



# Sponsorship Opportunities

March 14-16, 2011 • Atlanta Hilton • Atlanta, Georgia, USA

Here is an extraordinary opportunity to reach the lucrative Biomass audience with unique marketing opportunities in all price ranges.

Increase your exposure by combining sponsorship opportunities with your exhibit space at BioPro Expo™.

Please review the list of sponsorship opportunities and promotions to learn how you can build brand awareness and drive more traffic to your booth!

## All Sponsorship Recognition Packages include:

- Acknowledgement in Expo Marketing Materials
- Recognition in the Pre-Show Publicity Designation on the BioPro Expo™ Website
- 50 Word Company Description in the BioPro Expo™ Guide
- Recognition on Onsite Sponsor Signage
- Sponsor Ribbons
- Logo on BioPro Expo™ Website linking to your Company Website

## High Visibility Packages

### Crown Sponsorship Package - \$15,000

- 10' x 20' Exhibit Space – Includes 10' x 20' Standard Booth Carpet, Two Chairs, 6' Draped Table (30" high), and Company ID Sign
- Sponsor of BioBash Reception on Wednesday Evening on the Exhibit Floor
- One-Page Color Ad in the BioPro Expo™ Guide
- Three Complimentary Full Conference Registrations (Includes Expo Entrance)
- Sponsorship Designation on Official BioPro Expo™ Show Bags
- 10% Discount on TAPPI Website Advertising
- Recognition on Exhibit Hall Entrance Unit
- Up to Five Additional Full Conference Package Registrations at the deeply discounted price of \$230 each
- Plus, all items listed in the Sponsorship Recognition Package above

### Diamond Sponsorship Package - \$10,000

- 10' x 10' Exhibit Space – Includes: 10' x 10' Standard Booth Carpet, Two Chairs, 6' Draped Table (30" high), and Company ID Sign
- 1/2-Page Color Ad in the BioPro Expo™ Guide
- Two Complimentary Full Conference Registrations (Includes Expo Entrance)
- 10% Discount on TAPPI Website Advertising
- Recognition on Exhibit Hall Entrance Unit
- Up to Three Additional Full Conference Package Registrations at the deeply discounted price of \$230 each
- Plus, all items listed in the Sponsorship Recognition Package above

Ready to Start Building Your Opportunity?

Contact Arnie Wolfson today: +781.727.5771 wolfson.arnie@gmail.com





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## Exclusive Sponsorship Opportunities

**Official Show Lanyards** .....\$6,000\*

*\*plus the cost to produce lanyards*

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

**Internet Cafe** .....\$6,500

Put your company's name or logo directly in front of attendees as they check and send e-mails.

## Additional Sponsorship Opportunities

**BioBash Reception Sponsor** .....\$6,000 per company

Includes logo recognition on reception signage and the chance to give away two corporate prizes. (four available)

**Refreshment Break Sponsor** .....\$2,000 per company

Includes logo recognition on break signage in the conference area. (four available)

**Exhibit Hall Lunch Sponsor** .....\$3,000 per company

Sponsor a lunch in the exhibit hall on Wednesday or Thursday. Includes logo recognition on signage in the lunch area. (two available)

**Official Show Bags** .....\$3,000 per company

Providing convenience and helping providers to organize the many solutions that will be available at BioPro Expo™ is a positive way to position your brand. Imprint your company logo on the side of each show bag for repeated impressions and great promotion! Show Management will provide the bags. (five available)

**Aisle Sponsor** .....\$750 per sign

Put your brand in front of the exposition traffic by positioning your logo on an aisle sign. (eight available, includes one double-sided sign per aisle)

**Advertising Signs**.....\$600 single-sided\*  
\$1,000 double-sided

*\*plus the cost to produce sign*

Position your brand in high traffic locations throughout the convention center. These one-meter boards will provide impactful impressions from providers at the show. (five available)

## BioPro Expo™ Online Listing Upgrades\*

The Online Exhibitor Listing upgrades through "Map Your Show" allow you to deliver detailed information and/or a multimedia presentation to attendees at BioPro Expo™ and help you stand out from the crowd.

**Enhanced Basic Listing** .....\$0 - Complimentary from Show Management

**Gold Level Listing** .....\$750

**Platinum Level Listing** .....\$1,750

**Diamond Level Listing** .....\$3,750

**Individual Hall Sponsor (exclusive)** .....\$4,000

**Banner Sponsorship (Limit 8!)** .....\$4,750

**"Official Interactive Floorplan" Banner (exclusive)** .....\$7,000

*\*For additional information on Online Listing Upgrades, please contact BioPro@naylor.com*

Your company has a unique opportunity to influence a major gathering of more than 350 suppliers, producers and consumers attending TAPPI's BioPro Expo, the largest bioenergy and biofuels event focused entirely on Immediate technology and solutions!

Brand your company as an industry leader by actively participating. Presenting your solutions or services directly to our delegates can significantly impact their purchasing and collaboration decisions and help you achieve your sales and business development objectives.

BioPro Expo will brand your company with strong marketing programs before, during, and after the event. The earlier you secure your Sponsorship or Exhibit, the more opportunity for exposure

### To explore opportunities, please contact:

Arnie Wolfson, Manager of Business Development  
Phone: 781-727-5771 - Fax: 781-269-5481  
E-mail: wolfson.arnie@gmail.com

## Sponsor Supplied Items?

To allow you to truly customize your sponsorship package, TAPPI is allowing Sponsors to provide materials for several of the available packages. TAPPI has staff and preferred vendors to help you supply these items should you not have a vendor of your own. If you need assistance with the purchasing process or getting your logo imprinted on your promotional piece, please contact Debbie Trimmer, dtrimmer@tappi.org or +1-770-209-7244 to review procurement options. **All Sponsor supplied items must arrive at TAPPI offices by February 1, 2011 to ensure their distribution on-site.**



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.