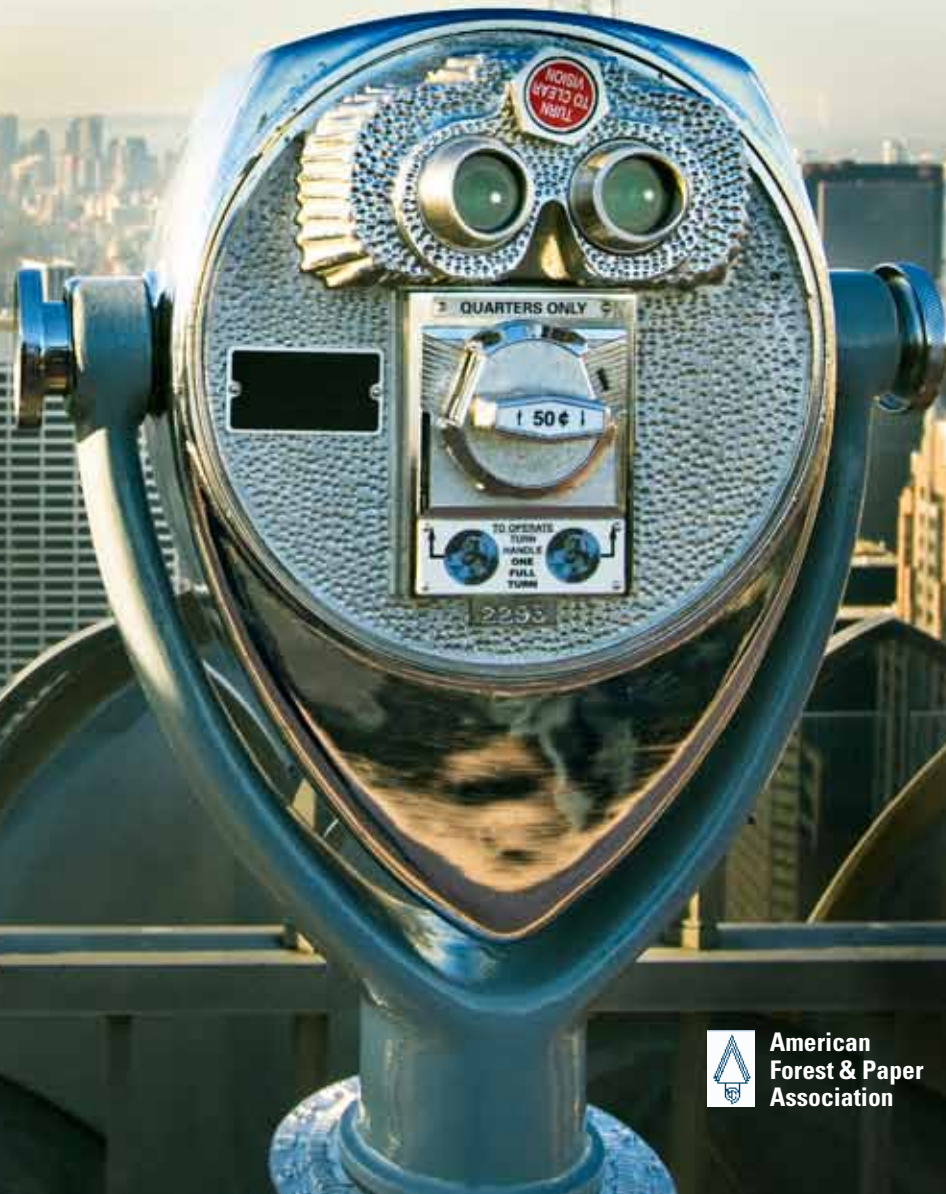


# PAPER2012

WHERE THE INDUSTRY MEETS  
MARCH 25-27 NEW YORK

## THE VIEW FORWARD





# THE VIEW FORWARD

## Don't miss Paper2012 — Where the Industry Meets

Register today to capitalize on the opportunity to network with industry executives, conduct business in corporate suites and participate in timely sessions on emerging issues critical to the continued success of the paper industry. This annual event, hosted by the American Forest & Paper Association and the NPTA Alliance, will be held at a new location: The Ritz-Carlton New York, Battery Park.

**Early registration rates are effective until March 1.** Visit [Paper2012.com](http://Paper2012.com) for additional information on suite and sponsorship opportunities, current suite holders and on-line event and speed networking registration.

### PAPER2012 HOSTS

**The American Forest & Paper Association (AF&PA)** is the national trade association of the forest products industry, representing pulp, paper, packaging and wood products manufacturers and forest landowners. AF&PA companies make products essential for everyday life from renewable and recyclable resources that sustain the environment. The forest products industry accounts for approximately 5 percent of the total U.S. manufacturing GDP. Industry companies produce about \$190 billion in products annually and employ nearly 900,000 men and women, exceeding employment levels in the automotive, chemicals and plastics industries. The industry meets a payroll of approximately \$50 billion and is among the top 10 manufacturing sector employers in 47 states. [www.afandpa.org](http://www.afandpa.org)

**NPTA Alliance** (formerly the National Paper Trade Association, Inc.), founded in 1903, is the association for the \$50+ billion paper printing distribution channel. 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. [www.gonpta.com](http://www.gonpta.com)

## OPENING SESSION

### Harnessing Second Generation Technology: The Future of Sales and Marketing

MONDAY, March 26, 9 - 11am *(suites closed)*

Officially kicking off Paper2012 is **Scott Klososky**, a dynamic speaker and visionary in the area of technology. Learn about second generation technologies — moving well beyond today's search engines and social media — and their impact on future sales and marketing successes and failures. Klososky's perspectives as a former CEO of three successful startup companies offer insights you haven't heard before.

sponsored by:



## RISI PAPER INDUSTRY TRENDS & FORECAST SESSION

TUESDAY, March 27, 10 - 11:30am

RISI invites you to join **John Maine**, Vice President, World Graphic Papers, and **Ken Waghorne**, Vice President, World Packaging, for a look ahead at the world markets for printing-writing paper and paperboard. This always-popular session will include RISI's two-year demand forecast for the major printing-writing grades, touching on changes in demand, capacity closures and increased focus on exports. Also, RISI's boxboard outlook will address domestic demand drivers and likely challenges from new capacity overseas.

## PAPER2012 LUNCHEON *(separately ticketed event)*

### Election 2012: The View from Both Sides

TUESDAY, March 27, 12 - 2:30pm *(suites closed)*

Two veteran political insiders, **Donna Brazile** and **Dana Perino**, will offer an engrossing point/counterpoint perspective on today's political landscape and the hot-button issues of the 2012 election cycle. Ms. Brazile is a long-time Democratic political strategist, frequent television commentator, syndicated columnist and currently serves as Vice Chair of Voter Registration and Participation at the Democratic National Committee. Ms. Perino is equally recognizable as just the second female White House Press Secretary in U.S. history (and the first female Republican) and current Fox News contributor.

Don't miss this timely and engaging session on the political future of our country. Also during this session, the NPTA Alliance will present Edward H. Kniep, III, with the 2012 Stanley O. Styles Industry Excellence Award.

sponsored by:



## SPEED NETWORKING SESSION

MONDAY, March 26, 2 - 3:30pm

Networking is a key component of Paper2012. The Speed Networking Session, introduced last year, offers an opportunity for appointments with current or potential business partners. Participating in this popular session provides face time with representatives from Paper2012's leading paper industry suite holders and sponsors.

During this session, representatives from participating companies will host individual tables to meet with interested parties in defined, ten-minute intervals. This is a quick, easy and efficient way to make a personal contact, exchange business cards or express your interest in doing business together.

**A list of participating companies and online session registration will be available at Paper2012.com in early February.**



## A DOWNTOWN PERSPECTIVE

For 2012, we're bringing our industry's most dynamic business gathering to New York's historic Financial District. With world-class accommodations and amenities, commanding views and easy access to Wall Street, Battery Park and the World Trade Center Memorial, Paper2012 offers attendees a fresh take on the Big Apple.

### HOST HOTELS

**Reserve by March 1** to receive the Paper2012 Group Rate.

**The Ritz-Carlton New York, Battery Park** delivers a superlative cosmopolitan experience, with 298 recently renovated rooms and suites, a brand-new club lounge with an unparalleled standard of personal service; an award-winning restaurant, 2West; and The Ritz-Carlton spa featuring CARITA treatments. *Limited rooms still available. To reserve, call 800.241.3333 and reference "Paper2012".*

**The Conrad New York**, located in the heart of Lower Manhattan's Battery Park City, features 463 oversized guest suites, contemporary spaces, 24-hour fitness center, salon, shopping, ATRIO Mediterranean restaurant and RTB seasonal rooftop bar, which provides endless views of the Statue of Liberty and New York Harbor. *To reserve, call 877.545.5202 and reference "Paper1".*

For updates and additional information, visit [Paper2012.com](http://Paper2012.com)

Name:  Mr.  Ms. \_\_\_\_\_

Nickname (for badge): \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Distributor  Manufacturer  Industry Supplier  End User/Specifier  Converter

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## ATTENDANCE PLANS

**Full Convention Registration** (see box at right for details)

\$220 (must be received by March 1)  \$275 (after March 1)

Check the sessions you will attend:  Opening Session  
 Speed Networking  RISI Paper Industry Trends & Forecast

**Limited Access Pass** (see box at right for details)

\$65 (must be received by March 1)  \$75 (after March 1)

## PAPER2012 LUNCHEON

**This is a separately ticketed event.** All attendees must hold either a Full Convention Registration or Limited Access Pass in addition to their luncheon ticket.

Individual tickets @ \$190 x \_\_\_\_\_ = \$ \_\_\_\_\_

Tables of 10 @ \$1900 x \_\_\_\_\_ = \$ \_\_\_\_\_

## PAYMENT

**Full payment (in \$US) must accompany registration form.** Enter your credit card information below and fax registration form to 202.463.2708, or scan/e-mail to Paper2012@afandpa.org. To pay by check, mail completed form and check, payable to AF&PA, to Paper2012 Registrar, c/o American Forest & Paper Association, 1111 – 19th Street, NW, #800, Washington, DC 20036.

**TOTAL AMOUNT DUE** Registration/Access Pass + luncheon ticket(s) = \$ \_\_\_\_\_

AmEx  Visa  MasterCard  Check enclosed

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## All Paper2012 attendees must register.

For your convenience, two levels of access are available for the event. Those wishing only to participate in suite meetings should purchase a Limited Access Pass. The Paper2012 Tuesday Luncheon is a separately ticketed event.

### Full Convention Registration:

Includes admission to the event; access to Paper2012 event hotels and suites\*; admission to the Opening Session, Speed Networking, Registration Area and the RISI Paper Industry Trends & Forecast Session.

### Limited Access Pass:

Includes access to the Paper2012 suites\* and to the Registration Area. Limited Access Passes are non-refundable but are transferrable. Contact the Meeting Registrar at 202.463.2454 for transfers.

**\*PLEASE NOTE:** To visit company suites, appointments are necessary. Contact each company directly to make appointments as they maintain their own schedules. Official Suite Holders are listed online at Paper2012.com on the Suites tab.

## POLICIES

Convention badges for Full Convention Registrants and Limited Access Pass holders and luncheon tickets will be available for pick up at the Paper2012 Registration Desk in The Ritz-Carlton New York, Battery Park. See inside back cover for desk hours.

Registrations must be received by March 9, 2012, to appear in the official registration list distributed to attendees.

All cancellation requests must be received in writing by March 1, 2012. Full Convention Registration cancellations received by that date will receive a refund minus a \$100 processing fee. Limited Access Passes are non-refundable but are transferrable. No refunds will be given to no-shows or cancellations received after March 1.

Questions? E-mail paper2012@afandpa.org or call the Paper2012 Meeting Registrar at 202.463.2454.

## PRELIMINARY SCHEDULE

---

### SUNDAY, March 25

Paper2012 Registration **12 – 6pm**

*The Paper2012 Registration Area is located on The Bridge, The Ritz-Carlton New York Battery Park, 2nd level*

Suite Check-In **3pm**

*Check in at the main registration desk of the appropriate hotel*

Suite Meetings **4 – 6pm**

---

### MONDAY, March 26

Paper2012 Registration **7am – 5pm**

**Opening Session 9 – 11am**

*featuring dynamic speaker and technology visionary, Scott Klososky*

Suite Meetings **11am – 6pm**

**Speed Networking Session 2 – 3:30pm**

---

### TUESDAY, March 27

Paper2012 Registration **8am – 4pm**

Suite Meetings **9am – 12pm**

**RISI Paper Industry Trends & Forecast Session 10 – 11:30am**

**Paper2012 Luncheon 12 – 2:30pm**

*featuring political insiders Donna Brazile and Dana Perino*

*NPTA Alliance will present Edward H. Kniep, III, with the 2012 Stanley O. Styles Industry Excellence Award*

Suite Meetings **2:30 – 6pm**

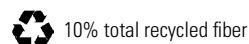
# PAPER2012

WHERE THE INDUSTRY MEETS  
MARCH 25-27 NEW YORK

### **PAPER2012 CONVENTION DAILY**

The *Paper2012 Convention Daily*, published by *PaperAge* and distributed to all Paper2012 attendees, will offer timely and comprehensive news from all segments of the paper industry, plus market reports, Official Suite Holder listings and final Paper2012 schedule details.

Special rates are available to Paper2012 Official Suite holders. For more information, contact Michael O'Brien of PaperAge at 781.923.1016 or [mobrien@paperage.com](mailto:mobrien@paperage.com).



All Paper2012 programming held at The Ritz-Carlton New York, Battery Park