ELEVATE YOUR
SPONSORSHIP OPPORTUNITIES:

Through event sponsorship, your company can be positioned as one of the biggest players in the industry. SuperCorrExpo is the olympics of the corrugated world, being the single marketing investment that hits all of the biggest prospects at one time in one place.
Golf is a huge pastime of many of the industry’s top decision makers. That’s why our golf tournament routinely sells out. The SuperCorrExpo 2020 Golf Classic Tournament will be held Sunday, Sept 13, 2020. You won’t want to miss this kick-off networking event. All sponsorships receive exposure and impressions on the SuperCorrExpo website, in the conference guide and onsite signage at the event.

**BEVERAGE CART SPONSOR**
$6,500

Drinks are on you! Golfers enjoy free beverages from the beverage cart sporting your logo. The cart goes hole to hole, providing refreshments and maximum exposure.

**HALFWAY HOUSE BAR SPONSOR**
$5,500

Located at the halfway point of the course, you will have signage and the option to distribute a giveaway to all golfers.

**GOLF CART SPONSOR**
$5,500

Drive your brand recognition to new levels by including your logo on every golf cart.

**BOX LUNCH SPONSOR**
$5,000

Sponsor provides box lunches for golfers at the tournament start with a promotional recognition card included inside all box lunches. (Cost Included)

**GOLF GIVEAWAY SPONSOR**
$2,500 (limit 3 sponsors)

Distribute a giveaway for the golfers, such as hats, golf balls, or towels. Everyone will be walking around with your logo on the course. (Sponsor provided)

**GOLF HOLE SPONSOR**
$850

Impress all the top golf and corrugated players with special logo signage.
SPONSOR AN EVENT

By sponsoring an event, your brand will receive significant exposure before and during the show. There’s no better way to stand out among the competition.

UNIVERSAL ORLANDO GALA
Exclusive SuperCorrExpo 2020 Event

On Tuesday Night, Universal Orlando will set the stage for networking magic, as it is taken over by SuperCorrExpo attendees. It will feature attractions designed to bring the magic and adventure of Universal to life in an exciting way that guests have never experienced before. For the first time anywhere, guests will have the one-of-a-kind opportunity to experience Universal Orlando. Multiple level sponsorships are available.

Tier 1 Sponsor (3 available)
$9,500

- Tickets to the event have your company logo
- Special Universal Orlando lanyard & laminated badge keepsake with your company logo given to all Gala attendees
- Logo on the special SuperCorrExpo bus giveaway bag
- Opportunity to provide giveaways for inside the bag (approval needed)
- Your company logo on the pre-registration letter to all attendees where the Gala is mentioned
- “Sponsored by” on the schedule of events listing, on the website & in the Event Guide
- Signage on the buses and at our private entrance to Universal Orlando
- Announced acknowledgements of our sponsors
- “Sponsored by” recognition in ads/articles about the Gala
- Five passes to the Gala

Tier 2 Sponsor
$6,000

- Logo on the special SuperCorrExpo bus giveaway bag
- Opportunity to provide giveaways for inside the bag (approval needed)
- “Sponsored by” recognition in ads/articles about the Gala
- Signage on the buses and at our private arrival to Universal Orlando
- Announced acknowledgements of our sponsors
- Three passes to the Gala
HOSTED WELCOME RECEPTION – SUNDAY
$750 (multiple sponsorships available)
All attendees and exhibitors are invited to the official Welcome Reception on Sunday night. Be associated with this reception with your company listed in the Event Guide, prominently displayed at the reception, and on the website’s sponsor acknowledgement page.

CONTINENTAL BREAKFAST & COFFEE BREAKS
$5,500
Let your company be synonymous with a pleasant awakening as a sponsor at one of the Continental Breakfasts & Coffee Breaks. Your sponsorship will provide attendees with a full continental breakfast buffet prior to the general session as well as a coffee break. Networking at the Continental Breakfast and Coffee Breaks is considered by many attendees to be the best way to meet up with colleagues, customers and friends. You will have signage at each event, company literature in the networking area, and listed in the Show Guide & on the website.

MONDAY, TUESDAY, OR WEDNESDAY LUNCH SPONSOR
$3,500/day (2 days: $6000 / All 3 days: $8,500)
Paid 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...”
This sponsorship provides high visibility and direct contact with the paid attendees you want and need to reach!

$4,500 PER EACH OF THE FOLLOWING EVENTS
As a sponsor of one of the following events, you’ll be able to get your name in front of nearly every attendee. That’s a lot of great brand exposure for minimal investment.

Networking Reception Sponsor on Exhibit Floor, Cash Bar (exclusive)
Choose Monday, Tuesday, or Wednesday
As the exclusive sponsor, you will have napkins with your logo at every bar, listed in the Event Guide & website on the schedule of events as the sponsor, and on signage throughout the show!

International Reception Sponsor (exclusive)
$5000
International buyers are sought after, and you will have access to this elite group as the sponsor of this event held on Wednesday. A table can be set up for you to distribute your materials or giveaways, and there will be signage throughout the show, on the website and in the Event Guide.

NEW! SPONSOR LOGO ON ALL REGISTRATION CONFIRMATION EMAILS
$5,000 (Exclusive)
Place a footer banner ad inside the confirmation email(s) that are sent to every SuperCorrExpo registrant. Attendees are requested to bring a printed copy of this email confirmation with them to expedite the badge pick up process. Your logo will be featured on the only email required for attendees to print out and bring to the show.

EVENT SPONSORSHIP PUTS YOUR BRAND FRONT AND CENTER.
LET TECHNOLOGY PROMOTE YOUR BRAND

PHONE CHARGING STATION SPONSOR
$7,500 (Exclusive)

Get your brand in one of the high traffic areas at SuperCorrExpo all week! As the Phone Charging Station sponsor, your logo will be prominently displayed on the station, included in the Event Guide and website listed as the sponsor. Your material can also be at the Charging Station for attendees. This is a sponsorship that will be used over and over again with name recognition & branding for you.

NEW! ATTENDEE REGISTRATION DIGITAL AD
$6,500 (Exclusive)

Feature your brand in a skyscraper advertisement in the Attendee Registration Portal. Each registrant will view your ad as they complete their registration for the event. Your skyscraper ad can be up to 800 pixels tall but must be 200 pixels wide. Skyscrapers are very hard to miss and will appear beside the registrant’s information.

MOBILE APP SPONSOR
$6,000

Engage with SuperCorrExpo 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. New feature on the app for 2020: Two mobile app alerts that allow you to send important real-time communications directly to each attendee that have downloaded the app. Call for more details.

FLASH DRIVE CONFERENCE PROCEEDINGS SPONSOR
$5,000 (Exclusive)

This 16GB flash drive is an especially powerful marketing tool and includes all paid conference sessions from SuperCorrExpo given to all paid conference attendees—the hardest to reach and the most sought after attendee! The flash drive will be preloaded with your company’s logo on the outside of the flash drive, opposite the table of contents page and on the website sponsor page, as well as signage as the sponsor throughout the show.
CUSTOMIZED EMAIL CAMPAIGN
$5,000 (Limit 2)

SuperCorrExpo will deliver event-related pre-show email messages specifically targeting pre-registered, as well as alumni for SuperCorrExpo. This email will have content regarding the event as well as information on registering for the conferences. Company’s logo and 50 words of copy will be included in the message along with the company hyperlink.

ENHANCE YOUR VISIBILITY AT SUPERCORREXPO VIA ANY OF OUR DIGITAL OFFERINGS

DRIVE TRAFFIC TO YOUR BOOTH

AISLE BY AISLE COUPON BOOK & GUIDE
2-sided coupon (advertiser provides copy) $600 per coupon.

Looking to drive traffic to your booth? This is a great option for ANY budget. Let’s face it, the hardest part of any show is telling attendees who you are, what you do & what’s happening at your booth. Given to every attendee, the Aisle by Aisle Coupon Book allows you to purchase a coupon (you get to use both sides) to let attendees know about anything you want, from working machinery demos, prizes, giveaways, exciting offers, entertainment, or refreshments. It’s also a great way to capture contact details if you have attendees fill out their details on the coupon to drop off at your booth.

BEAN BAG SPONSORSHIP
$3,000 (plus you can supply up to 6 bags)

Yes, you are reading this correctly! You provide bean bag chairs that will be placed throughout the registration area with your logo on them. They get noticed (and appreciated by tired attendees). You can even give them away as door prizes at the end of the show!
BRANDED GIVEAWAYS

FLOOR MAP
$7,500 (TAPPI will produce and provide floor map)

The go-to guide to find exhibitors on the show floor, the Floor Map is handed to every attendee entering the Exhibit Hall. Your logo appears on the front cover and the entire back page, as well as in an e-blast. This is a major traffic-building promotion and a great way to get your message directly into attendees’ hands.

LITERATURE IN THE EVENT BAG
$1,900 (Limited space)

Place a flyer, 2-sided brochure or another insert in our event bag which will be given to all attendees all 4 days of the show — one of the most effective methods of getting your information directly into the hands of show attendees.

LOGO ON THE SUPERCORREXPO 2020 EVENT BAG PLUS ONE INSERT
$5,500 (Exclusive)

Your logo appears alone on one side of the official SuperCorrExpo event bag given to all attendees and retained for use all year long! You can also include a one or two-sided flyer!

BADGE LANYARDS
$7,500 (Sponsor supplied)

Watch everyone walk around the show with your name around their necks!

BADGE HOLDER INSERTS
$7,500 (Sponsor supplied)

Your supplied insert will be placed in every attendee badge holder with your message visible to all for the entire week. This is great for driving traffic to your booth.

CONFERENCE NOTEPAD
$3,500 (Sponsor supplied) (Exclusive)

Everyone needs a notepad to capture those great sessions! Have your notepad personalized with your information. We will distribute to all paid TAPPI & AICC Conference attendees & VIPs.

REGISTRATION PENS
$3,500 (Sponsor supplied) (Exclusive)

Put your customized message at attendees’ fingertips from the moment they arrive, or pens can be put in all show bags given to attendees. This handy and effective tool will be used and retained long after SuperCorrExpo ends.

THESE GIVEAWAYS ARE HANDED TO ALL ATTENDEES FOR HIGH VISIBILITY.
NEW! YOU ARE HERE KIOSK SIGNAGE
$6,000 (Exclusive)

“YOU ARE HERE” kiosks provide easy access to the exhibits list & floor plan and are placed in high traffic areas inside the exhibit hall and outside the entrance. You will have huge exposure with your logo and ad on each of these kiosks.

AISLE SIGN SPONSOR
$8,000 (Exclusive)

Imagine your logo on every hanging sign on every aisle of the show! As attendees walk the show floor, it is impossible to miss your company branding – and impact.

FREESTANDING SIGNS
$2,000/Single sided, $3,500 Double sided
(Exhibitor provides graphics and is responsible for production costs.)

Freestanding signs are strategically placed and highly visible throughout the Convention Center. Market your company to our audience with these 8’ tall x 3’ wide displays. Be sure that when the buyers are looking around, it’s your company they see first.

LITE BOX SIGNS
$2,500 for 1 slot/$4,500 for 2
(Exhibitor provides graphics and is responsible for production costs.)

Lite boxes are placed throughout the high traffic areas with your company name and message in one of 3 slots available. The backlighting makes your message stand out and be seen.

NEW! FLOOR STICKERS WITH YOUR LOGO IN THE CONVENTION CENTER
$2,000 and up (Sponsor responsible for production costs)

Direct attendees to your booth with 3’ x 3’ decals complete with your logo and booth number strategically placed under their feet.

BANNERS AT SUPERCORREXPO
(Call for locations & pricing)
(Exhibitor provides graphics and is responsible for production costs.)

Bold and bright banners help you catch the attention of SuperCorrExpo attendees. Positively impact your booth traffic with banners that promote your product or service! Drive traffic to your booth from the lobby and registration areas.

SIGNAGE ON THE EXPO FLOOR MEANS BIG EXPOSURE FOR YOUR BRAND
PLATINUM SPONSOR

Show Special Cost: $29,500 (Post Show: $32,500)
(minimum 20’x20’ booth required)

SuperCorrExpo is getting bigger & better, and so are the Platinum opportunities. There is nothing as comprehensive or as powerful:

Exclusive Platinum Event Sponsorship Includes:
• Keynote presentation Introduction – your choice of which day. You can provide a one-page flyer about your company/products to be featured on each table during your keynote session. (Sponsor must provide and distribute prior to the beginning of the session.)
• Two-minute company overview
• Listed on the website, in the Show Guide & Schedule-at-a-Glance as the keynote session sponsor of the day
• Breakfast Sponsor (on day of your introduction)
• Coffee Break Sponsor (on day of your introduction)
• Logo on presentation screen during breakfast
• Signage as the sponsor at the Keynote Presentation
• Sponsorship acknowledgement on the Center Stage video monitor

Plus...NEW Bonus Opportunities (Show Special)
• Golf hole sponsor (your choice of holes)
• New! Logo on the conference proceedings

ADVERTISING
• Full Page, 4-color ad in the SuperCorrExpo Show Guide
• New! Aisle by Aisle Coupon Book
• Industry Magazine Advertising: Logo listed in SuperCorrExpo ads that will appear in major industry magazines including international exposure, SuperCorrExpo literature, website, e-mail campaigns and more!

PLATINUM SPONSORSHIP PUTS YOUR BRAND FRONT AND CENTER OF THE INDUSTRY
BRANDING IS POWERFUL & YOUR IMPACT AND LOGO REACH BEGINS ALMOST IMMEDIATELY!

- Event Bag insert (sponsor supplied)
- Logo on the event bag
- **New this year!** Logo on the box plant special offer form
- Sponsor ribbon on badges for your attending company representatives
- Top Spot: Logo and “thank you” in the Show Guide as a sponsor
- Top Spot: Logo and “thank you” on the SuperCorrExpo.org website sponsor page
- Top Spot: Inclusion on a special “Thank You to our Sponsors” sign in the registration area
- New: Media attention: “Go-to” company for quotes and coverage
- Show Guide: Company description and product category listing with logo

ONLINE

- Logo on the SuperCorrExpo.org website that links to your company website
- Top recognition on the sponsor page

TRAFFIC BUILDERS

- E-mail blast mentions as the top sponsor with a link to your website
- VIP Expo Hall passes for your clients, allowing them to attend SuperCorrExpo 2020 free of charge along with Supplier Tool Kits ($50-$75 value)
- Inclusion in the Floor Map

NETWORKING OPPORTUNITIES

- Sunday night Welcome Reception
- Monday, Tuesday, and Wednesday networking receptions on the exhibit floor (cash bar)
- Tuesday night GALA – Universal Orlando Resort (paid event)
- International Networking Reception

EDUCATION

Three Conference Passes

GALA

Three passes to the Universal Orlando Resort Gala Event
GOLD SPONSOR

Show Special Cost: $24,500
(Post Show $27,500)
(minimum 20’x20’ booth required)

SPECIAL GOLD BENEFITS

Choose Two & Your Preferred Day

• Keynote Sponsor (shared opportunity)
• Monday/Tuesday/Wednesday or Thursday Continental Breakfast Sponsor (choose day)
• Monday/Tuesday/Wednesday or Thursday Coffee Break Sponsor (choose day)
• Monday/Tuesday/Wednesday or Thursday Tuesday Lunch Voucher Sponsor (choose day)
• Monday/Tuesday/Wednesday or Thursday Tuesday Show Floor Networking Reception

Choose Three

• Monday Night Welcome Reception Sponsor
• Golf Hole Sponsor (your choice of hole)
• Event bag insert (one single-side or two-sided insert - sponsor supplied)
• One GALA Pass: Universal Orlando Resort GALA
• NEW: Traffic Driver: AISLE BY AISLE COUPON BOOK: One, 2-sided Coupon to promote your booth activities. (supplier provided)

Advertising

• 1/2 Page, 4-color ad in the SuperCorrExpo Show Guide
• Industry Magazine Advertising: Logo listed in SuperCorrExpo ads that will appear in major industry magazines including international exposure

Branding is powerful & your impact and logo reach begins almost immediately!

• Event bag insert (sponsor supplied)
• Logo on the event bag
• Co-Sponsor Ribbon on badges for your attending company representatives
• Logo and “thank you” in the Show Guide as a sponsor
• Logo and “thank you” on the SuperCorrExpo.org website sponsor page
• Inclusion on a special “Thank You to our Sponsors” sign in the registration area
• New! Media attention: “Go-to” company for quotes and coverage
• Show Guide: Company description and product category listing with logo

Education: Two Conference Passes

Online

• Logo on the SuperCorrExpo.org website that links to your company website
• Recognition on the sponsor page

Traffic Builders

• VIP Expo Hall passes for your clients, allowing them to attend SuperCorrExpo 2020 free of charge
• Supplier Tool Kits provided so you can invite your top clients to be a part of the show
• Inclusion in the Floor Map as Gold Sponsor

Networking Opportunities

• International Networking Reception
• Sunday Night Welcome Reception sponsor
• Monday, Tuesday, and Wednesday networking receptions on the exhibit floor (cash bar)
• Tuesday night GALA – Universal Orlando Resort (paid event)

MAXIMIZE YOUR IMPACT WITH PLATINUM, GOLD OR SILVER SPONSORSHIP
SILVER SPONSOR

Show Special Cost: $11,000
(Post Show $12,500)
(minimum 10’x20’ booth required)

Becoming a Silver Sponsor will bring you extensive logo placement, branding online and onsite, and distinguishes you as a leader!

SPECIAL SILVER BENEFITS

Choose Three

- Monday Night Welcome Reception Sponsor
- Golf Hole Sponsor (your choice of hole)
- Event Bag insert (one single-side or two-sided insert (sponsors supplied)
- One GALA Pass: Universal Orlando Resort GALA
- NEW: Traffic Driver: AISLE BY AISLE COUPON BOOK: One, 2-sided Coupon to promote your booth activities. (supplier provided)

Advertising
- 1/2 page ad in the Show Guide

Branding is powerful & your impact and logo reach begins almost immediately!

- Logo on the event bag
- Sponsor ribbon on badges for your attending company representatives
- Logo and “thank you” on the SuperCorrExpo.org website sponsor page
- Logo and “thank you” in the Show Daily as a Sponsor
- Inclusion on a special “Thank You to our Sponsors” sign in the registration area
- Show Guide: Company description and product category listing with logo

Online
- Logo on the SuperCorrExpo.org website that links to your company website
- Recognition on the sponsor page

Traffic Builders
- VIP Expo Hall passes for your clients
- Supplier Took Kits to invite all your top clients to the show!

Networking Opportunities
- International Networking Reception
- Sunday Night Welcome Reception sponsor
- Monday, Tuesday, and Wednesday networking receptions on the exhibit floor (cash bar)
- Tuesday night GALA – Universal Orlando Resort (paid event)

ELEVATE YOUR EXPOSURE WITH A RARE OPPORTUNITY TO REACH NEW CUSTOMERS.
MORE UNIQUE SPONSORSHIP OPPORTUNITIES

SUPERCORRCAFÉ SPONSORSHIP
$8,500 (Exclusive)

As the exclusive sponsor for this special place for attendees to relax, enjoy soft drinks and appreciate your sponsorship, this high visibility opportunity includes signage as the sponsor onsite, on the website, listed in the Show Guide and show promotions, including the Attendee Brochure as the SuperCorrCafé sponsor. Tent cards will be placed on all the tables, and you can distribute your literature!

DEATH-BY-CHOCOLATE SNACKS
$3,000 (per day, snacks included)

Knowledge and advice aren’t the only things SuperCorrExpo attendees hunger for. Snack breaks are timed to coincide with conference breaks and are held regularly on the expo floor. Snack Break sponsorship includes:

• Promotion on the SuperCorrExpo site and in the official Show Guide
• The chance to hand out your literature to all those who want candy

HOTEL ROOM DROPS
Call for details & pricing

Your marketing materials will be placed in the hotel room of each attendant. There’s no better way to get your information in the hands of your potential customers.
Let SuperCorrExpo help you put your business on display. Create a branded experience in your booth to entertain and network with thousands of industry leaders and decision makers.

**BRANDING:**
- Company description and product category listing in SuperCorrExpo Show Guide
- Listing on the SuperCorrExpo.org website, Floor Plan and all onsite exhibitor listings

**TRAFFIC-BUILDER:**
- VIP Expo Hall passes for your clients, allowing them to attend SuperCorrExpo 2020 free of charge
- Inclusion in the Floor Map
- Supplier Tool Kits

**NETWORKING:**
- International Networking Reception
- Sunday Night Welcome Reception sponsor
- Monday, Tuesday, and Wednesday networking receptions on the exhibit floor (cash bar)
- Tuesday Night GALA – Universal Orlando Resort (paid event)

**BOOTH SPACE:**
Pipe and drape 10’x10’ & 10’x20’ booths with show colors, ID sign (island booths not included)

Any ideas you don’t see here? We’re open to customizing programs for you.

Contact Linda Cohen at lcohen@tappi.org or 914.944.0135, or visit SuperCorrExpo.org to download the 2020 Exhibit Application & Contract.
SPONSORSHIP FORM

Company Name ________________________________________________________________  Phone ______________________________________

Contact Name ________________________________________________________________  Email ______________________________________

☐ Platinum Sponsor  $29,500 Show Special  $32,500 Post Show
☐ Gold Sponsor  $24,000 Show Special  $27,500 Post Show
☐ Silver Sponsor  $11,000 Show Special  $12,500 Post Show

SPONSOR AN EVENT
☐ International Reception Sponsor $5000
☐ Hosted Welcome Reception $750
Universal Orlando Resort Gala
☐ Tier one $9,500  ☐ Tier two $6,000
☐ Aisle-by-Aisle Coupon Book $600/2-sided page
Continental Breakfast & Coffee Break Sponsor $5,500/day
☐ Mon.  ☐ Tue.  ☐ Wed.
Lunch Voucher Sponsor $3,500/day, 3 days $8,500/2 days $6,000
☐ Mon.  ☐ Tue.  ☐ Wed.
Networking Receptions on the Exhibit Floor $4,500
☐ Mon.  ☐ Tue.  ☐ Wed.

CAFE & SNACKS
☐ SuperCorrCafe Sponsorship $8,500
☐ Death-By-Chocolate Snacks $3,000 per day
(please indicate number of days)

TECHNOLOGY SPONSORSHIPS
☐ Phone Charging Station Sponsor $7,500
☐ Attendee Registration Digital Ad $6,500
☐ Mobile App Sponsor $6,000
☐ Flash Drive Sponsor $5,000
☐ Sponsor logo on all registration confirmation emails $5,000
☐ Customized Email Campaign $5,000

TOTAL of all Sponsorships Selected: $_____________________

☐ Check Enclosed (make checks payable to TAPPI in US dollars)
Mail Payments to:
TAPPI - Attn: 2020 SuperCorrExpo Sponsorship
15 Technology Pkwy S., Ste 115
Peachtree Corners, GA 30092 USA

☐ Credit Card Charge
Name On Card ________________________________________________________________
Card # ____________________________
Exp. Date _________/________
☐ Visa  ☐ MC  ☐ Am Ex.  Security Code ____________________________

Authorized Signature __________________________________________________________
Date ____________________________
12. LABOR. Exhibitor is required to observe all contracts in effect between service contractors and the Orange County Convention Center.

13. INSTALLATION. Target move in and move out dates are published in the Exhibit Services Manual for the Show.

14. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the Exhibitor or its representatives enter the Show without the prior written permission of 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 Services Department prior to opening. Copies of all policy forms must be on file at that time for Show Management. Exhibitor must provide Show's representative with access to the Exhibitor'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. Exhibitors and Sponsors agree not to extendinvitations, calls, meeting, 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 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. Exhibitor 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 EXHIBITOR PERSONNEL badges per exhibit space (2 Personnel Badges per 10’x10’ Booth).

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 shall not permit any type of activity or display materials for 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 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: (a) they are adequately shielded from view or noise; (b) the equipment is capable of being tuned to a conversational level; and (c) they do not interfere with the general character of the Show. Sound systems 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 not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels. 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.

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 electronic signs or lights is not permitted.

D. Booth Extenders. 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: (a) operating displays, producing noise or light effects, 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 shall indemnify and hold Show Management harmless for any claim, expense, loss or liability which Exhibitor may incur by reason of 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, ware, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Services 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 Orange County Convention Center fire regulations. Show Management, the Orange County Convention Center, and all participating companies shall be responsible for ensuring compliance with such laws.

26. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Show Management or the person to whom the equipment is assigned. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Show Management or the person to whom the equipment is assigned.

27. FUTURES AND OPTIONS. All arrangements for all food, beverage and alcoholic beverage service must be made with the caterer at the Orange County Convention Center.

28. FAILURE TO HOLD SHOW. Should any contingency prevent holding of the Show, Show Management may lose part or all of the Exhibitor’s rental fees as shall be required to compensate for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any nonrefundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is canceled due to a failure to maintain 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.

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 20, 2020.

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 Sponsors provided all Exhibitors and Sponsors will be advised of any changes. Any matters not specifically covered herein are subject to decision by Show Management.

31. FUTURE PARTICIPATION. To foster fair participation in TAPPI's Correx Show, we have developed a system of points to use in assigning future booth space. The points accumulate from year to year and the opportunity to engage in such activity is open to all companies. Points are assigned as follows: 3 points for every 100 square feet of exhibit space paid, 1 point per US $925 in sponsorship paid, 3 points for TAPPI Sustaining Company Membership. The points are awarded to the company from which payment is received. If the payment received from one company for a “Shared” booth situation or other shared activity, then any distribution of the points is to be agreed upon prior to payment. The points are not transferable or divisible. Points from more than one company are received by TAPPI for one invoiced item, then the points will be divided in proportion to dollar amount. Points accumulated from past years’ rules have been preserved and tabulated, and the exhibitor is encouraged to review them in order to make the best use of any decisions that have been made, then points may be transferred as long as sufficient evidence is presented for rights to succession. Management will have the right, in its sole discretion upon notice to the Exhibitor, to resolve any and all disagreements regarding the allocation of points towards future participation.
RESERVE YOUR BOOTH TODAY.

Linda Cohen
lcohen@tappi.org
914.944.0135

Or visit SuperCorrExpo.org and download the 2020 Exhibit Application & Contract.