



Great Marketing Opportunity! 2016 TAPPI/AICC - What's New Session

Monday, October 17th, 11:00 AM
Orange County Convention Center, Orlando, Florida, USA

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 2014. Month and year when the product was first introduced to the market is required.
- Provide title, speaker's name and contact information, company name, and a short abstract to TAPPI by **April 30, 2016**. Abstracts should be about 75 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 1st**).
- There will be a maximum of eight 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 in late May.

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

- **April 30, 2016** - Application Submission Deadline
- **May 13, 2016** - Presentation times selected and presenters notified by May 20, 2016
- **Sept 1, 2016** — Final PowerPoint presentations submitted to TAPPI
- **Oct 17, 2016** —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 **Speaker Management System**
- 2) Choose "**New user? Register now!**" and create a user name and password. *This is not your TAPPI ID.*
- 3) Choose "**Add new submission+**"

- 4) Complete the abstract submission form.
- 5) Select "**Save & Submit**" at the bottom of the page when you are finished and your abstract will be submitted for consideration. You may select "Save & Continue" if you will need to leave the form and return to it later to complete it.

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 2016 SuperCorrExpo, including the **Exhibit** and **Schedule of Events** please visit: www.supercorrexpo.org

