



APRIL 30-MAY 4, 2022 • CHARLOTTE, NC  
**RACING TOWARDS A SMART FUTURE**

## EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

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



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**SPONSORSHIP OPPORTUNITIES:  
 PACKAGES**

*Custom Packages can be designed upon request*

	DIAMOND	RUBY	SAPPHIRE
	\$25,000	\$20,000	\$11,000
	<b>RATE</b>		
20' x 20' Exhibit Booth	■		
Photography Session in Exhibit Booth	■	■	
Complimentary full conference registrations (3)	■	■	
Complimentary Monday evening reception sponsorship	■	■	
Recognition in all session rooms on looping slide	■	■	■
Ribbons for on-site personnel	■	■	■
Up to 3 additional full conference registrations at deeply discounted price	■	■	■
Sponsor recognition in entryway, on conference app, and emails	■	■	■
Listing and logo on TAPPICon website	■	■	■
20% off additional sponsorships	■	■	■
Sponsor sign in high traffic areas on-site	■	■	■
Show bag insert (1)	■	■	
10' x 20' exhibit booth		■	
Complimentary full conference registrations (2)			■
10' x 10' exhibit booth			■

**Ready to start building your opportunity?**

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



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**SPONSORSHIP OPPORTUNITIES:  
À LA CARTE**

**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** .....\$5,400  
High visibility promotion and an incredible way to get your logo on every aisle.
- Badge Lanyards** (*sponsor provided*).....\$10,200  
Every attendee will receive a lanyard with your logo on it at registration.
- Conference Pens** (*sponsor provided*) .....\$3,250  
Your company's pen will be distributed in conference bags given to all attendees
- Show Bags** (*TAPPI provides*).....\$8,100  
Exclusive logo on one side of the conference bag.
- Hotel Keycards** .....\$6,500  
Your company's logo displayed on the room keys (1-sided, 2-color) for HQ hotel properties.
- Mobile App** .....\$5,400  
App is used by attendees to help plan their conference experience and navigate the show floor. (Splash screen, push notifications, targeted gamification and banner ad)
- Notepads** (*sponsor provided*) .....\$2,700  
Your company's notepads will be distributed in conference bags given to all attendees.

## EXCLUSIVE OPPORTUNITIES

- Antibacterial Wipe Packets** (*sponsor provided*) .....\$2,150  
Attendees will love these wipe packets and carry them wherever they go.
- 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!
- Charging Stations** .....\$3,200  
Your company will have two branded charging stations in high traffic areas.
- Couch Pit University/Young Professionals Roundtables** ...\$1,100  
Be the exclusive host of this reception that joins the new rising stars in the industry with the experience papermakers from Couch Pit in a dynamic meet & greet on Sunday afternoon.
- Hand Sanitizer** (*sponsor provided*) .....\$2,150  
When washing hands is not an option, attendees will be thankful they have your branded hand sanitizer.
- Koozies** (*sponsor provided*) .....\$3,200  
Your company's logo will be on a bottle Koozie supplied at the exhibit hall bars during receptions.
- Lunch** .....\$2,150  
Sponsor a lunch on Monday, Tuesday, or Wednesday. Includes signage.
- Online Proceedings**.....\$2,700  
Includes your logo on conference proceedings website and opportunity to provide short intro video for streaming sessions online.
- Water Stations** .....\$2,700  
Feature your company's branded disposable cups at water stations located in high traffic areas throughout the convention center Sunday-Wednesday. Company provides cups.
- Wi-Fi**.....\$5,400  
Conference attendees will sign into the convention center wi-fi using your company name as the password or a term you decide upon. Business cards with your logo and password to be given out at registration.

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**NON-EXCLUSIVE OPPORTUNITIES**

- Bag Insert** ..... **\$1,100 each**  
*(four available)* 8.5" x 11" brochure (4 pages), flyer or post card inserted in attendee bags. Larger inserts or premium items available (see your sales representative).
- Floor Stickers** *(plus cost of production)* ..... **\$2,150**  
 Branded stickers on floor of exhibit hall.
- Hagemeyer Happy Hour** ..... **\$550**  
 Presented by the TAPPI Coating and Graphic Arts Division on Tuesday.
- Literature Racks** ..... **\$550**  
 Racks provided for your company to display literature in the coffee break area outside the session rooms.
- 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. Your sponsorship includes recognition at the event and in the TAPPICon app.
- TAPPI Trivia & University Reception**  
 Your company or university can participate in the 2nd Annual 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, as well as recognition in TAPPICon marketing and event app.
  - University** ..... **\$500**
  - TAPPICon Exhibiting Company** ..... **\$500**
  - Non-Exhibiting Company** ..... **\$1,000**
- Runnability Fun Run** ..... **\$500**  
 Funds Division scholarships. Includes company logo on Fun Run shirts. Tax deductible. *Sponsorship not contingent on exhibiting.*

- Student Partner Program** ..... **\$1,100**  
 Help a student attend TAPPICon Live! Your sponsorship will cover part of a student's (from TAPPI Student Chapter) travel expenses, registration and accommodations. Includes signage, listing in program and Paper360° magazine and sponsor ribbon.
  - Pocket Guide**  
 Leave them with more than a business card. Carried by all participants, the Pocket Guide is where all eyes turn prior to, during and after the event, so let your ad stand out.
    - Full page ad** ..... **\$1,200**
    - Half page ad** ..... **\$700**
- Deadlines: Ad materials due February 17, 2022*
- Ad Dimensions:*
- Full page: Trim Size – 4.25 x 8.5; Bleed Size (add .125 inch to all sides) – 4.5 x 8.75;*
- Live/safe Area: (keep all text and logos w/in this area) – 3.25 x 8*
- Half page (non-bleed): 3.25 x 4.25*
- Women In Industry Reception**  
 Sponsor the Monday evening reception located on the exhibit floor. Includes signage and recognition on the official event app.
    - TAPPICon Exhibiting Company** ..... **\$500**
    - Non-Exhibiting Company** ..... **\$1,000**

**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**

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## 2022 WOMEN'S SUMMIT SPONSORSHIP OPPORTUNITIES

April 30, 2022: 1 pm – 5 pm ET • Reception: 5 pm – 7 pm ET

*Sponsorships not contingent on exhibiting.*

- Conference Keynote Sponsor** ..... **\$3,000** (*exclusive*)  
 Enjoy primetime exposure to Summit attendees through sponsorship of the Keynote speaker. Your logo will appear on the Summit webpage, digital banner, app, and looping PowerPoint. Plus, your company will be officially recognized and thanked before the opening keynote.
- Break Sponsor**..... **\$1,250** (*exclusive*)  
 Your sponsorship will provide attendees with their break time snack and coffee. Your company logo will be displayed on the break tables, Summit web page, app, and looping PowerPoint. Company provided sponsor items may be distributed the break (company literature or giveaways, or coffee cups, napkins and coffee sleeves with your logo already printed).
- Women's 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 web page, app, and looping PowerPoint. A tabletop will be provided during the reception for company-provided sponsor items or literature.
- Pen and Notebook Sponsor** ..... **\$500**  
*(non-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 web page, 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 2022 Women's Summit ends. Your logo will also appear on the Summit web page, app, and looping PowerPoint.
- Conference Supporter** ..... **\$250**  
 Your logo will appear on the Summit web page, 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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