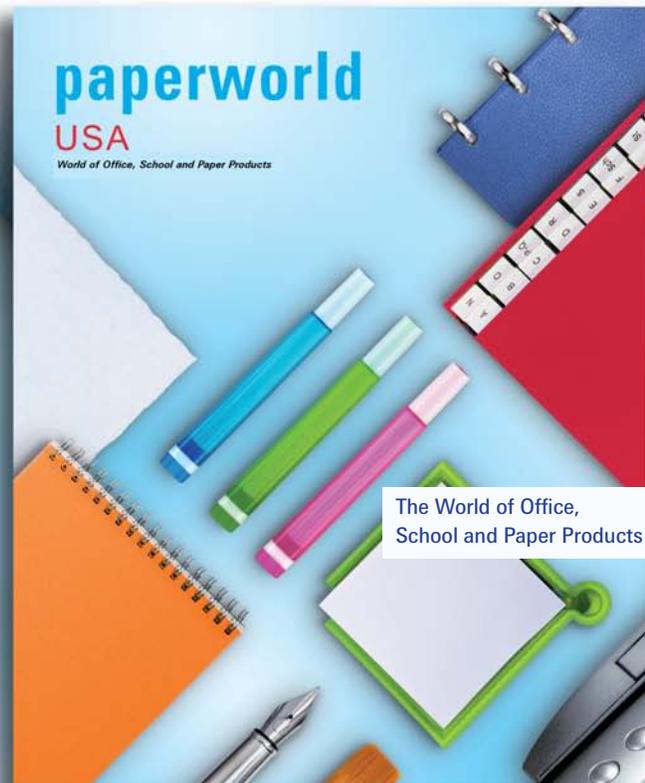


# paperworld

## USA

*World of Office, School and Paper Products*



The World of Office,  
School and Paper Products

## ***SPONSORSHIP & ADVERTISING***

## ***OPPORTUNITIES***

School, Home, Office

Creative

Imaging

Scriptum



## INTERNET CAFÉ

Our Internet Café is sure to attract attention as attendees catch up on emails or leave messages for business partners and friends.

If you are ready to interact with your customers on the Web, sponsor this area and make an electronic splash!

- On-site Signage
- Screensavers for 8+ stations

**Sponsorship Fee: US \$7,500 (Rights Only)**  
**Exclusive Opportunity!**

## PRESS ROOM

Gain exposure to editors and writers from major trade and business publications and benefit from networking opportunities!

- On-site signage
- Prominent display of company literature
- Refreshments

**Sponsorship Fee: US \$5,000**  
**Exclusive Opportunity!**



## LANYARD SPONSORSHIP

See every attendee wearing your company name. Sponsorship includes:

- Distribution at registration counters
- Inclusion in sponsor acknowledgement ad in the Official Show Directory and Official Show Web site

Sponsor is responsible for production of 3,000 2-color, dual-clip lanyards and the shipping of the lanyards to the show. Show Management must approve lanyard design in advance.

**Sponsorship Fee: US \$5,000 (Rights Only)** **Exclusive Opportunity!**





### OFFICIAL SHOW BAGS

Provide a convenient way for visitors to store the information they collect at the show and a lasting reminder for them to take home. Your logo printed on one side of the bag, the Paperworld USA logo on the other.

- Distributed at the registration counters
- Bag may include one corporate brochure and inclusion in the Sponsor Recognition ad within the Official Show Directory and Web site.

**Sponsorship Fee: US \$7,500  
(Rights Only)  
Exclusive Opportunity!**

### OFFICIAL SHOW BAG INSERTS

Draw special attention to your products and your booth. We will insert your promotional gift or brochure into the Official Show Bag. This will grab the attendees attention as they enter the show and again as they leave.

**Sponsorship Fee: US \$1,500 per insert  
(Rights Only)**

**Limited Opportunities!**

### KEYNOTE & SEMINAR SESSIONS

A comprehensive seminar program keeps buyers in tune with the market, new developments and aids them improving their business skills. Get pre-show and onsite company recognition. Sponsor a single session or an entire track!

- Inclusion in the Sponsor Recognition ad within the Official Show Directory and Web site.

**Keynote Sponsorship Fee:  
US \$5,000**

**Individual Seminar Sponsorship Fee:  
US \$1,500  
Multiple Sponsorships!**



*increase your visibility*



## PENS AT REGISTRATION

Provide a convenience to visitors as they register for the show, take notes throughout the day in seminars and on the show floor. Your promotional pens will be a big hit and constant reminder of your products and how to contact your company.

- Inclusion in the Sponsor Recognition ad within the Official Show Directory and Web site

**Sponsorship Fee: US \$2,000 (Rights Only)  
Exclusive Opportunity!**

## PRE-REGISTERED ATTENDEE EMAIL CONFIRMATION

Greet the show attendees before they even arrive in Miami. Your company logo and a short message will be included with the e-mail confirmation to attendees who register for the show in advance.

- Inclusion in the Sponsor Recognition ad within the Official Show Directory and Web site

**Sponsorship Fee: US \$5,000  
Exclusive Opportunity!**





## BADGE MAILER INSERTS

Place your double-sided marketing message in the hands of your prospects when they receive their badge and show information.

Sponsor is responsible for the printing of the ad insert and shipping the insert to the registration company for the badge mailing.

Show Management must approve artwork in advance.

Production Requirements: Inserts 9" x 3" Trim Size, Full Bleed

**Sponsorship Fee: US \$5,000 (5 Available)  
Limited Opportunities!**

## BADGE HOLDER INSERT PERSONALIZED SPONSOR AD

Have every attendee handed your company's ad first. Sponsor is responsible for the production of 3,000, 4-color, double-sided 3-7/8" wide x 4" high inserts.

Sponsorship includes:

- Distribution of your company's ad at Registration
- Inclusion in sponsor acknowledgement ad in the Official Show Directory and on the Official Show Website

Sponsor is responsible for the printing of the ad and shipping to the show. Show Management must approve artwork in advance.

**Sponsorship Fee: US \$5,000 (Rights Only)  
Exclusive Opportunity!**

*maximize your investment*



## POCKET GUIDE

See your company logo and booth highlighted in this onsite guide with a view of the show floor and the City of Miami. See it in the hands of every attendee with distribution at registration and used for business and pleasure throughout the show and again on the Exhibitor Locator signs.

As a bonus, the Pocket Guide Floor Plan map with your business card ad will be printed on the "You Are Here" exhibitor locator boards throughout the show.

- The back cover sponsor will receive an added bonus - 2' x 3' ad printed below the Pocket Guide Floorplan Map
- On-site Signage

**Sponsorship Fee:**  
**US \$4,500 Back Cover**  
**US \$1,000 Business Card Ads**  
**Exclusive Opportunity!**



## PACKAGE DEAL

Pocket Guide and Official Show Directory

Double your exposure and save \$500!  
 A business card ad in the Pocket Guide - \$1,000  
 A full-page four-color ad in the Directory - \$1,850

**Sponsorship Fee: US \$2,350**  
**Multiple Sponsorships!**

The Perfect Combination





### AISLE SIGN SPONSOR ADS

See your company names and booth number displayed at the bottom of the 2' x 4' sign in prominent positions on the show floor. Specific aisles may be requested.

- Production costs are included.
- Sponsor is responsible for providing artwork

**Sponsorship Fee: US \$650**  
**Multiple Sponsorships!**

### BILLBOARD AD PANELS

Your company name, logo, booth number and advertisement brilliantly displayed on a one single-sided 37" x 87" panel. A variety of key and high-visibility locations are available.

- Sponsor provides artwork.
- Production costs are included.

**Sponsorship Fee: US \$950**  
**Multiple Sponsorships!**



## EXHIBITOR DIRECTORY ADVERTISING THE YEAR-ROUND RESOURCE FOR BUYERS...

Materials Deadline: September 25, 2006

Premium Show Directory Advertising Opportunities		4/C
Inside Front Cover	Exclusive Opportunity	\$2,900
Tab Page	3 Opportunities	\$2,450
Inside Back Cover	Exclusive Opportunity	\$2,900
Back Cover	Exclusive Opportunity	\$4,500
Two-Page, Spread		\$3,450
Full Page		\$1,850
Half-Page, Horizontal		\$1,050

Tab Page: Stand out from the rest of the exhibitors by purchasing a four-color ad on a section tab page. Users will find the tab pages helpful when thumbing through the directory and will open to them almost immediately when using the directory. Tab dividers will separate the sections for "General Information," "Exhibitor Listings," and "Product Categories" (cost per tab/per side).



## SHOW DIRECTORY ADVERTISING FORM

ALL MATERIALS ARE DUE: September 25, 2006

FULL BALANCE DUE: September 25, 2006

Fax completed form to 770.984.8023 -OR- Mail to: Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 515, Atlanta, GA 30339

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

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

City/State/ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

<input type="checkbox"/> Inside Front Cover (Exclusive Opportunity)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$2,900
<input type="checkbox"/> Tab Page (3 Opportunities)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$2,450
<input type="checkbox"/> Inside Back Cover (Exclusive Opportunity)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$2,900
<input type="checkbox"/> Back Cover (Exclusive Opportunity)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$4,500
<input type="checkbox"/> Two-Page, Spread	(17.25" x 11.25" Bleed) (16" x 10" Non-bleed)	\$3,450
<input type="checkbox"/> Full Page	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$1,850
<input type="checkbox"/> Half-Page, Horizontal	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$1,050

### Digital Ad Materials

- All ads requested in digital format for Macintosh.
- Preferred applications include Photoshop or Illustrator. Other acceptable applications include Pagemaker, QuarkXpress, and Freehand. PDF files are accepted but are the responsibility of the advertiser not Paperworld USA. (Word processing programs such as Word or WordPerfect and presentation programs such as PowerPoint are not accepted for finished ads.)
- Photographic images must be converted to CMYK and provided as TIFF or EPS files (no JPEGs).
- Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file.
- Supply all files and type fonts on Zip Disk or CD-Rom.
- For black and white ads, include a positive proof or laser.
- For color ads, include a matchprint or color key proof.

### Mechanical Specifications

- Trim Dimensions represent the actual size of the printed publication. Trim dimensions should be used only for reference when sizing your ad materials. All ad images and text should remain within the size of a non-bleed ad (live area) to prevent any risk of text or image being trimmed off. Materials provided with copy outside the live area cannot be guaranteed.
- Bleed Dimensions represent the amount of extra image required to ensure your ad covers the entire page of the printed publication.
- Ad dimensions is expected to be exact. Resizing and mechanical or production services are an additional charge.
- All efforts are made to preserve advertising materials in their original condition. However, Paperworld USA will not be responsible for lost or damaged advertising materials after publication.
- Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications of this publication.
- Ad Space will be sold up to the stated deadline, subject to space availability. All ad materials must be approved by the organizers. Optimum Density: 280.

### Payment Information

Check Enclosed     VISA     MASTERCARD     AMEX

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

Expiration Date (month/year): \_\_\_\_\_

Cardholder (print): \_\_\_\_\_

Amount: Total amount to be charged:                      US\$ \_\_\_\_\_

I hereby authorize Messe Frankfurt, Inc to charge my credit card for the above-mentioned amount.

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

### Wire Transfer Information

NOTE: Sponsor incurs all costs of wire transfer. Wire transfer settlement instructions should be marked so that "Foreign Bank Charges" are to be paid by the "Ordering Customer."

Bank Name & Address: Wachovia N.A., Atlanta, GA USA  
 Routing: 053100494                      Swift: PNBPU33  
 Account Name: Messe Frankfurt, Inc.    Account Number: 2000187524630

### Please Make Checks Payable to:

Messe Frankfurt, Inc.  
 1600 Parkwood Circle, Suite 515  
 Atlanta, GA 30339

\*Please write Paperworld USA Sponsoring on the check.

NOTE: U.S. check only.

### SPONSORSHIP AGREEMENT

<input type="checkbox"/> Internet Café Sponsorship [SOLD]	\$ 7,500 (Rights Only)
<input type="checkbox"/> Press Room Sponsorship	\$ 5,000
<input type="checkbox"/> Official Show Bags	\$ 7,500 (Rights Only)
<input type="checkbox"/> Official Show Bag Inserts	\$ 1,500 (Per Insert) (Rights Only)
<input type="checkbox"/> Pens at Registration	\$ 2,000 (Rights Only)
<input type="checkbox"/> Pre-registered Attendee E-mail Confirmation	\$ 5,000
<input type="checkbox"/> Lanyards	\$ 5,000 (Rights Only)
<input type="checkbox"/> Badge Mailer Inserts	\$ 5,000 (Rights Only)
<input type="checkbox"/> Badge Holder Insert	\$ 5,000 (Rights Only)
<input type="checkbox"/> Aisle Sign Sponsor Ads	\$ 650
<input type="checkbox"/> Billboard Ad Panels	\$ 950
<input type="checkbox"/> Keynote Speaker Sponsorship	\$ 5,000
<input type="checkbox"/> Individual Seminar Sponsorships	\$ 1,500
<input type="checkbox"/> Pocket Guide - Business Card Ad	\$ 1,000
<input type="checkbox"/> Pocket Guide - Back Cover	\$ 4,500
<input type="checkbox"/> Package Deal - Pocket Guide & Official Show Directory	\$ 2,350

Please return this signed agreement with a 50% deposit to reserve your sponsorship opportunity:  
Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 515, Atlanta, GA 30339, Phone: 770.984.8016, ext. 425, Fax: 770.984.8023.  
**Full balance due by September 25, 2006.**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

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

City/State/ZIP Code: \_\_\_\_\_

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

**Payment Information:**

Credit Card Type:  VISA  MASTERCARD  AMERICAN EXPRESS

Credit Card Number: \_\_\_\_\_ Expiration Date (month/year): \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Amount: US\$ \_\_\_\_\_

I hereby authorize Messe Frankfurt, Inc to charge my credit card for the above-mentioned amount.

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

**Wire Transfer Information:**

NOTE: Sponsor incurs all costs of wire transfer. Wire transfer settlement instructions should be marked so that "Foreign Bank Charges" are to be paid by the "Ordering Customer".

Bank Name & Address: Wachovia N.A., Atlanta, GA USA  
Routing: 053100494 Swift: PNBUS 33  
Account Name: Messe Frankfurt, Inc.  
Account Number: 2000187524630

**Please make checks payable to:**

Messe Frankfurt, Inc.  
1600 Parkwood Circle, Suite 515  
Atlanta, GA 30339

\*Please write Paperworld USA Sponsoring on the check.

NOTE: U.S. check only.

**Sponsoring Regulations:**

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing Messe Frankfurt, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt, Inc.

We agree to abide by the conditions outlined above.

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