



CONVERTERS ExpO

April 26 - 27, 2022 | Lambeau Field Atrium, Green Bay, WI

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Converters Expo is a one-day expo in the heart of the nation's largest converting corridor bringing converters of paper, film, plastics and nonwovens together with industry buyers, specialists and suppliers.

Now in its 15th year, Converters Expo attracts hundreds of converters looking to find manufacturing partners, discover the latest testing and prototyping equipment, network with producers of disposables, and learn the latest in printing and packaging.

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

WWW.CONVERTERSEXPO.COM



SPONSORSHIP ** ND EXHIBIT OPPORTUNITIES						
	TITANIUM	PLATINUM	GOLD	SILVER	*BRONZE	EXHIBIT
	CE Mobile App	Luncheon	Happy Hour OR Beverage Stations	Welcome Reception	<ul style="list-style-type: none"> • Exhibitor Breakfast • Lanyard • Tote Bag • Hand Sanitizer 	Early: \$1395 General: \$1445
Sponsorships Available	1	3	3 each	3	Breakfast: 4 Other Bronze: exclusive	
Sponsorship Fee	\$6,150	\$3,600	\$3,100	\$2,575	\$800	
Complimentary Registrations	5	4	3	2	1	2
PRE-EVENT BENEFITS						
Registration Discount Code for Customer Invitations	x	x	x	x	x	x
Logo On All Event Marketing Material <i>(Print & Electronic)</i>	x	x	x	x	x	
Hyperlinked Company Logo On Event Homepage	x	x	x	x	x	
Insertion In Product Showcase Broadcast Email	x	x	x	x		
Ad On Event Website <i>(In Rotation With Other Sponsors)</i>	728 x 90 320 x 50 970 x 90	728 x 90 320 x 50 970 x 90	300x250	300 x 250		
Session Information and/or Logo Included In Online Agenda		x	x	x		
Logo On Splash Page Of App And Banner On Bottom Of App	x					
ON-SITE BENEFITS						
Logo in Show Directory As Appropriate	x	x	x	x	x	
Full Page Ad in the Show Directory	x	x	x	x		
Logo in Mobile App As Appropriate	x	x	x	x	x	
Logo Recognition On Appropriate Signage	x	x	x	x	x	
Promotional Literature/Gift Distributed To All Attendees*	x	x	x	x		
Vendor Education Session	x	x	x			
ADDITIONAL BENEFITS						
Corporate Profile in Show Edition of Packaging Strategies and Flexible Packaging	x	x	x			
Full Page Ad in the March or April edition of <i>Packaging Strategies</i> or <i>Flexible Packaging</i>	x	x	x	x		
30 Day Ad On Packagingstrategies.com & FlexPackMag.com <i>Impressions spread between the two websites</i>	728 x 90 3,000	728 x 90 1,000	300 x 250 500	300 x 250 500		

Additional sponsorship and marketing opportunities available Contact Emily Patten at patten@bnpmmedia.com or 847-405-4045

* 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
 ** Companies must be exhibitors to sponsor unless exhibit space is sold out



EXHIBIT AND MARKETING OPPORTUNITIES

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LAMBEAU SPECIAL

Best Value!

Lambeau Special includes exhibit booth, corporate profile in the "Converters Expo Pre-Show Guide" and Product Showcase eblast listing \$2,795

CONVERTERS CONVERTERS EXPO PREVIEW ISSUE

Reach the Packaging Group's audience by including your company's full page Corporate Profile in the Preview Issue of Flexible Packaging and Packaging Strategies eMagazines. The Show Edition, released in early April, will include complete information on the event.\$795

VENDOR EDUCATION SESSION

Showcase your company's industry expertise by presenting the educational topic of your choosing during the Converters Expo event. Your prerecorded video will played 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.....\$1,000

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>	\$2,350+
Full-Page Ad In Show issue of <i>Flexible Packaging</i>	\$1,850+
Vendor Education Session	\$1,000
Full Page Directory Ad.....	\$800
Corporate Profile in Converters Pre-Expo Guide.....	\$795
Product Showcase Listing.....	\$695
Tote Bag Insert	\$350
Logo Upgrade (in show app and Converting Guide).....	\$195
Duplicate Listing in Mobile App	\$30

* Includes Corporate Profile in Preview Issue

BRONZE SPONSORSHIPS

Exhibitor Breakfast (4 available).....	\$800
*Lanyard.....	\$800
*Tote Bag	\$800
*Hand Sanitizer.....	\$800

* 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

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 (available to 2021 exhibitors only through 9/15/21)...	\$1,345
Early Bird (through 11/30/21).....	\$1,395
Standard (starting 12/1/21)	\$1,445
4th floor tabletop.....	\$1,195

Exhibitor Fee Includes:

- Atrium Floor: One 10' wide x 8' deep exhibit booth space, piped and draped with 3' side rails, one 8' display table skirted with black drape, two chairs and a 3" x 44" identification sign
- Upper Floor: One 6' display table, skirted with black drape, 2 chairs, and tabletop identification sign
- Two complimentary registrations (additional registrations at the prevailing attendee rate)
- Show App and Online Floorplans
- Company name, contact listing, 50-word description and product category listing in the Converters Expo Directory

Returning exhibitors submitting their application before September 15, 2021 will have right of first refusal on a comparable space in the Atrium or 4th level. After renewing exhibitors are assigned, space will be assigned in the order applications are received.

RESERVE YOUR SPONSORSHIP AND TABLETOP TODAY!

EMILY PATTEN

Packaging Group Event Sales Manager
847-405-4045
PattenE@BNPmedia.com

CUSTOMIZED SPONSORSHIPS ARE ALSO AVAILABLE



Atrium Floor



4th Floor





EXHIBITOR AND SPONSOR CONTRACT

April 26-27, 2022 | Lambeau Field Atrium, Green Bay, WI

COMPANY CONTACT INFORMATION

ORGANIZATION NAME _____
 COORDINATOR'S NAME _____
(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

BILL TO: CARDHOLDER NAME _____
 BILLING EMAIL ADDRESS _____
 CARD NUMBER _____
 EXP. DATE ____ / ____ 3 OR 4 DIGIT CVN NUMBER _____
 AMOUNT AUTHORIZED _____
 CARDHOLDER SIGNATURE _____

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

Returning exhibitors submitting their application before September 15, 2021 will have right of first refusal on a comparable space in the Atrium or 4th level. After renewing exhibitors are assigned, space will be assigned in the order applications are received.

EMILY PATTEN

Event Sales Manager, *BNP Media Packaging Group* | BNP Media | 2401 W. Big Beaver Rd, Suite 700, Troy, MI 48084
T: 847-405-4045 | F: 248-502-9103 | E: PattenE@BNPmedia.com

For office use only

IO# _____ DATE _____ TIME _____
 ACCOUNT ID # _____

EXHIBIT SPACE

Lambeau Special **Best Value!**
 \$2,795 Atrium Exhibit Space, Corporate Profile in Pre-Expo Guide, Product Showcase Listing

Atrium
 \$1,345 Renewal (available to 2021 exhibitors only through 9/15/21)
 \$1,395 Early Bird (through 11/30/21)
 \$1,445 Standard (starting 12/1/21)

4th Level Tabletop

\$1,195

Tabletop Number from floorplans at ConvertersExpo.com

1ST Choice ____ 2ND Choice ____ 3RD Choice ____

SPONSORSHIPS

	Exclusive	Multi-Sponsor
Titanium Convertors Expo Mobile App	<input type="checkbox"/> \$6,150	
Platinum Luncheon		<input type="checkbox"/> \$3,600
Gold: <input type="checkbox"/> Beverage Station OR <input type="checkbox"/> Happy Hour		<input type="checkbox"/> \$3,100
Silver Welcome Reception		<input type="checkbox"/> \$2,575
Bronze:		
Breakfast		<input type="checkbox"/> \$800
Lanyard*	<input type="checkbox"/> \$800	
Tote Bag*	<input type="checkbox"/> \$800	
Hand Sanitizer*	<input type="checkbox"/> \$800	

MARKETING OPPORTUNITIES

	Exhibitors
Full-Page Ad In Show issue of Packaging Strategies	<input type="checkbox"/> \$2,350
Full-Page Ad In Show issue of Flexible Packaging	<input type="checkbox"/> \$1,800
Vendor Educational Session	<input type="checkbox"/> \$1,000
Full Page Ad in Directory	<input type="checkbox"/> \$800
Corporate Profile in Convertors Pre-Expo Guide	<input type="checkbox"/> \$795
Product Showcase Listing	<input type="checkbox"/> \$695
Tote Bag Insert	<input type="checkbox"/> \$350
Logo Upgrade	<input type="checkbox"/> \$195
Duplicate Listing in Mobile App	<input type="checkbox"/> \$30

TOTAL CHARGES \$ _____

Converters Expo

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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. It is a 6' table on the 4th floor. Badges is per exhibit space purchased (ie by two booths get four badges, 3 booths 6 badges) Badge Policy: Exhibiting companies will receive up to 2 badges. Additional badges may be purchased.

4. 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.

5. Setup Hours. Exhibitor must install its exhibit at the Booth Space between 6 AM and 9 AM on April 27, 2022. If Exhibitor has not set up and put an exhibit in order by 9 AM on April 27, 2022, 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.

6. Show Hours. The Exhibition will be opened at 9:30 AM - 3:30 PM on April 27, 2022. Management reserves the right to change such dates and hours in its sole discretion.

7. Exhibit Removal. Exhibitor must keep its exhibit intact until the closing of the Exhibition at 3:30 PM on April 27, 2022. Exhibitor must remove its exhibit from the Booth Space and exhibition hall by 5 PM on April 27, 2022 ("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.

8. 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.

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

10. 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.

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

12. Indemnity/Limitation of Liability. EXHIBITOR WILL INDEMNIFY, PROTECT, SAVE AND HOLD HARMLESS MANAGEMENT, LAMBEAU FIELD, 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 LAMBEAU FIELD 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, LAMBEAU FIELD 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.

13. Postponement or Cancellation of Show. 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.

14. 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.

15. 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.

16. 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.

17. 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 past due must be paid in full prior to cancellation.

18. 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.

19. 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.

20. 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.

21. 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.

22. 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.