



While we ALL look for ways to strengthen our industry and our companies' sustainability, we at TAPPI look forward to welcoming you to TAPPI PEERS 2015! The TAPPI PEERS Conference remains the industry's most comprehensive technical event for pulp and paper companies interested in moving their business into the future. Whether through increasing efficiencies and or fine-tuning operations. This year's conference will bring together hundreds of industry professionals seeking your latest advances in sustainability, pulping, mill and operational efficiencies, and newest technologies in environmental waste treatment.

The TAPPI PEERS Conference will be taking place from October 25-28, 2015 in Atlanta, Georgia, the Hub of the South. There are 33 pulp and paper mills and headquarters located within 150 miles of Atlanta, representing over 6,000 employees within these mills. PEERS will provide you and your company an excellent opportunity to be seen and heard by leading industry professionals. You will have many opportunities to promote your products and services to top decision-makers. In addition, PEERS is co-located with TAPPI's International Bioenergy and Bioproducts Conference (IBBC), taking place from October 28-30, 2015.

IBBC focuses on the latest biomass development, as well as the thermochemical and biochemical-based technologies that can be profitably integrated into pulp mills. Exhibiting at both conferences offers you the greater benefit of seeing more industry professionals, and is an excellent value.

PEERS 2015 will bring you:

- **NEW** Passport Program is designed to drive more traffic to your booth
- **NEW** Monday evening 100 Year Conference Dinner in the exhibit area provides more face-to-face time with attendees
- The ability to meet face-to-face with key decision-makers at one single location, avoiding multiple, expensive on-site visits and sales calls
- Exclusive networking opportunities such as lunches and receptions in the exhibit area
- An increased level of influence in the industry
- Opportunities to showcase your innovation, your strengths, your solution to their problems

Please review this PEERS 2015 Prospectus and learn all the details about who attends and what you can expect by exhibiting at PEERS 2015, including some brand new exhibitor opportunities for networking. For additional information, please visit [tappipeers.org](http://tappipeers.org) or contact me directly.

It's easy to reserve your booth and/or select your level of sponsorship by contacting me at +1.352.333.3345 or email me at [tappipeers@naylor.com](mailto:tappipeers@naylor.com). Let me help you find the right location on the exhibit floor.

Sincerely

Shane Holt  
Exhibit Sales Manager

PEERS Show Management  
1430 Spring Hill Road,  
6th Floor  
McLean, VA 22102



Contact us at +1 352-333-3345  
Fax +1 703-934-4899  
E-mail: [TAPPIPEERS@naylor.com](mailto:TAPPIPEERS@naylor.com)



## YOUR INVITATION TO EXHIBIT

OCTOBER 25-30, 2015 | ATLANTA, GA

PULPING • ENGINEERING • ENVIRONMENTAL  
RECYCLING • SUSTAINABILITY



**YOU ASKED...  
WE LISTENED...**

New opportunities in 2015  
designed for you to interact  
with the attendees and draw  
them into your booth.



## TWO CONFERENCES, ONE GREAT LOCATION

This year the TAPPI PEERS Conference is being co-located again with the International Bioenergy and Bioproducts Conference (IBBC), creating a full week of high quality time with your clients.

Make the most of your experience by exhibiting at these conferences to strengthen relationships with the companies you currently do business with and spend valuable time with the companies that you want to do business with.

### Top Reasons to Be a Part of This Great Marketing Opportunity

#### 1. YOUR KEY AUDIENCE WILL BE THERE.

TAPPI markets the event to its strong member base, as well as to non-members and both local and area mills who can benefit from the unmatched peer-reviewed program.

#### 2. YOUR COMPETITORS WILL BE THERE.

These two high-powered events have dedicated exhibit time for exhibitors to meet with industry professionals in a relaxed atmosphere! See the list of previous exhibitors and sponsors on interior page.

#### 3. YOU WILL HAVE EXTENSIVE FACE-TO-FACE TIME WITH YOUR PROSPECTS.

These conferences include an extensive program of speakers, sessions, workshops, and networking time. All of these activities provide opportunities to 'rub elbows' with your best prospects.

#### 4. THIS CONFERENCE WILL BE HELD IN THE HEART OF THE EAST COAST PAPER INDUSTRY.

PEERS and IBBC will be held in Atlanta, Georgia, the heart of the Southeast pulp and paper industry for the United States. It's an easy drive or commute for the mill personnel and decision-makers that you want to meet face-to-face.

Exhibiting at PEERS and IBBC provides visibility for your company among a prominent audience.

**DON'T MISS OUT ON THE OPPORTUNITY** to network with highly qualified professionals and

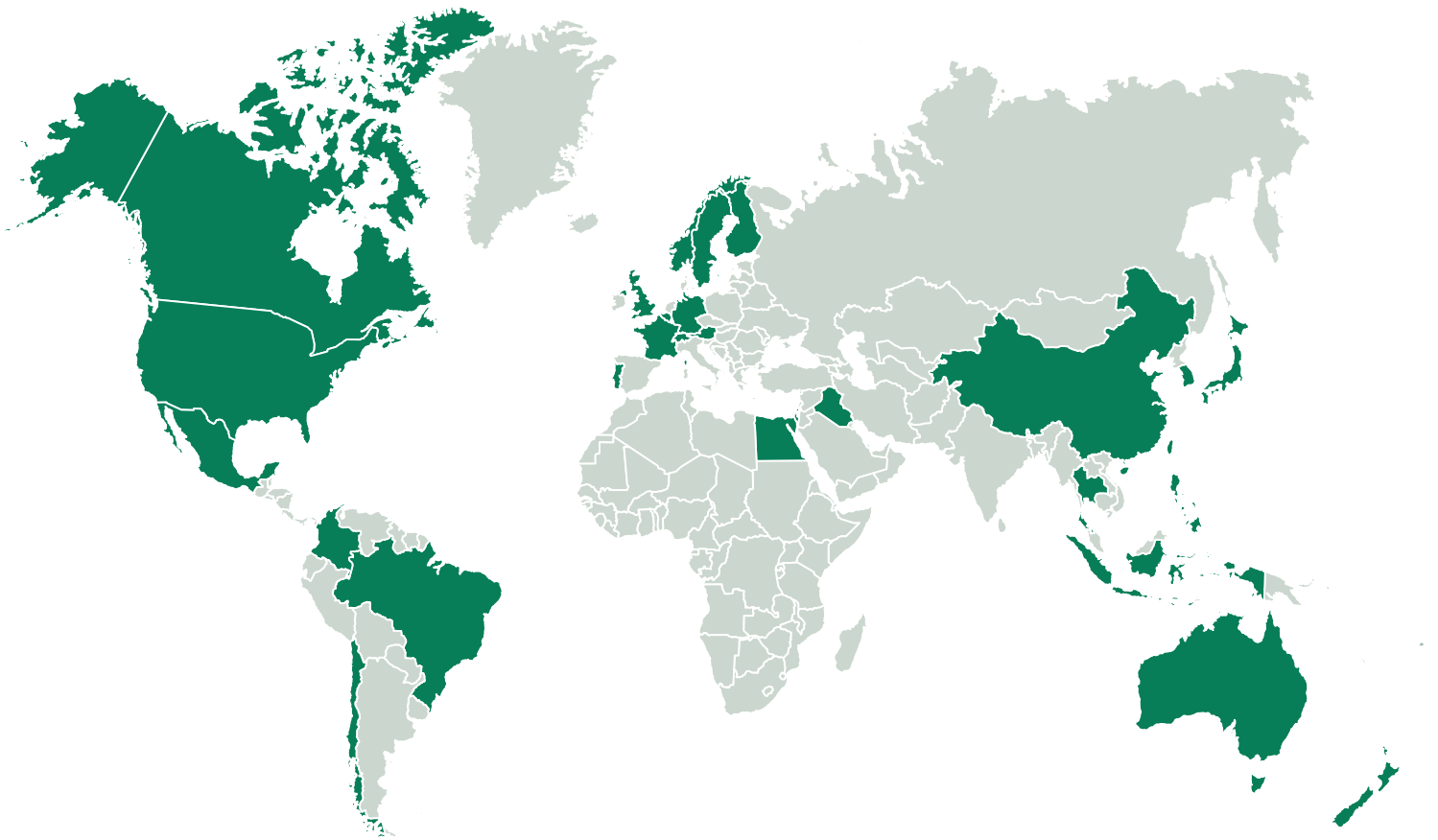
**PROMOTE YOUR PRODUCTS AND SERVICES** to some of the industry's top influencers.

## EXHIBITORS AT PEERS 2015 WILL RECEIVE EVEN MORE THIS YEAR

- **NEW** - Passport Program is designed to drive more traffic to your booth
- **NEW** - Monday evening 100 Year Conference Dinner in the exhibit area provides more face-to-face time with attendees
- The ability to meet face-to-face with key decision-makers at one single location, avoids multiple, expensive on-site visits and sales calls
- Exclusive networking opportunities such as lunches and receptions in the exhibit area
- An increased level of influence in the industry
- Opportunities to showcase your innovation, your strengths, and your solution to their problems

## MILL SATURATION IN THE ATLANTA AREA MEANS MORE PEOPLE WILL ATTEND PEERS 2015

- 33 pulp and paper mills and headquarters located within 150 miles of Atlanta
- More than 6,000 employees within these local thirty-three mills
- Sponsors and exhibitors will have multiple opportunities to meet attendees
- Network with the hundreds of targeted decision makers and key leaders



## PEERS attendees come from both local mills and sites throughout the world.

Nations represented by previous attendees include Australia, Austria, Belgium, Brazil, Canada, Chile, China, Columbia, Egypt, Finland, France, Germany, Indonesia, Iran, Israel, Japan, Mexico, New Zealand, Norway, Philippines, Portugal, Singapore, South Korea, Sweden, Switzerland, Taiwan, Thailand, United Kingdom and the United States.

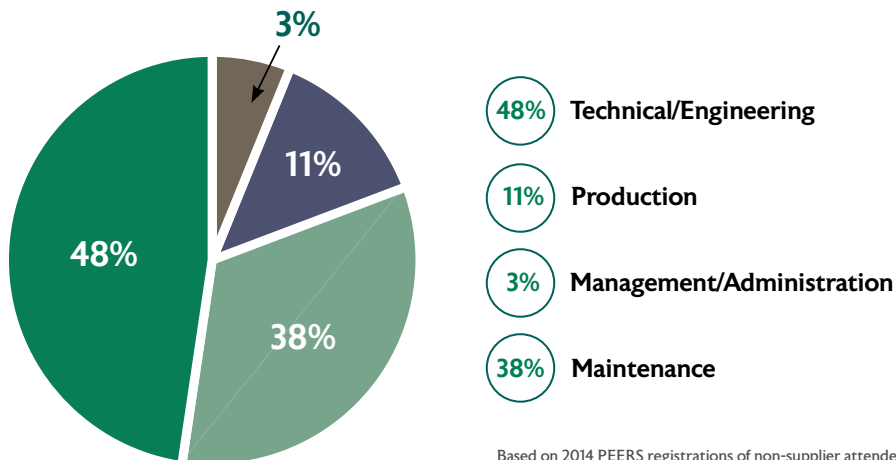
## CONNECT WITH AN INFLUENTIAL AUDIENCE

Attendees are the foremost technical experts in their fields. Your presence provides top-of-mind awareness for your company among the industry's most prominent pulp and paper mill professionals.

Attendees are qualified decision-makers, including:

- Business Development Managers
- Chief Executive Officers
- Chief Financial Officers
- Chief Technology Officers
- Consultants
- Engineers
- Environmental Services Managers
- General Managers
- New Technology Development Officers
- Plant Managers
- Professors/Academics
- Project/Program Managers
- R&D Managers & Directors
- Research Scientists/Associates
- Superintendents
- Technical Managers & Directors

## What jobs do attendees hold?



## EACH EXHIBIT BOOTH AND TABLE TOP INCLUDES:

- Company listing with 50-word description in the on-site Conference Guide
- Full attendee list, post-show, with contact information (does not include e-mail addresses)
- Full attendee list, pre-show, excludes contact information
- Recognition as an exhibitor on the PEERS website
- 6' x 30" draped-table and chairs
- Two exhibit-only badges

### Exhibit booth pricing:

5% discount for TAPPI Sustaining Member companies

**8' x 10' Booth**  
Includes one complimentary full conference registration  
Not shown: booth rental includes two chairs and skirted table

**6' x 30" Tabletop**  
Includes one full conference registration at the deeply discounted rate of \$400

## NEW TECHNOLOGY SHOWCASE:

Demonstrate your new products and services to PEERS attendees with an eight-minute presentation during the technical program. Available to exhibitors and sponsors only. Space will be limited and offered on a first-come, first-served basis. Available to Exhibitors and Sponsors only until August 1, 2015. After that date, non-exhibiting and non-sponsoring companies may apply.



(schedule subject to change)

# PRELIMINARY

## 2015 PEERS & IBBC EXHIBIT SCHEDULE



### Sunday, October 25

PEERS Exhibitor Move-In 9:00am – 4:00pm  
Reception in the Exhibit Hall 5:00pm – 7:00pm

### Monday, October 26

Coffee Break 10:00am – 10:30am  
Lunch in the Exhibit Hall 12:00pm – 1:30pm  
Coffee Break 3:00pm – 3:30pm  
Reception in the Exhibit Hall 5:00pm – 6:30pm

### Tuesday, October 27

Coffee Break 10:00am – 10:30am  
Lunch in the Exhibit Hall 12:00pm – 1:30pm  
Coffee Break 3:00pm – 3:30pm  
PEERS Exhibitor Move-Out 3:30pm – 6:00pm

### Wednesday, October 28

IBBC Exhibitor Move-In 8:00am-10:00am  
Coffee Break 10:00am – 10:30am  
Coffee Break 3:00pm – 3:30pm  
Reception in the Exhibit Hall 5:00pm – 6:30pm

### Thursday, October 29

Coffee Break 10:00am – 10:30am  
Lunch in the Exhibit Hall 12:00pm – 1:30pm  
Coffee Break 3:00pm – 3:30pm  
Reception in the Exhibit Hall 5:00pm-6:30pm  
IBBC Exhibitor Move-Out 6:30pm-9:00pm

PEERS only exhibitors can break down after the Tuesday afternoon break. All materials must be removed by 6:00pm Tuesday. Companies exhibiting at both PEERS and IBBC, or IBBC only, should plan to break down after the Thursday evening reception. All materials must be removed by 9:00pm Thursday.

For more information about exhibiting and sponsorships, contact:

**Shane Holt**

(800) 369-6220, ext. 3345  
TAPPIPEERS@naylor.com

**Lisa Stephens**

(770) 209-7313  
lstephens@tappi.org

We were able to introduce our new reject & fiber sludge dryer to a targeted market at one event. Peers was the only venue of this type we have been able to find for the recycle pulp and paper industry. We met several potential customers immediately interested in our technology and services. ”

- L&E Environmental

## Thank You to Our Sponsors

### Platinum Sponsors:



### Silver Sponsors:



“ An opportunity to re-connect with prominent members of the pulp & paper industry, and let them know that we offer many more test products than the few they remember from their ‘field days’.”

- CHEMetrics, Inc

## Past PEERS Trade Fair Exhibitors and Sponsors:

ADA-ES Inc. | AkzoNobel | Andritz Inc. | Barben Analyzers | Bastech, LLC | Bio-Nomic Services Inc. | BTG Americas | C.E.M. Solutions | Cannon Instrument Company | Chemstone Inc. | Clyde Bergemann Inc. | Domtar Inc | Econotech Services Ltd. | FITNIR Analyzers Inc. | Generation Systems | Harris Group | Insight Technology International LLC | International Paper | Jansen Combustion and Boiler Technologies | JH Kelly, LLC | KapStone Kraft Paper Corporation | Lined Valve Company, Inc. | Lundberg | Megtec Systems | Membrane Specialists LLC | Metso | Miron Construction Co. Inc. | Nalco | NORAM Engineering and Constructors Pacific Consolidated Industries | Probiotic Solutions | Rain for Rent | Schreiber LLC | Sharpe Mixers, Inc. | Southern Environmental Inc. | Texo Consulting and Controls Inc. | Thiele Kaolin Co | Turbocare | Vincent Corp | Westlake Polymers LLC | Weyerhaeuser Company | Yates

## Companies Represented by 2014 Attendees:

Aalto University | AB Enzymes | ADA-ES Inc. | Agenda 2020 Technology Alliance | Agro Pulping Machinery | AkzoNobel | Amazon Papyrus Chemicals Ltd AMEC | American Process Inc. | Andrew Garner and Associates Inc. | Andritz | Applied Technical Services | Ashland | AstenJohnson | Babcock & Wilcox Canada BASF | Bastech LLC | Billerudkorsnas | Bio-Nomic Services Inc. | Bioforest/Arauco y Constitucion SA | Bolton-Emerson Americas | Brian McClay & Associates Inc. BRUKS Rockwood Inc. | BTG Americas | Buckman | C.E.M. | Canopy | Caraustar | CarterHoltHarvey Ltd | CDC/NIOSH | CH2M Hill | Chemstone | ChemTreat Inc. | CKF Incorporated | Clyde Bergmann | CPT - Chemical Products Technologies | Detroit Stoker Company | DMI Peace River Pulp | Econotech | EPS ERCO Worldwide | Ethos Energy | Evergreen Packaging Inc. | Federal University of Vicosa | Fibria Celulose SA | Finch Paper LLC | Fisher International | FITNIR Analyzers Inc. | Fox Engineering Company | FPIInnovations | FRM Consulting | Fuel Tech, Inc. | FutureBridge Consulting & Training LLC | Generation Systems Inc. Georgia Institute of Technology | Georgia-Pacific | GL&V USA Inc. | Glatfelter | Green Bay Packaging | Harris Group | Houghton Cascade Holdings LLC Huntsman | HurterConsult Inc. | HydroChem Industrial Services Inc. | IMECO-USA LLC | InChem / Toll Solutions | Insight Technology International LLC International Paper | Jacobs Engineering Group Inc. | Jansen Combustion and Boiler Technologies | JH Kelly | K-Patents Inc. | Kadant | Kapstone Paper | Kemira Kimberly-Clark Corporation | Klabin S. A. | Linde | Lined Valve Company | Longview Fibre | Lundberg | M&M Engineering Associates Inc. | MeadWestvaco Corporation | MEGTEC | Metso | Mikkeli University of Applied Sciences (MAMK) | Miron Construction Co. Inc. | MWV | Nalco Company | Naylor LLC | NCASI NCSU - Paper Science and Engineering | NewPage | Nippon Paper Industries Co. Ltd. | NORAM Engineering | Norjohn-ACI | NORPAC | North Carolina State University | O'Neal Inc. | Oak Ridge National Laboratory | Oregon State University | Pacific Consolidated Industries | Packaging Corp. of America | Pall Corporation | Paul Earl Consulting Inc. | Plasmine Technology | Port Townsend Paper | Praxair Canada Inc. | Probiotic Solutions | Process Innovations | Procter & Gamble Company | Pulmac Systems International Inc. | Radian Chemicals | Rain for Rent | Rayonier Advanced Material | Refratechnik North America, Inc. Resco Products Inc. | ROBERTS | Robins & Morton | RockTenn | Rolled Alloys | Sandvik Materials Technology | SCA R&D Centre | Schreiber LLC | SharpConsultant Sharpe Mixers Company Inc. | Sixin North America Inc. | Skamol | SKF | Solenis | Solvay Chemicals | Solvay Solexis Inc. | Sonoco Products Company Inc. Southern Environmental Inc. | State University of New York | Tecumseth Filtration | Texo Consulting and Controls | Texo Consulting Control Inc. | Thiele Kaolin Company | TNW, INC. | Tolko Industries Ltd. | TRC Environmental Corporation | TRC Solutions | Trinity Consultants | United Soybean Board | University of Maine | University of Minnesota | University of Oulu | University of Toronto | University of Washington | University of Wisconsin - Madison | University of Wisconsin - Stevens Point | USDA FS Forest Products laboratory | Valmet | Washington Research Council | WB Consulting Inc. | Wells Enterprises Inc. | Weyerhaeuser Company | Yates | YFY Jupiter

# SPONSORSHIP OPPORTUNITIES



## Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS/IBBC 2015. Please review the list of sponsorships and promotional opportunities to learn how you can build brand awareness and drive more traffic to your booth.

\*Organizations that have previously sponsored or co-sponsored an event/product at PEERS/IBBC will have the first right to participate in the sponsorship program for PEERS/IBBC 2015.

## Sponsorship Recognition Packages include (for both events):

- Acknowledgement in all conference marketing materials
- Recognition in the pre-show publicity
- Designation on the PEERS/IBBC website
- Logo and a 50-word description in the Conference Guide
- Recognition on sponsor signage
- Sponsor ribbons for staff
- Sponsor recognition in all session rooms during breaks
- Recognition in Paper360°
- Two complimentary “Exhibit Only” registrations
- Post-show conference registration list with contact info (does not include email addresses)
- Pre-show conference registration list (excludes contact info)

## High Visibility Packages (PEERS/IBBC Combo)

### Platinum Sponsorship.....\$6,600

- 8' x 10' booth (includes ballroom carpet, chairs, table) at PEERS/IBBC
- Two complimentary full conference registrations per event
- Three full conference registrations at \$400 per event
- Full page, color ad in Conference Guide
- 10% discount on Web advertising
- Company logo on conference bag
- Company logo on the conference proceedings flash drive
- PLUS all items in the **Sponsorship Recognition Package**

### Gold Sponsorship..... \$5,500

- 8' x 10' booth (includes ballroom carpet, chairs, table) at PEERS/IBBC
- One complimentary full conference registration per event
- Two full conference registrations at \$400 per event
- Full page, color ad in Conference Guide
- Company logo on the conference proceedings flash drive
- 10% discount on Web advertising
- Company logo on conference bag
- PLUS all items in the **Sponsorship Recognition Package**

### Silver Sponsorship..... \$4,400

- 8' x 10' booth (includes ballroom carpet, chairs, table) at PEERS/IBBC
- One complimentary full conference registration per event
- One full conference registrations at \$400 per event
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

### Bronze Sponsorship.....\$2,750

- 6' x 30" tabletop (includes ballroom carpet, chairs, table) at PEERS/IBBC
- One full conference registration at \$400 per event
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

[tappipeers.org](http://tappipeers.org)

See other side for additional opportunities.

Ready to start building your opportunity?

Contact Shane Holt today: 352-333-3345, [TappiPEERS@naylor.com](mailto:TappiPEERS@naylor.com)





# SPONSORSHIP OPPORTUNITIES (cont.)

## Exclusive Sponsorship Opportunities

### Conference Pens (Sponsor Provided Pens).....\$1,725

Your company's logo will appear on pens given to each attendee at registration.

Includes IBBC

### Badge Lanyards (Sponsor Provided)..... \$5,175

Sponsors can literally wrap their brand around the attendees at the show with the show lanyard sponsorship.

Includes IBBC

### Conference Koozie. (Sponsor Provided)..... \$1,500

Branded exclusively with your company logo and given to all attendees.

Includes IBBC

### Hot Topics Breakfast Sponsor

#### (Tuesday or Wednesday).....\$1,500

Includes exclusive signage at the food area and at each Hot Topic table. Company logo to be displayed on breakfast napkins. Company provides black and white logo for printing.

### IBBC Dinner

## Promotion Opportunity

### Conference Guide

Leave them with more than a business card. Carried by all participants at both conferences, the Conference Guide is where all eyes turn to during the event—and after the event. Your black and white ad can run alongside the conference schedule, exhibit listings, session paper details and general information.

1/2 page ad ..... \$300

Full page ad ..... \$550

Includes IBBC

### Ad Specifications for Conference Guide

**Deadlines:** PEERS/IBBC Conference Guide: Ad material due **August 15, 2015**

**Ad Dimensions:** PEERS/IBBC Conference Guide:

Full page: 3.75" w x 8" h

Full page with bleed: 4.5" w x 8.5" h

Trim size: 4.25" w x 8.5" h • 1/2 page: 3.75" w x 4" h

## Additional Sponsorship Opportunities

### Lunch Sponsor.....\$2,500

Sponsor a lunch in the exhibit hall on Monday, Tuesday or Thursday. Includes shared signaged, verbal recognition during the lunch, and company logo's will be displayed on the lunch napkins. Company provides black-and-white logo for printing.

### Coffee Breaks Sponsor.....\$2,000

Includes shared signage during all breaks and company logo's will be displayed on disposable coffee cups. Company provides black and white logo for printing.

### IBBC Dinner Sponsor.....\$1,500

Take the opportunity to network and establish contacts in a relaxed setting. Dinner will be held at "Rays in the City". Ray's Restaurants are Atlanta landmarks with nearly 30 years of world-class dining. Only one Conference Dinner Sponsorship available.

- **Signage:** Your company's name and logo will be featured where appropriate at the dinner venue.
- **Conference Brochures:** Your company's name and logo appear (within production schedule) alongside other individual conference option sponsors in the conference marketing materials, on the IBBC Conference website and on a display board in the conference registration area.
- **Company Literature and Giveaway:** You will have the opportunity to distribute items of your company's literature and gifts/giveaways at dinner.

### Conference Bag Insert (Sponsor Provided) \$520/each

Promote your company by including an insert in the official conference bag. TAPPI will stuff your one-page insert in each conference bag that will be distributed to attendees.

Includes IBBC

### 32nd Annual PaperChase Fun Run.....\$500

Tuesday, October 27, 2015

Company logo will be screened onto the race t-shirt and in the conference onsite program book. PaperChase benefits the TAPPI Engineering Scholarship Fund.

## Ready to start building your opportunity?

Let our experienced sales team help you design a conference strategy that meets your marketing goals and budgets. We can provide helpful tips and other information to help your company maximize its sponsorship investment.

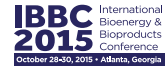
Contact Shane Holt today: 352-333-3345, [TappiPEERS@naylor.com](mailto:TappiPEERS@naylor.com)

PEERS/IBBC Show Management  
1430 Spring Hill Road, 6th Floor  
McLean, VA 22102

Contact us at +1 352-333-3345  
E-mail: [TAPPIPEERS@naylor.com](mailto:TAPPIPEERS@naylor.com)

  
**TAPPI**  
[tappipeers.org](http://tappipeers.org)

# Exhibit & Sponsorship Application & Contract



## Important Instructions

1. Please complete the entire Exhibit & Sponsorship Application & Contract
2. Make a copy of both sides of this Exhibit & Sponsorship Application & Contract for your records
3. Mail application with payment to:  
**PEERS/IBBC Show Management**  
**10474 Armstrong Street • Fairfax, VA 22030 USA**  
 Federal Tax ID# 13-1370140

### Questions?

Contact us at +1-352-333-3345  
 E-mail: TAPPIPEERS@naylor.com

## Tabletop & Booth Costs

### PEERS: (Does not include IBBC)

6 x 30 Tabletop: Member: \$1,650  
 6 x 30 Tabletop: Non-Member: \$1,850  
 8x10 Booth: Member: \$2,250  
 8x10 Booth: Non-Member: \$2,450

### PEERS & IBBC: (Includes both events)

6 x 30 Tabletop: Member: \$1,750  
 6 x 30 Tabletop: Non-Member: \$1,950  
 8x10 Booth: Member: \$2,350  
 8x10 Booth: Non-Member: \$2,550

### IBBC: (Does not include PEERS)

6 x 30 Tabletop: Member: \$1,400  
 6 x 30 Tabletop: Non-Member: \$1,700  
 8x10 Booth: Member: \$2,000  
 8x10 Booth: Non-Member: \$2,300

## Promotion Opportunities – check all that apply

PEERS/IBBC Conference Guide Ads	Cost
<input type="checkbox"/> Full page, black-and-white	\$550
<input type="checkbox"/> 1/2 page, black-and-white	\$300

## Sponsorship Costs – check all that apply

	Cost
<input type="checkbox"/> Platinum Sponsorship	\$6,600
<input type="checkbox"/> Gold Sponsorship	\$5,500
<input type="checkbox"/> Silver Sponsorship	\$4,400
<input type="checkbox"/> Bronze Sponsorship	\$2,750
<input type="checkbox"/> Conference Pens	\$1,725
<input type="checkbox"/> Conference Koozie	\$1,500
<input type="checkbox"/> Conference Bag Insert	\$520
<input type="checkbox"/> <del>SOLD</del> Conference Lanyards	\$5,175
Hot Topics Breakfast Sponsor – select <input type="radio"/> T <input type="radio"/> W	\$1,500
Lunch Sponsor – select <input type="radio"/> Mon, <input type="radio"/> Tues, <input type="radio"/> Thurs	\$2,500
<input type="checkbox"/> <del>SOLD</del> BBQ Dinner	
<input type="checkbox"/> Coffee Breaks Sponsor	\$2,000
<input type="checkbox"/> PaperChase	\$500

## A. Calculate Amount Due

Exhibit Space ..... Sub-total \$ \_\_\_\_\_  
 Promotion Opportunities ..... Sub-total \$ \_\_\_\_\_  
 Sponsorship(s)..... Sub-total \$ \_\_\_\_\_  
 TAPPI Sustaining Member Discount\*..... Sub-total \$ \_\_\_\_\_  
**Total Exhibit and Sponsorship Due..... TOTAL \$ \_\_\_\_\_**

\*5% discount for TAPPI Sustaining Members

## B. Deposit Required

A 50% deposit of the total cost must accompany a completed application if received before July 1, 2015. Full payment required after July 1, 2015.

**Total Payment enclosed: \$ \_\_\_\_\_**

### FOR SHOW MANAGEMENT USE ONLY

Date Received \_\_\_\_\_ By \_\_\_\_\_ Check# \_\_\_\_\_  
 Deposit \_\_\_\_\_ MIS# \_\_\_\_\_ Order# \_\_\_\_\_  
 Booth Assigned \_\_\_\_\_ Total Sq. Ft. \_\_\_\_\_

## I. Company and Contact Info (will be included in the Conference Guide)

Company Name: \_\_\_\_\_  
 TAPPI Member Number: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Web site Address: \_\_\_\_\_  
 Company E-mail: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Contact E-mail: \_\_\_\_\_

## II. Space Requirements

Tabletop  Booth  
 Tabletop/booth preferences: 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

## III. Exhibit and/or Sponsors Costs

Please read the Exhibit and Sponsorship Rules and Regulations (on back of this application) regarding payment for space and/or sponsorship, cancellation policies and regulations.

## IV. Agreement

We agree to abide by all the PEERS/IBBC 2015 Exhibit Rules & Regulations printed on the back of this application. Signature required.

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

## C. Payment Information

Please make checks payable to TAPPI. Payments must be made in U.S. funds and drawn on a U.S. Bank. Wire transfers acceptable in U.S. funds. (bank fees apply). Call number above for information on making wire transfers.

Payment by Check:  Check enclosed  
 Payment by Credit Card:  VISA  MasterCard  AmEx

Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CSV# \_\_\_\_\_

Authorized Cardholder: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

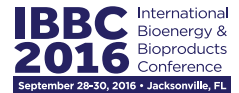
Billing Address (if different from above): \_\_\_\_\_

Mail original application with payment to:

**PEERS/IBBC Show Management**  
**1430 Spring Hill Road, 6th Floor**  
**McLean, VA 22102**



# 2016 PEERS/IBBC Exhibit and Sponsorship Rules & Regulations



TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of PEERS/IBBC 2016, 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 tabletop space rental charge for PEERS is \$1,650 (USD) per 6' x 30" tabletop for TAPPI Members and \$1,850 (USD) for those non-members and for IBBC is \$1,400 (USD) per 6' x 30" tabletop for TAPPI Members and \$1,700 (USD) for those non-members and for both events (PEERS/IBBC) is \$1,750 (USD) per 6' x 30" tabletop for TAPPI Members and \$1,950 (USD) for those non-members. Booth spaces for PEERS (8'x10') are \$2,250 (USD) for TAPPI Members and \$2,450 (USD) for nonmembers and for IBBC is \$2,000 (USD) for TAPPI Members and \$2,300 (USD) for non-members and for both events (PEERS/IBBC) is \$2,350 (USD) for TAPPI Members and \$2,550 (USD) for non-members.

**2. PAYMENT.** Applications submitted prior to July 1, 2016 must be accompanied by a deposit of fifty percent (50%) of the total space rental charge, with the total balance due by July 1, 2016. Applications submitted after July 1, 2016 must be accompanied by full payment of the space rental charge.

**3. CANCELLATION OF CONTRACT.** In the event Exhibitor must cancel their exhibit space, 50% of the total rental fee will be refunded up until and through July 1, 2016. No refunds will be issued after July 1, 2016. In

addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by July 1, 2016, or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

**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 at this time will be made based on the date the application and deposit are received, with priority given to past TAPPI Exhibitors and TAPPI Sustaining Members.

**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, Naylor, or any other TAPPI authorized contract help, its official service contractors nor the Nashville Convention Center 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 facility.

**13. INSTALLATION.** Target move in and move out dates are published in the Exhibit Service Manual for the Show.

**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.** Removal passes will be required to remove any materials from the floor. These passes are available from TAPPI Show Management. 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. Exhibitor's booth must be fully staffed and operational during the entire Show. 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. Any Exhibitor dismantling prior to the official closing time will be fined \$500 and may lose Exhibitor priority booth selection status.

**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 PEERS/IBBC 2016 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 facility 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, provided projection equipment and screen are located on the rear one third of the booth, and all viewers stand or sit within the booth. 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 obstructive or objectionable activity will be permitted during show hours. Examples of such activity include - noisily operating displays, producing objectionable odors or other level of 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 BMI. 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 and in the Exhibit Service Manual.

**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 Nashville Convention Center 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. FOOD SERVICE.** All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the Nashville Convention Center.

**28. 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.

**29. Conference Guide .** To be listed in the printed Conference Guide, Show Management must receive the completed and signed space application and full payment prior to August 1, 2016.

**30. 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.