TAPPICon 2021 Online Application Instructions
Quick Facts

- As an exhibitor at TAPPICon 2021, you can access all show-related items through Map Your Show’s personalized online Exhibitor Dashboard.
- In order to receive your unique login credentials to access the Exhibitor Dashboard, you must first complete & sign your online space application.
- All booth & sponsorship reservations must be made through the online booth sales application.
- Your Exhibitor Dashboard credentials will be sent to you once payment has been received and your application is approved.

If you have any questions as you complete the online application, please contact your sales team:

Shane Holt – sholt@naylor.com | 352-333-3345
Shaun Greyling – sgreyling@naylor.com | 352-333-3385
Raymond Strickland – rstrickland@naylor.com | 352-333-3474
Erik Albin – ealbin@naylor.com | 352-333-3371
Show Management – tappicon@naylor.com | 703-259-6122
Completing the Online Space Application

You can find the online space application two ways:

1. You will receive an email from service@mapyourshow.com with a link to start your online application.

2. Or, you will follow the booth sales link on TAPPCOn’s website. If you are completing the online application from the tappicon.org website and have exhibited in the past 2 years, please contact your sales rep or Show Management for your personalized booking code. The booking code will pre-populate your space application with your company information.
Step 1: Complete Step 1 of your online application by filling out all required fields with your company & contact information. Please note - if you are a returning exhibitor, your information will have already been populated into the application.
**Step 2:** You will select your booth space in Step 2. All available booths are shaded in blue. Booth information is shown once you click on an available booth to select it. Click “SUBMIT” once you have made your booth selection and click “CONTINUE.”
Step 3: Select the sponsorship items you wish to confirm. Sponsorship descriptions are available once you click on a Banner. To select, click “ADD TO CART” and then “CONTINUE.”
Step 4: Review your company information, booth selection, and sponsorship items before signing the Terms & Conditions. Please note, you will **NOT** be able to modify your order beyond this point. Please ensure all information is correct & click “CONTINUE.”

*Any discounts (including the TAPPI Sustaining Member discount) will not be taken off sponsorship items in Step 4. This will be further explained in Step 5.*

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<table>
<thead>
<tr>
<th>Item Type</th>
<th>Space/Booth Name</th>
<th>Location</th>
<th>Price Type</th>
<th>Price</th>
<th>Qty</th>
<th>Sub Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth</td>
<td>100' (10 x 10, 100 sq ft)</td>
<td>Level 2 Exhibit Halls B &amp; D</td>
<td>Non-Member</td>
<td>$2,850.00</td>
<td>1</td>
<td>$2,850.00</td>
</tr>
</tbody>
</table>

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Order Total

Order Total: $2,850.00

Continued on next page
Please review the Terms and Conditions

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 by June 3, 2020. 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 June 3, 2020 and the initial assignments have been completed, 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...

*Signature OK*

Signature Print Name:
Example Company

*Title:
Show Manager

The person executing this agreement has read and agrees, on behalf of the individual or entity for which it is executed, to be bound by the terms and conditions of the contract, incorporated herein by reference, further warrants that he or she has authority to execute this agreement by electronic signature and full authority to act for the individual or entity entering into this agreement.

WARNING: You will NOT be able to modify your order beyond this point. Please ensure all your information above is correct and click ‘Continue’.

If you have any questions about exhibit space please contact customer service at 703-259-6122 or tapplcon@maylor.com.
Step 5: You can either pay for your booth by credit card or receive an emailed invoice. If you have a discount that was not applied in Step 4 to a sponsorship item, select “Bill Me” and the order total will be adjusted to the correct amount and an invoice re-sent to you.

☞ If you were a PaperCon 2020 or TissueCon 2020 Exhibitor, select “Bill Me” and email Show Management so the funds can be transferred to the 2021 show.

As always, please contact Show Management at tappicon@naylor.com with any payment questions.

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**Exhibitor Booth Sales**

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**Payment**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Subtotal</th>
<th>Payment Schedule</th>
<th>Date Due</th>
<th>Amount Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 2 Exhibit Halls B &amp; D, Booth 1001 10 x 10, 100 sq ft</td>
<td>$2,850.00</td>
<td>Deposit</td>
<td>DUE NOW</td>
<td>$1,425.00</td>
</tr>
</tbody>
</table>

**Order Total:** $2,650.00

**Amount Due Now:** $1,425.00

**Make Payment**

Please select a method of payment to purchase your exhibit space and optional online upgrades.

You have the option to pay by using a credit card or pay by check by selecting the Bill Me option. Your invoice will be automatically generated and sent to the email you have provided. Remember that no exhibit spaces can be approved until payment has been received.

* Payment Type: Credit Card
* Name On Card: John Doe
* Company Name: Example Company
* Address: 1430 Spring Hill Road
  6th Floor
* City/Town: McLean
* State/Province: Virginia
  (Required for United States of America)
* Zip/Postal: 2202 (Required for United States of America)
* Country: United States
* Credit Card: Visa
* Credit Card No.: [Redacted]
* Verification Code: [Redacted]
* Expiration Date: 07/1/2020
* Payment Amount: 2850.00 ($1,425.00 minimum, Enter in USD, Format: 12345.00)

[Process Payment]

If you have any questions about exhibit space please contact customer service at 703-259-6122 or tappicon@naylor.com.
Step 6: Your order is now complete! You will be sent an email confirming your booth application with an attached copy of your invoice & TAPPI’s W9 for your records.

Dear Example Company,

Your application for booth space at TAPPICon 2021 has been received and your current invoice is attached.

If you have any questions, or believe there is a discrepancy with the information contained on this invoice, please contact TAPPICon 2021 Show Management at 703-259-6122 or tappincon@naylor.com.

Thank you for your participation in TAPPICon 2021!

Sincerely,
TAPPICon 2021 Show Management