



# TAPPICon

Virtual

**MAY 4-5, 2021**  
TAPPICON.ORG

Increase your exposure with these unique **sponsorship opportunities**

## TAPPICon Virtual

Promoted on  
TAPPI.org attracting  
**20K MONTHLY VISITORS**



Reach more than  
**40,000 INDUSTRY PROFESSIONALS**



Market through our  
specialty eNewsletters



**TARGETED EMAILS**  
to hone in on your audience

Generate  
**NEW SALES LEADS**



### SPONSORSHIP OPPORTUNITIES

	<b>Diamond Sponsors</b> (\$5,000) Limit: 3	<b>Sapphire Sponsors</b> (\$3,000) Limit: 5
<b>Post-Event Leads Reporting</b>	<b>X</b>	<b>X</b>
<b>Expanded Visibility:</b> On-Demand Access & Exposure for 12 months	<b>X</b>	<b>X</b>
<b>Virtual Lobby Recognition</b> (Offered for both Diamond and Sapphire)	<b>X</b>	<b>X</b>
<b>Runnability Fun Run Selfie Shuffle</b>	\$500	\$500
<b>Official Conference Session*</b> (Sponsor Provided)	\$1,000/each	\$1,000/each
<b>Attendee Swag</b> (Limit 5)	\$1,000/each	\$1,000/each
<b>Sponsor Recognition:</b> TAPPICon Official Landing Page	<b>X</b>	<b>X</b>
<b>30-Second Video Room Commercial</b>	\$1,000/each	\$1,000/each
<b>Hyperlink Logo on all Marketing for Virtual Conference</b>	<b>X</b>	<b>X</b>
<b>Official Conference Session Sponsor</b> (per session): Hyperlink Logo Recognition as a Sponsor in Session Room, 30-Second Pre-Roll Video at Beginning of Session, Leads of All Attendees from Live/On-Demand Session*	<b>2 Sessions</b>	<b>1 Session</b>
<b>Post-Conference Mailing List</b> (excludes emails)	<b>X</b>	<b>X</b>
<b>Post-Conference Email Recognition</b>	<b>X</b>	<b>X</b>
<b>Complimentary Virtual Conference Registrations</b>	<b>4</b>	<b>2</b>

*\*Upon Show Management review/approval*

Contact Shane Holt at [sholt@naylor.com](mailto:sholt@naylor.com) or 352-333-3345



## SPONSORSHIP OPPORTUNITIES

TAPPICon Virtual Conference • May 4-5, 2021

*A virtual, curated technical program focused on current, more time-sensitive topics.*

*Must be a current TAPPICon LIVE! 2021 Exhibitor/Sponsor to participate.*

### **Diamond Sponsor - \$5,000** (Limit 3)

- Post-Event Leads Reporting
- Expanded Visibility: On-Demand Access & Exposure for 12 months
- Sponsor Recognition: TAPPICon Official Landing Pages
- Hyperlink Logo on all Marketing for Virtual Conference
- 2 Official Conference Sessions Sponsor\* (per session): Hyperlink Logo Recognition as a Sponsor in Session Room, 30-Second Pre-Roll Video at Beginning of Session, Leads of All Attendees from Live/On-Demand Session
- Virtual Lobby Recognition
- Post-Conference Mailing List (excludes emails)
- Post-Conference Email Recognition
- 4 Complimentary Virtual Conference Registrations

### **Sapphire Sponsor - \$3,000** (Limit 5)

- Post-Event Leads Reporting
- Expanded Visibility: On-Demand Access & Exposure for 12 months
- Sponsor Recognition: TAPPICon Official Landing Pages
- Hyperlink Logo on all Marketing for Virtual Conference
- 1 Official Conference Session Sponsor\*: Hyperlink Logo Recognition as a Sponsor in Session Room, 30-Second Pre-Roll Video at Beginning of Session, Leads of All Attendees from Live/On-Demand Session
- Virtual Lobby Recognition
- Post-Conference Mailing List (excludes emails)
- Post-Conference Email Recognition
- 2 Complimentary Virtual Conference Registrations

### **Additional Options**

- |   |                        |
|---|------------------------|
| <input type="checkbox"/> Runnability Fun Run Selfie Shuffle         | <b>\$500</b>           |
| <input type="checkbox"/> Official Conference Session Sponsor*       | <b>\$1,000/session</b> |
| <input type="checkbox"/> 30-Second Video Room Commercial            | <b>\$1,000/each</b>    |
| <input type="checkbox"/> Attendee Swag (Limit 5 – Sponsor Provided) | <b>\$1,000/each</b>    |

\*Upon show management review/approval



## SPONSORSHIP OPPORTUNITIES

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*A virtual, curated technical program focused on current, more time-sensitive topics.*

### Company Information

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Information

Please make checks payable to TAPPICon Show Management. Payments must be made in U.S. funds and drawn on a U.S. bank. Wire transfers are acceptable in U.S. funds. Contact memberconnection@tappi.org for bank details. Please add US \$25 to cover bank fees.

**Mail checks to: TAPPICon Show Management, 1430 Spring Hill Rd, 6th Floor, McLean, VA 22102.**

**Fax completed form to +1-703-934-4899**

**Check:**

**Credit Card** (check one):  Visa  Master Card  American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Sustaining Member Discount (5% off)  N/A  TAPPI Sustaining Member

**Total Sponsorship Due: \$** \_\_\_\_\_

**PAYMENT.** Applications submitted prior to April 2, 2021 must be accompanied by a deposit of fifty percent (50%) of the total charge, with the total balance due by April 2, 2021. Applications submitted after April 2, 2021 must be accompanied by full payment of the charge.

**CANCELLATION OF CONTRACT.** In the event Sponsor must cancel their Sponsorship, 50% of the total rental fee will be refunded up until and through April 2, 2021. No refunds will be issued after April 2, 2021.

\_\_\_\_\_  
**Signature of Company Representative**

\_\_\_\_\_  
**Date**