

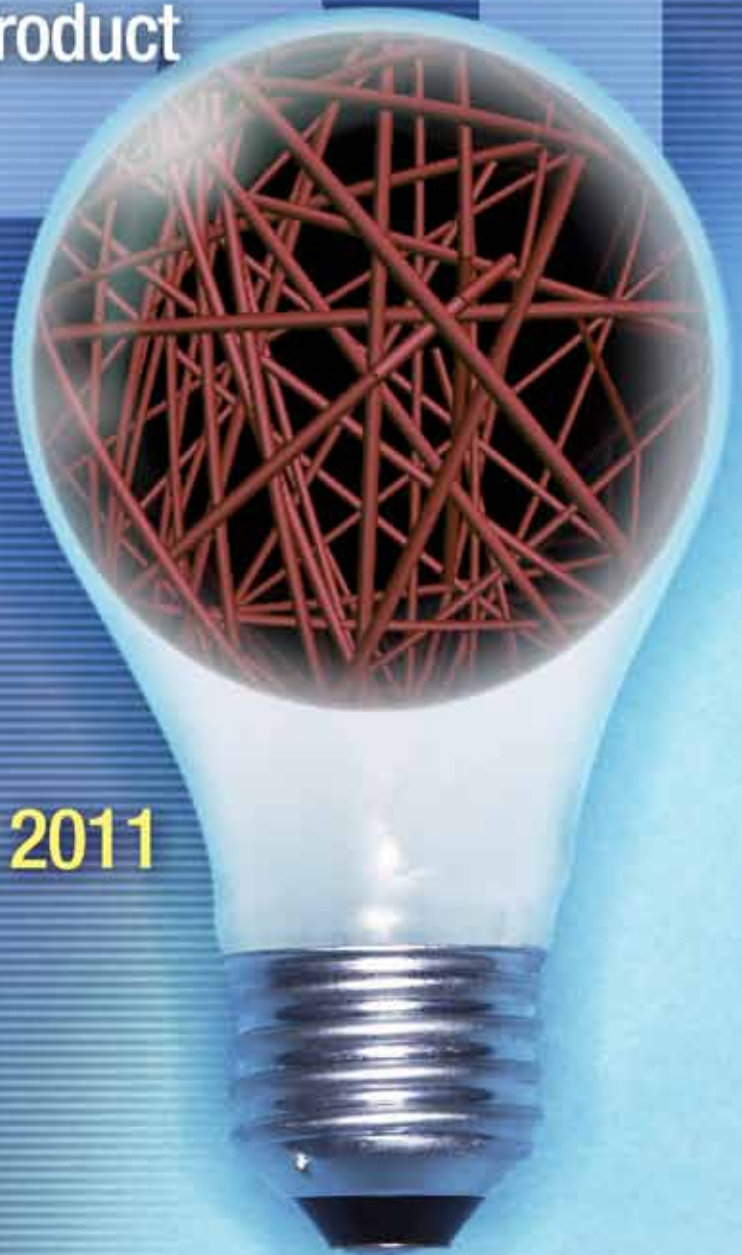
THE ONLY PROFESSIONAL SOCIETY DEDICATED TO THE NONWOVENS COMMUNITY

NETInc

INNOVATIVE NONWOVENS CONFERENCE

SPONSOR AND EXHIBITOR OPPORTUNITIES

NEXT new idea
NEXT innovative product



NETInc 2011
September 13-15, 2011
Hyatt Regency
Atlanta, Georgia, USA

Organized by:



Association Partner:



TAPPI's NET (Nonwovens Engineers & Technologists) Division and the Nonwovens Institute have come together to create the Innovative Nonwovens Conference (NETInc.) focusing on educational topics such as:

- Health and Well Being
- Emerging Technologies
- Nanotechnology
- Safety and Security
- Energy and Infrastructure
- Environment and Sustainability
- Training Future Leaders

This three-day event will include:

- Tabletop Exhibits
- Dedicated Networking Time with Peers
- Keynote/Welcome Session
- Technical Presentations
- Pilot Facilities Tour

5%

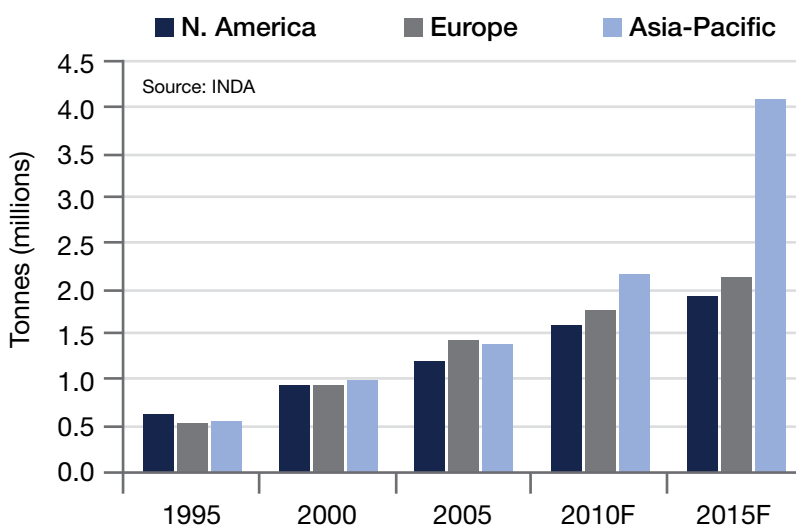
According to the US Nonwovens industry forecasts for 2013

& 2018 - October 2009 edition, demand for nonwoven roll goods is projected to increase 5.0 percent per year through 2013, driven by gains in key markets such as filtration, construction, wipes, medical disposables and adult incontinence.

It's About Knowledge

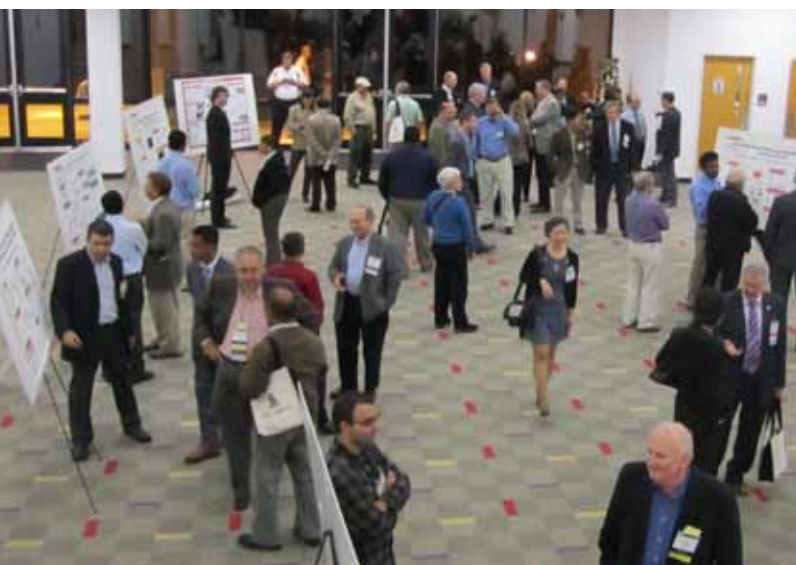
Buyers will come to NETInc to participate in a forum for a new constituency of industry and academic researchers, the professionals from the nonwovens and affiliated industries, and the academic community. At NETInc, attendees will create connections and synergies that support capability development and innovation for industry growth, but at the Tabletop Exhibit they will be ready to take it to the next level.

World Nonwovens Roll Goods Production



Connect with decision makers successfully bringing attendees from all areas of nonwoven

For over 20 years, TAPPI's Nonwoven Division has developed technical programs that attract the key decision makers in the industry. The NET Innovative Nonwovens Conference is an expanded event that addresses the entire nonwovens supply chain. **Unlike other nonwovens events, TAPPI and the Nonwovens Institute have developed a conference that has content created for—and by—individuals in the industry.** With topics spanning across the entire supply chain, you will find academics, technologists, marketers, engineers, researchers and developers, and manufacturers in attendance.



What is the Industry Saying About The Conference?

- “Compactness and technical details presented without much sales/trade fluff.”
- “Good introduction to activities and challenges being addressed”
- “It was a true technical conference”
- “Good technical content as compared to most other nonwoven conferences.”
- “Being able to network with colleagues from the industry. There was a lot packed into a couple of days.”
- “Good chance to meet and learn from others in the industry.”

• **Quotes taken from 2010 Post Conference Survey**

WE CONNECT YOU WITH THE RIGHT PEOPLE.

The NET Division, NWI and nonwovens conference attendees represent the buying power of these companies:

- AAF International
- AEGIS Environments
- Aeroglide Corporation
- Aglon Technologies
- Ahlstrom Nonwovens LLC
- Air Quality Sciences, Inc.
- American Association of Textile
- Chemists & Colorists
- American Kynol, Inc.
- Americhem Inc.
- Andritz Kusters, Inc.
- Apexical Inc.
- Arclin
- Arkema Inc.
- Armstrong World Industries
- AstenJohnson Specialty Fabrics
- Atlas Roofing Corp.
- Auburn University
- Basell North America
- BASF Corporation
- Batson Group Inc.
- Berkshire Corporation
- Best Mfg.
- Biax-Fiberfilm Corporation
- Biosafe, Inc.
- Blachford
- Buckeye Technologies
- Burrows Paper Corp.
- Camfil Farr USA
- Cardinal Health, Inc.
- Carolina Coating Solutions
- Celanese
- Celanese Emulsion Polymers
- Certainteed Corporation
- Chapas & Associates
- Chicago Metallic Corporation
- ChK Group, Inc.
- Ciba Corporation
- Clariant Corporation
- CMAI
- Cognis Corp.
- Colbond Inc.
- Consolidated Fibers Inc.
- Converting Influence LLC
- Cotton Incorporated
- Covidien
- Crafts Technology
- CTA Acoustics, Inc.
- CTI
- Cummins Filtration
- Cytec Industries
- Daikin America, Inc.
- DAK Americas LLC
- Dan-Webforming Int. A/S
- DelStar Technologies, Inc.
- Dilo Incorporated
- Donaldson Company, Inc.
- Dow Chemical
- DuPont
- Dynea Austria GmbH
- DyStar L.P.
- Eagle Performance Products
- Eastman Chemical Co.
- Eastman Kodak Co.
- Enercon Industries Corp.
- Evanite Fiber Corp.
- Everpure Inc.
- ExxonMobil Chemical
- FACT
- Federal Mogul SPG
- Fempro I Inc.
- Fi-Tech, Inc.
- Fibertex A/S
- Fiberweb
- Fiberz Unlimited
- First Quality Nonwovens Inc.
- First Quality Products, Inc.
- First Quality Retail Services
- Ford, Trimble & Associates Inc.
- Foster-Miller, Inc.
- Fraunhofer ITWM
- Freudenberg Nonwovens
- H.B. Fuller Co.
- GAF Elk Corp.
- GAF Materials Corp.
- Garlock Sealing Technologies
- Georgia Institute of Technology
- Georgia-Pacific Corp.
- Goulston Technologies, Inc.
- Guardian Fiberglass, Inc.
- HanesBrands Inc.
- Harvard School of Public Health
- Hexion Specialty Chemicals
- HIP-Mitsu Srl
- Hollingsworth & Vose Company
- Jacob Holm Industries
- Huntsman
- IMERYS Performance Minerals
- INVISTA
- ITW Dynatec
- A.D. Jezzi & Associates, LLC
- Johns Manville Corporation
- Kimberly-Clark
- Kitech
- Knauf Insulation
- Kraton Polymers
- Lehder Environmental Services Limited
- Lenzing Fibers Inc.
- Lifshutz Consulting
- Lonza Inc.
- Loughborough University
- Louisiana State University
- Lubrizol Advanced Materials, Inc.
- Lydall Filtration Separation, Inc.
- Marketing Technology Service Inc.
- Martin Automatic, Inc.
- Matador Converters Co. Ltd.
- Maxcess International
- Medline Industries, Inc.
- Metabolix, Inc.
- Metso Paper USA, Inc.
- Milliken & Co.
- 3M Co.
- Missing Octave Insights, Inc.
- MOCON
- Monadnock Non-Wovens, LLC
- Nalco Co.
- Nanogote AG
- Nanoholdings
- NanoHorizons
- National Institute of Technology Jalandhar
- Natrix Separations, Inc.
- NatureWorks LLC
- NDC Infrared Engineering
- Nice-Pak/PDI
- Nike, Inc.
- Nonwovens Industry
- The Nonwovens Institute & NCRC
- Norafin (Americas) Inc.
- North American Insulation Manufacturers Assn (NAIMA)
- North Carolina State Univ.
- Nova Chemicals Inc.
- Oerlikon-Neumag Ason
- Oklahoma State University (WHRC)
- OMNOVA Solutions, Inc.
- Owens Corning
- Palas GmbH
- Pall Corporation
- Pall Life Sciences
- Para-Chem, Inc.
- Paratus Industries
- Parker Domnick Hunter
- Parker Hannifin Ltd.
- Parkinson Technologies Inc.
- PBI-Dansensor America Inc.
- B.F. Perkins
- PGI
- Playtex (Energizer Personal Care)
- PolymerTech LLC
- Polytex de Maracay C.A.
- Precision Fabrics Group Inc.
- PriMED Medical Products Inc.
- The Procter & Gamble Co.
- Reichhold, Inc.
- Rieter Corporation
- Rio Tinto Minerals
- Rockwool A/S
- S.C. Johnson & Son, Inc.
- Sachsisches Textilforschungsinstitut E.V.-STFI
- Safe Life Corp.
- Saint-Gobain
- Sartomer Co.
- Seydel-Woolley & Co.
- Shandong Puri Filter & Paper Products Ltd.
- Smith, Johnson & Associates
- SNS Nano Fiber Technology Co. LLC
- Solvay Advanced Polymers LLC
- Southern Regional Research Center, ARS-USDA
- W.G. Steve Company, Inc.
- Strata America
- Sunoco Inc.
- Sylvatica
- Tamko Roofing Products Inc.
- TechTex Solutions, Inc.
- TenCate Geosynthetics
- Texas Tech University - TIEHH
- Texel Inc.
- Textile Research Journal
- Thor Specialties, Inc.
- Ticona Engineering Polymers
- Tool Source Inc.
- Troika Technologies, Inc.
- U.S. Pacific Nonwovens Industry Ltd.
- Underwriters Laboratories Inc.
- Ungricht Roller & Engraving Technology
- Unifrax Corporation
- University of Bremen
- University of California at Davis
- University of Leeds School of Textile Industries
- University of Oklahoma
- University of Tennessee TANDEC
- University of Washington
- USG Corp. Research and Technology Ctr.
- Velcro USA
- Virginia Commonwealth University
- Voith Inc.
- Wacker Polymers
- Wake County Economic Development
- Washington University in St. Louis
- Whitford Corp.
- Winner Medical Group Inc.

*Includes partial listing from previous TAPPI Sponsored Nonwovens related events

Top Reasons to Sponsor or Exhibit at NetINC:

- **MORE EXPOSURE:** Three-day event with four+ hours of dedicated face-to-face time! Maximize your exposure with the Tabletop Exhibit and sponsorship opportunities.
- **BUYING POWER:** Attendees have direct influence and/or buying authority.
- **ESTABLISH YOUR COMPANY AS A SOLUTION PROVIDER:** This is a great venue to get in front of hundreds of prospects to demonstrate how your product works.
- **INDUSTRY INFLUENCE:** Capitalize on the collaboration between the NET Division and the Nonwovens Institute whose members represent many of the largest nonwovens manufacturers in the world.
- **LOCATION:** Held in Atlanta, Georgia—in the heart of the Southeast. The Southeast states are home to more nonwoven textile plants than anywhere else in the United States.
- **SAVE TRAVEL TIME AND MONEY:** This opportunity eliminates the need to make multiple on-site visits to customers' locations. With no scheduling conflicts and no appointments necessary, you can make efficient and effective contacts without work distractions.
- **INDUSTRY RESPECT:** The program is peer-reviewed and peer-organized and attracts attendees that know this is the event showcasing cutting-edge technology.

HOSTS FOR THE 2011 NETINC

»»» The TAPPI NET Division

(Nonwovens Engineers & Technologists) is the only professional society in the nonwovens industry and is the international association home for nonwovens experts from diverse markets and disciplines. Visit www.tappi.org/net for more information.

»»» The Nonwovens Institute (NWI)

located at NC State University, is the world's first accredited academic program for the inter-disciplinary study of engineered fabrics through partnership with industry, government and academe. Visit www.TheNonwovensInstitute.com for more information.

NETInc Gives You the Key to Access the Leaders in the Industry



Eight of the top ten nonwovens manufacturers in the world are member companies of NWI, the NET Division or have sent representatives to the previous nonwovens conferences. This September, these industry giants will be in Atlanta. Shouldn't you?

2010: The World's Leading Nonwovens Producers*

1. Freudenberg
2. DuPont
3. Kimberly-Clark
4. Ahlstrom
5. Polymer Group Inc.
6. Fiberweb
7. Johns Manville
8. Glatfelter
9. TWE Group
10. Buckeye

* Textiles Intelligence, December, 2010

SPONSORSHIPS

As a Sponsor, you'll meet face-to-face with your customer and prospects during dedicated networking events. NETInc is being heavily promoted to attendees as the best place to learn more about industry research and development, the latest products and services available to the marketplace, as well as meet face-to-face with suppliers. Don't miss this opportunity for face time. In addition, as a sponsor, you'll benefit from raised awareness of your company and marketing message throughout the entire conference. See the sponsor levels on the next page for a complete outline of what is available.



SPONSORSHIPS

As an Exclusive Sponsor, you'll benefit from having your company name and/or marketing message featured on items that will be seen repeatedly by all attendees during the duration of the conference. Choose the exclusive sponsorship that best suits your marketing needs.

TABLETOP DISPLAYS

As a Tabletop Exhibitor, you'll meet face-to-face with your customers and prospects during the five+ hours of dedicated networking time. This is an unprecedented opportunity to reach key decision makers and promote your products and services. Nowhere else can you make so many contacts so inexpensively.

ADDITIONAL OPPORTUNITIES

Maximize your presence at NETInc by supplementing your Tabletop Exhibit with a sponsorship that will help you leave an impression with your current and potential customers. These supplemental sponsorship opportunities are only available to companies who purchase a Tabletop Exhibit.

Choose the level of sponsorship that best fits your marketing goals and budget

Published Rates for TAPPI Members.
Non-members add 10% to price.

PREMIUM SPONSORSHIPS

PLATINUM SPONSOR

Cost: \$4,995

- Full-page black-and-white ad in program book
- Logo included on Conference Bag
- Logo on Electronic Proceedings CD-ROM and opening page
- Recognition on signage at networking reception
- Three complimentary conference registrations
- Tabletop Display Package
- Logo on website and in pre-show publicity
- Sponsor ribbon at event

GOLD SPONSOR

Cost: \$2,995

- One complimentary conference registration
- Half-page black-and-white ad in program book
- Logo included on Conference Bag
- Recognition on signage at networking reception
- Tabletop Display Package
- Logo on website and in pre-show publicity
- Sponsor ribbon at event

SILVER SPONSOR

Cost: \$1,995

- Quarter-page black-and-white ad in program book
- Logo included on Conference Bag
- Recognition on signage for networking reception
- Logo on website and in pre-show publicity
- Sponsor ribbon at event

PREMIUM DISPLAY PACKAGE

Cost: \$1,800

- One 6'x30" table in Tabletop Exhibit area
- Insert in Conference Bag
- Full page black & white ad in Program Book

EXCLUSIVE SPONSORSHIPS

Lunch Sponsor

Cost: \$2,500

Easel Signage and Recognition from the Podium

Coffee Break

Cost: \$1,000

(Choose One of 4 Breaks)

Pad Folio

Cost: \$3,500

A classy pad folio embossed or silk screened with your company's logo (one color logo, standard pad folio) will be inserted into each conference bag.

Lanyards or Badgeholders

Cost: \$2,500

This sponsorship offers a chance to be seen through the entire conference. Your company name and logo (one color) will be imprinted on badge holders and given to all conference participants at registration.

Conference Pens

Cost: \$1,500

A standard pen with a one color logo will be inserted into each conference bag and made available at the registration desk.

NOTE: Sponsors will receive a \$500 discount if they supply their own promotional items, except lanyards.

SUPPLEMENTAL SPONSORSHIP OPPORTUNITIES

(In addition to your Tabletop Exhibit)

- Conference Bag Insert (advertiser supplied) **Cost: \$450**
- Full Page ad in Program Book **Cost: \$450**
- Back Cover ad in Program Book **Cost: \$1,500**
- Half Page ad in Program Book **Cost: \$250**
- Inside Back Cover ad in Program Book **Cost: \$1,250**

TABLETOP DISPLAY - Cost: \$850

Tabletop Exhibit Includes:

- Post-Conference attendee list with contact information (except e-mail address)
- Company listing with 50 word description in conference program guide

- Recognition as an exhibitor on www.NetINCevent.org
- Company recognition in post-show publicity
- Exhibitor Ribbon during the conference

EXHIBITOR HOURS (PRELIMINARY)

Wednesday, September 14

8:00am – 10:00am	Exhibitor Move-In
10:00am – 10:30am	Break in the Exhibit Hall
12:00pm – 2:00pm	Lunch in the Exhibit Hall
3:00pm – 4:00pm	Break in the Exhibit Hall
6:00pm – 7:30pm	Reception in the Exhibit Hall

Thursday, September 15

8:00am – 10:00am	Exhibitor Move-Out
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Custom sponsorships are available. Contact Jennifer at +1.770.912.6760



Sponsorship & Tabletop Agreement
 Please complete and return this agreement prior to 16 August 2011:
 TAPPI, Attention: Craig McKinney, 15 Technology Parkway South, Norcross, GA 30092, USA
 Fax: 770-446-6947 • 770-209-7319

Name _____ Title _____
 Company _____ TAPPI Member No. _____
 Street Address _____ City _____
 State/Province _____ Postal Code/Zip _____ Country _____
 Email _____ Telephone (Include Country Code) _____
 Fax _____ Company Website Address _____

Published Rates for TAPPI Members. Non-members add 10% to price.

Prices are in US Dollars. Check all that apply and total below.

Fees:

- Platinum Sponsor - \$4,995
- Gold Sponsor - \$2,995
- Silver Sponsor - \$1,995
- Tabletop Display - \$850
- Premium Display Package - \$2,000

Exclusive Sponsorships:

- Pad Folio - \$3,500
- Lunch Sponsor - \$2,500
- Coffee Break - \$1,000
- Lanyards or Badgeholders - \$2,500
- Conference Pens - \$1,500

NOTE: Sponsors will receive a \$500 discount if they supply their own promotional items, except lanyards

Supplemental Sponsorship Opportunities:

- Conference Bag Insert (advertiser supplied) - \$450
- Back Cover ad in Program Book - \$1,500
- Inside Back Cover ad in Program Book - \$1,250
- Full Page ad in Program Book - \$450
- Half Page ad in Program Book - \$250

	Sub Total \$ _____
TAPPI Sustaining Member Discount (5%) \$ _____	
Total Sponsorship Due \$ _____	

With this Order Form, please submit your 50 WORD company/product description and a high-resolution or eps version of your LOGO for the conference program guide to Debbie Trimmer, dtrimmer@tappi.org

Method of payment:

Checks: Check Number _____ for the full amount of US\$ _____ Payable to TAPPI.

Checks should be mailed to 15 Technology Parkway South, Norcross, Georgia 30092 USA, Attn: Debbie Trimmer

Credit Card: Amex Diner's Club Discover MasterCard Visa

Name as is appears on the card _____

Credit Card Number _____ Expiration Date _____

Signature _____

By signing this form, I agree to the terms and conditions below.

CANCELLATION OF CONTRACT. In the event an Exhibitor must cancel their request for exhibit space, the rental fee paid will be refunded in full, less 10% of the booth cost, if the notice of cancellation is received by TAPPI in writing prior to August 15, 2011. No refunds will be made after this time even if space is resold. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by August 1, 2011 or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

Direct sponsorship inquiries to: Jennifer Affrunti
 +1.770.912.6760 • Jennifer@expoincorporated.com

NETInc 2011 Exhibit and Sponsorship Rules and Regulations

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of Net, Inc., hereinafter referred to as "Show" and Show includes the exhibits and any official conferences occurring with the Show. "Exhibitor" refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. SPACE RENTAL CHARGE. The exhibit space rental charge is \$850 per tabletop for TAPPI members. There is an additional \$174 fee for non-members (includes a one year individual TAPPI Membership for the person signing the contract).

2. PAYMENT. Applications received prior to August 1, 2011 must be accompanied by a 50% deposit of the total tabletop and/or sponsorship charge. Applications submitted after August 1, 2011 must be accompanied by full payment of the tabletop/sponsorship charge. No refunds will be processed after August 15, 2011.

3. CANCELLATION OF CONTRACT. In the event an Exhibitor must cancel their request for exhibit space, the rental fee paid will be refunded in full, less 10% of the booth cost, if the notice of cancellation is received by TAPPI in writing prior to August 15, 2011. No refunds will be made after this time even if space is reserved. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by August 1, 2011 or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

4. ELIGIBLE EXHIBITS. Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.

5. DEADLINES FOR EXHIBIT SPACE. Assignment of exhibit space will be made based on the date the application and deposit are received, on a first come first served basis.

6. ALLOCATION OF SPACE AND ASSIGNMENT. Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's desired location. During the initial assignments, if two or more exhibitors request the same location, preference will be given to the exhibitor by date of application receipt and TAPPI Sustaining Company Member status. TAPPI reserves the right to make the final determination of all space assignments in the best interest of the Show.

7. SUBLETTING OF EXHIBIT SPACE. Exhibitors may not assign, sublet or share their exhibit space with another business or firm, even if Exhibitor cancels the booth, unless approval has been obtained in writing from Show Management. Exhibitors must show goods manufactured or dealt in by Exhibitor in the regular course of Exhibitor's business. Should an article of a firm or business not contracted to participate in the Show be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and customary nameplates, imprint or trademark under which same is sold in the general course of business.

8. LIABILITY. Neither TAPPI, Show Management, its members, nor the representatives and employees thereof, or any other TAPPI authorized contract help, its official service contractors nor the Hyatt Regency Atlanta nor its representatives and employees will be responsible for injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the this contract.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that Exhibitor shall assume risk of any injury, loss or damage, and Exhibitor, by signing this contract, hereby assumes such risk and expressly releases Show Management and its agents from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility.

9. EXHIBITOR INSURANCE. Exhibitor shall, at Exhibitor's sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name TAPPI as an additional insured. Workers Compensation and Occupational

Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

10. DISABILITY PROVISIONS. Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

11. DAMAGE TO PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

12. LABOR. Exhibitor is required to observe all contracts in effect between service contractors and the Georgia World Congress Center.

13. INSTALLATION. Exhibitors may start setting up displays at 8:00am Wednesday, September

14. 2011. In the best interest of the Show, Show Management reserves the right to reassign any un set exhibit space after 2:00pm on Wednesday, September 14, 2011.

14. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

15. REMOVAL OF HAND CARRIED MATERIALS. Portfolios, briefcases and packages will be subject to inspection by the security guards.

16. INSTALLATION AND DISMANTLING PERSONNEL. Exhibitor may provide own exhibit furnishings, and may specify own independent contractor for the installation and dismantling of the Exhibitor's booth space. The Exhibitor is responsible for ensuring that any Exhibitor appointed contractors supply Show Management with a valid Certificate of Insurance, naming TAPPI as an additional insured, with a minimum of \$1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show's official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management to qualify that contractor's participation. Upon verification, official service badges allowing access to the Show area during service hours only will be issued.

17. CONFLICTING EVENTS DURING SHOW HOURS. Exhibitor and Sponsors agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsorship, Exhibitor will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

18. DISMANTLING. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 8:00 pm, Wednesday, September 14, 2011. Exhibitor's booth must be fully staffed and operational during the entire Show. The dismantling of displays will be from 7:30am – 11:00am Thursday, September 15, 2011. At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the Exhibitor.

19. BADGES. Official badges for the Show will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors may be granted an allotment of full conference badges per exhibit space (please refer to exhibit pricing for specifics). Badges needed in excess of this allotment must be purchased at the rate designated in the current Net, Inc. Exhibitor and sponsorship prospectus.

20. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibitor's booth personnel, including demonstrators, hosts/hostesses and models, are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which an Exhibitor has contracted herein, no part of the Hyatt Regency Atlanta and its grounds may be used by Exhibitor or Exhibitor's agents other than Show for display purposes of any kind or nature without Show Management approval. Within the public hotel property, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official Show area only.

A. Attire. Representatives should be conservatively and appropriately

attired to maintain the professional and business like climate of the Show. Show Management reserves the right to judge the appropriateness of any attire worn by Exhibitor's personnel. B. Sound. Videos or movies relating to Exhibitor's equipment will be permitted. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

C. Lighting. In the best interest of the Show, Show Management reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted. D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at Exhibitor's expense.

E. Objectionable Activities. In fairness to all Exhibitors, no obstructive or objectionable activity will be permitted during show hours.

Examples of such activity include - noisily operating displays, producing objectionable odors or other lewd or visual obstructions or behaviors. Show Management serves as sole judge of objectionable material or behavior.

21. MUSIC LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the Show, including but not limited to, any music performance agreement between Show and ASCAP. Exhibitor further represents and warrants that Exhibitor shall obtain any necessary licenses or permissions under the copyright laws for use during the Show and will present Show Management a copy of such license or permission if requested by Show Management.

22. DISPLAY HEIGHTS. Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan.

23. POSITIONING EQUIPMENT IN RELATION TO AISLE. To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.

24. RELOCATION OF EXHIBITS. Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the Show.

25. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame retardant solution to meet requirements of the standard flame test as provided in the Hyatt Regency Atlanta for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is Exhibitor's.

26. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

27. FAILURE TO HOLD SHOW. Should any contingency prevent holding of the Show, Show Management may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure, including but not limited to an act of God, war, insurrection terrorist act, or radioactive contamination.

28. SHOW DIRECTORY. To be listed in the printed Show Directory, Show Management must receive the completed and signed space application and full payment prior to August 1, 2011.

29. AMENDMENT OF RULES. Show Management reserves the right to make changes, or additions to these rules should the need arise. All changes and additions so made shall be binding on Exhibitor and Sponsor provided all Exhibitors and Sponsors will be advised of any changes. Any matters not specifically covered herein are subject to decision by Show Management.