

PAPER2012

WHERE THE INDUSTRY MEETS
MARCH 25-27 **NEW YORK**



SPONSORSHIP OPPORTUNITIES A CLOSER LOOK

Increase your company's brand, create awareness about your products, and drive sales by participating as a Paper2012 sponsor. Your company will receive unprecedented exposure to more than 1,200 potential clients and leaders in the paper and paper-based packaging industry.

Count on Paper2012 to bring together the leading players from across the industry — manufacturers, distributors, converters, end users, and service providers — for three days of informative programming and unparalleled networking opportunities.

For the most up-to-date Paper2012 information, visit www.Paper2012.com.

PLATINUM LEVEL SPONSORSHIPS

Tuesday Luncheon Session \$30,000

Veteran political insiders Donna Brazile and Dana Perino will deliver engrossing point/counterpoint perspectives on the political landscape and upcoming elections during the Paper2012 Luncheon. Also during the session, the NPTA Alliance will present the Stanley O. Styles Industry Excellence Award.

In addition to the benefits detailed at right, the Tuesday Luncheon Session sponsor will have the opportunity to provide a brief welcome to participants, run a video loop on a large screen before and after the session, have a piece of approved corporate literature placed at each seat, and receive three complimentary luncheon tickets with priority seating.

Additional Platinum Level Benefits

- Three complimentary Full Convention Registrations
- Five complimentary Limited Access Passes (access to official hotels and suites)
- 20% discount on up to five additional Full Convention Registrations
- Opportunity to display one piece of approved company literature in the Registration Area
- Opportunity to participate in Speed Networking Session
- Company logo with link on homepage and sponsorship area of Paper2012.com prior to, during, and after the event
- Recognition as a Platinum Sponsor on event signage
- Registration list pre- and post-convention

Monday Opening Session \$20,000

Don't miss the opportunity to help kick-off Paper2012 by sponsoring the Monday Opening Session. During the session, Scott Klososky, a dynamic speaker and visionary in the area of technology will enlighten participants on the industry-wide consequences of not embracing emerging technologies and social media. A former CEO of three successful startup companies, Mr. Klososky's unique perspectives on technology, business culture, and the future allow him to travel the globe as a speaker and consultant to a broad spectrum of clients from Fortune 500 companies to universities and nonprofits.

In addition to the benefits detailed above, the Monday Opening Session sponsor will have the opportunity to provide a brief welcome to participants, run a video loop on a large screen before and after the session, and have a piece of approved corporate literature placed at each seat prior to the session.

The Monday Opening Session sponsor also receives first right of refusal to host the pre-session coffee break detailed in the Gold Level sponsorship opportunities at a discounted rate of \$7,500.

GOLD LEVEL SPONSORSHIPS

Registration Area Refreshment Break \$12,000

Located in the Paper2012 Registration Area, these sponsorship opportunities are available on Sunday, March 25 from 1 to 4pm, Monday, March 26 from 1 to 4pm, or Tuesday, March 27 from 7:30 to 10:30am. Each Refreshment Break sponsor may set up a table-top exhibit in the Registration Area during their sponsored break, gaining valuable visibility and networking opportunities. The sponsor(s) may also provide logoed cups and/or napkins.

Newspaper Wrapper/Delivery \$12,000

Provide Paper2012 attendees with a full-page, four-color ad wrapped around either their Monday or Tuesday morning papers with this package. Wrapped papers will include one piece of approved company literature, and be delivered to Paper2012 attendees at The Ritz-Carlton New York, Battery Park and Conrad New York convention hotels (approximately 475 rooms).

Convention Totes \$10,000

Sponsor a logoed tote that will be distributed at registration to all Paper2012 attendees. This package also offers the opportunity for the sponsor to include one piece of approved company literature in the tote.

Additional Gold Level Benefits

- Two complimentary Full Convention Registrations
- Three complimentary Limited Access Passes (access to official hotels and suites)
- 10% discount on up to five additional Full Convention Registrations
- Opportunity to display one piece of approved company literature in the Registration Area
- Opportunity to participate in Speed Networking Session
- Company logo with link on homepage and sponsorship area of Paper2012.com prior to, during, and after the event
- Recognition as a Gold Sponsor on event signage
- Registration list pre- and post-convention

Monday Morning Coffee Break \$8,000

Be the first company to greet convention attendees on Monday morning by sponsoring a coffee break for participants 30 minutes prior to the start of the Monday Opening Session. In addition to recognition on event signage, the sponsor may have a table-top display outside the session space from 30 minutes prior to 30 minutes after the session, from which approved company literature can be distributed. The sponsor may also provide logoed cups and/or napkins for use during the coffee break. NOTE: The Monday Opening Session sponsor has first right of refusal for this package.

Hotel Key Cards \$8,000

Make an impression on Paper2012 attendees by having your logo appear on their hotel key card. Cards will be used in both of the official Paper2012 hotels. Printing on the second side of the key will require an additional charge. (Approximately 1,500)

SILVER LEVEL SPONSORSHIPS

Badge Lanyards \$6,500

Have your logo appear on lanyards distributed to all Paper2012 participants at registration.

Convention Exhibits (max. 3) \$6,000

Provide Paper2012 attendees with information on your company's products and services with a table-top booth in the Registration Area throughout the convention. This package offers sponsors the opportunity to network with attendees in the common area that houses the Convention Registration Desk and the Convention Daily booth.

Hotel Meeting Map \$5,500

Help keep convention registrants – and your company – moving in the right direction! Your company's logo will appear on a map of the area surrounding Paper2012 hotels. The map will be included in the onsite registration packet and available for download from Paper2012.com.

Convention Pocket Schedule \$5,000

Place your logo on the front of the final schedule included in registration materials for all convention attendees.

Registration Packet Inserts \$5,000

Insert one approved piece of your company's collateral into Paper2012 registration packets – a fantastic way to get additional exposure, make a special offer, and keep your name in front of attendees after the conference. (NOTE: All materials will be approved for distribution by AF&PA and NPTA.)

Additional Silver Level Benefits

- One complimentary Full Convention Registration
- Two complimentary Limited Access Passes (access to official hotels and suites)
- 5% discount on up to five additional Full Convention Registrations
- Opportunity to display one piece of approved company literature in the Registration Area
- Company logo with link on homepage and sponsorship area of Paper2012.com prior to, during, and after the event
- Recognition as a Silver Sponsor on event signage
- Registration list pre- and post-convention

Literature Delivery \$4,000

One sponsor per night will have an approved piece of company literature delivered to each registered convention guest's hotel room. Deliveries occur on Sunday and Monday evenings.

Speed Networking Session \$3,000

Monday, March 26, 2-3:30pm

The Speed Networking Session is a must-attend event that offers face time with current and future customers. Host an individual table to meet with interested parties in defined, ten-minute intervals. On-line pre-registration will be available to Paper2012 registrants.

BRONZE LEVEL SPONSORSHIP

Paper2012 Supporter \$2,500

Get your company's information in front of key customers with this focused package.

- One complimentary Full Convention Registration
- One complimentary Limited Access Pass (access to official hotels and suites)
- Opportunity to display one piece of approved company literature in the Registration Area
- Company logo with link on home page and sponsorship area of Paper2012.com prior to, during, and after the Convention

About AF&PA

The American Forest & Paper Association is the national trade association of the forest products industry, representing pulp, paper, packaging and wood products manufacturers, and forest landowners. AF&PA member companies make products essential for everyday life from renewable and recyclable resources that sustain the environment. The forest products industry employs nearly 900,000 workers and accounts for approximately 5 percent of the total U.S. manufacturing GDP.



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About NPTA Alliance

NPTA Alliance (formerly the National Paper Trade Association, Inc.), founded in 1903, is the association for the \$60+ billion paper and packaging distribution industry. The mission of NPTA is to actively support the success of its members through the delivery of networking, education, industry data, research and advocacy, which focuses on the health of the distribution channel.



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