



APRIL 24-28, 2027 | INDIANAPOLIS, IN

*The industry's premier event for improving mill performance,
safety, reliability, and operational excellence*

SPONSORSHIP OPPORTUNITIES



www.TAPPICon.org



TAPPICon® By the Numbers

We are gearing up for another outstanding tradeshow & networking event that brings together the forest products industry—mill managers, engineers, buyers, and executives looking for the latest innovations and services.

There is no better way to reach your target audience than through event marketing and sponsorships at TAPPICon® 2027.

25+ Countries | 1,400+ Attendees/Industry Leaders | 12 Industry Sectors

92%

of attendees say they are more likely to purchase from a brand they interacted with at a trade show.

– Exhibitor Media Group

81%

of attendees can recall at least one exhibitor they visited at a trade show, even six months later.

– Center for Exhibition Industry Research (CEIR)

99%

of exhibitors find unique value delivered by B2B exhibitions that are not provided by other marketing channels.

– Exhibitor Media Group

Don't miss this opportunity to be at the most important gathering of decision makers in the global forest products industry.

Prices subject to change. Lock in early to qualify for 2026 rates.



Think Outside the Booth!

Make sure your message is seen and heard by all TAPPICon® attendees.

Achieve your objectives with promotional opportunities designed to increase brand awareness, drive traffic to your booth, and create excitement for your company.



Brand Awareness Opportunities

BADGE LANYARDS

Cost: \$11,000 (exclusive, sponsor supplied)

Your company name appears on the official show lanyards and is one of the most visible promotions!

2-SIDED AISLE SIGN SPONSOR

Cost: \$6,000 (exclusive)

TAPPI will provide the signs

This is a highly visible promotion and an incredible opportunity to get your logo on both sides of every aisle marker in the exhibit hall. As attendees walk the show floor, it is impossible to miss your company branding, booth number – and impact. Ask to see past examples.

ATTENDEE LOUNGE

Cost: \$11,000 (exclusive)

Sponsor this designated hot spot in the exhibit hall where attendees will go each day to grab a daily giveaway (sponsor provided), charge their phone, relax and network with colleagues while the sponsor distributes product information through literature and representative interaction. Lounge includes: 200 sf of carpeted space, furniture, power, branded signage.

SHOW BAGS

Cost: \$5,000 (exclusive, sponsor provided)

Create a bag of your choice! Bags can either be distributed at registration or delivered to your booth to drive traffic to you.

SHOW FLOOR MAP

Cost: \$2,500 (exclusive)

TAPPI will produce and provide the floor map

Most attendees grab a show floor map! Get your company exposure on the front with your logo as the map sponsor and on the back panel with a full page ad. Your company will be highlighted on the show floor map directing attendees straight to your booth. One of the strongest traffic builders we offer!

HOTEL KEY CARDS

Cost: \$7,500 (exclusive)

Welcome attendees to TAPPICon® with branded hotel key cards. Be the brand attendees see morning, evening, and every time they enter their hotel room.

DOOR HANGER

Cost: \$2,500 (sponsor provided)

Let your brand be the first thing attendees see when they return to their hotel room. This is a great anticipation builder for things happening in your booth the next day.

NOTEPADS

Cost: \$3,000 (exclusive, sponsor supplied notepads)

Everyone needs a notepad to capture those great sessions! Have each notepad personalized with your information. Notepads will be distributed to all 2027 paid conference attendees.

Prices subject to change. Lock in early to qualify for 2026 rates.



Brand Awareness Opportunities

CONFERENCE PENS

Cost: \$3,000 (exclusive, sponsor supplied pens)

Put your customized message at attendees' fingertips from the moment they arrive. This handy and effective tool will be used and retained long after TAPPICon® ends.

AWARDS DINNER

Cost: \$5,000

Put your brand in the spotlight with TAPPI's shining stars at the awards dinner. As a sponsor, your company is listed on the Conference App, prominently displayed at the dinner, and included on the sponsor acknowledgement page of the event website.

FREE STANDING SIGNAGE

Cost: \$3,000/side (includes production costs)

Just send the artwork and these six-foot signs are produced and positioned within Registration or other high-trafficked area.

KOOZIES

Cost: \$3,500 (exclusive, sponsor provided)

Your company's logo will be on bottle Koozies supplied at the bars during the Welcome Reception.

STATE OF THE INDUSTRY/EXECUTIVE PANEL

Cost: \$2,500

Attendees will associate your brand with industry thought leaders and influencers. This sponsorship features exclusive branding and recognition during the general session including your company's name mentioned in the welcome address, your logo placed on signage outside the room and on the sponsor-provided table tents or table drops. (Sponsorship not contingent on exhibiting)

PORTABLE CHARGER KIOSK

Cost: \$4,000 (exclusive)

Be the hero of the show! Attendees will pick up one of the 36 portable, branded fast-charging chargers from the custom-wrapped branded kiosk displaying your digital ad and will have your messaging in hand while they recharge.

BADGE PRINTING KIOSK AT REGISTRATION

Cost: \$5,000 (exclusive)

Your logo and booth number will be one of the first things all attendees will see when they check in at any of the five registration kiosks.

Prices subject to change. Lock in early to qualify for 2026 rates.



Attendee Engagement Opportunities

WELCOME RECEPTION

Don't be the only company missing out on this popular sponsorship!

Cost: \$1,000 – Open to Multiple Sponsors

All conference attendees and exhibitors are invited to the official Welcome Reception. As a sponsor, your company is listed on the Conference App, prominently displayed at the reception on the bars and appetizer stations, and included on the sponsor acknowledgement page of the event website.

LEADERSHIP PATHWAYS BREAKFAST

Cost: \$2,500 (exclusive)

This breakfast is all about compelling conversations and connections and your brand needs to be part of it. All participants in the breakfast will receive a ticket at registration which will include your logo and your branding which will also be prominently featured on the room's signage. At each table there will be a tent card with your company name, logo and booth number. Your company will be listed as the sponsor for breakfast on the Conference App and your logo will be included on the sponsor acknowledgement page of the event website.

Cost: \$2,500/day

Help fuel presenters with a hearty breakfast before they step into the limelight on Monday, Tuesday or Wednesday.

MONDAY AND/OR TUESDAY LUNCH SPONSOR

Cost: \$5,000 a day

Conference attendees will see your logo on their lunch ticket and on the signage displaying the menu. At each lunch table there will be a tent card with your company name/logo and your booth number. And, with lunch served in the TAPPICon® Café in exhibit hall, they won't have far to go to find you. In the conference App, website and event listings, wherever lunch is listed it will say "Sponsored by..." High visibility and direct contact with the paid attendees you want and need to reach!

NEW! SPONSOR YOUR MILL CUSTOMERS

Cost: \$5,000

Invite five (5) mill professionals to TAPPICon by providing full-conference registration. Your sponsorship removes the financial barriers preventing mill employees from attending while creating valuable opportunities for education, peer exchange and meaningful connections throughout the event. Your company will receive prominent recognition as a Mill Workforce Sponsor.

SPEAKER BREAKFASTS

Prices subject to change. Lock in early to qualify for 2026 rates.



Attendee Engagement Opportunities

HOT TOPICS ROUNDTABLES

Cost: \$2,500

Includes hosting a hot topic table (commercialism and antitrust policies applied), with your company's logo on the tent card, in the app, and on the website. (Sponsorship not contingent on exhibiting)

AFTERNOON BAR SPONSOR

Cost: \$1,500 - Open to Multiple Sponsors

Create a relaxed and engaging atmosphere at TAPPICon® with our afternoon bar sponsorship! This hosted bar on the exhibit floor offers attendees a chance to unwind, socialize, and network between technical sessions—all while enjoying a refreshing beverage. Your brand will be front and center as they gather for a casual networking experience. Sponsor will receive tickets to pass out to their customers. Your logo will be prominently displayed on the bar, in the conference App and on all related signage, ensuring maximum exposure during this popular hour.

COFFEE BREAK

Cost: \$4,000 (exclusive)

Select Monday, Tuesday, or Wednesday (morning and afternoon each day). Includes signage in the break area. Provide your company's branded cups, napkins, or other premiums for more impact!

TAPPI MEMBER MEET-UP

Cost: \$2,000 (sponsor provided)

Welcome TAPPI members as they kick off their TAPPICon experience with a sponsor provided premium gift. *(Sponsorship not contingent on exhibiting)*

HAGEMEYER HAPPY HOUR

Cost: \$750

Presented by the TAPPI Coating, Printing and Surface Enhancement Division. *(Sponsorship not contingent on exhibiting)*

RUNNABILITY FUN RUN

Cost: \$600

What a great way to attach your company brand to an interactive, growing event. Plus, your company's generosity helps fund TAPPI Division Scholarships! Includes company logo on Fun Run shirts. Tax deductible. *(Sponsorship not contingent on exhibiting)*

POSTER COMPETITION SPONSOR

Cost: \$3,000

Showcase your company's commitment to supporting innovation and the industry's rising stars. As a sponsor, your company is listed on the Conference App, prominently displayed on signage at the reception, and included on the sponsor acknowledgement page of the event website.

Prices subject to change. Lock in early to qualify for 2026 rates.



Digital Opportunities

WI-FI

Cost: \$10,000 (exclusive)

Conference attendees will sign into the convention center wi-fi using your company name as the password (or a term of your choice). Business cards with your logo and password to be given out at registration.

SPONSOR LOGO ON POST-PRESENTATION EVALUATIONS

Cost: \$500 (exclusive)

Conference attendees will be asked to evaluate speakers at the conclusion of every technical presentation. Your brand will be front and center as attendees evaluate the presentations, allowing you to connect with them during a key moment of reflection and engagement.

TAPPICon® 2027 MOBILE APP

Cost: \$5,000 (exclusive)

Engage with TAPPICon® attendees 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. There's so much more – call for details. Two Mobile App Alerts that allow you to send important real-time communications directly to each attendee that has downloaded the Mobile App are included in this exclusive sponsorship.

CONFERENCE PROCEEDINGS

Cost: \$2,500 (exclusive)

Send us your logo and company copy and your message will be on conference attendees' computers along with the presentations! The conference proceedings link with content from all the sessions is emailed to all paid conference attendees to download and save to their computer – with your message and logo! Great way to always remind attendees of who you are and how to find you!

ATTENDEE REGISTRATION DIGITAL AD

Cost: \$3,500 (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.

SPONSOR LOGO ON ALL REGISTRATION CONFIRMATION EMAILS

Cost: \$2,500 (exclusive)

Place a footer banner ad inside the confirmation email(s) that are sent to every TAPPICon® registrant. Attendees are requested to bring a printed copy of this email confirmation with them to expedite the badge pick up process. Your creative will land on the one email that is required for attendees to print out and bring to the show.

SPONSOR LOGO ON "KNOW BEFORE YOU GO" EMAIL

Cost: \$2,500 (exclusive)

Reach TAPPICon® attendees before they arrive in Indianapolis. Registered attendees will see your branding front and center while exploring all that TAPPICon® has to offer. In 2026, this message was opened by 60% of the attendees.



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Digital Opportunities

DIGITAL SPONSORSHIPS

(3 sponsors only)

The TAPPICon retargeting program helps you follow your prospects and clients virtually with real-time, actionable analytics on traffic, source, webpage visits, and more. This program combines virtual exhibitor traffic with a broader web footprint to amplify your brand to mills before, during and after TAPPICon. Gain access to TAPPICon and TAPPI's website traffic and meet your prospects where they are, online.

- **Platinum – 100,000 impressions \$6,000/3 months***
- **Gold – 75,000 impressions \$5,000/2 months***
- **Silver – 35,000 impressions \$3,000/1 month***

** Digital sponsorship will run until impressions are reached or duration ends*

SPONSOR LOGO ON DAILY

"TAPPICON LIVE" EMAILS

Limit 3 Sponsors (One Sponsor Per Email)

Put your brand at the top of every inbox with exclusive branding in the "TAPPICon® Live" daily email – the official communication sent to all attendees during the event. Sponsorship includes your company name in the subject line and a premium banner ad placement.

- **1st Day (Monday).....\$2,500**

Kick-off TAPPICon® with Day 1 visibility as attendees check schedules, sessions, and highlights.

- **2nd Day (Tuesday)\$2,000**

Stay top-of-mind during the event as conversations and networking hit their peak.

- **Post-Show (Wednesday).....\$1,500**

Close out the event and carry your message home with attendees as they review highlights, photos, and takeaways.

SPONSORED WHITEPAPERS/ADVERTORIAL

Cost: \$2,500

Highlight a product/service application or case study.

SPONSOR SHOWCASE VIDEO

Cost: \$3,500 (limit 5 sponsors)

Highlight a product or service attendees can learn about by visiting your booth with a professionally produced video interview, filmed live at TAPPICon®. This high-impact content opportunity captures your voice, message and presence at the event—and keeps working for your brand long after the show ends. Not only will you have a commercial, your video will live in perpetuity under the TAPPICon® tag on TAPPI OnDemand, TAPPI's digital media hub.

Please note: Exhibitors and Sponsors will not schedule or conduct any outside commercial activity, including receptions, seminars, symposiums and hospitality suites, during the scheduled program events, whether such activities are held at or away from the conference facility, except with the prior written approval of TAPPI.

Prices subject to change. Lock in early to qualify for 2026 rates.

2027 Women's Summit Sponsorship Opportunities

Wednesday, April 28, 2027

Sponsorships not contingent on exhibiting.

SUMMIT KEYNOTE SPEAKER

Cost: \$5,500 (exclusive)

Enjoy primetime exposure to Summit attendees through sponsorship of the Keynote speaker. Your logo will appear on the Summit webpage, digital banner, TAPPICon® app, and looping PowerPoint. Plus, your company will be officially recognized and thanked before the opening keynote.

SUMMIT LUNCH SPONSOR

Cost: \$2,000

Summit attendees will see your brand front and center as they grab their box lunches at the start of the event. As a sponsor, your logo will be displayed on the tables, Summit webpage, TAPPICon App, and looping PowerPoint.

BREAK SPONSOR

Cost: \$500

Your sponsorship will provide attendees with their break time snack and coffee. Your company logo will be displayed on the break tables, Summit webpage, TAPPICon® app, and looping PowerPoint. Company provided sponsor items may be distributed at the break (company literature or giveaways, or coffee cups, napkins, and coffee sleeves with your logo already printed).

PREMIUM ATTENDEE GIFT SPONSOR

Cost: \$550 (sponsor provided)

Wouldn't it be great to see your company's logo on an attendee gift of your choosing, like a Yeti cup or a sleek padfolio? Guests will remember you long after the 2027 Women's Summit ends. Your logo will appear on the Summit webpage, TAPPICon® app, and looping PowerPoint.

PEN AND NOTEBOOK SPONSOR

Cost: \$550 (exclusive; sponsor provided)

Have each attendee taking notes during the Women's Summit using your company's branded pens and notebooks. Your logo will appear on the Summit webpage, TAPPICon® app, and looping PowerPoint.

SUMMIT SUPPORTER

Cost: \$275

Your logo will appear on the Summit webpage, TAPPICon® app, and looping PowerPoint.

Women's Summit



Prices subject to change. Lock in early to qualify for 2026 rates.

Our Premier Sponsorships

These special opportunities offer extensive, continual exposure pre-show, onsite and post-show. They establish your company as a leader, bring thousands of branding impressions, offer you premier coverage and ensure that all attendees know who you are and why they should come to your booth and learn more about your products and services.

PLATINUM SPONSORSHIP

(Maximum of 2 Sponsors)

\$27,500 – (Minimum 20' X 20' exhibit space required)

YOUR EXCLUSIVE PLATINUM BENEFITS:

ADVERTISING:

- ▶ One (1) Push Notification during Event to direct attendees to your booth
- ▶ Mobile App Rotating Banner
- ▶ Professional photographs of your booth

BRANDING AND SPONSOR RECOGNITION:

- ▶ Sponsor ribbons for all onsite personnel
- ▶ Logo appears on the Runnability Fun Run shirt
- ▶ Inclusion on a special "Thank You to our Sponsors" sign onsite
- ▶ Recognition in all session rooms on looping slide
- ▶ Logo features prominently on exhibit hall entrance unit, conference app, ads in major industry magazines, and e-mail campaigns
- ▶ "Go to" company for quotes and media coverage
- ▶ Top logo position on the 2027 TAPPICon® event website with link to your website
- ▶ 20% discount on additional sponsorships

EDUCATION:

- ▶ Three full conference passes
- ▶ Up to three additional conference passes at deeply discounted price

TRAFFIC BUILDER:

- ▶ Company recognition in promotional email blast with your website link
- ▶ Supplier Tool Kits provided offering VIP passes to the show for your customers (\$200 value)

NETWORKING OPPORTUNITIES:

- ▶ Monday Night Welcome Reception Sponsor



Prices subject to change. Lock in early to qualify for 2026 rates.

GOLD SPONSORSHIP

\$22,000 – (Minimum 10' X 20' exhibit space required)

YOUR EXCLUSIVE GOLD BENEFITS:

ADVERTISING:

- ▶ Banner ad in the Conference App
- ▶ Monday Night Welcome Reception Sponsor
- ▶ Professional photographs of your booth

BRANDING AND SPONSOR RECOGNITION:

- ▶ Sponsor ribbons
- ▶ Logo features prominently on exhibit hall entrance unit
- ▶ Logo and sponsor recognition in the Conference App
- ▶ Inclusion on a special "Thank You to our Sponsors" signage onsite
- ▶ Logo appears on the Runnability Fun Run shirt
- ▶ Logo appears in major industry magazines, literature, website, e-mail campaigns and "Go to" company for quotes and media coverage
- ▶ Logo with link to your website on the official TAPPICon® website
- ▶ 20% discount on additional sponsorships

EDUCATION:

- ▶ Three full conference passes
- ▶ Up to 3 additional full conference registrations at deeply discounted price

TRAFFIC BUILDER:

- ▶ Company recognition in promotional email blast with your website link
- ▶ Supplier Tool Kits provided offering VIP passes to the show for your customers (\$200 value)

NETWORKING OPPORTUNITIES:

- ▶ Monday Night Welcome Reception Sponsor

BRONZE SPONSORSHIP

\$11,000– (Minimum 10' X 10' exhibit space required)

YOUR EXCLUSIVE BRONZE BENEFITS:

ADVERTISING:

- ▶ Monday Night Welcome Reception Sponsor
- ▶ Banner ad in the Conference App
- ▶ Professional photographs of your booth

BRANDING AND SPONSOR RECOGNITION:

- ▶ Sponsor ribbons
- ▶ Logo features prominently on exhibit hall entrance unit
- ▶ Logo and sponsor recognition in the Conference App
- ▶ Inclusion on a special "Thank You to our Sponsors" signage onsite
- ▶ Logo appears in major industry magazines, literature, website, e-mail campaigns and "Go to" company for quotes and media coverage
- ▶ Logo with link to your website on the official TAPPICon® website
- ▶ Supplier Tool Kits provided offering VIP Passes to the show for your customers (\$200 value)

EDUCATION:

- ▶ Two full conference passes
- ▶ Up to 3 additional full conference registrations at deeply discounted price

TRAFFIC BUILDER:

- ▶ Company recognition in promotional email blast with your website link
- ▶ Supplier Tool Kits provided offering VIP passes to the show for your customers (\$200 value)

NETWORKING OPPORTUNITIES:

- ▶ Monday Night Welcome Reception Sponsor

GENERAL EXHIBITOR BENEFITS

- ▶ Booth rates at \$3,100 for members (\$3,400 non-member) per 10'x10', \$5,700 for members (\$6,200 non-member) per 10'x20' and \$10,600 for members (\$11,000 for non-members) per 20'x20'

BOOTH SPACE:

- ▶ Pipe and drape for 10'x10', 10'x20' booth with show colors and company ID sign (island booths not included)

PRIVATE OFFICE

Invite new prospects and existing customers to your private office located on the Exhibit floor. This convenient option offers a quiet location away from your busy booth to conduct business. Includes signage and recognition on the event app. Space includes: carpet, 30" high pedestal table, four chairs, wastebasket and graphic panel.

• 10 x 10 Hardwall Office.....	\$4,500
• 10 x 20 Hardwall Office.....	\$6,000
• 20 x 20 Hardwall Office.....	\$10,000
• 20 x 30 Hardwall Office.....	\$12,500
• 30 x 30 Hardwall Office.....	\$15,500

Prices subject to change. Lock in early to qualify for 2026 rates.

Sponsorship Packages

Custom Packages can be designed upon request

	PLATINUM	GOLD	BRONZE
RATE	\$27,500	\$22,000	\$11,000
20' x 20' Exhibit Booth	■		
10' x 20' Exhibit Booth		■	
10' x 10' Exhibit Booth			■
Complimentary full conference registrations (3)	■	■	
Complimentary full conference registrations (2)			■
Up to 3 additional full conference registrations at deeply discounted price	■	■	■
One (1) Push Notification during Event to direct attendees to your booth	■	■	■
Mobile App Rotating Banner	■	■	■
Runnability Fun Run	■	■	■
Recognition in all session rooms on looping slide	■	■	■
Ribbons for on-site personnel	■	■	■
Recognition on Exhibit Hall entrance unit, conference app and emails	■	■	■
Listing and logo on TAPPICon® website	■	■	■
Sponsor sign in high traffic areas on-site	■	■	■
Booth photograph	■	■	■
20% off additional sponsorships	■	■	■

Ready to start building your opportunity?

Contact Shane Holt today: (352) 333-3345 • TAPPICon@naylor.com

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TAPPI, the leading association for the worldwide pulp, paper and allied industries is the owner and organizer of TAPPICon® 2027, hereinafter referred to as "Show" and Show includes the exhibits and any official conferences occurring with the Show. "Exhibitor" refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. SPACE RENTAL CHARGE: Booth space rental charges are posted on the front of the Exhibit Contract and are non-negotiable.

2. PAYMENT: Applications submitted prior to December 1, 2026 must be accompanied by a deposit of fifty percent (50%) of the total space rental charge, with the total balance due by December 1, 2026. Applications submitted after December 1, 2026 must be accompanied by full payment of the space rental charge.

3. CANCELLATION OF CONTRACT: In the event Exhibitor must cancel their request for exhibit space, the rental fee paid will be refunded in full, less 20% of the booth cost, if the notice of cancellation is received by TAPPI in writing prior to December 1, 2026. No refunds will be made after December 1, 2026, even if space is resold. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by December 1, 2026, or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

4. ELIGIBLE EXHIBITS: Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.

5. DEADLINES FOR EXHIBIT SPACE: The first assignment of exhibit space will be made based on applications received onsite at TAPPICon® 2027. Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to current TAPPI Exhibitors and TAPPI Sustaining Members. After TAPPICon® 2027, applications will be assigned on a first-come-first-served basis.

6. ALLOCATION OF SPACE AND ASSIGNMENT: Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's desired location. During the initial assignments, if two or more exhibitors request the same location, preference will be given to the exhibitor by date of application receipt and TAPPI Sustaining Company Member status. TAPPI reserves the right to make the final determination of all space assignments in the best interest of the Show.

7. SUBLETTING OF EXHIBIT SPACE: Exhibitors may not assign, sublet or share their exhibit space with another business or firm, even if Exhibitor cancels the booth, unless approval has been obtained in writing from Show Management. Exhibitors must show goods manufactured or dealt in by Exhibitor in the regular course of Exhibitor's business. Should an article of a firm or business not contracted to participate in the Show be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and customary nameplates, imprint or trademark under which same is sold in the general course of business.

8. LIABILITY: Except for instances of gross negligence or willful misconduct, neither TAPPI, Show Management, its members, nor the representatives and employees thereof, or any other TAPPI authorized contract help, its official service contractors nor the Facility nor its representatives and employees will be responsible for injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by this contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that Exhibitor shall assume risk of any injury, loss or damage, and Exhibitor, by signing this contract, hereby assumes such risk and expressly releases Show Management and its agents from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility.

9. EXHIBITOR INSURANCE: Exhibitor shall, at Exhibitor's sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name TAPPI as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

10. DISABILITY PROVISIONS: Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

11. DAMAGE TO PROPERTY: Exhibitor is liable for any damage that results from Exhibitor's conduct (whether intentional, negligent, or otherwise) to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

12. LABOR: Exhibitor is required to observe all contracts in effect between service contractors and the facility.

13. INSTALLATION: Exhibit installation in the facility depends on the location of Exhibitor's exhibit space. Scheduled move-in dates are published in the Exhibit Service Manual for the Show.

Exhibit displays must be fully set up and ready by 10:00 AM on Monday, April 26, 2027. After that time, any unattended booths will be set up at the discretion of Show Management, and all expenses will be charged to Exhibitor. In the best interest of the Show, Show Management reserves the right to reassign any unset exhibit space after 10:00 AM on Monday, April 26, 2027.

14. DELIVERY AND REMOVAL DURING SHOW: Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from 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. ADMITTANCE DURING NON-SHOW HOURS: Booth personnel will not be permitted to enter the exhibit floor of the Show earlier than one hour before the scheduled opening time each day of showing and will not be permitted to remain on the exhibit floor after closing hour each evening. If Exhibitor requires additional time, Exhibitor must check with Show Management at least one day prior.

17. 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 Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management to qualify that contractor's participation. Upon verification, official service badges allowing access to the Show area during service hours only will be issued.

18. CONFLICTING EVENTS DURING SHOW HOURS: Exhibitor and Sponsors agrees not to extend invitations, call meetings, hospital-ity 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 and/or cancels their exhibit space or sponsorship, Exhibitor will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

19. 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. At the close of the event, all exhibit displays or materials left in the Booth 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.

20. 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 full conference badges per exhibit space (please refer to exhibit pricing for specifics). Badges needed in excess of this allotment must be purchased at the rate designated in the current TAPPICon® 2027 exhibitor and sponsorship prospectus.

21. 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's booth personnel, including demonstrators, hosts/hostesses and models, are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which an Exhibitor has contracted herein, no part of the facility and its grounds may be used by Exhibitor or Exhibitor's agents other than Show for display 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 and business-like 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 projection equipment and screen are located on the rear one-third of the booth, and all viewers stand or sit within the booth. Sound videos or movies 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 if not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

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 electric signs or lights is not permitted.

D. Booth Exteriors: 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 - noisily operating displays, producing objectionable odors or other lewd or visual obstructions or behaviors. Show Management serves as sole judge of objectionable material or behavior.

22. 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 further represents and warrants that Exhibitor shall obtain 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.

23. DISPLAY HEIGHTS: Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Service Manual.

24. POSITIONING RUNNING MACHINERY IN RELATION TO AISLE: To ensure the safety of all Show participants, any operating machinery and equipment shall be positioned so that no portion is closer than 3 feet from the aisle.

25. 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.

26. 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 facility for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to 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.

27. PHOTOGRAPHY AND 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.

28. FOOD SERVICE: All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the facility.

29. FAILURE TO HOLD SHOW. Should any contingency or force majeure event prevent holding of the Show, Show Management may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency or force majeure event shall have occurred. Exhibitors shall have the option to transfer a percentage of paid rental fees determined by TAPPI, less any nonrefundable deposits, to a future show; or receive a percentage of paid rental fees determined by TAPPI, less any nonrefundable deposits as a refund. The percentages that TAPPI determines will apply in the event of a contingency or force majeure event will be based on the square footage of the booth space reserved.

30. CONFERENCE APP: To be listed in the app, Show Management must receive the completed and signed space application and full payment prior to April 1, 2027.

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