



Exhibitor Update

We look forward to having you exhibit at [SuperCorrExpo 2016](#) October 17-20, 2016 at the Orange County Convention Center in Orlando, FL USA.

Below you will find the information you need to successfully participate in the show and enhance your return on investment. Please save this email as it contains important log-in information, as well as links to exhibitor service kits, housing information, product/category listings, sponsorship information and more. We will send out periodic e-mail updates to keep you informed of critical deadlines, show news and other important updates. We also encourage you to regularly visit SuperCorrExpo website www.supercorrexpo.org which contains up-to-date information for all exhibitors.

Sponsorship & Promotional Opportunities

TAPPI and AICC have developed programs that will provide relevant content through multiple channels: print, face-to-face and digital. As information consumption habits change, a more balanced media plan that includes all delivery platforms is critical. Download the [Exhibitor Prospectus](#) and learn how you can maximize your exhibiting ROI!

Exhibitor Service Manuals

[Exhibitor Service Manuals](#) are available. Additionally, all exhibitors should have received an e-mail from Shepard Exposition Services containing instructions on how to access the kit directly from the Shepard website. **Log-on to the Shepard On-Line Manual** to place your orders directly online. **You must create a company profile with password for complete access and online capability.**

Your login information is as follows:

Username: Your email address

Password: SCE16

****PREVIOUS EXHIBITORS**** If you are a previous exhibitor with SuperCorrExpo, your user name is your email address; your password remains unchanged from your previous log in. Should you have any questions regarding the manual or any exhibitor services, please contact:

Customer Service
407-888-9669

Orlando@ShepardES.com



Exhibitor Registration – Coming Soon!

Exhibitor Registration will be open soon! Please be on the lookout for an email from our registration company, QMS, containing your unique username and password to use when registering your booth personnel. The email will be titled “SuperCorrExpo 2016 Exhibitor Information - DO NOT REPLY”. Exhibitors will receive 2 complimentary exhibit personnel badges per 10x10 booth space (100 sq.ft). Additional exhibit personnel badges can be purchased for your staff at \$35 each. If you have any question or concerns about your registration, please call TAPPI's registration department at 1-877-606-0405 or e-mail at sce@prereg.net.

Housing – Book your hotel today!

Make your hotel arrangements today! TAPPI and AICC have negotiated special rates and amenities at the Hyatt Regency Orlando and Hilton Orlando. **To take advantage of these discounts, be sure to mention you are attending TAPPI/AICC's SuperCorrExpo 2016 when booking.** Rooms booked outside the blocks may be more expensive and may not include the "extras" negotiated by TAPPI and AICC (such as free WIFI and discounted parking). If you use a travel agent or company travel department, please advise them to mention the TAPPI/AICC's SuperCorrExpo 2016 meeting when booking. **SCAM ALERT: Exhibitors and Attendees have, in the past, been solicited by telemarketers stating they have a better room rate. These companies are NOT affiliated with us, nor with the Hyatt Regency Orlando or Hilton Orlando. Their offer is most likely a scam resulting in a NON-VALID reservation. If someone contacts you to book a room, please do not accept their offer. ALL HOTEL RESERVATIONS SHOULD BE MADE directly through the hotel link provided on the official SuperCorrExpo website.**

Lead Retrieval – Capture your leads!

SuperCorrExpo is excited to offer exhibitors a way to maximize your event participation by capturing attendee leads in your booth. Information on ordering your scanner is included in the Exhibitor Service Manuals.

Payment Schedule

Per the SuperCorrExpo 2016 Exhibitor Agreement, all payments were due in full February 3, 2016. Failure to pay for booth space in a timely manner can lead to penalties and loss of your exhibit space so please make sure your payment has been sent. Please contact Grayson Lutz at glutz@tappi.org if you have any questions or need an invoice resent.

Exhibit Packages

Each 10x10 Booth Package to include:

8' High Backwall Drapery, 3' High Sidewall Drapery
7" x 44" Cardstock Identification Sign

Show Colors:

- Blue/Green

Aisle Carpet Color: Blue

****Discounted furniture packages are available through Shepard Exposition Services. Please refer to the Exhibitor Manual for order forms.***

Facility IS NOT carpeted; however, flooring is REQUIRED in all exhibit booths. You may order carpet through Shepard Exposition Services. If an exhibitor fails to carpet their booth, Show Management reserves the right to have carpeting installed at the expense of the exhibitor.



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** on all sides.

Photography/Videotaping/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. Photographing and videotaping within the Exhibit Hall is restricted ONLY to the official SuperCorrExpo photographer and video crew. Exhibitors who wish to photograph, videotape or sketch their own exhibits must receive prior approval by show management. Show Management obtains the right to enforce actions on exhibitor violators of the “No Photography” policy explained in detail in the Exhibitor Manual.

Decimeter Guidelines for Machines

Operating machinery is essential to the success of SuperCorrExpo. Machine sound presentations will be permitted at a **maximum of 85 decibels** as measured by show management and must be conducted on a schedule based on show management’s approval. **Schedules must not exceed 3 minutes every 45 minutes.** Machines, fans and/or loudspeakers should be positioned to direct sound into the center of the exhibit and not point out into the aisles or at neighboring exhibitors. Silencers and/or enclosed sound barriers may be used to decrease the sound. It is the responsibility of each exhibitor to arrange displays, product or machinery in a manner that will ensure compliance. Show Management reserves the right to request the machine cease or be limited. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

Hanging Signs

Hanging signs are permitted in minimum 20’x20’ Island Booths ONLY. Please also be sure to contact Shepard Exposition Services and the Orange County Convention. For additional questions regarding signage within the confines of your exhibit space, please contact Grayson Lutz at glutz@tappi.org.

What’s New Session – Great Marketing Opportunity!

The What’s New Session allows you access to the entire conference audience in a short commercial presentation dedicated to your newest product or 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)
- 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 **March 15, 2016**. Abstracts should be about 75 words or less and describe what the presentation will be about.

Slots are limited so if you are interested please contact Kristi Ledbetter for more details at kledbetter@tappi.org or 770-209-7319.



Show Schedule-At-A-Glance

Keep up with what's going on at [SuperCorrExpo 2016!](#)

Exhibitor Move-In

*Targeted Move-In Thursday, October 13th 1pm-5pm and Friday, October 14th 8am-5pm. Must be pre-approved.

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|----------------------|-----------------|
| Saturday, October 15 | 8:00am – 5:00pm |
| Sunday, October 16 | 8:00am – 5:00pm |
| Monday, October 17 | 8:00am – 9:00am |

Show Hours

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|-----------------------|----------------|
| Monday, October 17 | 12:00pm-5:00pm |
| Tuesday, October 18 | 12:00pm-5:00pm |
| Wednesday, October 19 | 12:00pm-5:00pm |
| Thursday, October 20 | 12:00pm-3:00pm |

Exhibitor Move-Out

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|----------------------|------------------|
| Thursday, October 20 | 3:00pm – 10:00pm |
| Friday, October 21 | 8:00am – 5:00pm |

Questions?

Please [contact us](#) if you have any questions regarding your show participation.