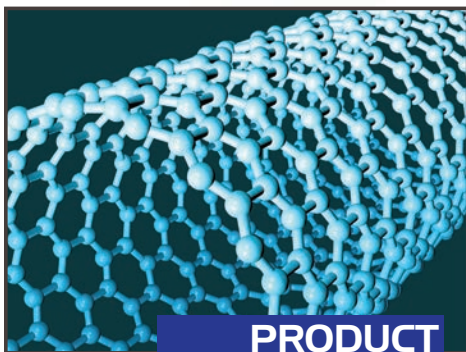


# 2015 TAPPI International Conference on Nanotechnology for Renewable Materials

June 22-25, 2015 | Hyatt Regency | Atlanta, GA

## Unlocking the Potential of Nature's Nanomaterials

Put the spotlight on your:



PRODUCT



TECHNOLOGY



EXPERTISE

## Showcase Your Capabilities!

Over 200 technology and business development experts  
from over 25 countries attending this year's conference.

**100** YEARS  
TAPPI  
A CENTURY OF ACHIEVEMENT

HONORING OUR PAST,  
INSPIRING OUR FUTURE.

[www.tappi.org/15nano](http://www.tappi.org/15nano)

# EXHIBIT & SPONSORSHIP PROSPECTUS

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## Showcase Your Capabilities in 2015

Put the spotlight on your company's services, capabilities, and expertise at the only conference focused on the use and production of renewable and sustainable nanomaterials. Don't miss this one-of-a-kind opportunity to market your products or technologies to the leaders in the field at this high-impact conference.

As a Tabletop exhibitor you will meet and interact with potential customers and industry leaders during the many breaks and receptions at the conference. This is a great opportunity to expand and enhance your marketing base with your expertise.

## Reach New Markets

Delegates at this conference are always on the look out for:

- Chemical Companies
- Producers of Instruments & Equipment
- Characterization & Test Facilities
- Nanocoating and Nanomaterials providers
- Anti-counterfeiting /Security Companies
- Printed Electronics Suppliers
- Microfluidics Providers
- Filters or Sensor Producers
- Technology Incubators
- Research Facilities
- Government Agencies, Universities, and Information Providers

### Exhibitors and sponsors at the International Conference on Nanotechnology for Renewable Materials GET VALUE:

- 1. MORE EXPOSURE:** Tabletops are displayed all three days of the conference making an ideal opportunity for one-on-one marketing interaction with prospects and clients.
- 2. BUYING POWER:** Nanotechnology Conference delegates have direct influence and/or buying authority.
- 3. LOCATION:** The 2015 Conference will take place in Atlanta, Georgia; an ideal location for your prospects in North America, South America, and Europe.
- 4. INCREASED VISIBILITY:** Maximize your exposure with additional advertising and sponsorship opportunities.
- 5. INDUSTRY RESPECT:** The Conference's program is peer-reviewed and peer-organized and delegates are attracted to this event showcasing cutting-edge technology.

## Access Key Decision Makers



## GLOBAL REACH

*Countries Represented by  
Past Delegates (2009-2014)*

- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- China
- Colombia
- Denmark
- Finland
- France
- Germany
- Hungary
- India
- Israel
- Japan
- Korea
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Russia
- Serbia
- Slovakia
- Slovenia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- United Kingdom
- United States

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**PLUS over 200 universities,  
research institutes, government  
agencies and other research-  
based organizations!**

## Past Attending Companies

**Join the growing list of over 100 participating companies attending the conference.**

ABB  
Advanced Diamond Technologies Inc.  
AkzoNobel Pulp and Performance  
Chemicals  
American Process Inc.  
Ansys Instruments Corp.  
Apis Flora and Unesp-Brazil  
APC Composite AB  
Appvion  
Arauco  
ATI Composites Canada Inc  
Avery Dennison  
BASF  
Beijing Century Xin Nong  
Technology Dev Co Ltd  
Beijing Si Ren Xing Commerce and  
Trade Co. Ltd.  
Betulium  
BillerudKorsnas AB  
Biolin Scientific AB  
BioVision Technology  
Blue Good Biorefineries  
BNCC  
Boise Cascade Corporation  
BondX Technologies Ltd.  
Borregaard Industries Ltd  
Bruker Nano Surfaces Division  
Buckman  
Cabot  
Cargill Inc.  
Cascades Inc.  
Casco Inc.  
Catalyst Paper  
CelluForce Inc.  
CelluTech AB  
Celulosa Arauco y Constitucion  
Chuetsu Pulp & Paper Co. Ltd.  
CIBC World Markets Inc.  
CIPO  
CMPC Celulosa S A  
Copamex  
CP Kelco  
Daio Paper Corp.  
Daio Seishi KK  
Dart Container  
De La Rue  
DIC Corporation  
Domsjo Fabriker AB/DomInnova  
Domtar Industries Inc.  
DuPont  
Evergreen Packaging Inc.  
FiberMarkEspera Specialty Solutions  
FEI  
Fibrex

Fibra Celulose SA  
First Quality Tissues  
FSCN  
GAW Technologies GmbH  
Georgia-Pacific Corporation  
GL&V  
Golder Associates Ltd  
Goodyear S.A.  
GR Nano Materials  
Hansol Paper  
Hollingsworth & Vose Company  
Holmen AB  
Houghton Cascade  
IBM Materials Engineering  
Iggesund Paperboard  
IMERYS  
International Paper  
Intertox  
IPN  
J. Rettenmaier & Sohne  
James Cropper PLC  
JRS  
Jyvaskyla Innovation Ltd.  
Kai Feng Hua Mao Agricultural  
Development Co., Ltd.  
Kanematsu Corporation  
Kao Corporation  
KapStone Charleston Kraft LLC  
Kemira  
Kimberly-Clark Corp  
Klabi SA  
Knowlton Technologies LLC  
KoanTeknico  
Kompetenzzentrum Holz GmbH  
Kruger Inc.  
Lenzing AG  
LG Electronics Inc.  
Mainline Information Systems Inc.  
MeadWestvaco Corporation  
Melhoramentos Florestal  
Melodea Ltd.  
Metsa Fibre  
Micralyne  
Miller Thomson  
Mirka  
MKS-Tekniikka Oy  
Mondi Business Paper SCP A.S.  
Moorim P&P Co. Ltd.  
Nalco Company  
NewPage Corporation  
Nippon Paper Industries Co Ltd  
Nopco Paper Technology AS  
NORAM Engineering  
Novozymes A/S

Oji Paper Co., Ltd.  
OMYA  
OY Metsa Botnia AB  
Pall Corporation  
Papeteries Du Leman  
Papirnica Vevce D.o.o.  
PepsiCo  
Poyry Consulting  
Procter & Gamble Company  
REDCO N.V.  
Royal Cosun  
Rusnano USA  
S.A. Industrias Celulosa Aragoneas  
Sage Environmental Consulting  
Saimia  
Sappi Fine Paper  
SCA  
Schweitzer Mauduit Intl  
Scion  
Seiko PMC Corporation  
Selig Sealing Products, Inc.  
Semiconductor Research Corporation  
SENTINEL Bioactive Paper Network  
Shell  
SIG Combibloc Systems GmbH  
Smart Papers LLC  
Smurfit Kappa Group  
Solanja AB  
Solenis  
Southworth Co.  
Specialty Minerals Inc.  
Stora Enso  
Styron  
Suzano Pulp and Paper  
Swerea SICOMP AB  
Swetree Technologies AB  
Tetra Pak  
Toppan Printing Co. Ltd.  
Torraspapel-LECTA  
TTS Inc.  
Twin Rivers Paper Company Inc.  
UPM-Kymmene  
Verso Paper  
VRM Management Solutions  
Weyerhaeuser Company  
Wilmer Cutler Pickering Hale and  
Dorr LLP  
Woodbridge Foam Corporation  
Xerox

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## Showcase Your Capabilities and Products!

Conference delegates visit tabletop displays during all breaks and receptions. Reach key technical experts and decision makers in a one-on-one setting. Compliment your technical presentation by having additional technical information and products on display.

### Tabletop Display—\$1,500 (limit 1 per sponsor)

Tabletops are displayed all three days of the conference.

- Tabletop space with 6 foot table (72" x 30")
- One complimentary full-conference registration
- 50 word description and logo in conference guide
- Signage recognition at tabletop events

## High Visibility Sponsorships

Increase your brand awareness in this emerging market. Show your commitment to renewable materials and nanotechnology by sponsoring key conference events and services.

### GOLD LEVEL • \$7,500 (Limit 3)

- One tabletop space
- Two complimentary conference registrations
- 30-minute spotlight presentation at lunch (Tuesday, Wednesday or Thursday) with chair drop
- Signage recognition at opening session and onsite signage
- Conference program guide recognition
- One page ad in program guide (B&W)
- Pre-registration attendee list (1 week prior) and post conference attendee list
- Logo on conference bag
- Logo and link on pre-conference promotional materials and event website
- Sponsorship level designation on conference website
- 50 word description and logo in conference guide

### SILVER LEVEL • \$5,000 (Limit 5)

- One tabletop space
- One complimentary conference registration
- Signage recognition at opening session and onsite signage
- Conference program guide recognition
- Pre-registration attendee list (1 week prior) and post-conference attendee list
- Logo on conference bag
- Logo and link on pre-conference promotional materials and event website
- Conference bag insert of company promotional material (one item, exhibitor supplied)
- Sponsorship level designation on conference website
- 50 word description and logo in conference guide

### BRONZE LEVEL • \$2,500 (Limit 10)

- One complimentary conference registration
- Signage recognition at opening session and onsite signage
- Conference program guide recognition
- Conference bag insert of company promotional material (one item, exhibitor supplied)
- Sponsorship level designation on conference website
- 50 word description and logo in conference guide

## Exhibit Hours

### Monday, June 22

**Welcome Reception**  
6:00 -7:00pm

### Tuesday, June 23

**Coffee Break**  
10:00am - 10:30am

**Lunch**  
12:00pm - 1:30pm

**Coffee Break**  
3:00pm - 3:30pm

**Poster Reception**  
5:00pm - 6:30pm

### Wednesday, June 24

**Coffee Break**  
10:00am - 10:30am

**Lunch**  
12:00pm - 1:30pm

**Coffee Break**  
3:00pm - 3:30pm

### Thursday, June 25

**Coffee Break**  
10:00am - 10:30am

**Coffee Break**  
3:00pm - 3:30pm

## Support Student Engagement

### STUDENT PARTNER PROGRAM

#### \$1,000 (Limit 5)

Help students attend this year's conference! Your sponsorship will cover part of one TAPPI Student member's travel expenses, registration and accommodations. You will receive:

- Signage recognition at event
- Listing in program guide
- Special mention in Nano360° newsletter



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## Exclusive Conference Dinner Sponsor—\$6,000

All Silver Level Sponsorship Benefits, Plus:

- Six complimentary tickets to the Gala for guests and customers
- Signage inside dining room
- Sponsor supplied giveaway to the delegates (to be placed in the conference bags or at Dinner – Sponsor's choice, TAPPI must approve)
- "Welcome" remarks at the dinner in front of the delegates (on behalf of TAPPI)
- Branded napkins at all drink stations for more impact

## Exclusive Sponsorship Opportunities (limit of one sponsor each)

- Conference Pen—\$1,500 (sponsor supplied)
- Pad Folio—\$2,000 (sponsor supplied)
- Lanyard—\$2,500 (sponsor supplied)
- Chair drop of company promotional material prior to morning keynote presentation:
  - Tuesday morning—\$1,000 (Limit 1)
  - Wednesday morning—\$1,000 (Limit 1)

## A La Carte Sponsorship Opportunities

- Welcome Reception—\$500 (Combine with Poster Competition for \$750)
  - Includes signage at the event, company listing in program guide, recognition in conference promotion materials. Sponsor provides napkins, or other premiums to increase impact!
- Poster Competition—\$500 (Combine with Welcome Reception for \$750)
  - Includes signage at the event, company listing in program guide, recognition in conference promotion materials. Sponsor provides napkins or other premiums to increase impact!
- Coffee Break Sponsor (one break)—\$1,000 (Limit 5)
  - Includes signage in the break area and company listing in the program guide. Sponsor provides branded cups, napkins, or other premiums to increase impact!
- Conference Guide Ads:
  - Full Back page ad (B/W)—\$1,000
  - Full Back page ad (color)—\$1,500
  - ½ page ad (color)—\$500
- Abstract Book Ads:
  - Full page ad (B/W)—\$1,000
- Conference bag insert—\$500
  - (Limit one 8.5"x11" literature, exhibitor supplied)



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## Media Packages

### Nano360° Conference Company Spotlight—\$1,000

Spotlight in post-conference edition of Nano360° electronic newsletter. Includes 50 word company description, logo, and link to sponsor website.

### Conference App Sponsor—\$2,000

A free download, this app gives the delegates access to the conference schedule, speaker information, floor plans, and exhibitor details, as well as tools to connect with other delegates. Your company will have the ability to create promoted postings for every day of the conference. These sponsored posts will stay on top of all other posts, in front of delegates for 30 minutes at a time. This exclusive sponsorship provides high-exposure placement.

### Charging Station—\$2,000

Keep delegates charged throughout the conference with the Nano Charging Station which includes hook-ups for Apple, Samsung and your other favorite mobile devices. Two company signs adorn charging station.

### Wi-Fi Sponsor—\$1,000

Creates a unique opportunity for the sponsor to connect with the attendee on a large scale. Company listed as Wi-Fi provider on all attendee devices.

**Questions?** Contact Lisa Stephens, TAPPI Account Manager, at 770-209-7313 or [lstephens@tappi.org](mailto:lstephens@tappi.org).



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## Sponsorship and Tabletop Opportunities

Sustaining Members Receive 5% Discount

Contact Information (Please print or type)

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

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_ Fax: \_\_\_\_\_

(Complimentary registration for Gold, Silver, Bronze, and Tabletop sponsorship levels only)

Complimentary Registration Name: \_\_\_\_\_ Email: \_\_\_\_\_

What is your company's industry? \_\_\_\_\_

### HIGH VISIBILITY SPONSORSHIP

- ☐ Gold Level (limit 3) .....\$7,500
- ☐ Silver Level (limit 5) .....\$5,000
- ☐ Bronze Level (limit 10) .....\$2,500

### EXCLUSIVE CONFERENCE

- ☐ **DINNER SPONSOR** .....\$6,000
- ☐ **STUDENT PARTNER** .....\$1,000

### EXCLUSIVE SPONSOR OPPORTUNITIES

- ☐ Conference Pen.....\$1,500
- ☐ Pad Folio.....\$2,000
- ☐ Lanyards .....\$2,500
- ☐ Chair Drop.....\$1,000
- ☐ Tuesday or ☐ Wednesday

### A LA CARTE SPONSORSHIP

- ☐ Welcome Reception .....\$500
- ☐ Poster Competition .....\$500
- ☐ Welcome Reception and Poster Competition Combined .....\$750
- ☐ Coffee Break Sponsor.....\$1,000
- ☐ Conference bag insert.....\$500
- ☐ Conference Guide Ads
- ☐ Full Back page (B/W) .....\$1,000
- ☐ Full Back page (Color).....\$1,500
- ☐ 1/2 page ad (Color).....\$500
- ☐ Abstract Book ad
- ☐ Full Page ad (B/W) .....\$1,000

### MEDIA PACKAGES

- ☐ Charging Station Sponsor.....\$2,000
- ☐ Conference App Sponsor .....\$2,000
- ☐ Nano360° Conference Company Spotlight .....\$1,000
- ☐ Wi-Fi Sponsor .....\$1,000

### TABLETOP EXHIBIT

- ☐ **DISPLAY** .....\$1,500



## CUSTOM PACKAGES AVAILABLE

**TABLETOP EXHIBIT DISPLAY:** Number of tables x \$1,500 each

Sub Total \$ \_\_\_\_\_

TAPPI Company Sustaining Member Discount (5%) \$ \_\_\_\_\_

Total Sponsorship Due \$ \_\_\_\_\_

WITH THIS ORDER FORM, PLEASE SUBMIT A **50 WORD COMPANY /PRODUCT DESCRIPTION AND A HIGH RESOLUTION COPY OF YOUR LOGO** (300 DPI TIFF OR JPG FORMAT) FOR THE CONFERENCE PROGRAM GUIDE TO LISA STEPHENS, [LSTEPHENS@TAPPI.ORG](mailto:LSTEPHENS@TAPPI.ORG)

### METHOD OF PAYMENT

**Checks:** Check Number: \_\_\_\_\_ for the full amount of US\$ \_\_\_\_\_ Payable to TAPPI.

Checks must be in US Dollars and should be mailed to: 15 Technology Parkway South, Peachtree Corners, Georgia 30092 USA, Attn: Lisa Stephens

**Credit Card:** ☐ Amex ☐ Diner's Club ☐ Discover ☐ MasterCard ☐ Visa

Name as it appears on the card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

**Wire Transfer:** Contact [memberconnection@tappi.org](mailto:memberconnection@tappi.org) or call + 1-770-446-1400 for instructions. Fees may apply.

Wire transfer: US\$ \_\_\_\_\_ was wired as payment on (date) \_\_\_\_\_

### DIRECT SPONSORSHIP INQUIRIES TO:

Lisa Stephens  
+1 770-209-7313  
[Lstephens@tappi.org](mailto:Lstephens@tappi.org)

### CANCELLATION POLICY

Requests for cancellations and refunds must be made in writing and received on or before April 15, 2015. This will result in TAPPI retaining \$300 for each sponsor and for each tabletop exhibit. Cancellations received between April 15 - May 15, 2015 will receive a 50% refund. No requests for refunds will be granted after May 15, 2015.



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## Exhibit and Sponsorship Rules & Regulations

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of Nanotechnology Conference 2015, 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.** The tabletop space rental charge is (USD)\$1,500 for a 6 foot table (72" x 30").

**2. PAYMENT.** Applications submitted must be accompanied with payment to confirm Sponsorship package.

**3. CANCELLATION OF CONTRACT.** Requests for cancellations and refunds must be made in writing and received on or before April 15, 2015. This will result in TAPPI retaining \$300 for each sponsor and for each tabletop exhibit. Cancellations received between April 15 - May 15, 2015 will receive a 50% refund. No requests for refunds will be granted after May 15, 2015.

**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.** Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to past TAPPI Exhibitors and TAPPI Sustaining Members.

**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.** 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 Hyatt Regency Atlanta 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 caused 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 Hyatt Regency Atlanta.

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

**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. 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, sExhibitor 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.

**17. CONFLICTING EVENTS DURING SHOW HOURS.** Exhibitor and Sponsors agrees not to extend invitations, call meetings, 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 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.

**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. Exhibit 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 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 2015 Nanotechnology Conference.

**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'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.

**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 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.

**22. 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.

**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 12 inches 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 Hyatt Regency Atlanta for fire prevention. Electrical signs and equipment must be warranted 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.

**26. 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.

**27. FOOD SERVICE.** All approved arrangements for all food, beverage and alcohol service must be made with the caterer at Hyatt Regency Atlanta.

**28. FAILURE TO HOLD SHOW.** Should any contingency 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 shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure, including but not limited to an act of God, war, insurrection terrorist act, or radioactive contamination.

**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 May 1, 2015.

**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 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.

2015 TAPPI  
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