



# SPONSORSHIP PROSPECTUS

TAPPI Leadership  
Virtual Conference

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**Organized by:** Women in Industry, Young Professionals,  
and PIMA Management Divisions of TAPPI



Support the emergence of an engaging  
and unique educational experience!

## The pulp and paper industry is preparing their next generation of leaders.

Join the conversation, lend your voice and contribute your expertise.

Developing strong leaders is a top initiative for companies as the pulp and paper industry continues to expand, change, and redefine itself in the world market. A strong backbone of informed professionals with vision and the ability to adapt is imperative to support this growth. TAPPI's Women in Industry, Young Professionals, and PIMA Management Divisions have recognized the necessity for an industry-wide conversation to tackle this need. This first-ever Leadership Virtual Conference will provide strategies that help industry professionals transform into leaders and provide managers with practical strategies to cultivate the next generation. Through a virtual conferencing platform, we can hold an open conversation on these increasingly important topics, all without the need to travel and spend days away from work.

The TAPPI Leadership Virtual Conference is an opportunity for event sponsors to make a contribution that will benefit the pulp and paper industry at large. As a sponsor you make a difference by upholding a collective effort to reshape priorities in training and professional growth.

## Virtual Conferences?

Tell me more!

This Virtual Conference is being produced in partnership with TAPPI and Matchbox Virtual Media. It is a two-day event from **12:00 - 2:15 PM EDT on November 21 and 22, 2019**, with two sessions featured each day.

Each session is an hour long and is pre-recorded. Our panelists will run the discussion. As the session video plays, a chat will run in tandem where attendees can share their own experiences, ask the speakers questions, and network with each other. This generates a co-creative experience, and insights will be gathered from the ensuing discussion and published into an actionable resource for participants to take with them after the event.

## Why Partner?

By becoming a sponsor, you are supporting the emergence of an engaging and unique educational experience. The production of the virtual conference is a partnership between TAPPI and Matchbox Virtual Media:



In 1915, thirty enterprising papermakers gathered together determined to form a new technical arm of the American Paper & Pulp Association (APPA). Their idea was to gather and disseminate information concerning matters which have to do with production. This forward thinking group wanted to create a forum where information could be channeled and ideas could be exchanged. In less than a year, TAPPI was born and more than 100 years later, their formula for success continues to work.



Matchbox Virtual Media creates virtual conferences that drive conversations that matter and foster connections that last. Matchbox provides purpose driven organizations strategies to build collaborative networks and leverage the knowledge and experience of their members in order to facilitate progress, education, and awareness.

## The Benefits of Sponsoring Virtual Events

Virtual conferencing presents many advantages, such as:

- **Cost effective immersive educational experience.**

The conference is a platform for crowdsourcing solutions by leveraging the knowledge and insights of the attendees. Pending approval, the sessions will be worth CEU credits to those who attend live. This is an incentive that will further increase attendance.

- **Straightforward to organize.**

The TAPPI leadership virtual conference was initiated by several committees of volunteers and has already catalyzed knowledge sharing and innovation. Becoming involved in supporting the event is easier than ever and requires only digital assets and participation.

- **Low entry barrier.**

Attending the conference requires an internet connection and some relatively brief time set aside. The conference lasts a total of 4.5 hours over two days. This permits a broader audience to attend, including multiple people within the same organization. and the efficient duration promotes rich engagement during that time.

- **Community development.**

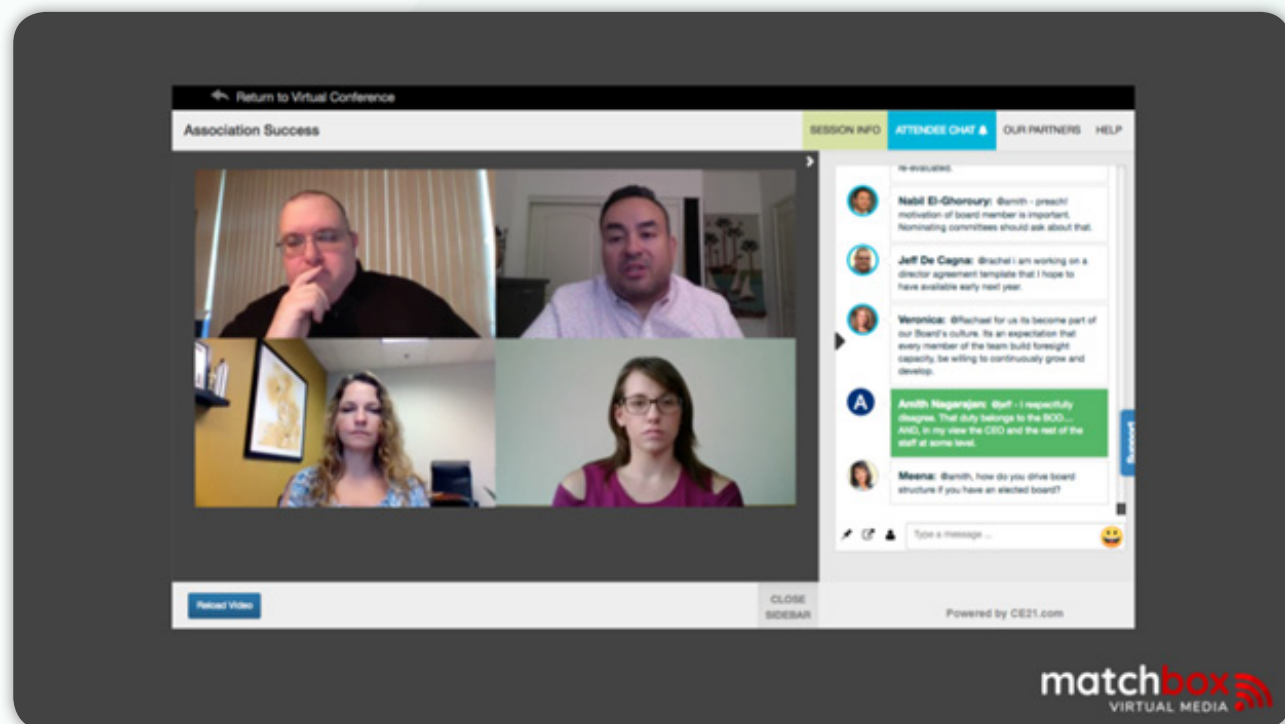
This experience allows for lasting connections and will attract a diversity of stakeholders and influencers. Within each unit, multiple staff members can participate simultaneously, making this conference a shared and memorable experience. Vibrant conversation drives the event, resulting in better quality relationships.

## Why sponsoring this event will provide excellent short and long term outcomes:

**Become a thought leader:** You can help craft content and add your insights into the event eBook. This is a permanent resource distributed to all event attendees and is designed to influence future virtual events.

**Build new relationships:** Directly interact with dozens of new contacts at a time in a virtual setting. Tell your story in a conversation and relevant method that people can understand and connect with. Tap a new source of networking and become part of the bigger conversation in this event and all that follow.

**Brand presence:** We'll proudly display your logo on the event page, social media banners, within the virtual conferencing platform, and on emails out to the audience. We want the community to recognize the contributors who make elevated virtual discussions about the future of the Pulp and Paper Industry possible.



# Sponsorship Tiers

## MAIN EVENT SPONSORS

*2 spots available*  
**\$5,000**

Free access tickets for all company employees, along with 10 free tickets for clients or customers.

### Brand differentiation

- In the “Our Partners” section of the **event landing page**, your logo will be the most visible and prominently placed of all the partners.
- On the **virtual conference platform** in a tab called “Our Partners”, there will be a logo and description of what you offer and a link to your website, as well as on the sidebar of the live event.
- In the **conference eBook**, in the “Our Partners” section, your logo will be the most visible and prominently placed of all the partners.
- **Social media banners** will be created to thank you for your support. TAPPI will share these on social media, and you are encouraged to as well.

### Thought Leadership

- You can be part of a **15-minute mini-session** to play during the “break” that will be produced with the help of Matchbox Virtual Media. This is a chance to discuss a relevant topic to your industry, identify the variables and problems surrounding it, and present your solution to the audience. Matchbox Virtual Media will coach you on the messaging and the video.

### Lead generation

- At the end of your segment, a **pop-up call-to-action** will come on screen to attendees, giving the option to connect with you. The attendees who opt-in will be sent to you as leads for you to pursue.

**SOLD**

## STUDENT BENEFACTOR

*1 Sponsor*  
**\$3,500**

Become a champion of education. Your sponsorship will provide FREE access for all students to this event!

### Brand differentiation

- A **special registration form** for students to sign up for their free tickets will include your logo and thank you for the sponsorship. We will send one follow up email to registered students on your behalf.
- In the “Our Partners” section of the **event landing page**, your logo will appear, featured amongst a network of supporters.
- On the **virtual conference platform** in a tab called “Our Partners”, your logo and description of what you offer and a link to your website.
- In the **conference eBook**, in the “Our Partners” section, your logo will appear, featured amongst a network of supporters.
- **Social media banners** will be created by TAPPI thanking you for your support.



## SUPPORTER:

*Unlimited*  
**\$1,500 each**

10 free tickets for your employees and 2 free tickets for clients or customers.

### Brand differentiation

- In the “Our Partners” section of the **event landing page**, your logo will appear, featured amongst a network of supporters.
- On the **virtual conference platform** in a tab called “Our Partners”, your logo and description of what you offer and a link to your website.
- In the **conference eBooks**, in the “Our Partners” section, your logo will appear, featured amongst a network of supporters.
- **Social media banners** will be created by TAPPI thanking you for your support.

**Come be part of the first ever TAPPI Leadership Virtual Conference!**

**Contact Lisa Lockwood at: [LLockwood@tappi.org](mailto:LLockwood@tappi.org)**