



## **TAPPI Nano 2018 Spotlight on Innovation**

*brought to you by TAPPI Nano 2018 Exhibitors and Sponsors*

TAPPI Nano is introducing a new component to their exhibitor and sponsorship program - **the Spotlight on Innovation** program. The goal of this new program is to provide more opportunities for companies and organize to convey their capabilities and expertise to TAPPI Nano attendees.

Exhibitors and sponsors typically provide a 50 word description of their company, which is included in the onsite program guide. We recognize that this description needs to be broad and may not drill down to the specifics you wish to share with TAPPI Nano Attendees.

Each exhibitor and sponsor will be asked to send to TAPPI staff a 50-100 word additional summary. This summary can focus on a new technology innovation, a case study, new research, a new product(s) or capability. We encourage these descriptions to be compelling and interest attendees so that they make a point of stopping by your booth to learn more.

### **How it Works:**

- Each exhibitor and sponsor provides a 50-100 capabilities or technology focus summary.
- These summaries will be posted on the conference website, along with the company logo, link to the company website, and contact information.
- At the conference all summaries will be printed and stuff in to the attendee conference bags.
- Companies and their summary will be featured once in a promotion email to our nano audience.

### **TAPPI will:**

- Approximately 1 week before the conference, a special email will go out to all registered attendees with the exhibitor and sponsor technology focus summaries.
- At the conference, all summaries will be printed and stuffed in toe the attendee conference bags.

### **Suggestions for your summaries**

- Don't include a description of your company
- Describe your newest product, innovation, trial results
- Remember your competitors will see
- Use this opportunity to provide some "teaser: information to get attendees to stop by your booth