

CORR EXPO

2017

OCTOBER 16-18, 2017

RHODE ISLAND CONVENTION CENTER & THE OMNI PROVIDENCE HOTEL

SPONSORSHIP PROSPECTUS



WWW.CORREXPO.ORG

We are gearing up for another outstanding trade show & networking event that brings together the top boxplant professionals and industry leaders.

WE HAVE SOLD OUT THE LAST 3 YEARS!

There are already 115 exhibitors – and we have just opened up sales to everyone. Here are some great reasons to be a part of the highly anticipated annual corrugated industry event — known for its training, networking & sales opportunities.



9 GREAT REASONS TO JOIN US IN PROVIDENCE

1 Easy access for boxplants in the Northeast.

2 Driving time & easily accessible Amtrak train lines from several nearby key cities:

- Boston, MA – 1 hour
- Albany, NY – 3 hours
- New York City, NY – 3 hours
- New Jersey - 3.5 hours

3 The Hotel and Convention Center is located in the heart of town **within walking distance** of many restaurants and bars.

4 The **CorrExpo Welcome Reception** on Monday evening is open to all attendees & an outstanding networking event to kick off the show.

5 The **Gala** is already booked! Enjoy an authentic **New England Clam Bake** at the historic Squantum Association by the ocean on Tuesday evening – one of the highlights of the event.

6 The Rhode Island Convention Center is conveniently connected to the Omni Hotel.

7 GOLF! The Corrugated Classic Golf Tournament, held on Monday at the beautiful Rhode Island Country Club, is a 1911 course designed by Donald Ross.

8 The **opening keynote presentation** will be given by **Jim Craig**, starting goaltender for the U.S. 1980 Olympic hockey team for Team U.S.A.'s epic upset of the Soviet Union.

9 **Rhode Island is a “right-to-work” state.** Exhibitor personnel may set up their own exhibits if so desired using their own tools and company personnel!

Let's add your company to the list of industry leaders who are already a part of the show. View the current floorplan and 2017 booth contract at www.correxpo.org.

THINK OUTSIDE OF THE BOOTH!

If you are ready to grow your business or expand your reach...if your product raises the bar for board converters ... if your strategy is taking your business to a new part of the globe ... then you don't want to miss the opportunity to be with the most important gathering of decision makers in the corrugated industry.



PROMOTIONAL OPPORTUNITIES THAT FIT ALL BUDGETS

There is no better way to reach your target audience than through event marketing and sponsorships! From new Golf Sponsor options, Networking Event sponsorships, Receptions, Mobile Apps, the CorrCafé and the Charging Station, to coveted Lanyards, Badge Holders, Floor Maps, Registration Pens, Aisle Sign Sponsors and more – there is something for all budgets.

IT'S ALL ABOUT THE GOLF SPONSORSHIPS!

We are very excited to offer these new Golf opportunities:

Golf Hole Sponsor (NEW THIS YEAR!)..... **\$600**

Your logo will pop up on the golf cart GPS screen as golfers approach your sponsored hole.

Golf Cart Sponsor **\$2,500** (sign on every golf cart)

Beverage Cart Sponsor **\$3,500**

Drinks are on you (included in price) for golfers as the cart is driven around from hole-to-hole with your company sign on it as the sponsor .

Half Way House Bar Sponsor..... **\$2,500**

Located at the halfway point of the course, you receive signage and all golfers appreciate the drinks that are on you (included in price).

Golf Lunch Sponsor **\$3,000**

Flyer distribution, onsite signage, website and Event Guide recognition

Golf Giveaway Sponsor..... **\$1,500**

Distribute a giveaway for the golfers such as hats, golf balls, or towels. Sponsor provided.



THINK OUTSIDE OF THE BOOTH!

Monday Night Welcome Reception..... \$500
Multiple Sponsors Welcomed!

All conference attendees and exhibitors are invited to the official Welcome Reception on Monday Night in the beautiful Rotunda Room at the Rhode Island Convention Center. Be associated with this reception by having your company listed in the event guide, prominently displayed at the reception and on the event website's sponsor acknowledgement page.

Literature in the Show Bags \$850
(TAPPI will provide bags) 6 Opportunities

Place a flyer, brochure or other insert in the official show bag. All attendees will receive this official show bag!

Badge Lanyards \$3,500 (exclusive)
(Sponsor supplied)

Your company name appears on the official show lanyards and is one of the most visible promotions!

Badge Holder Inserts \$3,500 (exclusive)
(Sponsor supplied)

Your supplied insert will be placed in every attendee badge holder with your message visible to all for the entire CorrExpo event. Great promotion for driving people to your booth.

NEW!

Tuesday Networking Reception Sponsor on exhibit floor, cash bar \$2,500 (exclusive)

As this sponsor you will have signage at every bar and napkins with your logos. Preshow your company name will be linked with the sponsorship in the event guide and in attendee emails.

VERY STRONG OPPORTUNITY!



Gala: New England Clam Bake at the Historic Squantum Association by the Ocean \$3,500 (2 sponsors)

The Tuesday evening event is the highlight of the networking events at 2017 CorrExpo. As a premiere sponsor, your logo will be prominently displayed onsite, included on all promotional emails to attendees, in the event guide wherever mentioned, and on the event website. Always a memorable event - and your company can be associated with it!

Floor Map \$3,500 (exclusive)
(TAPPI will produce and provide the floor map)

Major traffic-building promotion both pre-show and during the show! Your company gets exposure on 1 full side of the map and will be highlighted on the show floor map directing attendees straight to your booth. One of the strongest traffic builders we offer!

Aisle Sponsor \$3,000 (exclusive)
(TAPPI will provide the signs)

This is a highly visible promotion and an incredible opportunity to get your logo on every aisle marker in the exhibit hall. As attendees walk the show floor, it is impossible to miss your company branding - and impact.

THINK OUTSIDE OF THE BOOTH!

CorrCafé Sponsorship..... \$3,000 (exclusive)

As the exclusive sponsor you will be appreciated by attendees as they enjoy soft drinks and a chance to relax. This highly visible opportunity includes signage onsite and recognition as the CorrCafé sponsor on the website, in the Show Guide and the attendee brochure. Tent cards with your company name will be placed throughout the CorrCafé and you can also distribute your literature within this special place.

Conference Notepad..... \$1,000 (exclusive) *(Sponsor to provide notepads)*

Everyone needs a notepad to capture those great sessions! Have your notepad personalized with your information or included in the pad. Notepads will be distributed to all paid 2017 CorrExpo paid conference attendees.

Registration Pens..... \$850 (exclusive) *(Sponsor to provide pens)*

Your customized pen will be a handy tool that will be used and retained - with your message at attendees' fingertips. An effective way to put your name in front of TAPPI attendees the moment they arrive!

Logo on TAPPI Event Bag & Insert ...\$2,000 (exclusive) *(Exclusive Opportunity)*

Your logo appears on the official 2017 CorrExpo event bag given to all attendees and retained to use all year long! You can also include a 2-sided insert.

CorrExpo Show Guide

Your ad in the Show Guide is seen by all as attendees scour the pages- and ads. The Show Guide is retained as a reference and resource throughout the year. Ad pages are limited. Show Guide:

Full Page 4-COLOR	\$2,500
1/2 Page 4-COLOR	\$1,450
1/4 Page 4-COLOR	\$750
Back Cover	\$3,500
Inside Front Cover	\$3,500
Inside Back Cover	\$3,000

Opposite Table of Contents & Special Positions: add \$500

Charging Station Sponsor\$3,000

Attendees will be relieved and thankful to be able to re-charge their phones. As the Charging Station Sponsor your logo will be on the station, included in the event guide and website. This is a sponsorship that will be used over and over again with name recognition & branding for you.

Event Website Banner \$3,000 (exclusive)

Start promoting your company NOW! Have your company logo on the official event website (www.correxpo.org) that also links to your company website. TAPPI will use this site to post all show-related information, and attendees will refer to the site for show updates, exhibitor listings, and conference and networking functions. Have top visibility on a high traffic website.

2017 CorrExpo Mobile App Sponsor ..\$3,000 (exclusive)

All information, before, during and after the show will be on the 2017 CorrExpo mobile app. This will be heavily used - and your logo will be seen repeatedly!



OUR PREMIER SPONSORSHIPS

CorrExpo Sponsorships

PLATINUM SPONSORSHIP

\$12,000 Special • \$13,500 after 4/14/17

(Minimum 10' X 20' exhibit space required)

No other program offers such extensive, continual exposure pre-show, onsite and post show. It establishes your company as a leader, brings millions of branding impressions, offers you media coverage and guarantees that all attendees know who you are and why they should come to your booth and learn more about your products and services.

INCLUDES:

- Tuesday: Option to give a company overview at the opening session
- Tuesday Breakfast Sponsor
- Tuesday Coffee Break
- Golf Hole Sponsor (your choice of hole)

BRANDING:

- Full page 4-Color ad in the official event guide
- Event bag insert (1 insert - sponsor supplied)
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide
- Inclusion on a special "Thank You to our Sponsors" sign
- Welcome reception sponsor
- Media attention: "Go-to" company for quotes and coverage
- Prime positioning of company logo:
- Event bag (TAPPI will supply bags)
- Onsite signage
- Prime logo positioning as a Platinum Sponsor: Logo will appear in major industry magazines, literature, website, e-mail campaigns and more!
- Event guide: company description & logo
- Logo on box plant special offer form

EDUCATION:

Two full conference passes

ONLINE:

Banner ad or logo on 2017 CorrExpo event website linking to your company website

TRAFFIC BUILDER:

- Company recognition in promotional email blast with your website link
- Free exhibit passes for your customers

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception
- Tuesday Awards breakfast and option to give company overview at opening session
- Tuesday Night Gala on the exhibit floor (cash bar)
- Tuesday Night: New England Clam Bake at the Historic Squantum Association by the ocean

CorrExpo Sponsorships

GOLD SPONSORSHIP

\$10,500 Special • \$12,000 after 4/14/17

(Minimum 10' X 10' exhibit space required)

Choose ONE of the following promotions:

- Monday Night Welcome Reception
- Tuesday or Wednesday Lunch Voucher Sponsor
- Wednesday Continental Breakfast (multiple sponsors allowed)
- Wednesday Coffee Break Sponsor (logo on napkins included)

BRANDING:

- Half page 4-Color ad in the official event guide
- Event bag insert (sponsor supplied)
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide
- Inclusion on a special "Thank You to our Sponsors" sign
- Golf hole sponsor (your choice of hole)
- Prime positioning of company logo:
- Event bag (TAPPI will supply bags)
- Onsite signage
- Prime logo positioning as a Gold Sponsor: logo will appear in major industry magazines, literature, website, e-mail campaigns and more!
- Event guide: company description & logo
- Media attention: "Go-to" company for quotes and coverage

EDUCATION:

One full conference pass

ONLINE:

Banner ad or logo on 2017 CorrExpo event website linking to your company website

TRAFFIC BUILDER:

- Company recognition in promotional email blast with your website link
- Free passes for your customers

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception
- Tuesday/ Networking reception on the exhibit floor (cash bar)
- Tuesday Night Gala: New England Clam Bake at the Historic Squantum Association by the ocean

GENERAL EXHIBITOR BENEFITS



BOOTH SPACE:

Free VIP exhibit passes for your customers

BRANDING:

Pipe and drape for 10'x10', 10'x20' or 20' x 20' booth with show colors and company ID sign (island booths not included)

TRAFFIC BUILDER:

Free VIP exhibit passes for your customers

NETWORKING OPPORTUNITIES:

- Monday Night Welcome Reception
- Tuesday/ Awards Breakfast and Keynote Address
- Tuesday/ networking reception on the exhibit floor (cash bar)
- Tuesday night / Enjoy an authentic New England Clam Bake at the historic Squantum Association by the ocean on Tuesday evening (paid event)

SPONSORSHIP CONTRACT

Company: _____

Contact Name: _____

Email: _____

GOLF SPONSORSHIPS

- Golf Hole Sponsor \$600
- Beverage Cart Sponsor \$3,500
- Half Way House Bar Sponsor \$2,500
- Golf Lunch Sponsor \$3,000
- Golf Giveaway Sponsor \$1,500
- Golf Cart Sponsor \$2,500

GENERAL SPONSORSHIP OPPORTUNITIES

- Hosted Welcome Reception (Monday) \$500
- CorrCafe Sponsor \$3,000
- Literature in Show Bag \$850/Insert
- Badge Lanyards \$3,500 (*Sponsor Supplied*)
- Badge Holder Inserts \$3,500 (*Sponsor Supplied*)
- Floor Map \$3,000 (*TAPPI will produce and provide*)
- Aisle Sign Sponsor \$3,000 (*TAPPI will produce & provide*)
- Event Website Banner \$3,000
- Mobile App Sponsor \$3,000
- Charging Station Sponsor \$3,000
- Gala: New England Clam Bake Sponsor \$3,500
- Tuesday Show Floor Networking Reception Sponsor ... \$2,500
- Logo on Event Bag and Insert \$2,000
- Conference Notepad \$2,000 (*Sponsor provided*)
- Registration Pen \$850 (*Sponsor provided*)

PLATINUM AND GOLD SPONSORSHIPS

- Platinum Sponsor \$12,000 Special / \$13,500 after 4/14/17
- Gold Sponsor \$10,500 Special / \$12,000 after 4/14/17

CONFERENCE GUIDE ADS

- Full Page 4-COLOR \$2,500
 - 1/2 Page 4-COLOR \$1,450
 - 1/4 Page 4-COLOR \$750
 - Back Cover \$3,500
 - Inside Front Cover \$3,500
 - Inside Back Cover \$3,000
- Opposite Table of Contents & Special Positions: add \$500*

TOTAL OF SPONSORSHIPS SELECTED: _____

PAYMENT METHOD

Checks (*make checks payable to TAPPI in US dollars*). Mail Payments to:

TAPPI; Attn: CorrExpo 2017 Sponsorship; 15 Technology Pkwy S., Ste 115, Peachtree Corners, GA 30092 USA

Credit Card (*Check one*) Amex Visa Master Card

Credit Card Number: _____

Expire Date: _____ Name on card: _____

Authorized Signature: _____

Return application to: lcohen@tappi.org or 914-944-0135 or Fax 914-944-0377