All sponsorships include a listing in the TAPPICon conference guide (distributed on-site), event app, sponsor ribbons to wear during TAPPICon, and appropriate signage where applicable.

Must be a TAPPIConExhibitor to take advantage of Sponsorship Opportunities.

HIGH VISIBILITY EXCLUSIVE OPPORTUNITIES

- **Aisle Sponsor**: $5,000
  High visibility promotion and an incredible way to get your logo on every aisle.

- **Badge Lanyards (sponsor provided)**: $9,500
  Every attendee will receive a lanyard with your logo on it at registration.

- **Business Center**: $5,000
  Branded area to include computers and printer for guests to check email or print valuable documents. Attendees will also utilize this area to download proceedings.

- **Conference Pens (sponsor provided)**: $3,000
  Your company's pen will be given to each attendee in the conference bags.

- **Hotel Keycards**: $5,000
  Your company's logo displayed on the room keys (1-sided, 2-color) for HQ hotel properties. (4-color logo is $6,500)

- **Mobile App**: $5,000
  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)**: $2,500
  Your company's notepads will be distributed to all attendees in the conference bags.

- **Show Bags (TAPPI provides)**: $7,500
  Exclusive logo on one side of the conference bag.

EXCLUSIVE OPPORTUNITIES

- **Coffee Break**: $3,000
  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**: $3,000
  Your company will have two branded charging stations in high traffic areas.

- **Couch Pit University/Young Professionals Roundtables**: $1,000
  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.

- **Evening Reception**: $5,000
  Sponsor a reception in the exhibit hall on Monday. Includes signage and the opportunity to give a short 8-min. presentation during the reception in the exhibit hall theater. (Add custom food items to your booth for maximum impact.)

- **Koozies (sponsor provided)**: $3,000
  Your company's logo will be on a bottle Koozie supplied at the exhibit hall bars during receptions.

- **Lunch**: $2,000
  Sponsor a lunch on Monday, Tuesday, or Wednesday. Includes signage.

- **Online Proceedings**: $2,500
  Includes your logo on conference proceedings website and opportunity to provide short intro video to streaming sessions online.

- **Women in Industry Division Reception**: $1,500

- **Water Stations**: $2,500
  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**: $5,000
  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.

Ready to start building your opportunity?
Contact Shane Holt today: (352) 333-3345 • TAPPICon@naylor.com

WWW.TAPPICON.ORG
### NON-EXCLUSIVE OPPORTUNITIES

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag Insert (four available) 8.5&quot; x 11&quot; brochure (4 pages), flyer or post card inserted in attendee bags. Larger inserts or premium items available (see your sales representative).</td>
<td>$1,000 each</td>
</tr>
<tr>
<td>Floor Stickers (plus cost of production)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hagemeyer Happy Hour Presented by the TAPPI Coating and Graphic Arts Division on Tuesday.</td>
<td>$500</td>
</tr>
<tr>
<td>Literature Racks Racks provided for your company to display literature in the coffee break area outside the session rooms.</td>
<td>$500</td>
</tr>
<tr>
<td>Runnability Fun Run Funds Division scholarships. Includes company logo on Fun Run t-shirts and in conference guide. Tax deductible.</td>
<td>$500</td>
</tr>
</tbody>
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### EXCLUSIVE WOMEN’S SUMMIT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summit Keynote Your logo will appear on the Summit webpage, digital banner, podium, looping PowerPoint, and the conference guide. Plus, your company will be officially recognized and thanked before the opening keynote.</td>
<td>$3,000</td>
</tr>
<tr>
<td>Breakfast Your sponsorship will provide attendees with coffee and a light breakfast. Your company logo will be displayed on the breakfast tables, printed materials and the website. Company provided sponsor items may be distributed during breakfast.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Lunch Your company logo will be displayed on the lunch tables printed materials and the website. Company provided sponsor items may be distributed during lunch on tables.</td>
<td>$2,000</td>
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### SPONSORSHIP OPPORTUNITIES: À LA CARTE

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Partner Program Help a student attend TAPPIcon! Your sponsorship will cover part of one student’s (from TAPPI Student Chapter) travel expenses, registration and accommodation. Includes signage, listing in program and Paper360º magazine and sponsor ribbon.</td>
<td>$1,000</td>
</tr>
<tr>
<td>TAPPI Trivia &amp; University Reception Team Table Sponsor your company’s team table (up to 10 players) at TAPPICon’s pub-style trivia night, pitting universities and companies against each other for bragging rights. Additional tables available for $1,000. (Sponsorship for universities also includes their university tabletop at the reception.)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Pen and Notebook (sponsor provided) Each attendee will receive your company’s branded pens or notebooks. Your logo will appear on the Summit webpage, looping PowerPoint, and the conference guide.</td>
<td>$500</td>
</tr>
<tr>
<td>Premium Attendee Gift (non-exclusive, sponsor provided) Put your company’s logo on an attendee gift of your choosing. Your logo will also appear on the Summit webpage, looping PowerPoint, and the conference guide.</td>
<td>$500</td>
</tr>
<tr>
<td>Summit Supporter (non-exclusive) Your logo will appear on the Summit webpage, looping PowerPoint, and the conference guide.</td>
<td>$200</td>
</tr>
</tbody>
</table>

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.

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