



APRIL 28 – MAY 1, 2024 • CLEVELAND, OH

Rock the Roll!

Unleashing the Harmonies of the Paper Industry

SPONSOR OPPORTUNITIES



EIGHT industry segments
ONE interactive event
MORE opportunities to connect, build and grow

WWW.TAPPICON.ORG



SPONSORSHIP OPPORTUNITIES: PACKAGES

Conference: April 28-May 1, 2024 | Cleveland, OH
Exhibit: April 29-May 1, 2024

Custom Packages can be designed upon request

	DIAMOND	RUBY	SAPPHIRE
RATE	\$25,000	\$20,000	\$10,000
20' x 20' Exhibit Booth	■		
10' x 20' Exhibit Booth		■	
10' x 10' Exhibit Booth			■
Complimentary full conference registrations (3)	■	■	
Complimentary full conference registrations (2)			■
Up to 3 additional full conference registrations at deeply discounted price	■	■	■
One (1) Push Notification during Event to direct attendees to your booth	■	■	■
Mobile App Rotating Banner	■	■	■
Runnability Fun Run	■	■	■
Recognition in all session rooms on looping slide	■	■	■
Ribbons for on-site personnel	■	■	■
Recognition on exhibit hall entrance unit, conference app and emails	■	■	■
Listing and logo on TAPPICon website	■	■	■
Sponsor sign in high traffic areas on-site	■	■	■
Booth photograph	■	■	
20% off additional sponsorships	■	■	■

Ready to start building your opportunity?

Contact Shane Holt today: (352) 333-3345 • TAPPICon@naylor.com



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*All sponsorships include a listing on the event app, sponsor ribbons to wear during TAPPICon,
and appropriate signage where applicable*

Must be a TAPPICon Exhibitor to take advantage of Sponsorship Opportunities unless otherwise indicated

HIGH VISIBILITY EXCLUSIVE OPPORTUNITIES

- ☐ **Aisle Sponsor** **SOLD** \$5,500
High visibility promotion and an incredible way to get your logo on every aisle.
- ☐ **Badge Lanyards** (sponsor provided) **SOLD** \$10,200
Every attendee will receive a lanyard with your logo on it at registration.
- ☐ **Conference Pens** (sponsor provided) **SOLD** \$2,500
Your company's pen will be given to all attendees.
- ☐ **Hotel Keycards** \$7,500
Your company's logo displayed on the room keys at the headquarter hotel property.
- ☐ **Notepads** (sponsor provided) \$2,700
Your company's notepads will be distributed to all attendees.
- ☐ **Show Bags** (sponsor provided) \$8,000
Create a bag of your choice! Bags can be distributed at registration or used to drive traffic to your booth.
- ☐ **Sponsored Content** **Custom Pricing**
Reinforce your product, solution, or research benefits to the industry by broadcasting your message via webinar, white paper, case study, and advertorial. Contact Shane Holt for more details.

EXCLUSIVE OPPORTUNITIES

- ☐ **Attendee Lounge** \$10,000
Sponsor the designated hot spot in Exhibit Hall where attendees will go each day to grab a daily giveaway (sponsor provided), charge their phone, relax and network with colleagues while the sponsor distributes product information through literature and representative interaction. Lounge includes: 200 sf of carpeted space, furniture, power, branded signage.
- ☐ **Coffee Break** \$3,200
Select Monday, Tuesday, or Wednesday (morning and afternoon each day). Includes signage in the break area. Provide your company's branded cups, napkins, or other premiums for more impact!
- ☐ **Koozies** (sponsor provided) **SOLD** \$3,200
Your company's logo will be on the Koozies supplied at the exhibit hall bars during the Monday evening event.
- ☐ **Lunch** **SOLD** \$2,500
Sponsor a lunch on Monday. Includes signage.
- ☐ **Private Office**
Invite new prospects and existing customers to your private office located on the exhibit floor. This convenient option offers a quiet location away from your busy booth to conduct business. Includes signage and recognition on the event app.
 - 10 x 10 Hardwall Office** \$4,500
 - 10 x 20 Hardwall Office** \$6,000
 - 20 x 20 Hardwall Office** \$10,000
 - 20 x 30 Hardwall Office** \$12,500
 - 30 x 30 Hardwall Office** \$15,500Space includes: carpet, 30" high pedestal table, four chairs, waste basket and graphic panel.
- ☐ **Awards Breakfast** \$1,500
Celebrate the best of the best by sponsoring the TAPPICon Awards Breakfast. Includes exclusive branding at the breakfast, two breakfast tickets, and a chair drop (sponsor provided). (Sponsorship not contingent on exhibiting)
- ☐ **Keynote Sponsor** \$2,000
Elevate your company's prominence as the exclusive Keynote Sponsor. Includes exclusive branding and recognition, including a chair drop to the largest audience at TAPPICon (sponsor provided).
- ☐ **PIMA Executive Panel** \$1,500
The Executive Panel features industry thought leaders and influencers. Includes exclusive branding and recognition during this general session. (Sponsorship not contingent on exhibiting)
- ☐ **Pecha Kucha** \$1,500
Pecha Kucha is a rapid-fire presentation with multiple speakers telling a story with 20 slides each and allowing only 20 seconds of commentary per slide. Includes exclusive branding and recognition during this general session. (Sponsorship not contingent on exhibiting)
- ☐ **Track Sponsor** \$2,000 (One sponsor per track)
Establish your brand as the sole sponsor of a specific track, gaining exclusive benefits and branding. Select from one of the eight exciting session tracks (Coating, Printing and Surface Enhancements, Papermaking Additives, Papermaking Fundamentals, Papermaking Technology & Operations, PIMA Management, Process Control, Recycled Paperboard, or Tissue). (Sponsorship not contingent on exhibiting)

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NON-EXCLUSIVE OPPORTUNITIES

- ☐ **Floor Stickers \$2,500**
Two branded stickers on floor of exhibit hall (3'x3'). Locations to be discussed with Show Management. *Includes production, installation & dismantle*
- ☐ **Hagemeyer Happy Hour \$550**
Presented by the TAPPI Coating, Printing and Surface Enhancements Division on Sunday afternoon. *(Sponsorship not contingent on exhibiting)*
- ☐ **Mentor Match Speed Networking \$500**
Support an exciting speed networking session for all attendees interested in finding either a mentor or protégé. Produced by TAPPI's Young Professionals Division and TAPPI Connect Mentor Match. *(Sponsorship not contingent on exhibiting)*
- ☐ **Runnability Fun Run \$500**
Funds Division scholarships. Includes company logo on Fun Run shirts. Tax deductible. *Sponsorship not contingent on exhibiting.*
- ☐ **TAPPI Trivia & University Reception**
Your company or university can participate in the TAPPI Trivia game, designed to get everyone networking through friendly competition. Your sponsorship includes a tabletop and an opportunity to form a company team for the competition.
University \$500
TAPPICon Exhibiting Company \$1,000
Non-Exhibiting Company \$2,000
Named Sponsor \$5,000 (exclusive)
Game Sponsor (Prizes, final question sponsor with commercial) \$2,500 (exclusive)
- ☐ **TAPP-Out Awards Lunch (limit five opportunities) \$2,500**
Be one of five sponsors of the TAPP-Out Awards Lunch on Wednesday. Your sponsorship includes recognition in the TAPPICon app, website, tent cards, slide show, and welcome signage. *(Sponsorship not contingent on exhibiting)*
- ☐ **TAPPI New Member/TAPPICon First-Time Attendee Meet-Up \$1,000**
Welcome new members and first-time attendees with a premium branded gift.
- ☐ **Young Professionals Lunch \$2,500**
Host the Young Professionals Lunch that brings YPs and students together for hot topic discussions and YP Division highlights. *(Sponsorship not contingent on exhibiting)*
- ☐ **Women in Industry Annual Meeting & Lunch (Tuesday) \$2,500**
Host the Women in Industry Lunch that brings attendees together for hot topic discussions and WIN Division highlights. *(Sponsorship not contingent on exhibiting)*
- ☐ **Hot Topics Breakfast Sponsorship \$1,500**
Includes hosting a hot topic table (commercialism and antitrust policies applied), tent cards, app, website. *(Sponsorship not contingent on exhibiting)*
- ☐ **New Technology Showcase \$1,500**
Showcase your cutting-edge innovations to a captive audience.
- ☐ **Women in Industry Platinum Sponsor \$5,000**
Bundle your support of a diverse workforce through this opportunity. Includes:
 - Women's Summit
 - New Member / First Time Attendee Meet-Up
 - WIN Annual Meeting and Lunch (seat drop, reserved table, app/website/onsite branding)
 - WIN Panel in PIMA track
- ☐ **Young Professionals Platinum Sponsor \$5,000**
Bundle your support of the industry's emerging leaders through this opportunity. Includes:
 - Young Professionals Lunch (seat drop, reserved table, app/website/onsite branding)
 - Mentor Match Speed Networking
 - Couch Pit University/Young Professionals Panel
 - New Member / First Time Attendee Meet-Up
- ☐ **Couch Pit / YP Panel: Where Papermaking and the Future of Work Meet \$500**
Support a vigorous discussion between YPs and experienced papermakers. Produced by TAPPI's Young Professionals Division and Couch Pit University. *(Sponsorship not contingent on exhibiting)*
- ☐ **Women In Industry Division Reception \$500**
Celebrate the women of the Paper industry with your company's support. The reception takes place on the Exhibit Hall floor on Monday night. Includes reception branding and recognition during the event.



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DIGITAL OPPORTUNITIES

☐ **Charging Stations**.....\$3,200

Your company will have two branded charging stations in high traffic areas.

☐ **Digital Sponsorships**

The TAPPICon retargeting program helps you follow your prospects and clients virtually with real-time, actionable analytics on traffic, source, webpage visits, and more. This new program combines virtual exhibitor traffic with a broader web footprint to amplify your brand to mills before, during and after TAPPICon. Gain access to TAPPICon and TAPPI's website traffic and meet your prospects where they are, online.

- **Platinum** – 100,000 impressions\$5,400
- **Gold** – 75,000 impressions\$4,320
- **Silver** – 35,000 impressions\$2,700

☐ **Mobile App** (exclusive sponsorship)\$5,500

App is used by attendees to help plan their conference experience and navigate the show floor. Business cards with your logo and instructions on accessing the app to be given out at registration (splash screen, push notifications, targeted gamification and banner ad).

☐ **Online Proceedings** (exclusive opportunity)\$2,500

Includes your logo on conference proceedings website and opportunity to provide short intro video for streaming sessions online.

☐ **Wi-Fi** (exclusive sponsorship)\$10,000

Conference attendees will sign into the convention center wi-fi using your company name. The password will be provided to you upon registration. Business cards with your logo and password to be given out at registration.

2024 WOMEN'S SUMMIT SPONSORSHIP OPPORTUNITIES

Saturday, April 27, 2024 • 11:30 am - 5 pm ET • Reception: 5 pm - 7 pm ET

Sponsorships not contingent on exhibiting.

☐ **Summit Keynote Sponsor**\$5,000 (exclusive)

Enjoy primetime exposure to Summit attendees through sponsorship of the Keynote speaker. Your logo will appear on the Summit webpage, digital banner, TAPPICon app, and looping PowerPoint. Plus, your company will be officially recognized and thanked before the opening keynote.

☐ **Summit Reception Sponsor**\$2,000 (non-exclusive)

Celebrate with attendees after the Women's Summit. Your company logo will be displayed on the reception tables, Summit webpage, TAPPICon app, and looping PowerPoint. A tabletop will be provided during the reception for company-provided sponsor items or literature.

☐ **Break Sponsor**\$2,000 (exclusive)

Your sponsorship will provide attendees with their break time snack and coffee. Your company logo will be displayed on the break tables, Summit webpage, TAPPICon app, and looping PowerPoint. Company provided sponsor items may be distributed at the break (company literature or giveaways, or coffee cups, napkins and coffee sleeves with your logo already printed).

☐ **Pen and Notebook Sponsor**\$500

(exclusive; sponsor provided)

Have each attendee taking notes during the Women's Summit using your company's branded pens and notebooks. Your logo will appear on the Summit webpage, TAPPICon app, and looping PowerPoint.

☐ **Premium Attendee Gift Sponsor**\$500
(non-exclusive; sponsor provided)

Wouldn't it be great to see your company's logo on an attendee gift of your choosing, like a Yeti cup or a sleek padfolio? Guests will remember you long after the 2023 Women's Summit ends. Your logo will also appear on the Summit webpage, TAPPICon app, and looping PowerPoint.

☐ **Summit Supporter**\$250 (non-exclusive)

Your logo will appear on the Summit webpage, TAPPICon app, and looping PowerPoint.

Please note: Exhibitors and Sponsors will not schedule or conduct any outside commercial activity, including receptions, seminars, symposiums and hospitality suites, during the scheduled program events, whether such activities are held at or away from the conference facility, except with the prior written approval of TAPPI.

Women's
Summit

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INSTRUCTIONS

1. Please complete the entire Sponsorship Application & Contract
2. Make a copy of both sides of this Sponsorship Application & Contract for your records.

SPONSORSHIP PACKAGES

☐ Diamond.....	\$25,000
☐ Ruby.....	\$20,000
☐ Sapphire.....	\$10,000

HIGH VISIBILITY EXCLUSIVE OPPORTUNITIES

☐ Aisle Sponsor	\$5,500
☐ Badge Lanyards (sponsor provided)	\$10,200
☐ Conference Pens (sponsor provided)	SOLD \$2,500
☐ Hotel Keycards	\$7,500
☐ Notepads (sponsor provided)	\$2,700
☐ Show Bags (sponsor provided)	\$8,000
☐ Sponsored Content	Custom Pricing

EXCLUSIVE OPPORTUNITIES

☐ Attendee Lounge	SOLD \$10,000
☐ Coffee Break - choose one: ☐ Mon ☐ Tues ☐ Wed	SOLD \$3,200
☐ Hot Topics Breakfast	\$1,500
☐ Koozies (sponsor provided)	SOLD \$3,200
☐ Lunch: ☐ Mon ☐ Tues	SOLD \$2,200
☐ Private Office	
☐ 10 x 10	\$4,500
☐ 10 x 20	\$6,000
☐ 20 x 20 Hardwall Office	\$10,000
☐ 20 x 30 Hardwall Office	\$12,500
☐ 30 x 30 Hardwall Office	\$15,500
☐ Women in Industry Lunch	\$2,500
☐ Awards Breakfast	\$1,500
☐ Keynote Sponsor	\$2,000
☐ PIMA Executive Panel	\$1,500
☐ Pecha Kucha	\$1,500
☐ Track Sponsor	\$2,000

DIGITAL OPPORTUNITIES

☐ Charging Stations	\$3,200
☐ Digital Sponsorships	
☐ Platinum - 100,000 impressions	\$5,400
☐ Gold - 75,000 impressions	\$4,320
☐ Silver - 35,000 impressions	\$2,700
☐ Mobile App	SOLD \$5,500
☐ Online Proceedings	\$2,500
☐ Wi-Fi	SOLD \$10,000

NON-EXCLUSIVE OPPORTUNITIES

☐ Floor Stickers	\$2,500
☐ Hagemeyer Happy Hour	\$550
☐ Mentor Match Speed Networking	\$500
☐ Runnability Fun Run	\$500
☐ TAPPI Trivia & University Reception	
☐ Premier (exclusive)	\$5,000
☐ Final Question (exclusive)	\$2,500
☐ TAPPICon Exhibiting Company	\$2,000
☐ Non-Exhibiting Company	\$1,000
☐ University	\$500
☐ TAPP-Out Awards Lunch	\$2,500
☐ Young Professionals Lunch	\$2,500
☐ TAPPI New Member/TAPPICon First-Time Attendee Meet-Up	\$1,000
☐ Trending in the Aisles	\$100
☐ Mentor Match Speed Networking	\$500
☐ Hot Topics Breakfast Sponsorship	\$1,500
☐ New Technology Showcase	\$1,500
☐ Women in Industry Platinum Sponsor	\$5,000
☐ Young Professionals Platinum Sponsor	\$5,000
☐ Couch Pit / YP Panel: Where Papermaking and the Future of Work Meet	\$500
☐ Women In Industry Division Reception	\$500

WOMEN'S SUMMIT OPPORTUNITIES

☐ Summit Keynote Sponsor (exclusive)	SOLD \$5,000
☐ Summit Reception Sponsor (non-exclusive)	\$2,000
☐ Break Sponsor (exclusive)	\$1,500
☐ Pen and Notebook (exclusive, sponsor provided)	\$500
☐ Premium Attendee Gift (non-exclusive, sponsor provided)	\$500
☐ Summit Supporter	\$250

A. AMOUNT DUE

Sponsorship from above..... TOTAL \$ _____

Less 5% TAPPI Sustaining Member Discount..... \$(_____)

TOTAL DUE \$ _____**C. PAYMENT INFORMATION****1. Payment by Check:**

- ☐
- Check Enclosed (Please include contract with check payment)

Please make checks payable to TAPPI in U.S. funds drawn on a U.S. bank and mail to:

TAPPICon/TAPPI PO Box 933644, Atlanta, GA 31193-3644 USA**2. Payment by Credit Card: Fax to +1.703.934.4899***

- ☐
- Visa
- ☐
- MasterCard
- ☐
- American Express
- ☐
- Discover

Card Number: _____

Expiration Date: _____

Cardholder Name: _____

Signature: _____

Cardholder Email (For receipt purposes): _____

*Please do not email credit card information

3. Payment by Wire Transfer (Contact memberconnection@tappi.org for bank details)**

Amount US \$ _____ Date of Transfer _____

**Please add US \$25 to cover bank fees and fax contract to +1.703.934.4899

B. DEPOSIT REQUIRED

A 50% deposit of the total cost must accompany a completed application received before December 1, 2023. Full payment required after December 1, 2023.

TOTAL PAYMENT ENCLOSED \$ _____**D. COMPANY AND CONTACT INFORMATION**

(Please include the contact and information you would like printed in the Exhibit Guide)

Company Name: _____

Street: _____

City: State/Province: Zip: Country: _____

Website Address: _____

Company Email: _____

Telephone: _____

Fax: _____

Contact: _____

Title: _____

Contact Email: _____

FOR SHOW MANAGEMENT USE ONLY

Date Received By _____ Check# _____

Deposit _____ MIS Number _____ Order Number _____

Sponsorship Assigned _____

QUESTIONS?**Contact us at +1.352.333.3345 or email TAPPICon@naylor.com**

SPONSORSHIP APPLICATION & CONTRACT

TAPPI, the leading association for the worldwide pulp, paper and allied industries is the owner and organizer of TAPPICon 2024, 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. SPACE RENTAL CHARGE: Booth space rental charges are posted on the front of the Exhibit Contract and are non-negotiable.

2. PAYMENT: Applications submitted prior to December 1, 2023 must be accompanied by a deposit of fifty percent (50%) of the total space rental charge, with the total balance due by December 1, 2023. Applications submitted after December 1, 2023 must be accompanied by full payment of the space rental charge.

3. CANCELLATION OF CONTRACT: In the event Exhibitor must cancel their request for exhibit space, the rental fee paid will be refunded in full, less 20% of the booth cost, if the notice of cancellation is received by TAPPI in writing prior to December 1, 2023. No refunds will be made after December 1, 2023, even if space is resold. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by December 1, 2023, or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

4. 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.

5. DEADLINES FOR EXHIBIT SPACE: The first assignment of exhibit space will be made based on applications received onsite at TAPPICon 2024. Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to current TAPPI Exhibitors and TAPPI Sustaining Members. After TAPPICon 2024, applications will be assigned on a first-come-first-served basis.

6. 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.

7. 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.

8. LIABILITY: Except for instances of gross negligence or willful misconduct, 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 Facility 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.

9. 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.

10. 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.

11. DAMAGE TO PROPERTY: Exhibitor is liable for any damage that results from Exhibitor's conduct (whether intentional, negligent, or otherwise) 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.

12. LABOR: Exhibitor is required to observe all contracts in effect between service contractors and the facility.

13. INSTALLATION: Exhibit installation in the facility depends on the location of Exhibitor's exhibit space. Scheduled move-in dates are published in the Exhibit Service Manual for the Show.

Exhibit displays must be fully set up and ready by 10:00am on Monday, April 29, 2024. After that time, any unattended booths will be set up at the discretion of Show Management, and all expenses will be charged to Exhibitor. In the best interest of the Show, Show Management reserves the right to reassign any unset exhibit space after 10:00am on Monday, April 29, 2024.

14. 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.

15. REMOVAL OF HAND-CARRIED MATERIALS: Removal passes will be required to remove any materials from the floor. These passes are available from TAPPI Show Management. Portfolios, briefcases and packages will be subject to inspection by the security guards.

16. ADMITTANCE DURING NON-SHOW HOURS: Booth personnel will not be permitted to enter the exhibit floor of the Show earlier than one hour before the scheduled opening time each day of showing and will not be permitted to remain on the exhibit floor after closing hour each evening. If Exhibitor requires additional time, Exhibitor must check with Show Management at least one day prior.

17. 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.

18. 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.

19. DISMANTLING: Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time. Exhibitor's Booth must be fully staffed and operational during the entire Show. At the close of the event, all exhibit displays or materials left in the Booth without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the Exhibitor. Any Exhibitor dismantling prior to the official closing time will be fined \$500 and may lose Exhibitor priority booth selection status.

20. 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 TAPPICon 2024 exhibitor and sponsorship prospectus.

21. 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 facility 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, provided projection equipment and screen are located on the rear one-third of the booth, and all viewers stand or sit within the booth. 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.

22. 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 BMI. 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.

23. 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 and in the Exhibit Service Manual.

24. POSITIONING RUNNING MACHINERY IN RELATION TO AISLE: To ensure the safety of all Show participants, any operating machinery and equipment shall be positioned so that no portion is closer than 3 feet from the aisle.

25. 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.

26. 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 facility 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.

27. 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.

28. FOODSERVICE: All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the facility.

29. FAILURE TO HOLD SHOW. Should any contingency or force majeure event 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 or force majeure event shall have occurred. Exhibitors shall have the option to transfer a percentage of paid rental fees determined by TAPPI, less any nonrefundable deposits, to a future show; or receive a percentage of paid rental fees determined by TAPPI, less any nonrefundable deposits as a refund. The percentages that TAPPI determines will apply in the event of a contingency or force majeure event will be based on the square footage of the booth space reserved.

30. GUIDE: To be listed in the printed Guide or the app, Show Management must receive the completed and signed space application and full payment prior to March 15, 2023.

31. 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.