



GLOBAL POUCH FORUM

MAY 29-31, 2024

Sheraton Sand Key Resort
Clearwater, FL

NEW LOCATION



EXHIBIT, SPONSORSHIP AND MARKETING OPPORTUNITIES

Global Pouch Forum has been at the forefront of pouch innovation for **27 years**.

Executives from leading Consumer Packaged Goods manufacturing companies, brands, and converters—who have gathered with us year after year are responsible for making the pouch the fastest-growing segment in packaging.




Don't miss this unique opportunity to showcase your firm's products and services at the Exhibition, where decision-makers who purchase, develop, supply, buy, specify or recommend pouch materials, components, and machinery determine how the pouch will evolve.

JOIN US AT A NEW LOCATION FOR 2024!

GlobalPouchForum.com

SPONSORSHIP AND EXHIBIT OPPORTUNITIES AT A GLANCE

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	BRONZE	EXHIBITOR
Items and Opportunities	• Keynote	• Educational Webinar	<ul style="list-style-type: none"> • Pre-Event Function • Welcome Reception • Luncheon • Exhibition & Networking Reception 	<ul style="list-style-type: none"> • Registration Hospitality • Continental Breakfast (2) • Networking Break (3) 	<ul style="list-style-type: none"> • Charging Station • Registration Bag* • Lanyards* • Hand Sanitizer* • Wifi Sponsor 	<ul style="list-style-type: none"> • Mobile App • Conference Workbook • Editorial Lead Educational Session (includes Broadcasting Live session, additional benefits on page 3) 	<ul style="list-style-type: none"> • At the Exhibition & Networking Reception: May 30, 2024 5:00 – 7:30pm
Price	\$19,000 exclusive	\$14,000 each	\$11,000 each	\$7,500 each	\$5,250	\$5,500 each	2024 participants only: \$2,250 through 10/18/23 • Early Bird: \$2,350 through 11/30/23 • Standard Rate: \$2,450 starting 12/1/23
Complimentary Registrations	4	3	3	2	2	2	1
Special Opportunities - as appropriate <i>See page three for details</i>							

PRE-EVENT BENEFITS

Company logo featured on event website and all event marketing materials as appropriate	•	•	•	•	•	•	
Discount code for customer invitations	•	•	•	•	•	•	
Logo with link displayed next to the appropriate agenda item	•	•	•	•	•	•	
Linked company logo on event website	•	•	•	•	•	•	
Insertion in product showcase broadcast email	•	•	•	•	•	•	
Ad on event website <i>(in rotation with other sponsors)</i>	970 x 90, 728 x 90, 320 x 50	300 x 250	300 x 250				
Company Name and tabletop number included in <i>Flexible Packaging Pouch Guide</i>	•	•	•	•	•	•	•
Corporate Profile in <i>Flexible Packaging Pouch Guide</i>	•	•	•	•	•	•	

ON-SITE BENEFITS

Logo included in Show Directory and onsite signage as appropriate	•	•	•	•	•	•	
Exhibit tabletop during Exhibition	•	•	•	•	•	•	•
Commercial Video in general session room	•	•	•	•			
Branded Chair Covers in General Session Room*	•						
Promotional literature/gift distributed to all attendees*	•	•					
Introduction of keynote speaker	•						

ADDITIONAL BENEFITS

Ad placement in FlexPack Report	(3) @ 728 x 90	(3) @ 728 x 90	(2) @ 300 x 250	(1) @ 300 x 250			
30 day ad on FlexPackMag.com	300 x 250 5,000 impressions	300 x 250 5,000 impressions	300 x 250 2,500 impressions	180 x 250 1,000 impressions			
Full page Ad in the June <i>Packaging Strategies</i> or <i>Flexible Packaging</i> eMagazine edition	•	•	•	•			



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EXHIBIT,
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bnpwebinars

PLATINUM WEBINAR SPONSORSHIP

Your ideal platform to showcase your company's expertise and provide valuable education to the industry before or after the event. In addition to the platinum benefits outlined on page 2, your company will benefit from a comprehensive webinar marketing campaign that includes:

- Promotional eblasts
- Ad on the Flexible Packaging and Global Pouch Forum websites
- Webinar ad in the Show Directory
- Announcements in the FlexPackNews weekly enewsletter
- Registration for your webinar included on the Global Pouch Forum Broadcasting live registration page
- and more...



BROADCASTING LIVE

(DIAMOND & BRONZE EDUCATIONAL SESSIONS)

Reach beyond the four walls of the event with an educational session sponsorship. Session sponsorship provides industry professionals unable to attend the Forum in person the opportunity to benefit from Global Pouch Forum's excellent educational programming. Diamond and Bronze education sponsors will receive additional "Broadcasting LIVE" benefits:

- Contact information on all online attendees who opt-in (all information collected upon registration)
- 30-second video commercial played to online attendees before session starts
- Company brochure download available to online attendees
- Hyperlinked company logo in the online environment
- Continued exposure and [on-demand](#) lead capture for 12 months
- Company logo included in all appropriate marketing collateral & registration page

MARKETING OPPORTUNITIES

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

Item	Exhibitor	Non-Exhibitor
Global Pouch Forum Podcast	\$3800	N/A
Full Page Ad in Show issue of <i>Flexible Packaging</i>	\$2250	N/A
Hotel Room Key Cards	\$4500	\$6800
Collateral or Premium Giveaway*	\$2500	\$4800
Corporate listing in the <i>Flexible Packaging Pouch Guide</i>	\$850	N/A
Full Page Ad in Forum Workbook	\$800	N/A
Global Pouch Forum Product Showcase*	\$695	N/A
Logo Upgrade in Forum Workbook, <i>Flexible Packaging Pouch Guide</i>	\$195	N/A

GLOBAL POUCH FORUM PODCAST \$3,800

Have the Global Pouch Forum & Flexible Packaging audiences hear it directly from you any time of the year! Your Global Pouch Forum hosted discussion can include up to two guests along with our editors talking about the topic of your choice. The conversation will be professionally recorded and edited and then promoted to attendees of Global Pouch Forum and *Flexible Packaging* subscribers. Your podcast includes:

- Your logo and hyperlink on the podcast web page for 12 Months
- Promotion through eblasts, newsletters, social media networks
- Inclusion in the Global Pouch Forum ongoing education page in the Conference Workbook.

RESERVE YOUR SPONSORSHIP
AND TABLETOP TODAY!

TONY STEIN

Packaging Group Event Sales Manager | 484-467-7236 | SteinT@BNPmedia.com

CUSTOMIZED SPONSORSHIPS ARE ALSO AVAILABLE



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NEW THIS
YEAR

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!

Exhibit Hall Hours - Thursday, May 30:

Breakfast: 7:30 am - 8:30 am

Morning Break: 10:15 am - 10:45 am

Afternoon Break: 3:15 pm - 3:45 pm

Reception: 5 pm to 7 pm

2023 participants only:

\$2,250 through 10/18/23

2024 RATES

Early Bird:

\$2,350 through 11/30/23

Standard Rate:

\$2,450 starting 12/1/23

Exhibitor Benefits Include:

- One 6' x 2.5' skirted table in the Exhibition & Networking Reception
- One full conference exhibitor registration
- Discounted rate of \$895 on additional exhibitor registrations
- Company name, contact listing, 50-word description, and product category listing on the GPF website and in the Show Directory.

BEST DEAL

FLEXIBLE
PACKAGING

FP SPECIAL.....\$5,000

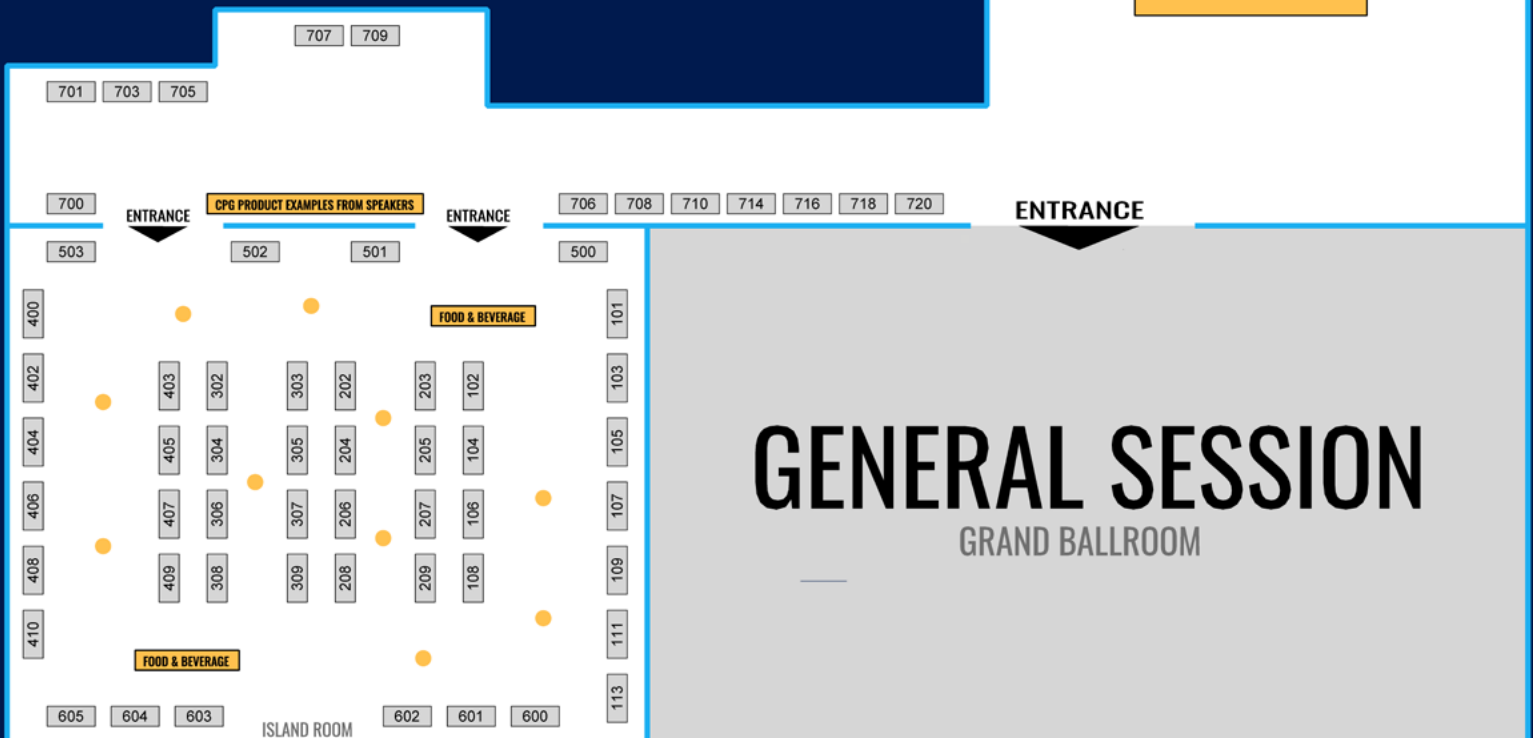
FP Special combines the reach of Global Pouch Forum and the *Flexible Packaging* eMagazine brand. The special includes a tabletop exhibit space, 2 social media posts and a full page ad* in *Flexible Packaging*.



GLOBAL POUCH
FORUM

May 29 - 31, 2024

REGISTRATION



■ AVAILABLE ■ ON HOLD ■ SOLD

SPONSORSHIP AND EXHIBIT OPPORTUNITIES AT A GLANCE

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

TOTAL AMOUNT DUE _____
(PAYABLE IN U.S. DOLLARS)

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER ☐ INVOICE

CARDHOLDER NAME _____

CARD NUMBER _____

EXP. DATE ____ / ____ 3 OR 4 DIGIT CVN NUMBER _____

AMOUNT AUTHORIZED _____

CARDHOLDER SIGNATURE _____

TERMS & CONDITIONS

All payments are due in full upon receipt of the contract. When invoice is selected for method of payment, fees are due within 30 days from receipt of invoice. If the contract is signed within 30 days of the event start date, full payment is due upon receipt. In the event full payment is not received by April 25, 2024, exhibitors may lose their exhibit space or sponsorship position. All sales are final and no refund will be issued, unless the entire event is canceled. By signing this contract you have read, understand, and agree to all terms and conditions listed on page 6.

*Sponsor/Exhibitor/Non-Exhibitor responsible for providing items

QUESTIONS? CONTACT:

TONY STEIN

Packaging Group Event Sales Manager

E: SteinT@BNPmedia.com

P: 484-467-7236

BNP Media

550 W Merrill St

Suite 200

Birmingham, MI 48009

**FOR OFFICE
USE ONLY**

IO# _____ 2024 location _____

Account ID# _____

EXHIBIT SPACE

☐ **\$2,250 through 10/18/23**
(2023 participants only)

☐ **\$2,350 through 11/30/23**

☐ **\$2,450 starting 12/1/23**

Tabletop Number Requested:

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

SPONSORSHIPS

DIAMOND \$19,000	<input type="checkbox"/> Keynote Session
PLATINUM \$14,000	<input type="checkbox"/> Educational Webinar
GOLD \$11,000	<input type="checkbox"/> Pre-Event Function <input type="checkbox"/> Welcome Reception <input type="checkbox"/> Luncheon <input type="checkbox"/> Exhibition & Networking Reception
SILVER \$7,500	<input type="checkbox"/> Registration Hospitality <input type="checkbox"/> Thursday Continental Breakfast <input type="checkbox"/> Friday Continental Breakfast <input type="checkbox"/> Thursday AM Networking Break <input type="checkbox"/> Thursday PM Networking Break <input type="checkbox"/> Friday AM Networking Break
BRONZE \$5,500	<input type="checkbox"/> Editorial Lead Education Session <input type="checkbox"/> Conference Workbook <input type="checkbox"/> Mobile App
BRONZE \$5,250	<input type="checkbox"/> Charging Station <input type="checkbox"/> Registration Bag* <input type="checkbox"/> Lanyards* <input type="checkbox"/> Hand sanitizer* <input type="checkbox"/> Wifi sponsor

MARKETING OPPORTUNITIES

Item	Exhibitor	Non-Exhibitor
Global Pouch Forum Podcast	<input type="checkbox"/> \$3800	N/A
Full Page Ad in Show issue of Flexible Packaging	<input type="checkbox"/> \$2250	N/A
Hotel Room Key Cards	<input type="checkbox"/> \$4500	<input type="checkbox"/> \$6800
Collateral or Premium Giveaway*	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$4800
Corporate listing in the Flexible Packaging Pouch Guide	<input type="checkbox"/> \$850	N/A
Full Page Ad in Forum Workbook	<input type="checkbox"/> \$800	N/A
Global Pouch Forum Product Showcase*	<input type="checkbox"/> \$695	N/A
Logo Upgrade on Workbook, in the Flexible Packaging Pouch Guide	<input type="checkbox"/> \$195	N/A

TOTAL CHARGES \$ _____

EXHIBITOR TERMS & CONDITIONS

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 Global Pouch Forum 2024 (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 exhibit space cost in the amount indicated on the reverse of this Contract for the exhibit 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 exhibit space, as indicated in the exhibitor confirmation letter: "Exhibit Space". Management will supply one one 6 ft. x 30 in. skirted table, one chair, and a 5 1/2" x 17" table tent sign with your company name. NOTE: Due to ballroom space limitations, and applicable social distancing requirements, all freestanding exhibit displays, signs or banners must be no wider than 6 feet. Pop-up displays are only permitted if they are 6 feet wide or less. **You must purchase an additional space if your exhibit is wider than 6 feet.** One conference attendee registration for the Exhibit Space per exhibit space paid for. Additional conference registrations may be purchased at a discounted rate.

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

5. Setup Hours. Exhibitor must install its exhibit at the Exhibit Space between 2:00-6:30 pm on May 29, 2024. If Exhibitor has not set up and put an exhibit in order by 4:45 pm on May 29, 2024, Management will have the right to terminate this Contract with Cause and assign the Exhibit 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 7:30 am - 7:00 pm on May 30, 2024. 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 7:00 pm on May 30, 2024. Exhibitor must remove its exhibit from the Exhibit Space and exhibition hall by 10:30 am on May 31, 2024. ("Dismantling Date"). If Exhibitor has not removed all exhibit material from the Exhibit 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 Exhibit 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 Exhibit Space and may not conduct any activities in the aisles or in exhibits other than the Exhibit Space, including distribution of literature, samples or other articles.

11. Union Labor. Management and event venue are contractually required to use union labor exclusively. Exhibitor will employ only union labor made available by official contractors or other contractors approved in advance by Management to install, dismantle or modify its exhibit.

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, SHERATON SAND KEY RESORT, 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 SHERATON SAND KEY RESORT 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, SHERATON SAND KEY RESORT 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 90 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 20, if the Exhibition is canceled 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 Exhibit 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 Exhibit Space and Exhibitor's

participation in the Exhibition, (ii) terminate this Contract with Cause, and (iii) sell the Exhibit 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 Exhibit Space to another exhibitor.

17. Default in Occupancy. If Exhibitor fails to occupy the Exhibit Space prior to the time set forth in Section 5, then Management may terminate this Contract with Cause. If the Exhibit Space is not occupied by the time set by Management for completion of installation of displays, then the Exhibit 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 an officer of the company. Any fees or deposits paid toward tabletop exhibit 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 exhibit equipment or to other exhibitors' property. Exhibitor may not apply paint, lacquer, tape, adhesives or other coating to building columns and floors or to standard exhibit 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 Oakland County, without regard to conflicts of laws.