



February 20, 2024 | Greenville Convention Center, Greenville, SC

## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

**Converters Expo South** unites manufacturers of paper, film, plastics, foil and nonwovens. Now in its 6th year serving the Southeastern converting industry, the Expo is expected to bring over 100 exhibitors and more than 500 attendees to support the converting industry. Attendees can expect to see the latest converting technology, meet with vendors, network with industry peers and find solutions to daily challenges.

Secure a spot as a sponsor and/or exhibitor to put your brand in front of the industry.

[www.ConvertersExpoSouth.com](http://www.ConvertersExpoSouth.com)



# OPPORTUNITIES AT A GLANCE

[www.ConvertersExpoSouth.com](http://www.ConvertersExpoSouth.com)

SPONSORSHIP ** AND EXHIBIT OPPORTUNITIES					
	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
	Luncheon	Happy Hour, Beverage Stations OR Editorial Interview Spotlight*	Welcome Reception OR Mobile App	Exhibitor Breakfast - Lanyard - Tote Bag - Hand Sanitizer	
Sponsorship Fee	\$4,125	\$3,625	\$3,125	\$2,250 \$2,950 for Directory	\$1,475 Standard
PRE-EVENT BENEFITS					
Complimentary Registrations	6	5	4	3	2
Exhibit Space	x	x	x	x	x
Discount code for customer invitations	x	x	x	x	x
Post-card Invitations with special discount code	x	x	x	x	x
Company Name and Tabletop number included in Pre-Event Planner	x	x	x	x	x
Logo on all event marketing material (Print & Electronic)	x	x	x	x	
Hyperlinked logo on event homepage	x	x	x	x	
Insertion in Product Showcase broadcast email	x	x	x		
Ad on Event Website (In Rotation With Other Sponsors)	728 x 90 320 x 50 970 x 90	300x250	300x250		
Logo displayed next to the appropriate agenda item	x	x	x		
ON-SITE BENEFITS					
Show Directory listing including 50-word description, category index and more	x	x	x	x	x
Logo included in Show Directory and onsite signage as appropriate	x	x	x	x	
Promotional Literature/Gift distributed to all attendees	x	x	x		
Full page ad in Show Directory	x	x	x		
Vendor Education Session	x	x			
ADDITIONAL & POST EVENT BENEFITS					
Press Release in online press room	2	2	2	2	1
Complimentary Basic listing in Packaging Strategies Online Buyers Guide	x	x	x	x	x
30 day ad on <i>Packaging Strategies</i> website (month before or of the event)	728 x 90 3K impressions	300 x 250 1K impressions	300 x 250 500 impressions		
Full page ad in <i>Packaging Strategies</i> publication (month of the event)	x	x	x		
Corporate profile in Pre-Event Planner	x	x	x		\$825

Additional sponsorship and marketing opportunities available. Contact Tony Stein at [SteinT@BNPmedia.com](mailto:SteinT@BNPmedia.com).

\*Editorial Interview Spotlight sponsors receive the Gold deliverables listed above, as well as their company logo on pre-event eBlasts promoting the Editorial Interview Spotlight, and their company logo on post-event eBlasts promoting the finished interviews.

\* Bronze sponsorships are exclusive items to be produced, created and provided by sponsoring company. Breakfast nonexclusive/up to 4 sponsors, food and beverage and Show Directory provided by show management



# EXHIBIT AND MARKETING OPPORTUNITIES

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## SOUTHEAST SPECIAL

**Best Value!**

Southeast Special includes exhibit booth, corporate profile in the "Converters Expo South Show Edition of Packaging Strategies" and Product Showcase eblast listing..... **\$2,870**

### CORPORATE PROFILE IN SHOW EDITION OF PACKAGING STRATEGIES

The guide will provide prospective attendees with a preview of the 2023 event – including a list of exhibitors, the agenda with vendor educational sessions. Exhibitors have the opportunity to include a full page corporate profile in this Show Edition of Packaging Strategies.....**\$825**

### VENDOR EDUCATION SESSIONS

Showcase your company's industry expertise by presenting the educational topic of your choosing during the Converters Expo South event. Your prerecorded video will play in our education suite at an assigned time. Attendees who missed the presentation and those that couldn't make the show will have the ability to watch the presentation "on demand" online. Space is limited .....**\$1,050**

### MARKETING OPPORTUNITIES

Build your own package by purchasing Exhibit Space and adding these exposure-enhancing items.

Full-Page Ad In Show issue of <i>Packaging Strategies</i> .....	<b>\$2,425</b>
Full-Page Ad In Show issue of <i>Flexible Packaging</i> .....	<b>\$1,900</b>
Vendor Educational Session.....	<b>\$1,050</b>
Full Page Directory Ad.....	<b>\$875</b>
Corporate Profile in Converters South Show Edition of <i>Packaging Strategies</i> .....	<b>\$825</b>
Product Showcase Listing.....	<b>\$775</b>
Tote Bag Insert (provided by the client).....	<b>\$375</b>
Logo Upgrade in Show Directory.....	<b>\$200</b>
Additional Listing in Show Directory.....	<b>\$50</b>

### BRONZE SPONSORSHIPS

Show Directory.....	<b>\$2,950</b>
Exhibitor Breakfast (4 available).....	<b>\$2,250</b>
*Lanyard.....	<b>\$2,250</b>
*Tote Bag.....	<b>\$2,250</b>
*Hand Sanitizer.....	<b>\$2,250</b>

*\* Bronze sponsorships are exclusive items to be produced, created and provided by sponsoring company. Breakfast nonexclusive/up to 4 sponsors, food and beverage provided by show management. Directory provided by show management. All bronze sponsorships include exhibit tabletop space as part of their sponsor fee.*

### EXHIBIT SPACE

Don't miss out and let prime exhibit space be taken by YOUR COMPETITOR. Take advantage by selecting your booth space now. High-impact visibility opportunities await!

### EXHIBITOR RATES

Renewal Rate (2023 participants through 7/28/23).....	<b>\$1,375</b>
Early Bird Tabletop Rate (Through 8/31/23).....	<b>\$1,425</b>
Standard Tabletop Rate (After 8/31/23).....	<b>\$1,475</b>

Exhibitor Fee Includes:

- One 10' wide x 10' deep exhibit booth space, with 8' back drape and 3' side drapery, one 6' display table skirted with black drape, two chairs and a 7" x 44" identification sign
- Two complimentary registrations (additional registrations at the prevailing attendee rate)
- Listing on Show's online floorplan with description
- Company name, contact information, 50-word description and up to 7 product category listings in the Converters Expo South Directory

**Returning exhibitors submitting their application before July 28, 2023 will be eligible for a special renewal rate.** Space will be assigned based on seniority and the order applications are received. After renewing exhibitors are assigned, space will be assigned in the order applications are received.

*NOTE: Exhibit booths do not come carpeted and do not include electrical or other utilities. These items can be secured through the general services contractor.*

### RESERVE YOUR SPONSORSHIP AND TABLETOP TODAY!



**Tony Stein**  
Packaging Group Event Sales Manager  
484-467-7236  
SteinT@BNPmedia.com

**CUSTOMIZED SPONSORSHIPS ARE ALSO AVAILABLE**



[www.ConvertersExpoSouth.com](http://www.ConvertersExpoSouth.com)



- 10' wide x 10' deep x 8' tall exhibit space
- 8' tall back drape & 3' tall side rail drape
- 6' wide display table, skirted in black
- 2 chairs
- 7" x 44" identification sign hung on back drape

*\*area does not come carpeted*

*\*red squares on the floor plan represent structural building pillars*



# EXHIBITOR AND SPONSOR CONTRACT

February 20, 2024  
Greenville Convention Center,  
Greenville, SC

## COMPANY CONTACT INFORMATION

ORGANIZATION NAME \_\_\_\_\_

POINT OF CONTACT \_\_\_\_\_

(Please note exhibitor badges will be registered separately.)

JOB TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ CELL \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE URL FOR LINKING LOGO \_\_\_\_\_

SOCIAL MEDIA HANDLES \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## METHOD OF PAYMENT

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER ☐ INVOICE

CARDHOLDER NAME \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_ / \_\_\_\_ 3 OR 4 DIGIT CVN NUMBER \_\_\_\_\_

AMOUNT AUTHORIZED \_\_\_\_\_

CARDHOLDER SIGNATURE \_\_\_\_\_

*\*Sponsorships are exclusive. Sponsor responsible for providing items.*

2023 participants only are eligible for a special renewal rate through July 28, 2023. Space will be assigned based on seniority and the order applications are received. After renewing exhibitors are assigned, space will be assigned in the order applications are received.

**Send completed contracts to:**

**TONY STEIN**

Event Sales Manager, BNP Media Packaging Group

BNP Media

550 W Merrill St

Suite 200

Birmingham, MI 48009

E: [SteinT@BNPmedia.com](mailto:SteinT@BNPmedia.com) P: 484-467-7236

## EXHIBIT SPACE

☐ \$1,475

Southeast Special

☐ \$2,870 Exhibit Booth, Corporate Profile in Show Edition of Packaging Strategies, Product Showcase Listing

Preferred Tabletop Number

1<sup>ST</sup> Choice \_\_\_\_ 2<sup>ND</sup> Choice \_\_\_\_ 3<sup>RD</sup> Choice \_\_\_\_

## SPONSORSHIPS

	Exclusive	Multi-Sponsor
Platinum Luncheon		<input type="checkbox"/> \$4,125
Gold:		
Editorial Interview Spotlight		<input type="checkbox"/> \$3,625
Beverage Station		<input type="checkbox"/> \$3,625
Happy Hour		<input type="checkbox"/> \$3,625
Silver:		
Welcome Reception		<input type="checkbox"/> \$3,125
Mobile App	<input type="checkbox"/> \$3,125	
Bronze:		
Show Directory	<input type="checkbox"/> \$2,950	
Breakfast		<input type="checkbox"/> \$2,100
Lanyard*	<input type="checkbox"/> \$2,100	
Tote Bag*	<input type="checkbox"/> \$2,100	
Hand Sanitizer*	<input type="checkbox"/> \$2,100	

## MARKETING OPPORTUNITIES

	Exhibitors
Full-Page Ad In Show issue of <i>Packaging Strategies</i>	<input type="checkbox"/> \$2,425
Full-Page Ad In Show issue of <i>Flexible Packaging</i>	<input type="checkbox"/> \$1,900
Vendor Education Session	<input type="checkbox"/> \$1,050
Full Page Ad in Directory	<input type="checkbox"/> \$875
Corporate Profile in Converters Expo South Show Edition of Packaging Strategies	<input type="checkbox"/> \$825
Product Showcase Listing	<input type="checkbox"/> \$775
Tote Bag Insert	<input type="checkbox"/> \$375
Logo Upgrade in Show Directory	<input type="checkbox"/> \$200
Additional Directory Listing	<input type="checkbox"/> \$50

TOTAL CHARGES \$ \_\_\_\_\_



# Converters Expo South

February 20, 2024 • Greenville Convention Center • Greenville, SC

The parties hereto agree that, upon acceptance by BNP Media, the following terms and conditions will apply to this Application and Contract for Exhibition Participation ("Contract"):

**1. Definitions.** "Management" means BNP Media, its officers, agents or employees. "Exhibitor" means the company submitting this Contract to Management as an application to participate in Converters Expo (or its future name) exhibition ("Exhibition") and such company's officers, agents or employees. "Exhibitor's Manual" means the exhibitor's manual made available by Management to Exhibitor in connection with the Exhibition which describes certain rights and obligations of the parties.

**2. Deposit and Balance.** Exhibitor will pay Management the total booth space cost in the amount indicated on the reverse of this Contract for the booth space (collectively, the "Payment"). Payment is non-refundable, provided that if Management, in its sole discretion, exercises its right to terminate this Contract without Cause at any time, then Management will refund the Payment. "Cause" will mean (i) Exhibitor's failure to comply with the terms of this Contract, including a failure to pay any installment of the Payment prior to the applicable due date set forth in this Section 2, or Exhibitor's obligations set forth in the Exhibitor's Manual or (ii) the occurrence of a Force Majeure Event.

**3. Exhibitor's Space.** During the hours of the Exhibition, Exhibitor will have the right to occupy the contracted booth space, as indicated on your space confirmation letter: "Booth Space". Management will supply one 8' skirted table for the Booth Space per booth space paid for. Management will supply one 6' table on the 4th floor.

**4. Badge Policy.** Exhibiting companies will receive up to 2 badges. Additional badges may be purchased. Badges is per exhibit space purchased (i.e. buy 2 booths, get 4 badges. Buy 3 booths, get 6 badges, etc.)

**5. Subleasing.** Exhibitor may not sublease Booth Space, or any part thereof, or otherwise grant rights to use the Booth Space to any person other than Exhibitor's own employees and/or agents.

**6. Setup Hours.** Exhibitor must install its exhibit at the Booth Space between 6 AM and 9 AM on 2/20/2024. If Exhibitor has not set up and put an exhibit in order by 9 AM on 2/20/2024, Management will have the right to terminate this Contract with Cause and assign the Booth Space to another exhibitor, or make such other use of the space deemed necessary or appropriate. Setup and dismantle hours and days are subject to change by Management in its sole discretion.

**7. Show Hours.** The Exhibition will be opened at 9:30 AM - 3:30 PM on 2/20/2024. Management reserves the right to change such dates and hours in its sole discretion.

**8. Exhibit Removal.** Exhibitor must keep its exhibit intact until the closing of the Exhibition at 3:30 PM on 2/20/2024. Exhibitor must remove its exhibit from the Booth Space and exhibition hall by 5 PM on 2/20/2024 ("Dismantling Date"). If Exhibitor has not removed all exhibit material from the Booth Space and exhibition hall by the Dismantling Date, it will be deemed abandoned and Management may, in its sole discretion, remove and dispose of such material at Exhibitor's expense.

**9. Restrictions on Exhibits.** Management reserves the right to decline to permit Exhibitor to conduct and maintain an exhibit if, in the sole judgement of Management, Exhibitor, or its employees, consultants, representatives, agents, exhibit or any material or items used therein, including articles of merchandise, hand out or give away items, printed matter, souvenirs and catalogs, violates the terms and conditions of this Contract, the Exhibitor's Manual or common standards of decency. Exhibitor may not use loudspeakers, recording equipment, television sets and radios, and operating machinery without Management's prior written consent. Management may regulate the volume or use of any such item in its sole discretion. Exhibitor may not exhibit, offer for sale, give as premium or advertise articles or other products not manufactured or sold in Exhibitor's own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display. Management may restrict the use or display of any article not manufactured or sold by Exhibitor. Exhibitor has read, understood and will abide by the further restrictions on Exhibitor's use of the Booth Space set forth in the Exhibitor's Manual.

**10. Food and Beverages.** Exhibitor may not serve beverages or food during the Exhibition or installation or removal hours without Management's prior written consent.

**11. Literature, Samples and Souvenirs.** Exhibitor must confine its exhibit activities to the Booth Space and may not conduct any activities in the aisles or in booths other than the Booth Space, including distribution of literature, samples or other articles.

**12. Ordinances, Laws, Local Regulations.** Exhibitor will comply with all federal, state and local laws, regulations and ordinances and all exhibition hall rules.

**13. Indemnity/Limitation of Liability.** EXHIBITOR WILL INDEMNIFY, PROTECT, SAVE AND HOLD HARMLESS MANAGEMENT, GREENVILLE CONVENTION CENTER, AND ALL AGENTS AND EMPLOYEES THEREOF FROM AND AGAINST ALL LIABILITIES, OBLIGATIONS, LOSS, DAMAGE, CLAIM, COST, DEFICIENCY, DIMINUTION OF VALUE AND EXPENSE (INCLUDING COSTS OF INVESTIGATION AND DEFENSE, PENALTIES AND REASONABLE LEGAL FEES AND COSTS) FOR ANY DAMAGES OR CHARGES INCURRED BY MANAGEMENT RESULTING FROM EXHIBITOR'S OCCUPANCY OR PARTICIPATION IN THE EXHIBITION INCLUDING, WITHOUT LIMITATION, PERSONAL INJURIES, DEATH OR ANY PROPERTY DAMAGE SUSTAINED BY ANY PERSON, AND DAMAGE TO BUSINESS BY REASON OF FAILURE TO PROVIDE EXHIBIT SPACE. NEITHER MANAGEMENT NOR GREENVILLE CONVENTION CENTER MAINTAIN INSURANCE COVERING THE EXHIBITOR'S PROPERTY, AND IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO OBTAIN SUCH INSURANCE. ALL PROPERTY BROUGHT BY THE EXHIBITOR TO THE EXHIBITION IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR AND MANAGEMENT, GREENVILLE CONVENTION CENTER HEREBY DISCLAIMS ALL RESPONSIBILITY FOR SUCH PROPERTY. THE PARTIES ACKNOWLEDGE THAT THE FOREGOING INDEMNITY AND LIMITATION OF LIABILITY HAVE BEEN NEGOTIATED BETWEEN THE PARTIES AND ARE REFLECTED IN THE CHARGES APPLICABLE TO THIS CONTRACT. THE FURNISHING OF WATCHMEN OR OTHER SECURITY WILL NOT BE DEEMED TO AFFECT THE INDEMNIFICATION OR LIMITATION OF LIABILITY SET FORTH HEREIN.

**14. Postponement or Cancellation of Show.** If the Exhibition is postponed for any reason, then, in its discretion, Management will have a period of 120 days from the postponement date to reschedule and reproduce the Exhibition. If the Exhibition is rescheduled and reproduced within this period, then all aspects of this Contract will remain intact and Exhibitor will reschedule its exhibit to participate in the rescheduled Exhibition. Subject to Section 21, if the Exhibition is cancelled or terminated for any reason, then Management may terminate this Contract without Cause and Exhibitor waives all claims the Exhibitor might have against Management for damages and expenses and will accept in complete satisfaction and discharge of all claims against Management a refund of all amounts paid by the Exhibitor to Management in accordance with this Contract.

**15. Exhibitor's Manual; Other Rules and Regulations.** Exhibitor will abide by the rules and regulations published in the official Exhibitor's Manual, which are hereby incorporated in this Contract by reference. Management may make determinations with respect to the Exhibition such as movement of Booth Space or floor plan changes in its sole discretion. Any matters not specifically covered in this Contract, including the Exhibitor's Manual, will be subject to determination by Management in its sole discretion.

**16. Failure to Comply With Contract.** If Exhibitor breaches its obligations hereunder, then Management (i) may immediately terminate Exhibitor's rights to the Booth Space and Exhibitor's participation in the Exhibition, (ii) terminate this Contract with Cause, and (iii) sell the Booth Space at public or private sale. In such event, Exhibitor will be liable for any deficiency, loss or damage suffered by Management. Exhibitor will pay reasonable costs and expenses of Management incurred as a result of the failure of Exhibitor to comply with the terms of this Contract, including reimbursement of Management's costs of renting the Booth Space to another exhibitor.

**17. Default in Occupancy.** If Exhibitor fails to occupy the Booth Space prior to the time set forth in Section 5, then Management may terminate this Contract with Cause. If the Booth Space is not occupied by the time set by Management for completion of installation of displays, then the Booth Space may be processed by Management for such purposes as Management may see fit.

**18. Cancellation Policy.** Any company wishing to cancel their participation must do so in writing. Cancellation letter must be on company letterhead and must be signed by the original signator or an officer of the company. Any fees or deposits paid toward exhibit space, tabletop and/or sponsorship are non-refundable and non-transferable.

**19. Damage to Property.** Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment or to other exhibitors' property. Exhibitor may not apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.

**20. Resolution of Disputes.** If there is a dispute or disagreement between two or more exhibitors, Management's determination and interpretation of the rules and regulations governing the Exhibition will be binding on Exhibitor. Management will have full power in the matter of interpretation, amendment and enforcement of all rules and regulations, and any such amendments when made and brought to the notice of the Exhibitor will be and become part of this Contract as though duly incorporated herein. If a dispute or disagreement arises between exhibitors concerning the allotment of permitted use of exhibition space or concerning interpretation of any of the rules or regulations set forth herein or in the Exhibitor's Manual, such dispute will be referred to the Management for review and interpretation, and Exhibitor will abide by said interpretation, which, if requested, will be in writing.

**21. Force Majeure.** Management will not be liable to Exhibitor and will not be required to perform its obligations hereunder, if the performance of this Contract is hindered, delayed, or prevented by any circumstances beyond the reasonable control of Management, including, but without limiting the generality of the foregoing, any strike, labor shortage, lockout, fire, explosion, act of God or the public enemy, war, terrorism, riot, interference by the military or governmental authorities, or compliance with the laws of the United States or with the laws, regulations, acts or orders of any relevant city, state or federal government authority ("Force Majeure Event"), provided that Management gives Exhibitor prompt written notice of the occurrence of such Force Majeure Event. If the Exhibition is cancelled or terminated because of a Force Majeure Event, then Exhibitor waives all claims the exhibitor might have against Management for damages and expenses in connection with this Contract. In the case of a Force Majeure event explicitly related to COVID-19, Exhibitor shall be entitled to a full refund or credit for a future BNP event or other BNP product equal to any deposits paid to management.

**22. Miscellaneous.** Exhibitor, as a material part of the consideration paid to Management for the services provided hereunder, waives and releases Management, its employees, agents, officers and directors, with respect to all matters for which Management has disclaimed liability pursuant to this Contract. Exhibitor has read and understood this Contract and the Exhibitor's Manual, understood them and agrees to be bound by their terms, and further agrees it is a complete and exclusive agreement between the parties with respect to its subject matter. The invalidity or unenforceability of any provision hereof will not affect, modify or impair the validity and enforceability of all other provisions herein.

**23. Governing Law.** All disputes arising from this Contract will be governed by and construed under Michigan law in the courts of Oakland County, Michigan, without regard to conflicts of laws.