

# Make The Most Of The Plastics Recycling Conference

**Increase your industry exposure, maximize your ROI, generate new leads and maintain your relationships.**

The Plastics Recycling Conference is the must-attend conference of the industry. The 2010 conference held last March in Austin, Texas, attracted a record 950 attendees from 16 countries. The tradeshow floor had over 85 exhibitors. This year's conference will be held March 1-2, 2011 at the Sheraton New Orleans Hotel located in the heart of New Orleans, LA.

More than ever, it is important not to lose personal contact with your clients and prospects. The conference offers array of sponsorship, exhibiting and advertising options that provide your organization with a cost-effective way to promote your products and services, establish your brand, build new business relationship and secure your position as a leader in the industry. Sponsorship is the perfect opportunity to reach industry decision makers, including product manufacturers, plastics generators, federal, state and local government officials, trade association leaders, plastics processors, and buyers of polymer materials all in one location.

A portion of your sponsorship dollars will go towards supporting the conference, enabling the conference to offer comprehensive and detailed presentations, and keep registration costs down and participation high. A portion of your sponsorship dollars will go to the Association of Postconsumer Plastic Recyclers for their support and affiliation with the conference.

We have established several sponsorship levels and exhibit opportunities, with extensive benefits designed to complement your strategic marketing objectives. Plastics Recycling Conference looks forward to the opportunity to partner with you and showcase your organization.



# Sponsorship Opportunities

## Platinum Level - \$10,000

Select from one of the following sponsorship events/activities, or call to customize your sponsorship event:

- Networking Lunch (two available)
- Networking Reception
- Entertainment at Reception
- Lanyards
- Specialty Coffee Tickets
- Internet Kiosk

Platinum Level Sponsorship Benefits:

- Complimentary booth in the exhibit hall (\$1,750 value)
- Four complimentary registrations (\$1,780 value)
- A full-page, color advertisement in the show issue of *Plastics Recycling Update* (\$1,245 value)
- A full-page, color advertisement in *Resource Recycling* (\$2,535 value)
- A full-page, color advertisement in the conference program (\$1,745 value)
- Banner style advertisement on the *Plastics Recycling Update* electronic newsletter (\$700 value)
- Banner style advertisement on the Plastics Recycling Conference electronic attendee newsletter (\$400 value)
- Company listing in the conference program and on the conference Web site (\$250 value)
- Sponsored event signage (if applicable)
- Company name on screen at opening sessions
- Acknowledgement as a platinum sponsor in the conference program, from the podium and general conference signage
- A portion of your sponsorship dollars will go towards research projects that will be presented at the conference

## Gold Level - \$5,500

Select from one of the following sponsorship events/activities, or call to customize your sponsorship event:

- Continental Breakfast (two available)
- Networking Refreshment Break (three available)
- Message Board
- Networking Lounge
- Conference Proceedings CD

Gold Level Sponsorship Benefits:

- Complimentary booth in the exhibit hall (\$1,750 value)
- Three complimentary registrations (\$1,335 value)
- A half-page, color advertisement in the show issue of *Plastics Recycling Update* (\$970 value)
- A half-page, color advertisement in the conference program (\$1,145 value)
- Company listing in the conference program and on the conference Web site (\$250 value)
- Sponsored event signage (if applicable)
- Company name on screen at opening sessions
- Acknowledgement as a gold sponsor in the conference program, from the podium and general conference signage

## Silver Level - \$2,750

Select from one of the following sponsorship events/activities, or call to customize your sponsorship event:

- Conference Folder
- Agenda on back of Name Badge
- Prize Give-a-Ways
- Registration Scholarships

Silver Level Sponsorship Benefits:

- Complimentary booth in the exhibit hall (\$1,750 value)
- Two complimentary registrations (\$890 value)
- A quarter-page, color advertisement in the conference program (\$350 value)
- Company listing in the conference program and on the conference Web site (\$250 value)
- Company name on screen at opening sessions
- Acknowledgement as a silver sponsor in the conference program, from the podium and general conference signage

## Bronze Level - \$1,500

### Bronze Level Sponsorship Benefits:

- One complimentary registration (\$445 value)
- A sixth-page, color advertisement in the conference program (\$250 value)
- Company listing in the conference program and on the conference Web site (\$250 value)
- Company name on screen at opening sessions
- Acknowledgement as a silver sponsor in the conference program, from the podium and general conference signage

## Sponsorship Benefits Comparisons

	Platinum	Gold	Silver	Bronze
Exhibit booth	yes	yes	yes	--
Registrations	4	3	2	1
Ad in <i>Plastics Recycling Update</i>	full-page/color	half-page/color	--	--
Ad in conference program	full-page/color	half-page/color	quarter-page/color	sixth-page/color
Ad in <i>Resource Recycling</i>	full-page/color	--	--	--
Company listing in conference program and Web site	yes	yes	yes	yes
Banner ad in the conference attendee electronic newsletter	yes	--	--	--
Banner ad in <i>Plastics Recycling Update</i> electronic newsletter	yes	--	--	--
Sponsored event signage (if applicable)	yes	yes	yes	yes
Company name on screen at opening session	yes	yes	yes	yes
Sponsorship of conference research project	yes	--	--	--
	\$10,000	\$5,500	\$2,750	\$1,500

## Sponsorship Events

Some sponsorship events will have multiple sponsors assigned to them. Sponsored events will be assigned on the basis of the order in which applications/contracts are received. If a sponsored event was not selected, the Plastics Recycling Conference will assign a sponsored event. The Plastics Recycling Conference reserves the right to use its sole discretion to assign or reassign sponsored events at any time for the overall benefit of the conference.

## Customize a Sponsorship Event

Have an idea for a sponsorship event or benefit? We will be happy to discuss customizing a sponsorship event or benefit just for you. Possibilities include, but are not limited to, sponsoring scholarships, plenary speaker or special give-a-way. For more information, please contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com).

# Registration and Badges

The conference sessions and tradeshow are limited to attendees who have registered to attend the conference. Sponsors and/or exhibitors representatives are required to register for the conference and wear badges throughout the exhibition and conference. Sponsoring companies receive one to four complimentary registrations, depending on the level of sponsorship. Registration includes entrance to sessions, exhibit hall, meals and evening reception. Additional registrations can be purchased at a discounted rate of \$345 each. (Regular registration rate is \$445 each) The Plastics Recycling Conference reserves the right to withdraw the use of the badge used to gain admission to the exhibit hall by any person other than the one for whom it was assigned.

The Plastics Recycling Conference reserves the right to refuse to admit and eject from the tradeshow or conference any objectionable or undesirable person or person; and on the exercise of this authority, the exhibitor, for himself, his employees and agents, hereby waives any right and all claim of damages against the Plastics Recycling Conference, Resource Recycling, Inc. and the host hotel.

On-site sponsor and/or exhibitor registration is subject to a \$50 on-site processing fee, in addition to the \$345 discounted registration fee that is offered to sponsors and exhibitors.

# Social and Meeting Functions

Any social function in a public space of the Plastics Recycling Conference approved hotel(s) must be approved by the Plastics Recycling Conference management. Most social functions are not restricted, with the exception of the request that these functions do not take place during official conference and tradeshow schedule times, including the networking reception.

The Plastics Recycling Conference has secured a few small meeting rooms for sponsors and exhibitors to meet with clients or potential clients in a private setting. To reserve one of these meeting rooms, please contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com) prior to the conference or speak to a conference representative at the conference registration desk on-site.

# Media Circulation

*Plastics Recycling Update* is the only source for plastics recycling information. From PET to ABS, each month this newsletter reports extensively on market dynamics and pricing trends for plastic bottle, containers, film, carpet and more. You receive data on export demand, reports on corporate developments of plastics recycling processors and end-markets, news on legislative activities throughout North America, and details of technology initiatives. *Plastics Recycling Update* is mailed to over 5,000 readers.

*Resource Recycling* is distributed to over 12,500 readers each month. Magazine readers include executives, owners, operation managers and waste management professionals in private recycling and composting businesses; by local, state and federal governments; waste haulers; consultants; equipment dealers; waste generators at commercial businesses and institutions; and others allied in the field.

Conference attendees will receive a conference packet that includes the show issue of the *Plastics Recycling Update* magazine and the conference program. Copies of *Resource Recycling Update* and *E-Scrap News* will be available at the registration desk or at the Resource Recycling, Inc. booth in the tradeshow for those attendees interested in a sample copy.

For more information on advertising in *Resource Recycling*, *Plastics Recycling Update* and *E-Scrap News* and/or the corresponding electronic newsletters, please contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com).



# Digital File Preparation

Please prepare ads to these specifications to ensure quality reproduction. All print ads for the conference program, *Plastics Recycling Update* and *Resource Recycling* are due **January 15, 2011**.

Don't have an ad? We would be happy to help design an ad for you. Please contact Suzette DuCharme at 503.233.1305 x113 or [suzette@resource-recycling.com](mailto:suzette@resource-recycling.com) for more information and rates.

## Ad Dimensions

Full-page	8 ½ x 10 (Full Bleed 8 ¾ x 11 ¼)
Half-page	7 ½ x 4 ⅞
Quarter-page	3 ¾ x 4 ⅞

## Format/Media/Software

We only accept Macintosh OS versions of the following software  
PDF files should be produced in Acrobat 4.0 or higher, with all fonts embedded and high resolution. Original artwork should be at least 300 dpi (high-resolution) from which the PDF is made.

## Important Graphic Specifications

Include all graphic files on your disk or in your email:

- High-resolution photo EPS or TIFF at 300 dpi
- High-resolution lineart EPS or TIFF at minimum 300 dpi
- JPEG at 300 dpi at 100 percent
- CMYK or Pantone (PMS) colors from process
- Include all screen and printer fonts used
- Turn text into outline in Illustrator or Freehand and save as EPS (eliminates need to send fonts)

## Sending Files

Using ftp software, log on at : [ftp@resource-recycling.com](ftp://ftp@resource-recycling.com) with username: [design@resource-recycling.com](mailto:design@resource-recycling.com) and password: design. Then send an email to [ads@resource-recycling.com](mailto:ads@resource-recycling.com) and we'll retrieve the files. Smaller files can be attached to an email to [ads@resource-recycling.com](mailto:ads@resource-recycling.com). When sending files via email, please be sure to include all screen and printer fonts and graphics. The email subject field should indicate that it is an ad from your company for the RR Conference. Please include contact person, phone and fax numbers in your email.

Please contact Suzette DuCharme with any questions or additional information on your ads and artwork at 503.233.1305 x113 or [suzette@resource-recycling.com](mailto:suzette@resource-recycling.com).

## Banner Advertisement Preparation

Banner ads for the Web site and/or electronic newsletters should consist of your company logo and/or company name.

Dimensions: 200x50 pixels

Formats: GIF or JPG

Email files to [cara@resource-recycling.com](mailto:cara@resource-recycling.com). The email subject field should indicate it is a banner ad – e.g., "ABC Company, Plastics Recycling Conference Banner Ad." Please include the hyperlink you would like the ad to be directed to as well as your contact information.

## Company Description

Please e-mail a brief company description (up to 75 words) of your services and/or product offered by your organization to [cara@resource-recycling.com](mailto:cara@resource-recycling.com). This description will be used in the conference program and on the conference Web site. Company descriptions for the conference program are due by February 1, 2011. No changes to the company description will be permitted after February 10, 2011. All company descriptions are subject to approval by conference management. If a company description is not provided, *Resource Recycling* editors will pull one from your company Web site. Company descriptions will be edited by *Resource Recycling* editors.



# Exhibitor Guidelines for Sponsors

The tradeshow provides your company the perfect opportunity to reach key industry decision makers. Platinum, gold and silver sponsorship levels receive a complimentary 10'x10' booth in the exhibit hall. The conference does not provide tickets/passes just to attend the tradeshow.

If you wish to double your booth space to 20'x10', then add an additional \$1,575 to your sponsorship fee. If you wish to triple your booth space to 30'x10', then add an additional \$2,800 to your sponsorship fee.

## Booth Specifications

- 10'x10' standard exhibit booth
- 8' black drape along back and 3' black drape along sides of exhibit booth
- 7"x44" exhibitor identification sign
- 6'x30" black skirted table
- 2 side chairs
- 1 waste basket

The above listed items are included in your booth package. Exhibitor kits will be emailed/mailed winter 2010 and will include information on electrical services, internet, audio/visual, freight/shipping, and additional rental items. Single booth space is 10'x10', double booth space is 20'x10' and triple booth space is 30'x10'.

## Tradeshow Hours

Tuesday, March 1st	Wednesday, March 2nd
10:00 am – 10:45 am	8:00 am – 12:00 pm
1:00 pm – 1:30 pm	
3:00 pm – 3:30 pm	
5:00 pm – 7:00 pm	

The tradeshow floor may see traffic at other times during the conference. Official tradeshow hours are subject to change without notice.

## Installation of Exhibit

Monday, February 28th  
2:30 pm – 7:00 pm

Installation of exhibit equipment and material must be completely set-up and in-place by 7:00 pm on Monday, February 28th. Installation times are subject to change slightly.

## Dismantling of Exhibit

Wednesday, March 2nd  
12:15 pm – 3:30 pm

Dismantling of booths may commence no earlier than 12:15 pm, and the exhibit hall must be completely cleared by 5:00 pm on Wednesday, March 2nd.

## Booth Construction and Display

Exhibit display panel or equipment should not project further than 8' from the back drape and 36" along the side rails. There shall be no obstruction in the aisle. Noise level on sound systems, recorders, speakers, live music, etc., shall be maintained so as not to disturb other exhibitors. No special signs, booth structures, apparatus or lighting fixtures are permitted in excess of 8' in height. No helium balloons are permitted. Exhibit material must not be set up as to interfere with the view into adjoining booths. All exhibits must comply with city fire, building and electrical codes and regulations. All electrical work must be ordered through the decorator or the facility.

Conference management reserves the right to request, at any time before or during the conference, samples of promotional literature and/or booth display layout before the exhibitor will be eligible to participate or continue in the exhibition. Plastics Recycling Conference, in sole discretion, reserves the right to determine which forms, products and/or booth display layout are appropriate, and to refuse, cancel or restrict any applicant or exhibit. If conference management decides that any of these do not meet its standards or are not suitable, then the exhibitor must, at once, comply with the management demands and/or withdraw. Exhibitor engaging in objectionable methods shall be subject to eviction without refund.

Representatives of non-exhibiting firms will not be permitted to demonstrate their products or distribute advertising material in the tradeshow or conference. Exhibitors will not be permitted to demonstrate their products or distribute advertising material outside of their assigned booth space. Sponsors may distribute advertising materials at their assigned sponsored event (i.e., lunch, breaks, reception).

## Subletting of Space

No exhibitor shall assign, sublet or share the whole or any part of its assigned space without the written approval by Plastics Recycling Conference management.

## Reserving and Contracting Space

The application for sponsorship must be completed in its entirety and payment must accompany the application. The receipt and acceptance by Plastics Recycling Conference of the signed application/contract accompanied, by payment for sponsorship and exhibit space, will constitute a binding agreement for the right to use the space allocated. In the event of fire, strikes, war or other acts of nature rendering the exhibit area unfit or unavailable for use, this contract will be voided. Application for exhibit space must be made on the official form and accompanied by full payment to be considered final. Completion of application constitutes that the exhibiting company and its representatives agree to abide by all the terms and conditions listed in the exhibit guidelines.

## Assignment of Space

Assignment of exhibit space is based on a priority point system. The priority point system is designed to recognize organizations for their past and present support of the Plastics Recycling Conference and to encourage new organizations to participate. Priority points are awarded for each year of participation as an exhibitor and/or sponsors and will be used to determine the order in which space will be assigned in the exhibit hall. In the event that more than one organization has the same number of points, priority for those organizations will then be determined in order of which contracts are received. Priority points are only awarded upon full payment of the exhibitor and/or sponsorship fees. The Plastics Recycling Conference will make every effort to make assignments to preferred booth locations. If preferred space is not available, the Plastics Recycling Conference will assign the next best available space. The Plastics Recycling Conference reserves the right to use its sole discretion to relocate or reassign exhibit booths at any time for the overall benefit of the conference, such as separating competitors, or to accommodate revised floor plans. Specific booth assignments are not final until payment in-full has been received and confirmed in writing by the conference manager.

### Priority Points are Awarded as Following:

- Four points for each year organization participated at a platinum level sponsor
- Three points for each year organization participated at a gold level sponsor
- Two points for each year organization participated at a silver level sponsor
- One point for each year organization participated as a bronze or lower level sponsor
- One point for each year organization has exhibited only
- One point for being a current Association of Postconsumer Plastic Recyclers (APR) member
- Additional points for placing advertisements in *Resource Recycling*, *Plastics Recycling Update* and/or *E-Scrap News*

To maintain priority points, all exhibiting and/or sponsoring organizations are required to participate once as an exhibitor and/or sponsor in a two-year period. If a year is skipped, the exhibitor and/or sponsor will retain all earned points to-date, but will not earn additional points. If there is no participation in a two-year period, all priority points are forfeited. All exhibiting and/or sponsoring organizations are responsible for following all rules, regulations, guidelines and policies presented. Violations by individuals representing participating organizations will be cause for forfeiting all priority points.

## Liability & Security

Exhibiting company agrees to assume all responsibility for any loss or injury related to their booth, and that they shall indemnify and hold harmless Resource Recycling Conference, Resource Recycling Inc. and company owners and employees as well as the Sheraton New Orleans Hotel, Starwood Hotels & Resorts and the Hotel's owners, managers, subsidiaries, affiliates, employees and agents from all liability in which may ensue, for any cause. The exhibit hall will be secured, to the extent possible, during those hours when the exhibit hall is not open to the public and attendees. However, Plastics Recycling Conference cannot guarantee against loss, damage or injury of any kind. Be advised, exhibitor should not leave valuables unattended during set-up, exhibitor hours and after show hours, and/or dismantling. Exhibitors are solely responsible for the security of their exhibit and equipment. Exhibitors understand that Resource Recycling, Inc. nor hotel parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

# Plastics Recycling Conference

## Sponsorship Contract

Please complete all sections of the contract and return with payment to Resource Recycling, Inc., PO Box 42270, Portland, Oregon 97242-0270 or fax to 503.233.1356. For questions, contact Cara Bergeson at cara@resource-recycling.com.

### Contact Information (for correspondence only)

Organization / Company

Contact Person

Email

Mailing Address

City / State / Zip

Phone / Fax

### Company Information for Conference Program & Web site

The information provided below will be used for the conference program and Web site.

Organization / Company

City / State

Phone

Web site

Please email a brief description (up to 75 words) of your services and/or products offered by your organization/company to cara@resource-recycling.com.

### Registrations

Sponsoring firms receive up to four complimentary registrations depending on the level of sponsorship. Additional registrations may be purchased at a discounted rate of \$345 per person. Please complete a registration form for each person attendee the conference, complimentary and discounted registrations.

### Additional Advertising

- Banner or Tower Advertisement in Attendee Newsletters – an additional \$250
- Would like to advertise and/or upgrade advertisement received in sponsorship benefits. A representative will contact you with pricing.

Office Use Only:

JD \_\_\_\_\_ CB \_\_\_\_\_ Booth # \_\_\_\_\_ Payment \_\_\_\_\_

Sponsored Event \_\_\_\_\_

### Sponsorship Level

- Platinum \$10,000
- Gold \$5,500
- Silver \$2,750
- Bronze \$1,500

Sponsorship Activity Requested

### Trade Show

- Will you be exhibiting in the trade show?  Yes  No
- Double Booth – an additional \$1,575
  - Triple Booth – an additional \$2,800

Please select desired space in order of preference. Refer to the Exhibitor Guidelines for details on how booth assignments will be made.

### Payment

Amount enclosed: \$ \_\_\_\_\_

- Check (make checks payable to Resource Recycling, Inc.)
- Credit Card (check one):  Visa  MC  AMX

Card Number

Exp Date

Billing Address (if different than the contact address listed above)

City / State / Zip

Name on Card

Upon acceptance by Resource Recycling, Inc., this contract for sponsorship of the Plastics Recycling Conference will become a contract between the applying sponsor and the Plastics Recycling Conference. The sponsoring company and its representatives agree to abide by the terms and conditions listed. If exhibiting, the sponsoring company and its representatives agree to abide by all the terms and conditions listed in the exhibitor guidelines.

Authorized Signature

Printed Name

Date

# Plastics Recycling Conference

## Sponsor/Exhibitor Registration Form

First / Last Name (as to appear on name badge)

Title

Organization / Company

Email

Phone

Fax

Mailing Address

City / State / Zip

Country

Platinum Sponsor  Gold Sponsor  Silver Sponsor  Exhibitor Only

### Special Requests/Needs:

I will need assistance or special accommodations to participate. Please specify: \_\_\_\_\_

Special meal request  Vegetarian  Vegan  Kosher

**Registration Information:** Sponsors receive up to four complimentary registrations, depending on the sponsorship level. Platinum sponsors receive four complimentary registrations, gold sponsors receive three complimentary registrations, silver sponsors receive two complimentary registrations and bronze sponsors receive one complimentary registration. Exhibitor only organizations receive one complimentary registration. Additional registrations can be purchased at a discounted price of \$345 per person.

Please submit one registration form per attendee. Duplicate this form when registering more than one person from an organization. If payment is made for multiple attendees attach all individual registration forms to check.

Complete all sections of registration form and return with payment to the Resource Recycling, Inc., PO Box 42270, Portland, OR 97242-0270 or by fax at 503.233.1356.

Registration includes two continental breakfasts, two lunches, refreshment breaks, conference packet, and admission to all Plastics Recycling Conference sessions, exhibit hall and evening reception. All Plastics Recycling Conference sessions and trade show will be held at the Sheraton New Orleans Hotel in New Orleans, LA.

On-site registration is subject to a \$50 processing fee in addition to the late registration fee of \$345 US Dollars.

**Questions:** For registration questions, contact Jef Drawbaugh at 503.233.1305 x118 or by email at [jef@resource-recycling.com](mailto:jef@resource-recycling.com)

**Hotel Accommodations:** Hotel reservations can be made directly with the Sheraton New Orleans Hotel by calling 888.627.7033 or online through the conference Web site. Conference attendees will receive a special discounted rate of \$165 plus taxes for single/double occupancy.

### Registration Fees:

- Complimentary Registration  
 Additional Registration \$345

### Payment:

Full payment must accompany this registration form. Your confirmation and receipt will be emailed to the email address provided above. **If you do not receive an email confirmation within 48 hours, please resubmit your registration form.**

- Check (make checks payable to Resource Recycling, Inc.)  
 Credit Card (Visa, MasterCard, Amex)

Card Number

Exp Date

Billing Address (if different than mailing address)

City / State / Zip / Country

Name on Card

Signature

### Office Use Only:

JD \_\_\_\_\_ CB \_\_\_\_\_ JP \_\_\_\_\_ Ribbons:

Platinum  Gold  Silver  Bronze  Exhibitor  Speaker  Moderator