



TAPPI
CORREXPO
AUGUST 28-30, 2023 • CLEVELAND, OH



ROCKING
INTO
SUCCESS

**SPONSORSHIP
PROSPECTUS**

CORREXPO.ORG

We are gearing up for another outstanding trade show & networking event that brings together the top boxplant professionals and industry leaders.

SPACE IS LIMITED!
DON'T MISS OUT!

Dates: August 28-30, 2023

Exhibits: August 29-30, 2023

Huntington Convention Center
of Cleveland
Cleveland, OH USA

There is no better way to reach your target audience than through event marketing and sponsorships at CorrExpo Cleveland 2023.

- If you are ready to grow your business or expand your reach ...
- If your product raises the bar for board converters ...
- If your strategy is taking your business to a new part of the globe ...

DON'T MISS THIS OPPORTUNITY TO BE AT THE MOST IMPORTANT GATHERING OF DECISION MAKERS IN THE CORRUGATED INDUSTRY.

THINK OUTSIDE THE BOOTH!

TAPPI'S CORREXPO CLEVELAND 2023 PROMOTIONAL OPPORTUNITIES

Make sure your message is seen and heard by all CorrExpo Cleveland 2023 attendees. Promotional opportunities are designed to increase branding and traffic to your booth, as well as create excitement for your company. Whatever your marketing goals, there is a promotion to help achieve your objectives.

DEALS ARE MADE ON THE GOLF COURSE

It's all about Golf Sponsorships! The 2023 Corrugated Classic Golf Tournament will be held Monday, August 28th. Make sure your company's brand is front and center at this highly favored kick-off networking event. The tournament will take place at the Sleepy Hollow Golf Course, beginning at 9:00am.

We are excited to offer these Golf opportunities:

- ▶ **Golf Hole Sponsor \$750** (special recognition at the tee)
- ▶ **Golf Cart Sponsor \$3,500** (sign on every golf cart)
- ▶ **Beverage Cart Sponsor \$3,500**
Golfers' drinks are on you (included in price) as the cart is driven from hole-to-hole with your company sign on it as sponsor
- ▶ **Halfway House Bar Sponsor \$2,500**
You receive signage at the halfway point on the course, and the golfers' appreciation for the drinks that are on you (included in price)
- ▶ **Golf Grab & Go Breakfast and Box Lunch Sponsor \$2,500**
Your company name and booth number will be on every sandwich and box handed out. Also receive website and event guide recognition.
- ▶ **Golf Giveaway Sponsor \$1,500**
Distribute a giveaway to the golfers such as hats, golf balls, or towels (sponsor provided)

■ MONDAY NIGHT WELCOME RECEPTION

Cost: \$750 - Open to Multiple Sponsors

All conference attendees and exhibitors are invited to the official Welcome Reception on Monday night in the Hope Ballroom DE at the Hilton Hotel from 5:00-6:30pm. As a sponsor, your company is listed in the event guide or on the Conference App, prominently displayed at the reception, and included on the sponsor acknowledgement page of the event website.

■ LITERATURE IN THE SHOW BAGS \$850 (sponsor supplied) - 6 opportunities

The most direct path to delivering your literature into the hands of attendees! Place a flyer, brochure or other insert in the official show bag. All attendees receive the official show bag.

■ ROCKIN' THE INDUSTRY SHOW FLOOR MAP

\$3,500 (exclusive)

TAPPI will produce and provide the floor map

Used by all attendees, this is a major traffic-building promotion. Your company will have exposure on the front with your logo as the map sponsor and on the back panel with a full page ad. Your company will be highlighted on the show floor map directing attendees straight to your booth. One of the strongest traffic builders we offer! Ask to see past examples.

■ LOGO ON THE TAPPI OFFICIAL CORREXPO CLEVELAND 2023 EVENT BAG PLUS ONE INSERT

\$3,500 (exclusive)

Your logo appears alone on one side of the official CorrExpo Cleveland 2023 Event Bag given to all attendees and retained for use all year long! You can also include a one- or two-sided insert.

THINK OUTSIDE THE BOOTH!

■ EVENING EVENT TUESDAY NIGHT SPECIAL EVENT SPONSOR

\$5,500 (limit 2 sponsors)

Sponsor the most anticipated networking event of the entire show at the renowned Rock & Roll Hall of Fame – otherwise known as "The Rock Hall." As Sponsor, your logo will be prominently displayed onsite, and included in the preconference email letter sent to all attendees, the website, thank-you sponsor signage and in the event guide or in the Conference App. Attendees will have the option to have their photo taken and placed in a frame with your logo on it!



■ TUESDAY OR WEDNESDAY LUNCH SPONSOR

\$3,500 /day (Both days: \$6,000)

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 guide, website and event listings, wherever lunch is listed it will say "Sponsored by..." High visibility and direct contact with the paid attendees you want and need to reach!

■ TUESDAY OR WEDNESDAY SHOW FLOOR NETWORKING RECEPTION SPONSOR

\$3,500 (exclusive)

As the exclusive sponsor you will have napkins with your logo and signage at every bar. Throughout the show, your company name will appear as the exclusive sponsor in the event guide or the Conference App, on the website, on all onsite signage, and wherever the schedule of events appears. Your company will also be designated as the Reception Sponsor in attendee emails.

■ 2-SIDED AISLE SIGN SPONSOR

\$3,500 (exclusive)

TAPPI will provide the signs

This is a highly visible promotion and an incredible opportunity to get your logo on **both sides** of every aisle marker in the exhibit hall. As attendees walk the show floor, it is impossible to miss your company branding, booth number – and impact. Ask to see past examples.



■ THE CORRCAFÉ SPONSORSHIP

\$3,500 (exclusive)

This is a highly visible opportunity located on the show floor where attendees can enjoy soft beverages and relax and recharge not only their body but their phones! The sponsorship includes onsite signage and recognition as the CorrCafé sponsor on the floor plan, website and in the event guide or Conference App. Tent cards with your company name will be placed throughout the CorrCafé and you can also distribute your literature within this special locale.

■ SPONSOR LOGO ON ALL REGISTRATION CONFIRMATION EMAILS

\$2,500 (exclusive)

Place a footer banner ad inside the confirmation email(s) that are sent to every CorrExpo registrant. Attendees are requested to bring a printed copy of this email confirmation with them to expedite the badge pick up process. Your creative will land on the one email that is required for attendees to print out and bring to the show.

■ BADGE LANYARDS

\$3,500 (exclusive) (sponsor supplied)

Your company name appears on the official show lanyards and is one of the most visible promotions!

■ BADGE HOLDER INSERTS

\$3,500 (exclusive) (sponsor supplied)

Your supplied insert will be placed in every attendee badge holder with your message visible to all for the entire CorrExpo event. Great promotion for driving people to your booth.

■ NOTEPADS

\$1,500 (exclusive) (sponsor supplied notepads)

Everyone needs a notepad to capture those great sessions! Have each notepad personalized with your information. Notepads will be distributed to all 2023 paid conference attendees.

■ REGISTRATION PENS

\$850 (exclusive) (sponsor supplied pens)

Put your customized message at attendees' fingertips from the moment they arrive. This handy and effective tool will be used and retained long after CorrExpo ends.

■ FLOOR STICKERS WITH YOUR LOGO IN THE CONVENTION CENTER

\$2,000 and up (sponsor responsible for production costs)

Direct attendees to your booth with 3' x 3' decals complete with your logo and booth number strategically placed under their feet.

■ FREE STANDING SIGNAGE

\$2,000/side - By Registration or Exhibit Hall (sponsor responsible for production costs)

Just send the artwork and these six foot signs are produced and positioned within Registration or other high trafficked area.

THINK OUTSIDE THE BOOTH! DIGITAL OPPORTUNITIES

■ CORREXPO 2023 MOBILE APP EXCLUSIVE

\$4,500 (exclusive)

Engage with CorrExpo attendees in ways that have never been possible before when you sponsor the Mobile App. Sponsorship includes enhanced company listing, highlighted exhibitor listing, company logo on splash screen and banner ads! App functions on multiple platforms including the iPhone, Android and any smartphone that has web-enabled browser capability. There's so much more – call for details.

Added: 2 Mobile App Alerts that allow you to send important real-time communications directly to each attendee that has downloaded the Mobile App are included in this exclusive sponsorship.

■ SPONSOR OF THE CONFERENCE PROCEEDINGS

\$2,500 (exclusive)

Send us your logo and company copy and your message will be on conference attendees' computers along with the presentations! The conference proceedings link with content from all the sessions is emailed to all paid conference attendees to download and save to their computer – with your message and logo! Great way to always remind attendees of who you are and how to find you!

■ CHARGING STATION SPONSOR

\$3,000 (exclusive)

Attendees will be relieved and thankful to be able to recharge their phones. As the charging station sponsor, your logo will be on the station, included in the event guide or Conference App and on the event website. This is a sponsorship that will be used over and over again with name recognition and branding for you. Have your materials at the station for attendees to review while waiting for their charge!



■ ATTENDEE REGISTRATION DIGITAL AD

\$3,500 (exclusive)

Feature your brand in a 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.

OUR PREMIER SPONSORSHIPS

These special opportunities offer extensive, continual exposure pre-show, onsite and post-show. They establish your company as a leader, bring thousands of branding impressions, offer you premier coverage and ensure that all attendees know who you are and why they should come to your booth and learn more about your products and services.

PLATINUM SPONSORSHIP

\$14,500 Special • \$15,500 after 5/15/23 – (Minimum 10' X 20' exhibit space required)

YOUR EXCLUSIVE PLATINUM BENEFITS:

- Tuesday: Option to give a two-minute company overview at the opening session
- Tuesday Breakfast Sponsor
- Tuesday Coffee Break (with logo napkins)
- Logo on the Keynote Presentation Screen
- “Sponsored by” signage at the Keynote, breakfast and break
- Golf Hole Sponsor (your choice of hole)
- Welcome Reception Sponsor
- **NEW!** Two tickets to the Tuesday Night Event at The Rock & Roll Hall of Fame

ADVERTISING:

- Full page, four-color ad in the official event guide and in the Conference App
- Event Bag insert (One single-sided or two-sided insert - sponsor supplied)
- Welcome Reception Sponsor
- Opportunity to provide a one-page marketing flyer about your company/products to be featured on each table during Tuesday’s keynote session — sponsor must provide and distribute prior to the beginning of the session.

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide and the Conference App
- Inclusion on a special “Thank You to our Sponsors” sign 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 2023 CorrExpo event website with link to your website

EDUCATION:

- Two full conference passes

TRAFFIC BUILDER:

- Company recognition in promotional email blast with your website link
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception Sponsor
- Tuesday and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night: Evening Event at The Rock and Roll Hall of Fame (paid)
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

GOLD SPONSORSHIP

\$11,500 Special • \$12,500 after 5/15/23 – (Minimum 10' X 10' exhibit space required)

SPECIAL GOLD BENEFITS

As part of being a Gold Sponsor, your logo will appear on signage at the Wednesday Keynote and on the presentation screen.

- Tuesday or Wednesday Lunch Sponsor for paid attendees (logo napkins & tent cards included)
- Golf Hole Sponsor (your choice of hole)
- Two tickets to the Tuesday offsite Evening Event

ADVERTISING:

- Half-page, four-color ad in the official event guide and the Conference App.
- Event bag insert (one single-sided or two-sided insert - sponsor supplied)

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide and in the Conference App.
- Inclusion on a special "Thank You to our Sponsors" signage onsite
- Logo appears in major industry magazines, literature, website, e-mail campaigns and "Go-to" company for quotes and media coverage
- Logo with link to your website on the official CorrExpo website

- **NEW!** Logo on the box plant special offer form

EDUCATION:

- One full conference pass

TRAFFIC BUILDER:

- Company recognition in promotional email blast with your website link
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception Sponsor
- Tuesday & Wednesday Networking Reception on the exhibit floor (cash bar)
- Tuesday Night: Evening Event at The Rock and Roll Hall of Fame (paid)
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)



BRONZE SPONSORSHIP

\$7,000 Special • \$8,000 after 5/15/23 – (Minimum 10' X 10' exhibit space required)

SPECIAL BRONZE BENEFITS CHOOSE TWO:

- Monday Night Welcome Reception Sponsor
- Golf Hole Sponsor (your choice of hole)
- Half page four-color ad in the official event guide and the Conference App.

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide and the Conference App.
- Inclusion on a special "Thank You to our Sponsors" signage onsite

- Logo appears in major industry magazines, literature, website, e-mail campaigns and "Go-to" company for quotes and media coverage
- Logo with link to your website on the official CorrExpo website
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception Sponsor
- Tuesday and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday night: Evening Event at The Rock and Roll Hall of Fame (paid)
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

GENERAL EXHIBITOR BENEFITS

*Booth rates (as of 2-1-23) \$3,250 per 10'x10', \$6,100 per 10'x20' and \$10,950 per 20'x20'
Additional charge of \$100 for corner booth (rates subject to change).*

BOOTH SPACE:

- Pipe and drape for 10'x10', 10'x20' booth with show colors and company ID sign (island booths not included)

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception Sponsor
- Tuesday & Wednesday Networking Reception on the exhibit floor (cash bar)
- Tuesday Night: Evening Event at The Rock and Roll Hall of Fame (paid)
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)