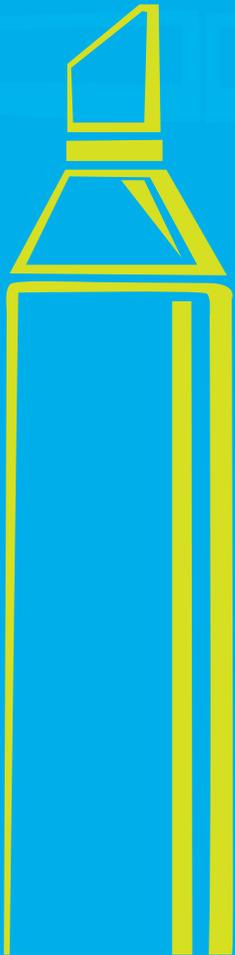


paperworld  
USA

# think future



Sponsorship  
Opportunities

2007



## INTERNET CAFÉ

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

Sponsor this area & make an electronic splash!

**SOLD**

- On-site Signage
- Screensavers for 8+ stations
- Inclusion in sponsor acknowledgement ad in the Official Show Directory and Official Show Web site

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



## LANYARD SPONSORSHIP

See every attendee wearing your company name.

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

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

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



## PENS AT REGISTRATION

Provide a convenience to visitors at registration, in seminars & on the show floor.

Your pens will be a constant reminder of your products & company.

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

**Sponsorship Fee: US \$1,000 (Rights Only)  
Exclusive Opportunity!**

# think creativity



get more coverage

## OFFICIAL SHOW BAGS

Provide a convenient way for visitors to store the information they collect. 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, inclusion in the Sponsor Recognition ad within the Official Show Directory and Web site

**Sponsorship Fee: US \$2,500  
(Rights Only)  
Exclusive Opportunity!**

## OFFICIAL SHOW BAG INSERTS

Draw special attention to your products & 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 \$1,000 per insert  
Limited Opportunities!  
(Rights Only)**

# think style

scriptum



## PRE-REGISTERED ATTENDEE EMAIL CONFIRMATION

Greet the show attendees before they even arrive in Los Angeles. Your company logo & 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 \$2,000**  
**Exclusive Opportunity!**

## BADGE MAILER INSERTS

Place your double-sided marketing message in the hands of your prospects when they receive their badge & show information. Sponsor is responsible for printing & shipping the insert to the registration company for the badge mailing. Show Management must approve artwork in advance.

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

**Sponsorship Fee: US \$1,000**  
**(5 Available)**  
**Limited Opportunities!**

*increase your visibility*

# think vision

imaging

*highlight your presence*

## 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 \$750**  
**Multiple Sponsorships!**



## BILLBOARD AD PANELS

Your company name, logo, booth number and advertisement brilliantly displayed on a 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!**





ALL MATERIALS ARE DUE: April 30, 2007 FULL BALANCE DUE: April 30, 2007

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: \_\_\_\_\_

4C

<input type="checkbox"/> Inside Front Cover (Exclusive Opportunity)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$1,950
<input type="checkbox"/> Inside Back Cover (Exclusive Opportunity)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$1,950
<input type="checkbox"/> Back Cover (Exclusive Opportunity)	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$3,000
<input type="checkbox"/> Two-Page, Spread	(17.25" x 11.25" Bleed) (16" x 10" Non-bleed)	\$1,850
<input type="checkbox"/> Full Page	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$1,000
<input type="checkbox"/> Half-Page, Horizontal	(8.75" x 11.25" Bleed) (7.25" x 10" Non-bleed)	\$650

**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"/> Lanyards	\$ 2,000 (Rights Only)
<input type="checkbox"/> Pens at Registration	\$ 1,000 (Rights Only)
<input type="checkbox"/> Official Show Bags	\$ 2,500 (Rights Only)
<input type="checkbox"/> Official Show Bag Inserts	\$ 1,000 (per insert)(Rights Only)
<input type="checkbox"/> Pre-registered Attendee E-mail Confirmation	\$ 2,000 (Rights Only)
<input type="checkbox"/> Badge Mailer Inserts	\$ 1,000 (Rights Only)
<input type="checkbox"/> Aisle Sign Sponsor Ads	\$ 750
<input type="checkbox"/> Billboard Ad Panels	\$ 950

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 April 30, 2007.**

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: \_\_\_\_\_