



To: Corrugated Packaging Industry Suppliers

Subject: Innovations Session: 2011 Corrugated Week, September 26-27, Renaissance Worthington Hotel, Fort Worth, TX, USA

The popular Innovations session is back and better than ever before! We will again divide the presentations into 2 separate sessions, each with a specific focus.

**The MONDAY Innovations Session** will be open to any exhibitor at CorrExpo 2011 who has a new product or service which has been introduced after SuperCorrExpo® 2008.

**The TUESDAY Innovations Session** will be open specifically to exhibitors at CorrExpo 2011 who have new products or services that address starch consumption or energy reduction. The entire morning on Tuesday is dedicated to this extremely important topic and we would like to carry the theme into the Innovations Session.

Participation in either of the Innovations Sessions gives you an unparalleled forum for:

- A 10-minute presentation of your new technology, product or service
- No commercialism guidelines/restrictions
- PowerPoint (or similar) presentation
- Showcase participant listing in the conference's program book

This is your chance to speak directly to people who can understand, appreciate and apply your technology to help them increase profits! Do not miss it!

You may participate in the Innovations session by filling out the attached form. You must be an exhibitor at CorrExpo 2011 and a conference registrant to participate in this session.

Don't hesitate to contact either of us with any questions!

Best regards,

*Dan McGuire*

Dan McGuire

CPD Program Development Chair

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## 2011 Corrugated Packaging Division Conference Innovations Session Application Form

***Application Deadline – August 1, 2011!***

Complete the following form to submit your new product or innovation for consideration in the general Innovations Sessions scheduled for Monday, Sept 26 or the Starch and Energy Consumption Innovation Session scheduled for Tuesday, Sept 27. There are limited showcase slots in each session so your participation is not guaranteed. Your application will be judged by the Technical Program Committee which is comprised of 10 industry professionals (suppliers and convertors). Applications will be chosen based on the newness of the product or service and the predicted interest to the conference attendees. ***You must be an exhibitor at CorrExpo 2011 and a paid conference registrant to participate in the Innovations Session.***

### Step 1 – answer a few questions

1. Which category below is most appropriate for your presentation?

- CheckBox1                      General Innovation topic – Monday, Sept 26
- CheckBox2                      Starch and/or Energy Consumption – Tuesday, Sept 27

2. Does your presentation cover (check all that apply)

- CheckBox1                      a new product?
- CheckBox2                      a new service?
- CheckBox3                      a new application for an existing product or service?

2. Why would someone attending the conference want to hear your presentation?

3. Complete the following information about you and your topic.

Title of Presentation\*

Presenter's Name\*

Company Name\*

Address

Phone Number

Web Address

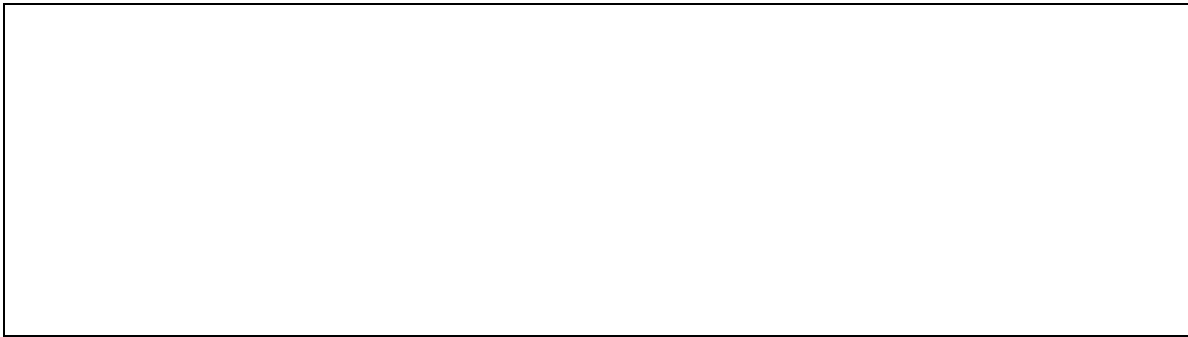
Email Address

\* items will be published in program booklet if application is accepted.

4. Is your company submitting one or two applications for the 2011 showcase?  
 one                       two
5. If you answered "*two*" in question #4 and there is room for only one presentation from your company, then would this presentation be your first choice for the showcase?  
 yes                       no

Step 2 – submit a brief paragraph about your innovation

**Please Keep the size of the paragraph to 50 words or less.**



Step 3 – send it to TAPPI

Fax your completed application form on or before August 1<sup>st</sup> to:  
Raine Hyde at 770-446-6947.

TAPPI will notify you by August 10<sup>th</sup> to let you know if your application has been accepted. If accepted, your presentation slides, formatted in MS PowerPoint, are required at TAPPI by September 9<sup>th</sup>, 2011. If you have videos embedded into your presentation, please be sure to send the supporting files also.

Questions?

Contact: Dan McGuire [daniel.mcguire@cornproducts.com](mailto:daniel.mcguire@cornproducts.com) or Raine Hyde at  
TAPPI - 770-209-7256 [rhyde@tappi.org](mailto:rhyde@tappi.org)