

## SuperCorrExpo 2016 IS YOUR BEST MOVE

SuperCorrExpo's industry-specific focus and ratio of machinery per square foot attract the industry's most influential people—and the easy access of our new Orlando location and its destination appeal will increase attendee traffic even more.

As the most important corrugated show in the Western Hemisphere, SuperCorrExpo is for every decision maker that needs to stay on the leading edge of the corrugated industry—and for every manufacturer and supplier that wants to reach them.

Brought to you by:



[www.tappi.org](http://www.tappi.org)



[www.aiccbox.org](http://www.aiccbox.org)

**RESERVE YOUR SPACE TODAY—  
RATES WILL INCREASE ON OCTOBER 22!**

### BOOTH RATE:

\$28.50 per sq. ft. (100 sq. ft. min.)

\$30.00 per sq. ft. after CorrExpo 2015

\$500 deposit due with Exhibit Application & Contract. 100% of total booth rental due February 3, 2016.

### WHAT'S INCLUDED IN YOUR BOOTH PACKAGE:

#### Branding:

Company description and product category listing in the SuperCorrExpo Show Guide

Listing on the SuperCorrExpo.org website and Floor Plan

#### Traffic-Builder:

VIP Expo Hall passes for your clients

Inclusion in the Floor Map

#### Booth Space:

Pipe and drape 10'x10' & 10'x20' booth with show colors and ID sign

#### Networking:

**Sunday Night:** Welcome Reception

**Monday:** Refreshment breaks

**Monday Night:** Networking Reception on the Exhibit Floor (cash bar)

**Tuesday:** Refreshment breaks

**Tuesday Night:** SuperCorrExpo Gala at Madame Tussaud's Wax Museum

**Wednesday:** Continental breakfast and refreshment break

**Wednesday:** International Reception

**Thursday:** Continental breakfast and refreshment break

## EXHIBITOR PROSPECTUS



## THE PERFECT FIT FOR YOUR COMPANY'S GLOBAL FUTURE

An exhibit at the largest, most comprehensive, international event in the corrugated packaging and folding carton industry gives you unequalled access to thousands of new buyers, new international markets and new opportunities that you can only reach every four years.

**RESERVE YOUR BOOTH TODAY.**

October 17-20, 2016 | Orlando Florida USA

Register today at [www.SuperCorrExpo.org](http://www.SuperCorrExpo.org)

**Reserve your space today.** Contact Linda Cohen at [lcohen@tappi.org](mailto:lcohen@tappi.org) or 914.944.0135, or visit [www.SuperCorrExpo.org](http://www.SuperCorrExpo.org) to download the 2016 Exhibit Application & Contract.

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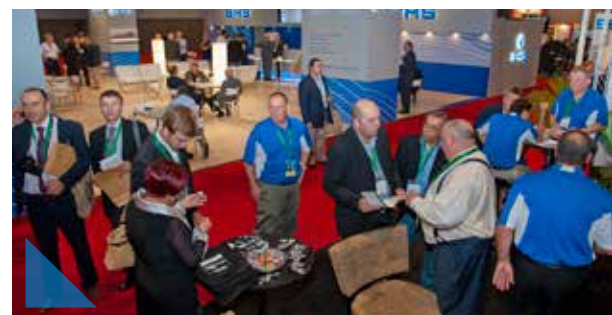


# YOUR #1 SELLING OPPORTUNITY FOR HIGH-IMPACT RESULTS

More than 6,000 professionals from the corrugated packaging and folding carton industries will come together in Orlando, Florida, USA, to connect with companies offering the latest technology and equipment, service providers showcasing new trends, and the world's leading digital printing suppliers unveiling their most innovative solutions.

As the largest, most influential trade event in the Western Hemisphere, SuperCorrExpo® 2016 provides an extremely effective platform for companies like yours to reach highly qualified buyers from over 70 countries, representing the world's largest box plants and integrated corrugated plants and facilities—all looking to conduct business in one convenient place.

A booth at SuperCorrExpo is your most cost-effective opportunity to generate leads, grow your sales and strengthen your competitive edge, all in four highly productive days. For unequalled access to this unique selling opportunity, exhibit at SuperCorrExpo 2016.



**GENERATE NEW LEADS IN OUR NEW LOCATION: ORLANDO**—the gateway to Latin America, providing access to international attendees from key emerging areas.



# SUPERCORREXPO 2016 ALLOWS YOU TO:

## GET YOUR BRAND IN FRONT OF A HUGE AUDIENCE

SuperCorrExpo attracts more than 6,000 motivated buyers, operators and converters, all ready to purchase equipment, supplies and packaging solutions and services. And, in 2016, SuperCorrExpo is expanding to include the folding carton industry. A booth here places your company squarely in front of corporate officers, box plant owners, corporate procurement reps, senior managers, and production and plant managers. Meet face-to-face with the decision makers and provide answers for the technical managers influencing their decisions.

## EXPAND YOUR GLOBAL REACH

With attendees from 70+ countries, SuperCorrExpo is the ideal way to expand your business and your connections internationally. And with the new show location in Orlando, you have improved access to the emerging markets in Latin America.

## SOURCE INFLUENTIAL BUYERS

At SuperCorrExpo, deals are made, long-term relationships are built and sales increase, all from the show floor! Attendees are key purchasing decision makers in their organizations, and they buy onsite or plan to buy as a result of attending. These high-level executives represent a huge and unique selling opportunity for you.

## SHOWCASE YOUR TECHNOLOGY

SuperCorrExpo is your once-every-four-years opportunity to show off your leading machinery, equipment and supplies—live in action on the show floor. SuperCorrExpo attendees come to see the latest technology around corrugated packaging and folding cartons, and a booth here shines a bright spotlight on your company's best offerings.



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# ELEVATE YOUR PRODUCTS & YOUR BRAND

Your success is our success, and SuperCorrExpo 2016 works hard to ensure your business, your sales and your future profits soar.

## SuperCorrExpo BRINGS IN YOUR BUYERS.

SuperCorrExpo 2016 supports its exhibitors with an aggressive marketing and promotional program to ensure show success:

**Print and digital advertising** through 20 industry-leading print and association partners.

**Multi-tiered direct mail campaign** designed to generate interest, create awareness and drive registration.

**Comprehensive online advertising and email marketing campaigns**, including ad retargeting and search engine marketing.

**International attendee promotion** targeting growth markets in Asia and Latin America, including advertising with leading overseas publishers, promotion at foreign industry events, and a media relations campaign for international press and key buyers.

## INCREASE YOUR BOOTH TRAFFIC WITH A HIGH-IMPACT SPONSORSHIP.

While exhibiting gives you an unparalleled opportunity to demonstrate your machinery in action, a SuperCorrExpo 2016 sponsorship sets your company apart from the rest—boosting your visibility, strengthening brand recognition and generating powerful results that last long after the show.

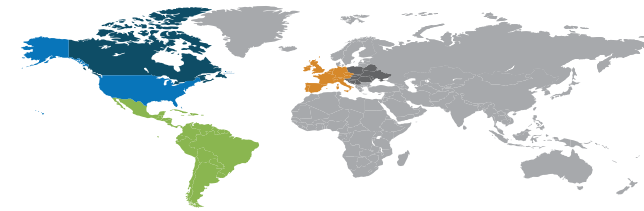
### Preliminary options include:

- Lanyards
- Personalized notepads and pens
- Badge inserts
- Website banners
- Aisle signs
- Golf sponsorships
- Charging stations
- And much more!
- Blackout Bingo

# DO BUSINESS WITH SERIOUS BUYERS

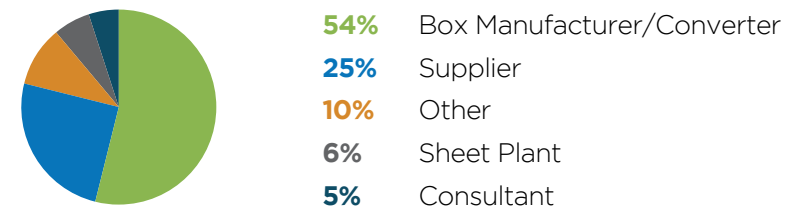
Millions of dollars worth of deals were generated at the last SuperCorrExpo, and the expanded 2016 event promises to offer even more profit-boosting opportunities. SuperCorrExpo will connect you with the entire world of corrugated packaging and folding cartons—companies of all sizes, from across the entire United States and around the globe. Make sure they buy from you.

## REACH BUYERS FROM 70+ COUNTRIES:



<b>81%</b>	United States	<b>3%</b>	Canada
<b>4%</b>	Latin America & Caribbean	<b>1%</b>	Eastern Europe
<b>3%</b>	Western Europe	<b>8%</b>	Other International

## CONNECT WITH YOUR ENTIRE INDUSTRY:



## MEET A WIDE RANGE OF INDUSTRY PROFESSIONALS, INCLUDING:

- Owner/President/CEO
- Plant Operator/Operations Management
- Purchasing/Engineering/R&D/Sales/Maintenance/Consultant
- And more!

**ATTENDEES ARE LOOKING TO BUY YOUR EQUIPMENT, SUPPLIES AND SERVICES—IT'S THE #1 REASON THEY ATTEND.**

Attendees have large annual purchasing budgets and place orders at the show. Nearly 20% of attendees come from hard-to-access areas outside the U.S. As a show dedicated solely to the corrugated packaging and folding carton industry, many attendees attend no other trade event.

## A SAMPLING OF COMPANIES YOU'LL MEET:

- Atlantic Packaging
- CorrChoice
- Georgia Pacific
- Green Bay Packaging
- International Paper
- Menasha Corporation
- Packaging Corporation of America
- Pratt Industries
- WestRock



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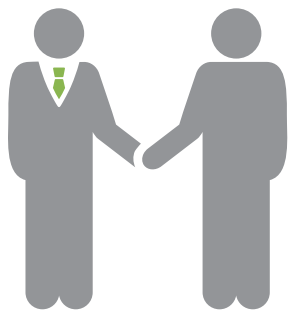


# A PROVEN STRATGEY FOR POWERFUL OUTCOMES

SuperCorrExpo is your unmatched opportunity to secure top-quality connections, efficiently and economically.

## TRADE SHOWS LIKE SUPERCORR-EXPO ARE COST-EFFECTIVE.

Closing a deal from a trade show lead costs almost 50% less than closing from a sales call.



**\$550** average to close from an exhibition lead



**\$997** average to close from a sales call

## A TRADE SHOW BOOTH IS THE MOST PRODUCTIVE WAY TO FIND LEADS.

A trade show booth is the most productive way to find leads.



Source: Center for Exhibition Industry Research (CEIR)

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# CONNECT WITH THE ENTIRE INDUSTRY & CAPTURE YOUR SHARE OF THE MARKET

When you exhibit at SuperCorrExpo 2016, you'll be in the good company of leading businesses from the corrugated packaging and folding carton industry. Your machinery, products and services will enjoy unparalleled exposure among highly qualified buyers and influential decision makers who are looking for the technology that you're selling.

## JOIN ALMOST 400 COMPANIES EXHIBITING IN 2016. HERE ARE JUST A FEW:

- |  |                            |                                     |
|--|----------------------------|-------------------------------------|
| A.G. Stacker, Inc.                           | EAM- Mosca Corp            | MarquipWardUnited                   |
| Alliance Machine Systems International , LLC | EMBA Machinery AB          | Mitsubishi Heavy Industries America |
| ARC International                            | Fosber America             | SHANGHAI SRPACK MACHINERY CO., LTD. |
| Automatan Inc.                               | George M. Martin Company   | SUN Automation Group                |
| Baumer hhs                                   | Haire Group - Dong Fang    | Systemc Conveyors                   |
| BHS Corrugated                               | Hewlett-Packard            | Tien Chin Yu Machinery Mfg. Co, Ltd |
| Bobst North America Inc.                     | INX International Ink. Co. | Young Shin USA Limited              |
| CEL Chemical & Supplies, Inc.                | JB Machinery Inc.          |                                     |



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