

www.tappiplace.org

PLACE



The Flexible Packaging
& Converting Industry's
Leading Resource

POLYMERS • LAMINATIONS • ADHESIVES • COATINGS • EXTRUSIONS



TAPPI PLACE 2012 CONFERENCE

MAY 7–9, 2012
GRAND HYATT SEATTLE
SEATTLE, WASHINGTON USA

 **TAPPI**

SPONSORSHIP PROSPECTUS

<http://events.tappiplace.org>

2012



Why Do People Attend

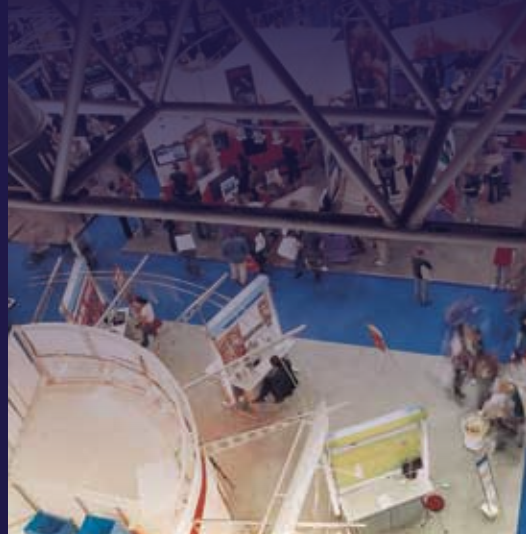
The 2012 PLACE Conference is the premier North American event for the flexible packaging industry and will have something for the whole supply chain including suppliers, converters, extruders, retailers, and brand owners.

Attendees learn from industry experts on advances in materials and equipment, product design innovations, and new applications relating to product end-use.

This event will use traditional content delivery methods like primers/ tutorials, panel discussions as well as interactive content delivery methods.

Conference subject matter will include:

- Advances in materials and equipment
- Product design innovations
- New applications and how these relate to product end-use
- Sustainability



What is PLACE?

TAPPI serves the broad packaging industry through the work of the PLACE (Polymers, Laminations, Adhesives, Coatings, and Extrusions) Division.

TAPPI's PLACE Division is made up of hundreds of technical professionals working in extrusion coating, film, and flexible packaging.

- PLACE is the division for all critical technical information and development regarding the present Flexible Packaging Marketplace.
- PLACE is where suppliers, converters and end users meet to learn and discuss the future of Flexible Packaging Technology.
- The PLACE Division is made up of 3 teams; Technical, Product Development, and Marketing. If you are interested in learning more about the Division, or to get involved, contact Raine Hyde at 770-209-7256 or rhyde@tappi.org

“Enercon has been a sponsor of TAPPI PLACE Conferences for over 15 consecutive years for one primary reason – it pays. Our networking opportunities are significantly enhanced because sponsorship investments are always placed front and center within the PLACE Conference.”

Rory A. Wolf
 V.P. Business Development; Technology Manager -
 Atmospheric Plasma & Flame Systems
 Enercon Industries Corporation



Previous attendees included professionals from:

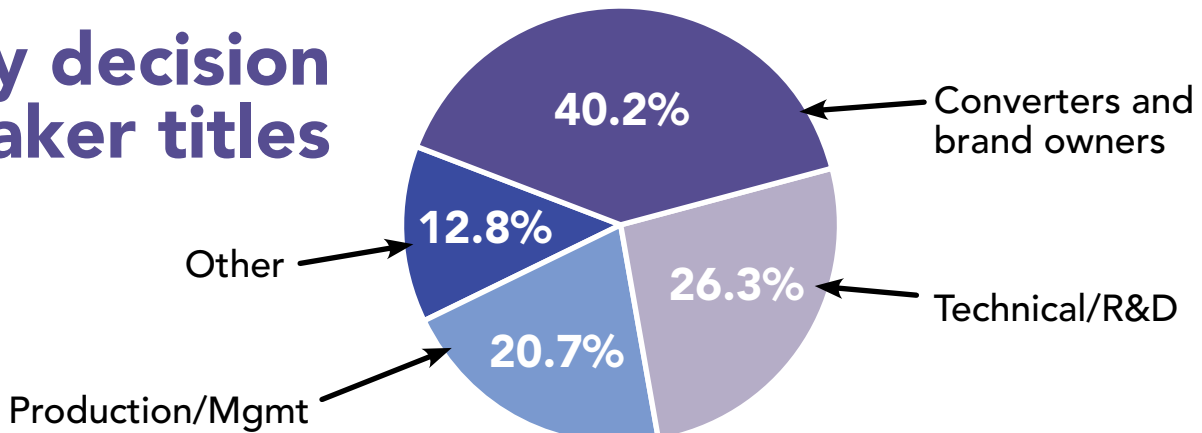
AcuPOLL Research, Inc.
Advance Systems Inc.
AEP Industries
Alcan Packaging
Alpine American
Amcor Flexibles
American Packaging Corp.
Amgraph Packaging
Ampac Flexibles
Anagram International
Appleton
Arkema
Arkema
ARKEMA
Arkema Inc
Ashland Hercules Water Technologies
Ashland Performance Materials
Avery Dennison
AVT
Baritec Oy
BASF Corporation
Battenfeld Gloucester Eng. Co.
Bayer Material Science LLC
Bayshore Industrial
Boise Cascade Corporation
Brampton Engineering
Brampton Engineering Inc.
Bruckers Maschinenbau GmbH & Co. KG
Bruckner Inc.
Bryce Corporation
Cadillac Products Pkg. Co.
Carpak S.A.
Cascades-Sonoco
Celanese - Emulsion Polymers
Cello-Pack Corporation
Celplast Metallized Products Ltd.
Chevron Phillips Chemical Company LP
Clemson University
Cloeren Inc.
Cloeren Inc.
Clorox Services Company
CMM Online
Coating Excellence International
Cognex Corporation
Colortech Inc.
Cosmo Films Inc./GBC Commercial
Crafts Technology
Curwood inc.
Cytec Surface Specialties
Danimer Scientific
Danimer Scientific LLC
Davis Standard LLC
Davis-Standard Converting Systems
DNP Corporation USA
Dow Benelux BV
Dow Chemical

Dow Chemical USA
Dow Europe GmbH
DSM Engineering Plastics
DuPont
DuPont Packaging
Dupont Performance Elastomers
DuPont Pkg. & Industrial Polymers
Dyneon LLC
Dyneon LLC, a 3M company
Dyneon/A 3M Company
E. I. du Pont de Nemours & Co.
Eltromat America Inc.
Enercon Industries
ESSECI Srl
Evergreen Packaging
Excel Nobleza
Extrusion Dies Industries LLC
ExxonMobil Chemical Company
ExxonMobil Chemical Europe Inc.
FACTS Inc
Farnell Packaging Limited
Fellow of the Society of Plastics Engineers
FHR
FlexCon
Flexpacknology LLC
Flint Hills Resources
Flynn Burner Corporation
Food Safety Intercention Technologies
Research Unit
Formosa Plastics
Fres-co System USA, Inc
Frito Lay
Fusion UV Systems Inc.
General Mills
General Packaging Equipment
Georgia-Pacific Corporation
Glenroy Inc.
Gloucester Engineering Co. Inc.
Graphic Packaging International
Green Polyethylene
Hanwha Chemical R&D
Heinz North America
Henkel AG & Co. KGaA
Henkel Corporation
Heritage Bag Company
Herrmann Ultrasonics, Inc.
Hollister Inc.
Honeywell Inc.
Hood Packaging-Calgary
Hydro Aluminum Rolled Products GmbH
ICE Exhibition
IMERYS Pigments Inc.
INEOS Koeln GmbH
Ingenia Polymers Corp
International Group Inc. (IGE)
International Paper

Intertape Polymer Corp.
ISIS Sentronics
ISRA Surface Vision Inc.
ITW Technology Center
Jen-Coat Inc.
Jen-Coat Inc.
Kaas Consulting Group
Keller and Heckman LLP
Kellogg
Kiefel Extrusion GmbH
Kimberly-Clark Corporation
Kraft Foods
Kraton Polymers
Kuraray America Inc. - EVAL Business Unit
Kureha America
Lake Image Systems
Lako Tool & Manufacturing Inc.
Lappeenranta Univ. of Technology
Lithotype Inc.
Lyondell Chemical Company
LyondellBasell
Maag Pump Systems Textron Inc.
Macchi North America, Inc
Macro Engineering & Technology Inc.
MAGPOWR
Mantrose-Haeuser
Manuli Stretch USA Inc.
Maxcess International
MeadWestvaco Corporation
Mica Corporation
Michelman Inc.
Milliken & Company
Mitsubishi Polyester Film Inc
Mitsui Chemicals
Mitsui Chemicals
Mocon Inc.
Mocon Inc.
MSI Technology
NDC Infrared Engineering
Neschen GBC Films
Nordenia
Nordmeccanica, NA
NOVA Chemicals
OCS Optical Control Systems GmbH
Oliver Products Company
Oliver-Tolas Health Care Packaging
OMYA Inc.
Optex Process Solutions LLC
Optimum Plastics Inc.
Palmer Holland Inc.
Parkinson Technology
PCT Engineered Systems
Penton Media Inc.
PepsiCo
PepsiCo
Pinnacle XL

Plastic Coated Papers Inc.
Plasticos Del Caribe
Plastics Today.com
Plastics Touchpoint Group Inc.
Polytarp Products
Polytechnomics Inc
Presto Products Company
Printpack
Printpack
Protect-All Inc.
PZ Cussons (International) Limited
Quality Systems Enhancement
Randcastle Extrusion Sys. Inc.
Reef Industries
Richmond Technology
Rollprint Packaging Products
S.C. Johnson
San Jose State Univ.
Sanchez S.A. DE C.V.
Sekisui Specialty Chemicals
Sigma Stretch Film
Soarus LLC
SOFTAL Corona & Plasma GmbH
Solvay Advanced Polymers LLC
Sonoco Global Flexible Packaging
Sonoco Inc.
Sonoco Products Company Inc.
Stewart Sutherland
Stora Enso Oyj Food Packaging Boards
Stratex
TABER Industries
Tampere University of Technology
Techmer PM
Tetra Pak Conv. Tech. AB
Tetra Pak Packaging Solutions
The ADVANCED Team Inc.
The Sherwin Williams Company
Thermo Fisher Scientific
Thermo Scientific
Topas Advanced Polymers Inc.
Toray Plastics (America) Inc.
Total Petrochemicals USA Inc.
Transilwrap Co.
Ultra Flex Packaging Corp.
University of Delaware
University of Wisconsin
UOP/ Honeywell Co
Vacumet Metallized Paper Division
VTT Technical Research Centre of Finland
Western Polymer Corporation
Westlake Chemical Corporation
Weyerhaeuser Company
Wikoff Color Corporation
XG Sciences Inc.
Yupo Corporation America

Key decision maker titles





Top Reasons to Exhibit

Sponsorship Works!

Numerous studies show that companies can gain market share by investing during recessions. Companies that invest in marketing are positioned to grow and prosper— especially at the end of a recession. Consider the top three reasons your customers attend industry events:

- To examine current products
- To see new technology
- To see new product introductions

These top three reasons even outscore categories such as improving job performance, generating ideas, and finding solutions to problems—and that means your customers will want to see you and your products at the 2012 PLACE Conference.

Sponsorship is a Good Value

This unique event gives you immediate access to people of influence. Save money by eliminating the need to make multiple on-site visits to their locations.

- No scheduling conflicts and no appointments necessary
- Efficient and effective contacts without work distractions
- Lower cost per contact when compared to field visits
- Less net marketing expense per qualified lead

Sponsorship is Face to Face

The 2012 PLACE Conference will attract top executives and industry leaders from around the world. Leverage your sponsorship to meet with your most valuable customers—and your best new prospects!

- Companies large and small meet with customers on a level playing field
- Create brand awareness for your products and services

Sponsorship Means Leadership

- Your sponsorship validates the leadership of your organization and positions your team to maximize every opportunity for introductions, discussions, and networking
- Use this business-building event to share your products and services with important business leaders in the industry
- Delegates are global executives and technical experts with real purchasing power. Meet them in a favorable business environment.
- Reach your target audience with a sponsorship that meets their demands for the best technologies, products, and services.

Attendees from:

U.S.

Canada

Australia

Belgium

Brazil

Colombia

Dominican Republic

Finland

France

Germany

Italy

Japan

Mexico

Netherlands

South Korea

Sweden

Switzerland

United Kingdom

The Power of TAPPI

Take advantage of multiple networking opportunities with technical professionals working in flexible packaging, laminations, adhesives, coatings, and extrusions. No other sales opportunities affords you as much one-on-one time with your key customers and prospects.



What's New and Different

- Bowling Fundraiser

- Welcome reception at the Space Needle

- Student Poster Competition

- 2 tracks instead of 3, more quality presentations and time for networking opportunities

- Opening with a Dynamic speaker (not a Keynote) / Active polling/ interactive session to kick off the conference:

This will be a forum for industry leaders to share their perspectives about the hottest trends in flexible packaging and their

predictions for winners and losers. Our panel will consist of esteemed brand owners and converters. New this year: Audience

members will be able to provide live feedback to the panellists throughout the session by way of an online polling system.

Come and see how the discussion unfolds!

Custom Packages Are Available

High Visibility Sponsorships

As a High Visibility Sponsor, you'll meet face-to-face with your customer and prospects during dedicated networking events. The TAPPI PLACE 2012 event is being heavily promoted to attendees at the best place to learn more about the latest products and services available to the marketplace and meet face-to-face with suppliers. Don't miss this opportunity for face time. In addition, as a high-visibility sponsor, you'll benefit from raised awareness of your company and marketing message throughout the entire conference. See the sponsor levels on the next page for a complete outline of what is available.

Exclusive Sponsorships

As an Exclusive Sponsor, you'll benefit from having your company name and/or marketing message featured on one of four items that will be seen repeatedly by all attendees

during the duration of the conference. Choose the exclusive sponsorship that best suits your marketing needs.

Tabletops Only

As a Tabletop exhibitor, you'll meet face-to-face with your customer and prospects during a dedicated networking event on Monday evening, May 7, this event is being heavily promoted to attendees at the best place to learn more about the latest products and services available to the marketplace and meet face-to-face with suppliers. Don't miss this opportunity for face time.

A La Carte Sponsorship

With an A La Carte Sponsorship, you can choose from six different opportunities with a variety of prices and marketing opportunities. You can also combine these with an exclusive sponsorship, a tabletop or a high-visibility sponsorship to boost your exposure and get noticed (and remembered) by your prospects.

Choose the level sponsorship that best fits your marketing goals and budget

About TAPPI

TAPPI is the leading association for the worldwide pulp, paper, packaging, and converting industries and publisher of Paper360° and TAPPI JOURNAL. Through information exchange, trusted content, and networking opportunities, TAPPI helps members elevate their performance by providing solutions that lead to better, faster, and more cost-effective ways of doing business. PIMA operates as the Management Division of TAPPI.

Mission

TAPPI fosters unsurpassed technical knowledge, valuable networks, and professional growth for our members around the globe in the forest products, paper, packaging and associated industries. We are a volunteer-led association dedicated to quality, peer-reviewed science and information for the enhancement of our industry and its technical, social and environmental achievements.



Details of Sponsorships/Exhibitor packages

Sponsorship Recognition Package Includes:

- Acknowledgement in conference marketing materials.
- 50 word description and logo in conference program guide
- Sponsor recognition at opening session and onsite signage

HIGH VISIBILITY SPONSORSHIPS

Welcome Reception at Space Needle - Cost: \$12,500 (Limit 1)

- Lanyards
- Tabletop
- Buses/ Monorail Transport (tickets to board buses with logo)
- Logo on cocktail napkins
- Banner (inside)
- Sponsorship recognition package
- 2 conference registrations (please use to bring new attendees with you!)
- Full page B/W ad in conference guide

Dinner Gala Cruise - Cost: \$12,500 (Limit 1)

- Raffle item
- Tabletop
- Buses/ Monorail Transport (tickets to board buses with logo)
- Logo on cocktail napkins
- Banner (inside)
- Sponsorship recognition package
- 2 conference registrations (please use to bring new attendees with you!)
- Full page B/W ad in conference guide

Mt. Rainier Level Sponsor - Cost: \$4,995

- Full-page black-and-white ad in program book
- Logo (largest-sized) included on Conference Bag
- Logo on Electronic Proceedings CD-ROM and opening page
- Recognition on signage at networking reception
- One complimentary conference registration (Please use to bring new attendees to the conference)
- One 6' x 30" table in Tabletop display area
- Logo on website and in pre-show publicity
- Sponsor ribbon at event
- Sponsorship Recognition package

Space Needle Level Sponsor - Cost: \$2,995

- Half-page black-and-white ad in program book
- Logo (2nd largest-sized) included on Conference Bag
- Recognition in Conference Program Book
- Recognition on signage at networking reception
- One 6' x 30" table in Tabletop display
- Logo on website and in pre-show publicity
- Sponsor ribbon at event
- Sponsorship Recognition package

Olympic Level Sponsor - Cost: \$1,995

- Quarter-page black-and-white ad in program book
- Logo (3rd largest-sized) included on Conference Bag
- Recognition on signage at networking reception
- Logo on website and in pre-show publicity
- Sponsor ribbon at event
- Sponsorship Recognition package

Tabletop Display Sponsor - Cost: One Table - \$950

The Tabletop Display area will be a dedicated area at the Conference where companies may purchase a tabletop space to display literature and meet customers. The tabletop display area is within the reception area to ensure maximum exposure for our sponsors. As a Tabletop exhibitor, you will have the opportunity to meet face-to-face with conference attendees and present information on your company, products and services.



HOTEL CARD KEYS – (\$1,500)

Sponsor the hotel room keys that will be given out to all meeting attendees upon check-in to the host hotels. Your company name and logo will appear on all the room keys. (Limit 1)

- Sponsorship Recognition Package included

BEAN BAG SPONSORSHIP

(\$2,000 plus you can supply up to 6 bags)

Yes, you are reading this correctly! You provide bean bag chairs that will be placed throughout the registration area with your logo on it. They get noticed (and appreciated by tired attendees). You can even give them away as a door prize at the end of the show! (Limit 1)

CUSTOMIZED EMAIL CAMPAIGN (\$1,500)

TAPPI PLACE will deliver event-related pre-conference email messages specifically targeting pre-registered attendees. This email will have content regarding the event as well as Sponsor's Company logo, and 50 words of copy will be included in the message along with the Company hyperlink. (Limit 2, 1 e-mail message).

Includes sponsorship of 1 TAPPI PLACE webinar, along with the promo e-mail

Water Station (\$2,500)

Feature your company's logo and water bottles at water stations located in the coffee break areas (Monday through Wednesday.) Sponsor provides water bottles. (Limit 1)

CONFERENCE GUIDE

- Full, Back page ad (B/W)- \$1,000
- Full Back cover ad (color) - \$1500

EXCLUSIVE SPONSORSHIPS

Pad Folio - Cost: \$4,000 Available only to one company, a classy pad folio embossed or silk screened with your company's logo(one color logo, standard pad folio) will be inserted into each conference bag.

Conference Pens - Cost: \$2,000 Available only to one company, a standard pen with a one color logo will be inserted into each conference bag and made available at the registration desk.

A LA CARTE SPONSORSHIPS

- Bowling Fundraiser **Cost: \$500**
Includes logo onsite and in program book.
Tax deductible. Benefits the TAPPI PLACE scholarship fund.
- Monday Lunch Sponsor **Cost: \$4,250**
Also includes company sponsored raffle item and announcement of raffle winner.
- Bag Insert (advertiser supplied)..... **Cost: \$500**
- Tuesday Lunch Sponsor..... **Cost: \$4,250**
Includes Introduction of Keynote Speaker and 30 second company "infomercial"
- Coffee Break (Limit 5) **Cost: \$1,000**
Option to provide coffee cups or sleeves, sponsor supplied
- Wednesday Lunch Sponsor **Cost: \$4,250**
Includes Introduction of Keynote Speaker and 30 second company "infomercial"

For customer packages call Jennifer Affrunti, Expo Incorporated, jennifer@expoincorporated.com



Sponsorship & Exhibitor Agreement

Please complete and return this agreement prior to April 15, 2012 to:
TAPPI, Attention: Jennifer Affrunti, Expo Incorporated, jennifer@expoincorporated.com
Phone: 770-912-6760 • Fax: 770-209-7319

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:

- Mt. Rainier Level Sponsor - \$4,995
- Space Needle Level Sponsor - \$2,995
- Olympic Level Sponsor - \$1,995
- Welcome Reception at Space Needle (Limit 1) - \$12,500
- Dinner Gala Cruise (Limit 1) - \$12,500
- Tabletop Display Sponsor – one table \$950
- Tabletop Display Sponsor – two tables \$1,550
- Hotel Card Keys – \$1,500
- Bean Bag Sponsorship – \$2,000
- Customized Email Campaign – \$1,500
- Water Station – \$2,500
- Full Back Page ad (B/W) – \$1,000
- Full Back Page ad (Color) – \$1,000

Exclusive Sponsorships:

- Pad Folio - \$4,000
- Conference Pens - \$2,000

A La Carte Sponsorship Opportunities:

- Bowling Fundraiser - \$500
- Bag Insert (advertiser supplied) - \$500
- Coffee Break - \$1,000
- Monday Lunch Sponsor - \$4,250
- Tuesday Lunch Sponsor - \$4,250
- Wednesday Lunch Sponsor - \$4,250

Sub Total \$ _____

TAPPI Sustaining Member Discount (5%) \$ _____

Total Sponsorship Due \$ _____

With this Order Form, please submit your 50 WORD company/product description and a high-resolution or eps version of your LOGO for the conference program guide to Debbie Trimmer, dtrimmer@tappi.org

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 PLACE, 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. The exhibit space rental charge is \$950 per tabletop for TAPPI members. There is an additional \$174 fee for non-members (includes a one year individual TAPPI Membership for the person signing the contract).

2. PAYMENT. Applications submitted must be accompanied by full payment of the tabletop/sponsorship. No refunds will be processed after April 6, 2012

3. 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.

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. Assignment of exhibit space will be made based on the date the application and deposit are received, 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. 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 Hyatt Regency Atlanta 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 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.

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

13. INSTALLATION. Exhibitors may start setting up displays at 8:00am Wednesday, September

14. 2012. In the best interest of the Show, Show Management reserves the right to reassign any un set exhibit space after 2:00pm on Monday, May 7, 2012.

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. Portfolios, briefcases and packages will be subject to inspection by the security guards.

16. 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.

17. 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.

18. DISMANTLING. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 8:00 pm, Monday, May 7th, 2011. Exhibitor's booth must be fully staffed and operational during the entire Show. The dismantling of displays will be from 7:30am - 11:00am Tuesday, May 8th, 2011. 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.

19. 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 PLACE. Exhibitor and sponsorship prospectus.

20. 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 Hyatt Regency Atlanta 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 objectionable 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.

21. 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.

22. 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.

23. 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.

24. 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.

25. 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 Hyatt Regency Atlanta 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.

26. 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.

27. 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.

28. SHOW DIRECTORY. To be listed in the printed Show Directory, Show Management must receive the completed and signed space application and full payment prior to April 1, 2012.

29. 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.