Great Marketing Opportunity!
CorrExpo 2017 - What's New Session

Tuesday, October 17th, 10:30 AM
Rhode Island Convention Center, Providence, RI

The What's New Session allows you access to the entire conference audience in a short commercial presentation dedicated to your newest technology. Participation will include:

- A 7-minute presentation of your new technology, product or service without commercialism guidelines/restrictions (TAPPI anti-trust guidelines still enforced)
- A pdf version of your presentation included in the conference proceedings
- Company and presenter's name listed in the conference's program book
- Opportunity to encourage attendees to visit your booth for additional information

Requirements of What's New Application

- Presentation must be for a new product, a new service, or a new application of an existing product or service. "New" is defined as having been introduced to the market after January 2016. Month and year when the product was first introduced to the market may be required.
- Provide title, speaker's name and contact information, company name, and a short abstract to TAPPI by **June 30, 2017**.   Abstracts should be about 50 words or less and describe what the presentation will be about.
- The presentation CAN include your company name, trade names, and logos.
- No pricing information is allowed. Presenters must adhere to TAPPI antitrust guidelines, which are available here. Violations could lead to removal from program during presentation.
- Presentations, in their entirety must be 7 minutes long and there will be no Q&A allowed during the session. A timer will be employed and

visible to the speaker.   You may refer them to your booth for additional information.
- No commercial literature is to be displayed or distributed during the session.
- Only one presentation per company
- Presenter must be a registered attendee of the conference (speaker rate applies).
- All presentations must be sent in advance for anti-trust review and will be loaded onto one TAPPI computer. Your presentation will be included in the conference proceedings if sent by the deadline (**September 29th**).
- There will be a limited number of available speaking slots. Exhibitors and sponsors will be given priority. Presentations not deemed a new product or service may be rejected.

Selection of Presentations

All abstracts will be reviewed by the TAPPI Technical Program Committee. This committee is made up of 13 TAPPI volunteers including suppliers and converters who are from different sectors of the industry. "Newness" of the product or service and the date that it was first introduced will be considered strongly in the selection process.

All applicants will be notified of their individual time slots shortly following the selection.

Am I Eligible?

Any paid conference attendee may apply for a spot in the What's New Session; however preference will be given to exhibitors and sponsors of the conference.   All presenters must be a registered attendee of the conference and are eligible for any speaker rate EXCEPT single day.

Important Dates to Remember

- **June 30, 2017** - Application Submission Deadline
- **July 14, 2017 -** Presentation times selected and presenters notified by July 24th
- **Sept 29, 2017 —** Final PowerPoint presentations submitted to TAPPI
- **Oct 17, 2017** —What's New Session at Corrugated Week

How Do I Apply?

Please submit your abstract online using TAPPI's Speaker Management System. Here are some simple instructions:
1) Click to access http://speakermanagement.tappi.org/
2) If you have already logged in to the url above before, then enter in your log-in information. Otherwise create a user name and password.
3) Choose **"View Conferences"**

4) Select **"CorrExpo 2017"**.
5) Select **"Create Submission"** on the right of the screen.
6) Fill out all of the task fields and then Submit Application.

Questions about the What's New Sessions?

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For problems or questions regarding entering your abstract please contact
Pat Stiede at pstiede@tappi.org or 770-209-7214.

For more information about 2017 CorrExpo, including the **Exhibit** and
Technical Program please visit: www.correxpo.org