outside - and on them!

New! Logoed Socks

\$3,500 (Sponsor Provided) (Exclusive)

Step up your branding game! Let every attendee walk away with your logo on our event socks – the ultimate blend of style and exposure. If you include the SuperCorrExpo® logo with your company logo on the socks, a photographer will be there to take sock cam photos and the photos will be posted during the event in the app.

New! Recycling and/or Trash Bins

Sponsor

\$2,500 (Exclusive)

Trash cans and recycling bins help keep the event clean and clutter-free. Your exclusive sponsorship brands these bins with your logo, message, and website. Show your commitment to sustainability and environmental responsibility, as well as increase visibility and awareness among attendees.



Leverage Tech to Propel Your Brand Forward

New! Attendee Registration Digital Ad

\$6,500 (Exclusive)

Feature your brand in an exclusive skyscraper advertisement in the Attendee Registration Portal. Each registrant will view your ad as they complete their registration for the event. Your skyscraper ad can be up to 800 pixels tall but must be 200 pixels wide. Skyscrapers are very hard to miss and will appear beside the registrant's information.

New! Sponsor Logo on All Registration Confirmation Emails

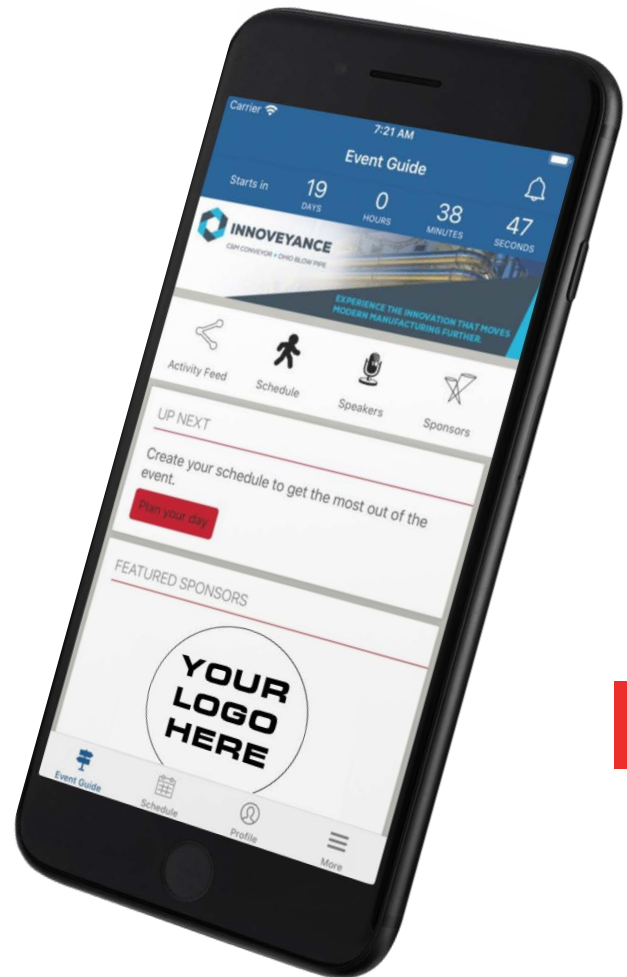
\$6,500 (Exclusive)

Every registered attendee will see your brand. Place an exclusive footer banner ad inside the confirmation email(s) that are sent to every SuperCorrExpo® registrant. Attendees are requested to bring a printed copy of this email confirmation with them to expedite the badge pick-up process. Your logo will be featured on the only email required for attendees to print out and bring to the show.

Event App Sponsor

\$6,500 (Exclusive)

Stay in front of attendees all week on the app. Engage with SuperCorrExpo® attendees in ways that have never been possible before when you sponsor the Event App. Sponsorship includes enhanced company listing, highlighted exhibitor listing, company logo on splash screen and banner ads!



Lite Box Sign

\$3,500 for one side, \$4,500 for two sides
(Exhibitor provides graphics)

Get in high traffic areas with this sponsorship. Lite boxes are placed throughout high traffic areas with your company name and message in one of five slots available. The backlighting makes your message stand out and be seen.

Amplify Your Brand with Signage and Banners



New! 'You Are Here' Locator Signs Sponsor

\$6,500 (Exclusive)

Your brand is on the 'You Are Here' Locator signs, with a **straight line from the exhibit hall entrances to your booth!** Your booth is also highlighted on the locator floor plan, with signage with your logo & booth number, plus acknowledgement on the website and Show Guide Sponsor Page.



New!

Logoed Floor Stickers

\$2,500 for two

With every step show attendees take, your brand is there to greet them. Increase your brand visibility with 3'x3' floor stickers placed by your booth, in walkways, or wherever else you would like them to drive traffic to your booth.

Banners/Flags Sponsor

(Pricing Available Upon Request)

Lead the path with your brand! With banners and flags in our covered walkways, your flag will bring attendees from the hotel to the convention center with a flair of recognition.

New! Escalator Railing Banner Sponsor (4 Available)

\$6,000 per banner

Rise above the rest! With escalator railing banners, your brand elevates with every attendee's journey to and from the show floor.

Aisle Sign Sponsor

\$8,000 (Exclusive)

Imagine your logo exclusively on both sides of every hanging sign throughout the aisles of the show! As attendees walk the show floor, it is impossible to miss your company branding and impact.

New! If you have your own pop-up signs, send them to us and we will place them near Registration and other high-traffic areas for \$2,500 per sign.

Free Standing Signs

Double-Sided: \$4,500. Single-Sided: \$3,500 (Exhibitor supplies artwork)

Freestanding signs are strategically placed and highly visible 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.

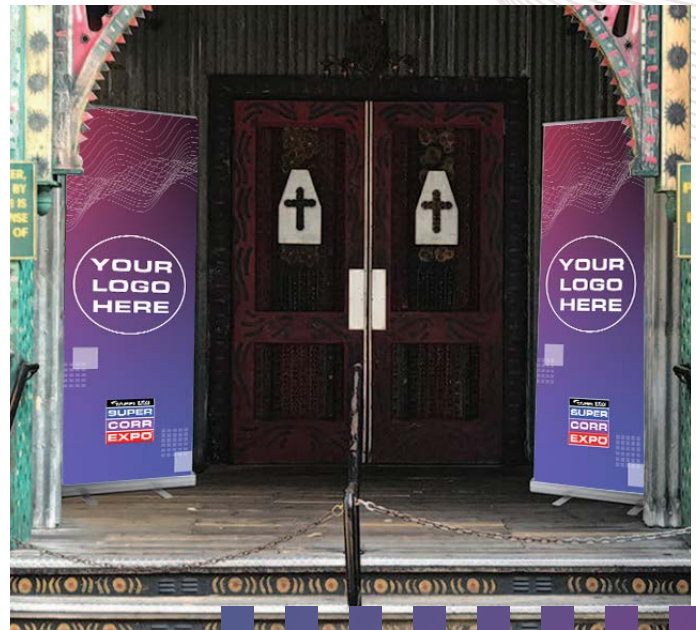
Rock Your Brand at The House of Blues Rock Star Experience!

Seize a unique opportunity to spotlight your brand at SuperCorrExpo®'s exclusive event at the House of Blues! This is your chance to connect with industry leaders and influencers in an electrifying atmosphere, where music, networking, and your brand come together for an unforgettable evening. Don't miss out on the chance to make your mark at one of the most anticipated gatherings of the show!

Tier 1 Sponsor (3 available)

\$13,500

- Sponsor-branded tickets to the reception with your company logo
- Prominent banner at the front door entry
- Special House of Blues badge keepsake with your company logo given to all HOB attendees
- ON STAGE BANNER - while the music rocks, your Tier 1 logo banner is center stage with the band!
- Large Hanging Railing Banner with your logo prominently positioned
- Logo on the special SuperCorrExpo® giveaway bag *This includes an option to provide approved giveaways for the bag.
- Branding on all schedule of events listing, website and in the SCE show guide
- Inclusion in the pre-registration letter to all attendees as the sponsor for the House of Blues reception
- "Sponsored by" recognition and branding on ads for the Tuesday Reception



Tier 2 Sponsor (3 available)

\$8,500

- Medium Hanging Railing Banner with the Sponsor Logos, prominently positioned
- Logo on the special SuperCorrExpo® giveaway bag
- Logo on the SuperCorrExpo® bus window
- Giveaway bag *This includes an option to provide approved giveaways for the bag
- "Sponsored by" recognition and branding on ads for the Tuesday Reception
- Announced acknowledgements of our reception sponsors



House of Blues Additional branding elevation opportunities

VIP Opera Box Experience (2 available)

\$3,000 per box

A special experience for you and your top clients! Sit in the exclusive Opera Box seats and enjoy the entertainment, bring your drinks to your box seats, and impress everyone. 5-6 seats and 6 tickets to this event are included.

Specialty Cocktail Named for your Company (name TBD)

\$2,000 (Exclusive)

A fun opportunity to create a branded specialty cocktail that attendees will talk about all night. Have signage at all the House of Blues bars, listed on the website sponsor page & SuperCorrExpo® App, and mentioned wherever possible in our Tuesday night event promotions.

Bring YOUR OWN Retractable Signs

\$750 per sign

Your personal retractable sign(s) will be placed at key, high traffic areas at the House of Blues. Collect the signs at the end of the event to use by your company again in the future.

Balcony Sponsorship (2 Available)

\$Price

Be the haven for a moment of peace! When guests retreat to the outdoor balcony for some fresh air, they will be greeted with your company's logo and messaging. Your company will also be listed on the website sponsor page & SuperCorrExpo® App, and mentioned wherever possible in our Tuesday night event promotions.

Connect with Your Customers TODAY with Digital Marketing

NEW! EXHIBITOR DIGITAL MARKETING PACKAGE (FREE!)

We want to help you drive traffic to your booth with digital marketing tools. All SuperCorrExpo® exhibitors now have a personalized digital marketing suite to promote your brand and get decision makers and influencers into your booth! The package includes branded banners, emails and landing pages you can use to invite your clients and prospects. No design work or staff time needed –we do it all for you. It's that easy! The new Exhibitor Digital Marketing Suite lets you:

- View and share your personalized landing page and post it on social media
- Send or download a custom-made email promoting your presence at the event
- Download banners to place on your website, email signature, or social media. Use your branded landing page to invite your network to your booth.

The best part? It's **already included** in your Exhibitor package! Visit supercorrexpo.org/exhibitor toolkit to access.

Need More Digital Marketing? Upgrade to our Digital Retargeting Sponsorship

Accelerate your brand's reach with TAPPI's Digital Retargeting Sponsorship opportunity at SuperCorrExpo®! With this sponsorship, our audience becomes your audience. You will gain unparalleled access to industry leaders and decision makers by showcasing your company's ads directly to TAPPI's and SuperCorrExpo® website visitors anywhere they visit online.

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with TAPPI's uniquely qualified audience that will showcase your business to those who need you the most.

Quantifiable Results

Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.

Package	Price	Duration	Impressions
Platinum	\$5,000	3 months	100,000
Gold	\$4,000	2 months	75,000
Silver	\$2,500	1 month	35,000

Ad Sizes & Specs

.jpg or .gif static images only; no flash ads

Leaderboard 728x90	Wide Skycraper 160x600	Square Pop-Up 300x250
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YOUR AD HERE 728x90

YOUR
AD
HERE
160
x
600

YOUR AD
HERE
300x250

Maximize Your Exposure at Must-Attend Events

Lunch Sponsor

\$3,500 for one day, \$6,000 for two days

As a lunch sponsor, your brand will be the talk at every table. Paid conference attendees receive lunch vouchers which will include your logo. At each lunch table, there will be a tent card with your company name/logo and booth number. In the Event App, website and event listings, wherever lunch is listed, it will say "Sponsored by..." Get high visibility and direct contact with the attendees you need to reach!

Daily Relationship Building Reception on the Show Floor

\$4,500 (Exclusive)

Everyone loves a great reception! As the exclusive reception sponsor, you will have napkins with your logo at every bar, listed in the Event App, website, on the schedule of events as the sponsor and on signage throughout the show!

Continental Breakfast and Coffee Break Sponsor

\$5,500 each

Help attendees rise and shine! Let your company be synonymous with a pleasant awakening as a sponsor at one of the Continental Breakfasts and 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 Continental Breakfast and Coffee Breaks is considered by many attendees to be the best way to meet up with colleagues, customers and friends. Your signage will appear at each event along with company literature in the networking area, and listed in the Event App and on the website.

International Reception Sponsor

\$4,500 (Exclusive)

Expand your global reach with this opportunity. International buyers are sought after, and you will have direct access to this hard-to-reach group as the exclusive sponsor of this event held on Wednesday night. A table can be set up for you to distribute your materials or giveaways, and there will be signage throughout the show, on the website and in the Event App.

Hilton and Hyatt Hotel Key Sponsor

Call for rates

Open doors and make impressions! Your logo will be on each hotel key card, ensuring every attendee's stay starts with your brand in hand.

GENERAL EXHIBITOR

Show Special Cost: \$32 per sq. ft. (until 4/30/24)

Let SuperCorrExpo® help you put your business on display. Create a branded experience in your booth to entertain and network with thousands of industry leaders and decision makers.

BRANDING

- Company description and product category listing in SuperCorrExpo® Event App
- Listing on the SuperCorrExpo.org website, Event Guide, Floor Plan and all onsite exhibitor listings

BOOTH TRAFFIC BOOSTERS

- VIP Expo Hall passes for your clients, allowing them to attend SuperCorrExpo® 2024 free of charge
- Inclusion in the Floor Map
- Supplier Tool Kits

BOOTH SPACE

- 8' draped backwall & 3' draped side walls for 10'x10' & 10'x20' booths, company sign (island booths not included)

RELATIONSHIP BUILDING OPPORTUNITIES

- Sunday Night Welcome Reception sponsor
- Monday, Tuesday and Wednesday receptions on the exhibit floor (cash bar)
- House of Blues Tuesday Night Event (Paid) - all food, drink, & entertainment included
- Wednesday Night International Networking Reception

PLATINUM SPONSOR

SuperCorrExpo® is getting bigger and better, and so are the Platinum opportunities. The Platinum Sponsorship is the most comprehensive and powerful opportunity to amplify your brand and cement your business as a leader in the industry.

Show Special Cost: \$29,500 (until 4/30/24)
(minimum 20'x20' booth required, limited to 3 Sponsors)

EXCLUSIVE PLATINUM EVENT SPONSORSHIP INCLUDES:

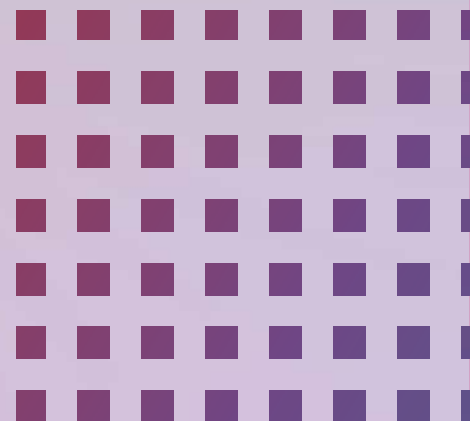
- Exclusive Keynote presentation introduction. A two-minute company overview about your company!
- Table Tents: Table tent cards with your logo are placed at each table during your keynote session.
- Listed on the website & Show Guide Special Sponsor Thank-You Page, in the Event App and Schedule-at-a-Glance as the keynote session sponsor on the day of your choice
- Breakfast Sponsor, on the day of your introduction. Your company logo napkins included.
- Coffee Break Sponsor, on the day of your introduction. Your company logo napkins included.
- Logo on presentation screen during breakfast
- "Sponsored by" signage at the keynote, breakfast and break

PLUS... BONUS OPPORTUNITIES (SHOW SPECIAL)

- NEW! TWO Golf Holes (one at each course, with your choice of holes)
- Welcome Reception Sponsor
- Full page, four-color ad in the official event guide
- Show Bag insert (One single-sided or two-sided insert - sponsor supplied)
- Tuesday Night Major Networking Event at the House of Blues (Paid) - all food, drink & entertainment included
- Logo on the conference proceedings

EDUCATION:

- THREE full conference passes



PLATINUM SPONSOR

[continued]

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide Inclusion on a special "Thank You to our Sponsors" signs onsite
- New! Logo on the box plant special offer form
- Logo appears in major industry magazines, literature, website, e-mail campaigns and "Go-to" company for quotes and media coverage
- Top logo position on the 2024 SuperCorrExpo® event website with link to your website

TRAFFIC BUILDER:

- Company recognition in promotional email blast
- VIP TICKETS & SUPPLIER OR EXHIBITOR TOOL KITS provided, offering Free Guest Passes to the show for your customers
- Exhibitor Digital Marketing Package to invite all your top clients to the show! (See page 12 for details)

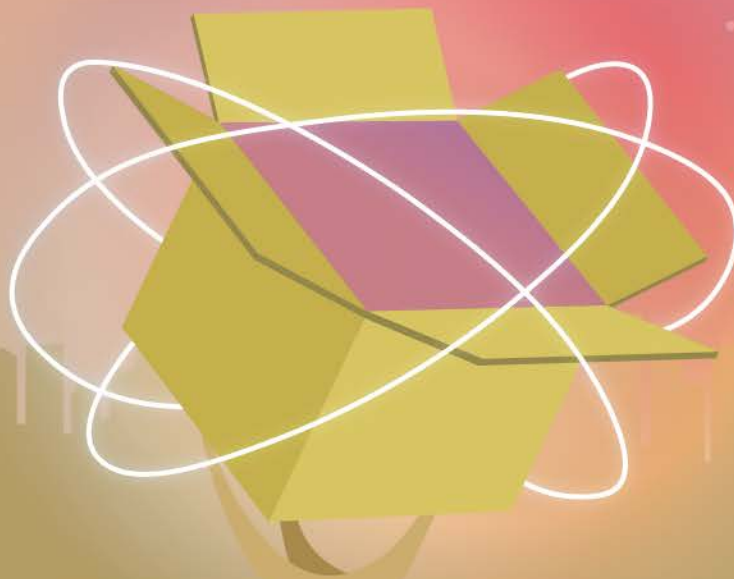
NETWORKING & RELATIONSHIP-BUILDING OPPORTUNITIES:

- Sunday Night Welcome Reception
- Monday, Tuesday, and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night Major Networking Event at the House of Blues (Paid) - all food, drinks, and entertainment included
- Wednesday Night International Networking Reception

GOLD SPONSOR

These Gold special opportunities offer extensive, continual exposure pre-show, onsite and post-show. They establish your company as a leader, bringing thousands of branding impressions right to your bottom line!

Show Special Cost: \$23,500 (until 4/30/24)
(minimum 20'x20' booth required, limited opportunity)



SPECIAL GOLD SPONSOR BENEFITS - CHOOSE TWO AND YOUR PREFERRED DAY:

- Keynote Sponsor (daily shared opportunity)
- Wednesday or Thursday Continental Breakfast Sponsor (daily shared opportunity)
- Wednesday or Thursday Coffee Break Sponsor (daily shared opportunity)
- Monday, Tuesday or Wednesday Show Floor Reception

CHOOSE THREE

- Sunday Night Welcome Reception Sponsor
- NEW! Sponsor TWO Golf Holes (one at each course, with your choice of hole number)
- Three Tickets to the Tuesday Night House of Blues Event
- Lunch Voucher Sponsor for Monday, Tuesday, or Wednesday (choose day)

EDUCATION

- TWO conference passes

ADVERTISING

- Industry Magazine Advertising: Logo listed in SuperCorrExpo® ads that will appear in major industry magazines including international exposure

BRANDING IS POWERFUL. YOUR IMPACT AND LOGO REACH BEGINS ALMOST IMMEDIATELY!

- Logo on the event bag
- Sponsor Ribbon on badges for your attending company representatives
- Logo and "thank you" in the Event App as a sponsor
- Logo and "thank you" on the SuperCorrExpo.org website sponsor page
- Inclusion on a special "Thank You to our Sponsors" sign in the registration area
- New! Media attention: "Go-to" company for quotes and coverage
- Event App: Company description and product category listing with logo

GOLD SPONSOR

[continued]

MORE GOLD SPONSOR BENEFITS ONLINE!

- Logo on the SuperCorrExpo.org website that links to your company website
- Recognition on the sponsor page

TRAFFIC BUILDERS

- VIP Expo Hall passes for your clients which allow them to walk the SuperCorrExpo® 2024 show floor compliments of your company
- Exhibitor Digital Marketing Package to invite all your top clients to the show! (See page 12 for details)
- Inclusion on the floor map as Gold Sponsor

RELATIONSHIP BUILDING OPPORTUNITIES

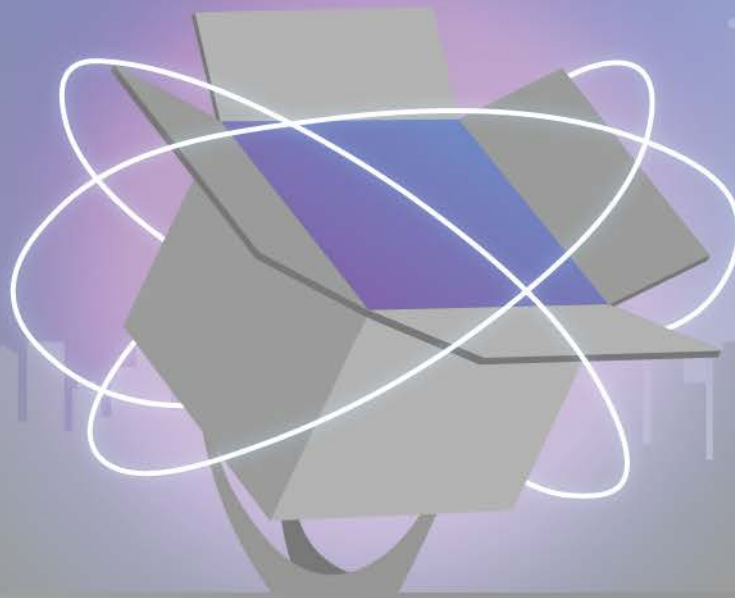
- Sunday Night Welcome Reception sponsor
- Monday, Tuesday, and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night Major Networking Event at the House of Blues (Paid) - all food, drinks, and entertainment included
- Wednesday Night International Networking Reception



SILVER SPONSOR

Elevate your exposure with the silver sponsorship to access invaluable opportunities to reach customers.

Show Special Cost: \$13,000 (until 4/30/24)
(minimum 10'x20' booth required, limited opportunity)



SPECIAL SILVER BENEFITS

- Sunday Night Welcome Reception Sponsor
- NEW! Sponsor TWO Golf Holes
- Two Tickets to the Tuesday Night House of Blues Event

EDUCATION:

- ONE Conference Pass

BRANDING IS POWERFUL & YOUR IMPACT AND LOGO REACH BEGINS ALMOST IMMEDIATELY!

- Logo on the event bag
- Sponsor ribbon on badges for your attending company representatives
- Logo and "thank you" on the SuperCorrExpo.org website sponsor page
- Logo and "thank you" in the Event App as a Sponsor
- Inclusion on a special "Thank You to our Sponsors" sign in the registration area
- Event App: Company description and product category listing with logo

ONLINE

- Logo on the SuperCorrExpo.org website that links to your website
- Logo and listing on the SuperCorrExpo® interactive online Directory that links back to your website
- Recognition on the sponsor page

TRAFFIC BUILDERS

- VIP Expo Hall passes for your clients
- Exhibitor Digital Marketing Package to invite all your top clients to the show! (See page 12 for details)

RELATIONSHIP BUILDING

OPPORTUNITIES:

- Monday, Tuesday, Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night Major Networking Event at the House of Blues (Paid) - all food, drinks, and entertainment included
- Wednesday Night International Networking Reception