

October 30 - November 2, 2022 • Providence, RI

## Sponsorship Opportunities



### Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS/IBBC 2022.

Please review the list of sponsorships and promotional opportunities to learn how you can build brand awareness and drive more traffic to your booth.

*\*Organizations that have previously sponsored or co-sponsored an event/product at PEERS/IBBC will have the first right to participate in the sponsorship program for PEERS/IBBC 2022.*

### Sponsorship Recognition Packages include:

- > Acknowledgment in all conference marketing materials
- > Recognition in the pre-show publicity
- > Designation on the PEERS/IBBC website
- > Recognition on sponsor signage
- > Logo and a 50-word description in the Conference Guide
- > Sponsor ribbons for staff
- > Sponsor recognition in all session rooms during breaks
- > Recognition in Paper360°
- > Post-show conference registration list with contact info (does not include email addresses)
- > Pre-show conference registration list with contact info (does not include email addresses)

### HIGH VISIBILITY PACKAGES

#### ● Platinum Sponsorship **\$7,000**

- > 10' x 10' booth (includes ballroom carpet, chairs, table)
- > Two complimentary full-conference registrations
- > Two complimentary exhibit-only badges
- > Three full-conference registrations at a discounted rate
- > Full page, color ad in Conference Guide
- > 10% discount on Web advertising
- > Company logo on conference bag
- > PLUS all items in the **Sponsorship Recognition Package**

#### ● Gold Sponsorship **\$6,000**

- > 10' x 10' booth (includes ballroom carpet, chairs, table)
- > One complimentary full-conference registration
- > Two complimentary exhibit-only badges
- > Two full-conference registrations at a discounted rate
- > Full page, color ad in Conference Guide
- > 10% discount on Web advertising
- > Company logo on conference bag
- > PLUS all items in the **Sponsorship Recognition Package**

#### ● Silver Sponsorship **\$5,000**

- > 10' x 10' booth (includes ballroom carpet, chairs, table)
- > One complimentary full-conference registration
- > Two complimentary exhibit-only badges
- > One full-conference registration at a discounted rate
- > 1/2 page, black-and-white ad in Conference Guide
- > PLUS all items in the **Sponsorship Recognition Package**

#### ● Bronze Sponsorship **\$3,000**

- > 6' x 30" tabletop (includes ballroom carpet, chairs, table)
- > One full-conference registration at a discounted rate
- > Two complimentary exhibit-only badges
- > 1/2 page, black-and-white ad in Conference Guide
- > PLUS all items in the **Sponsorship Recognition Package**

### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

#### Conference Pens (Sponsor Provided) **\$1,850**

Your company's logo will appear on pens given to each attendee.

#### Badge Lanyards (Sponsor Provided) **\$5,600**

Sponsors can literally wrap their brand around the attendees at the show with the show lanyard sponsorship.

#### Conference Koozie (Sponsor Provided) **\$1,600**

Branded exclusively with your company logo and given to all attendees.

#### Hot Topics Breakfast Sponsor (Tuesday or Wednesday) **\$1,600**

Includes exclusive signage at the food area and at each Hot Topics table. Company logo to be displayed on breakfast napkins. **(Sponsor provided.)**

### PROMOTION OPPORTUNITY

#### Conference Guide

Leave them with more than a business card. Carried by all participants at both conferences, the Conference Guide is where all eyes turn to during the event—and after the event. Your black and white ad can run alongside the conference schedule, exhibit listings, session paper details and general information.

1/2 page ad **\$300**

Full page ad **\$550**

#### Ad Specifications for Conference Guide

Deadlines: Conference Guide: Ad material due **September 1, 2022**

#### AD DIMENSIONS – Conference Guide:

1/2 page live area: 3.5" w x 3.5" h

Full page live area: 3.5" w x 8" h

Full page with .125 bleed: 4.5" w x 8.75" h

Full page trim size: 4.25" w x 8.5" h

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Lunch Sponsor

\$2,700

Sponsor a lunch in the Exhibit Hall on Monday or Tuesday. Includes shared signage, recognition during the lunch, and company logos will be displayed on lunch napkins (**Sponsor provided**).

### Coffee Breaks Sponsor

\$2,150

Includes shared signage during all breaks and company logos will be displayed on disposable coffee cups (**Sponsor provided**).

### PEERS Conference Networking Dinner Table Sponsor

\$350

Company will receive a reserved table for 10 guests. Place card with your company logo provided. The conference dinner will be held on the first full day of the conference. All non-sponsored seating will be general admission.

### IBBC Conference Dinner Sponsor

\$1,600

Take the opportunity to network and establish contacts in a relaxed setting. Only one Conference Dinner Sponsorship available.

- > **Signage:** Your company's name and logo will be featured where appropriate at the dinner venue.
- > **Conference Brochures:** Your company's name and logo appear (within production schedules) alongside other individual conference option sponsors in the conference marketing materials and on a display board in the conference registration area.
- > **Handout/literature for Participants:** You will have the opportunity to distribute your company's literature and gifts/giveaways at dinner (**Sponsor provided**).

### Young Professionals Evening Mixer

\$1,100

This fun event offers a unique opportunity to combine business with social networking. While targeted toward young professionals (age 35 and under), it is open to all attendees.

- > Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- > Signage at the mixer.
- > Handout/literature for participants (**Sponsor provided**).

### Sunday Welcome Reception Sponsor

\$2,700

- > Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- > Handout/literature for participants (**Sponsor provided**).

### PEERS Networking Dinner Sponsor

\$1,700

- > Includes a reserved table for 10 people (Sponsor selects the people).
- > Signage at the dinner.
- > Sponsor provided giveaway to dinner participants to be placed at the dinner - Sponsor's choice/TAPPI must approve.
- > 15 minute speaking opportunity.

### Tuesday Reception

\$1,600

- > Includes signage at the event, company listing in the Conference Guide, and recognition in conference promotional materials.
- > Sponsor provides napkins or other premiums to increase impact.

### Student Poster Competition

\$1,700

- > Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- > Handout/literature for participants (**Sponsor provided**).

### Conference Bag Insert

\$600/each

Promote your company by including an insert in the official conference bag. TAPPI will stuff your one-page insert in each conference bag that will be distributed to attendees (**Sponsor provided**).

### 39th Annual PaperChase Fun Run

\$500

Tuesday, November 1, 2022

Company logo will be screened onto the race t-shirt and in the Conference Guide. PaperChase benefits the TAPPI Engineering Scholarship Fund.



Co-Located with



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Ready to start building your opportunities?

Contact Shane Holt today: 352-333-3345

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