


TAPPI 
**Corrugated
Week 2018**
September 24 - 27, 2018 • Indianapolis, IN

SPONSORSHIP PROSPECTUS

**DRIVING DISRUPTION:
THE ROAD TO SUCCESS**

WWW.CORRUGATEDWEEK.ORG

BUCKLE YOUR SEAT BELTS!

TAPPI AND AICC HAVE JOINED FORCES FOR **CORRUGATED WEEK 2018**

Dates: September 24-27, 2018

Exhibits: September 26th & 27th

Indianapolis Convention Center, Indianapolis, IN USA

ONE SHOW. ONE WEEK. ONE EXHIBIT FLOOR.

There is no better way to rev up your marketing programs and reach your target audience than through event marketing and sponsorships at Corrugated Week.

- 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 ...
-

Don't miss this opportunity to be at the most important gathering of decision makers in the corrugated industry.

THINK OUTSIDE THE BOOTH!

CORRUGATED WEEK 2018 PROMOTIONAL OPPORTUNITIES

Make sure your message is seen and heard by all TAPPI & AICC Corrugated Week attendees. Promotional opportunities are designed to increase branding and traffic to your booth, as well as create excitement for your company. Whatever your marketing goals, there is a promotion to help achieve your objectives.

■ EVENT GUIDE

An ad in the event guide is seen by everyone as all attendees review each page. The event guide is retained as a reference source all year long. Ad pages are limited. See sizes and pricing on the application page.

■ GOLF

It's all about Golf Sponsorships! The 2018 Corrugated Classic Golf Tournament will be held at the famous Brickyard Crossing Golf Course. Let your company be a part of the kick-off networking event at the Indianapolis Motor Speedway where several holes are actually inside the track infield!



We are excited to offer these Golf opportunities:

- ▶ **Golf Hole Sponsor \$600** (*special recognition at the tee*)
- ▶ **Golf Cart Sponsor \$2,500** (*sign on every golf cart*)
- ▶ **Beverage Cart Sponsor \$3,500**
Golfers' drinks are on you (*included in price*) as the cart is driven from hole-to-hole with your company sign on it as sponsor
- ▶ **Halfway House Bar Sponsor \$2,500**
You receive signage at the halfway point on the course, and the golfers' appreciation for the drinks that are on you (*included in price*)
- ▶ **Golf Box Lunch Sponsor \$2,500**
Website and event guide recognition (*lunch included*)
- ▶ **Golf Giveaway Sponsor \$1,500**
Distribute a giveaway for the golfers such as hats, golf balls, or towels (*sponsor provided*)

■ MONDAY NIGHT WELCOME RECEPTION

Cost: \$600 – Open to Multiple Sponsors

All conference attendees and exhibitors are invited to the official Welcome Reception on Monday night at the JW Marriott Hotel. As a sponsor, your company is listed in the event guide, prominently displayed at the reception, and included on the sponsor acknowledgement page of the event website.

■ TUESDAY OR WEDNESDAY LUNCH SPONSOR

\$3,500 /day (Both days/\$6,000)

Conference attendees receive lunch vouchers which will include your logo. At each lunch table there will be a tent card with your company name/logo and booth number. In the event guide, website and event listings, wherever lunch is listed it will say "Sponsored by..." High visibility and direct contact with the paid attendees you want and need to reach!

■ TUESDAY OR WEDNESDAY SHOW FLOOR RECEPTION SPONSOR

\$3,500 (exclusive)

As the exclusive sponsor you will have napkins with your logo and signage at every bar. Throughout the show, your company name will appear as the exclusive sponsor in the event guide, on the website, on all onsite signage, and wherever the schedule of events appears. Your company will also be designated as the Reception Sponsor in attendee emails.

■ NEW! LOGO ON THE CORRUGATED WEEK 2018 EVENT BAG PLUS ONE INSERT

\$3,000 (exclusive)

Your logo appears alone on one side of the official Corrugated Week Event Bag given to all attendees and retained for use all year long! You can also include a one- or two-sided insert.

THINK OUTSIDE THE BOOTH!

■ LITERATURE IN THE SHOW BAGS

\$850 (sponsor provided) – 6 opportunities

The most direct path to delivering your literature into the hands of attendees! Place a flyer, brochure or other insert in the official show bag. All attendees receive the official show bag.

■ SPEEDWAY FLOOR MAP

\$3,500 (exclusive)

TAPPI will produce and provide the floor map

Used by all attendees, this is a major traffic-building promotion. Your company will have exposure on the front and back panel of the map (like a full page ad) and will be highlighted on the show floor map directing attendees straight to your booth. One of the strongest traffic builders we offer! Ask to see past examples.

■ DALLARA INDYCAR FACTORY GALA SPONSOR

\$3,500 (limit 2 sponsors)

On Tuesday night, buses will take exhibitors and attendees to this all-inclusive Gala at the famous Dallara IndyCar Factory, designer and builder of some of the world's most competitive racecars. Throughout the night, there will be options to drive in a race simulator to experience the real feel of being behind the wheel or test your skills at the Pit-Stop Challenge where you compete for the fastest time. As a sponsor, your logo will be prominently displayed onsite, and included in the pre-conference email letter sent to all attendees. Attendees will have the option to have their photo taken with an IndyCar and the keepsake photo will include your logo.

■ AISLE SIGN SPONSOR

\$3,500 (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, booth number – and impact. Ask to see past examples.

■ REGISTRATION PENS

\$850 (exclusive) (sponsor to provide pens)

Put your customized message at attendees' fingertips from the moment they arrive. This handy and effective tool will be used and retained long after Corrugated Week ends.

■ THE CORRCAFÉ SPONSORSHIP

\$3,500 (exclusive)

This is a highly visible opportunity located on the show floor and offering attendees the opportunity to relax and enjoy soft beverages. Includes onsite signage and recognition as the CorrCafé sponsor on the website, in the event 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 locale.

■ 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 Corrugated Week event. Great promotion for driving people to your booth.

■ NOTEPADS

\$1,500 (exclusive) (sponsor to provide notepads)

Everyone needs a notepad to capture those great sessions! Have each notepad personalized with your information. Notepads will be distributed to all 2018 paid conference attendees.

■ NEW! FLOOR STICKERS WITH YOUR LOGO IN THE CONVENTION CENTER

\$2,000 and up (Sponsor responsible for production costs)

Have your logo and booth number placed in strategic locations (entrance to the show, escalators, by registration). Price depends on number and size of stickers.

■ FREE STANDING SIGNAGE

\$2,000/side – By Registration or Exhibit Hall (Sponsor responsible for production costs)

Just send the artwork and these six foot signs are produced and positioned within the registration or other high trafficked area.

■ HOTEL LITERATURE IN-ROOM DROPS

\$1,000 – Mon. or Tues.

(sponsor directly responsible for hotel fees)

DIGITAL OPPORTUNITIES

■ **NEW! CORRUGATED WEEK 2018 MOBILE APP EXCLUSIVE**

\$4,500 (exclusive)

Engage with Corrugated Week attendees in ways that have never been possible before when you sponsor the Mobile App. Sponsorship includes enhanced company listing, highlighted exhibitor listing, company logo on splash screen and banner ads! App functions on multiple platforms including the iPhone, Android and any smartphone that has web-enabled browser capability. There's so much more – call for details.

■ **NEW! SPONSOR OF THE CONFERENCE PROCEEDINGS**

\$2,500 (exclusive)

Send us your logo and company copy and your message will be on conference attendees' computers along with the presentations! The full conference proceedings link with content from all the sessions is emailed to all paid conference attendees to download and save to their computer – with your message and logo! Great way to always remind attendees of who you are and how to find you!

■ **CHARGING STATION SPONSOR**

\$3,000 (exclusive)

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 on the event website. This is a sponsorship that will be used over and over again with name recognition and branding for you. Have your materials at the station for attendees to review while waiting for their charge!



OUR PREMIER SPONSORSHIPS

These special opportunities offer extensive, continual exposure pre-show, onsite and post-show. They establish your company as a leader, bring thousands of branding impressions, offer you premier coverage and ensure that all attendees know who you are and why they should come to your booth and learn more about your products and services.

PLATINUM SPONSORSHIP

\$13,000 Special • \$14,500 after 5/15/18 – (Minimum 10' X 20' exhibit space required)

EXCLUSIVE PLATINUM BENEFITS:

- Tuesday: Option to give a two minute company overview at the opening session
- Tuesday Breakfast Sponsor
- Tuesday Coffee Break (with logo napkins)
- Logo on the Keynote Presentation Screen
- “Sponsored by” signage at the Keynote, breakfast and break
- Golf Hole Sponsor (your choice of hole)
- Welcome Reception Sponsor
- Special VIP reception with TAPPI President & CEO and AICC President, for 2-3 of your company representatives

ADVERTISING:

- Full page, four-color ad in the official event guide
- Event Bag insert (One single-sided or two-sided insert - sponsor supplied)
- **New!** Opportunity to provide a one-page marketing flyer about your company/products to be featured on each table during Tuesday’s keynote session — sponsor must provide and distribute prior to the beginning of the session.

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide
- Inclusion on a special “Thank You to our Sponsors” sign onsite

- **New!** Logo on the box plant special offer form
- Logo appears in major industry magazines, literature, website, e-mail campaigns and “Go-to” company for quotes and media coverage
- Top logo position on the 2018 Corrugated Week event website with link to your website

EDUCATION:

- Two full conference passes

TRAFFIC BUILDER:

- Company recognition in promotional email blast with your website link
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

NETWORKING OPPORTUNITIES:

- Special VIP Reception
- Monday Night Welcome Reception
- Tuesday and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night: Dallara IndyCar Factory Gala (paid event)



GOLD SPONSORSHIP

\$11,000 Special • \$12,500 after 5/15/18 – (Minimum 10' X 10' exhibit space required)

SPECIAL GOLD BENEFITS

As part of being a Gold Sponsor, your logo will appear on signage at the Wednesday Keynote and on the presentation screen.

CHOOSE THREE OF THE FOLLOWING:

- Wednesday Continental Breakfast Sponsor
- Wednesday Coffee Break Sponsor (with logo napkins)
- Monday Night Welcome Reception Sponsor
- Golf Hole Sponsor (your choice of hole)

ADVERTISING:

- Full page, four-color ad in the official event guide
- Event Bag insert (One single-side or two-sided insert - sponsor supplied)
- **New!** Opportunity to provide a one-page marketing flyer about your company/products to be featured on each table during Wednesday's Continental Breakfast — sponsor must provide

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide
- Inclusion on a special "Thank You to our Sponsors" signage onsite
- Logo appears in major industry magazines, literature, website, e-mail campaigns and "Go-to" company for quotes and media coverage

- Logo with link to your website on the official Corrugated Week website
- Special VIP reception with TAPPI President & CEO and AICC President, for 2-3 of your company representatives
- **New!** Logo on the box plant special offer form

EDUCATION:

- One full conference pass

TRAFFIC BUILDER:

- Company recognition in promotional email blast with your website link
- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)

NETWORKING OPPORTUNITIES:

- Special VIP Reception
- Monday Night Welcome Reception
- Tuesday and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night: Dallara IndyCar Factory Gala (paid event)



BRONZE SPONSORSHIP

\$6,000 Special • \$8,000 after 5/15/18 – (Minimum 10' X 10' exhibit space required)

SPECIAL BRONZE BENEFITS

CHOOSE ONE:

- Monday Night Welcome Reception Sponsor *OR*
- Golf Hole Sponsor (your choice of hole)

CHOOSE ONE:

- Half page four-color ad in the official event guide *OR*
- Event Bag insert (one single-side or two-sided insert - sponsor supplied)

BRANDING AND SPONSOR RECOGNITION:

- Logo on the Event Bag given to all attendees
- Sponsor ribbons
- Logo and sponsor recognition in the official event guide
- Inclusion on a special “Thank You to our Sponsors” signage onsite

- Logo appears in major industry magazines, literature, website, e-mail campaigns and “Go-to” company for quotes and media coverage
- Logo with link to your website on the official Corrugated Week website
- Special VIP reception with TAPPI President & CEO and AICC President, for 1-2 of your company representatives

NETWORKING OPPORTUNITIES:

- Special VIP Reception
- Monday Night Welcome Reception Sponsor
- Tuesday and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night: Dallara IndyCar Factory Gala (paid event)

GENERAL EXHIBITOR BENEFITS

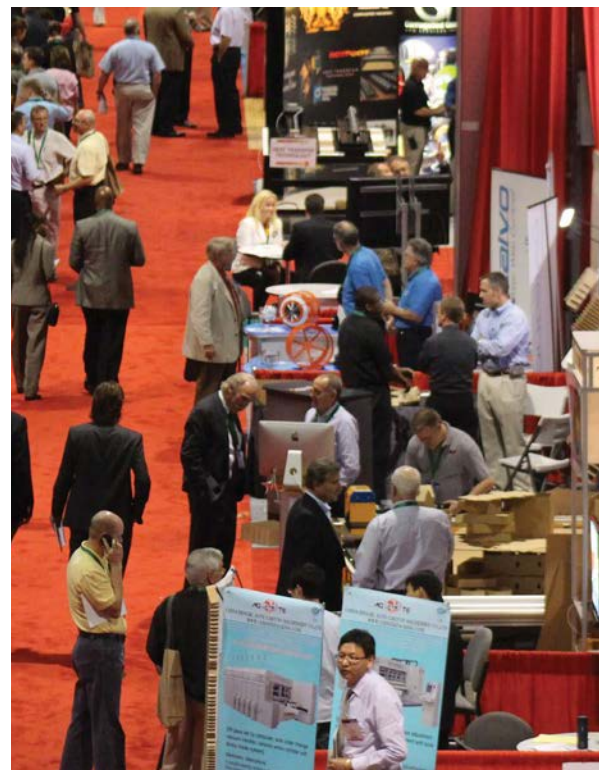
Booth rates (as of 2-1-18), \$2,900 per 10'x10', \$5,300 per 10'x20' and \$8,950 per 20'x20' (rates subject to change).

BOOTH SPACE:

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

NETWORKING OPPORTUNITIES:

- **SUPPLIER TOOL KITS** provided offering Free Guest Passes to the show for your customers (\$50-75 value)
- Monday Night Welcome Reception
- Tuesday and Wednesday Networking Receptions on the exhibit floor (cash bar)
- Tuesday Night: Dallara IndyCar Factory Gala (paid event)



SPONSORSHIP CONTRACT

PREMIER SPONSORSHIPS

- Platinum Sponsor** \$13,000 Special/\$14,500 after 5/15/18
- Gold Sponsor** \$11,000 Special/\$12,500 after 5/15/18
- New! Bronze Sponsor** \$6,000 Special/\$8,000 after 5/15/18

GOLF

- Golf Hole Sponsor** \$600
- Golf Cart Sponsor** \$2,500
- Beverage Cart Sponsor** \$3,500
- Halfway House Bar Sponsor** \$2,500
- Box Lunch Sponsor** \$2,500
- Golf Giveaway Sponsor** \$1,500

PREMIER OPPORTUNITIES

- Welcome Reception (Monday) Multiple Sponsors**..... \$600
- CorrCafé Show Floor Sponsor** \$3,500
- Badge Lanyards**..... \$3,500 (Sponsor supplied)
- Badge Holder Inserts**..... \$3,500 (Sponsor supplied)
- Event Bag Logo and Literature**.... \$3,000 (TAPPI provides bag)
- Floor Map**..... \$3,500 (TAPPI will produce and provide)
- Literature in Show Bag** \$850
- Aisle Sign Sponsor** \$3,500
- Gala at Dallara IndyCar Factory (Tuesday)** \$3,500
- Conference Notepad**..... \$1,500 (Sponsor supplied)
- Registration Pens**..... \$850 (Sponsor supplied)
- Tuesday Lunch Sponsor**..... \$3,500
- Wednesday Lunch Sponsor**..... \$3,500
- Lunch Sponsor (Both Days)**..... \$6,000

- Tuesday Show Floor Reception Sponsor**..... \$3,500
- Wednesday Show Floor Reception Sponsor**..... \$3,500
- Free Standing Signage (by Registration or Exhibit Hall)** \$2,000/side
- Floor Stickers with your Logo in the Convention Center** \$2,000 plus
- Monday Hotel Literature In-Room Drops** ... \$1,000 (plus Hotel Fees)
- Tuesday Hotel Literature In-Room Drops**... \$1,000 (plus Hotel Fees)

DIGITAL OPPORTUNITIES

- Conference Proceedings Sponsor**..... \$2,500
- Mobile App Sponsor**..... \$4,500
- Phone Charging Station** \$3,000

EVENT GUIDE:

Your ad in the Event Guide is seen by all as attendees scour the pages- and ads. The Event Guide is retained as a reference source. Ad pages are limited.

EVENT GUIDE RATES AND SPECS

- 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 SPONSORSHIP PACKAGE: \$ _____

Contact Information:

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Web Address/html link: (for recognition on TAPPI Website) _____

Signature: _____

Payment Information:

Check (make checks payable to TAPPI in US dollars)

Total Amount enclosed: _____

Checks should be mailed to: TAPPI, 15 Technology Parkway South, Suite 115, Peachtree Corners, GA 30092 Attn: 2018 Corrugated Week

Credit Card (check one) AMEX Visa MasterCard Discover

Card Number: _____ Expire Date: _____

Name on Card: _____

Authorized Signature: _____

By signing this document you hereby agree to the terms and conditions set forth in the Sponsorship Prospectus.

Fax completed contracts to Linda Cohen at 914-944-0377
Or for questions contact Linda at 914-944-0135 or lcohen@tappi.org

RULES AND REGULATIONS

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of Corrugated Week 2018, 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 booth rate is \$2,900 per 10x10 Booth, \$5,300 per 10x20 Booth and \$8,950 per 20x20 Booth. Booth fee includes pope and drape, ID sign, and inclusion in the onsite show guide. Payment must be submitted with your application/contact.

2. PAYMENT. A \$300 deposit must accompany a completed application. Rates are subject to increase.

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 February 1, 2018. No refunds will be issued after February 1, 2018. Rates will be increased and adjusted to standard rates if payments are not received prior to the payment schedule. Cancellation penalties and downsizing fees will result in non-refundable fees due based on the annual payment dates. 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 according to payment schedule, 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. 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, or any other TAPPI authorized contract help, its official service contractors nor the Facility 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, Shepard Exposition Services and the Facility 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 Corrugated Week 2018 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 lewd or 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 3 feet 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 Facility 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 Facility.

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. SHOW DIRECTORY. To be listed in the printed Conference Guide, Show Management must receive the completed and signed space application and full payment prior to July 9, 2018.

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.