



What's New Session Expanded to Include More Applicants!

Tuesday, Sept 26 & Wednesday, Sept 27
Indiana Convention Center, Indianapolis, IN

Due to popular demand the What's New Session will be tripled in size this year and we are moving it out to the exhibit floor to increase visibility to include not only conference attendees but all exhibit visitors as well!

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
- Signage in the exhibit hall outside the What's New Pavilion that lists the presentation title, company and time of presentation
- 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 2017. 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 **May 30, 2018**. 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 Corrugated Week exhibitor.
- 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 (**August 24, 2018**).
- There will be two 45 minute time slots each day, Tuesday 1:00 – 1:45 and 3:00 – 3:45 and Wednesday, 1:00 – 1:45 and 2:45 – 3:30.
- 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 exhibitor in the 2018 Corrugated Week Trade Show is eligible to apply for the What’s New Sessions.

Important Dates to Remember

- **May 30, 2018** - Application Submission Deadline
- **June 1, 2018** - Presentation times selected and presenters notified by June 10th.
- **August 31, 2018** — Final PowerPoint presentations submitted to TAPPI
- **September 26 & 27, 2018** —What’s New Sessions 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
https://TAPPIconference.smapply.io/prog/corrugated_week_2018
- 2) You will be asked to create a user name and password.
- 3) You will then see a button to Apply
- 4) Fill out all of the task fields and then Submit Application.

Questions about the What's New Sessions?

Kristi Ledbetter

Converting Division Manager, TAPPI

Office: +1 770-209-7319

Email: kledbetter@tappi.org

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

