



PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

TM

By Industry People For Industry People

The Educational and Training Event for the Benefit of the Worldwide Structural, Non-Structural Wood Panel, Engineered Lumber, Components, Laminates and Value-Added Industries

February 4-6, 2010
Omni Hotel at CNN Center
Atlanta, Georgia USA

PanelWorld

VENEER • PLYWOOD • COMPOSITES • GYPSUM • LAMINATES™

Sponsored by Panel World magazine
panelworldexpo.com



EXHIBITOR SPONSORSHIPS -



Don't Wait Too Late!

The first PELICE event was sold out with 90 exhibitors.

Will The Right People Be There?

- Six-hundred industry professionals registered for the first PELICE.
- Sponsorship packages enable exhibitors to give free registration tickets to key producer customers.
- Grand Ballroom! Conference meeting rooms are immediately adjacent exhibits in the Grand Ballroom—meaning constant integration between attendees and exhibitors.



What's In The Sponsorship Package?

- Hotel Rooms
- Technical Articles in Panel World magazine
- Signage and Recognition During the Event
- Registration Tickets



Where Producers, Suppliers and Technologies Merge To Increase Efficiency and Profitability

Day I. Specialization Day

- A. Workshop Sessions
 - 1. Biomass Energy
 - 2. Resins & Adhesives
 - 3. Press Technology
 - 4. Finishing & Handling
 - 5. Transportation
- B. Exhibitor Setup & Reception

Day II and III. Conference Program

- A. Educational Tracks
 - 1. Structural
 - 2. Non-Structural
 - 3. Emissions & Environment
- B. Full Piped & Draped 8x10 Exhibits
- C. Ballroom Food Events

Oriented Strandboard – Softwood Veneer – Softwood Plywood – Hardwood Plywood – Oriented Strand Lumber – Laminated Veneer Lumber – Medium Density Fiberboard – Particleboard – Laminate Panels – Laminate Flooring – Agriculture Panels – Value-Added Components

Strand Optimization – Adhesive Innovations – Veneer Product Development – Panel Testing – OSB Case Studies – International OSB & Engineered Lumber – Russian Plywood – Press Developments for Engineered Wood Products – Furniture Frame Testing – Green Products Market – Cut-To-Size Panel Processing – Greenfield Startups – Veneer Drying – Quality Control – Parts Management – Abrasives & Sanding – Sawing & Handling – Packaging – Robotics – GPS – Air Emissions – Product Emissions – Economic Development – Heat Energy Systems – Cogeneration – Biomass Ethanol – Pellet Plants – Currencies – Equity Analysis – New Furniture Industry in North America – Human Resources – Raw Materials Handling & Processing





**PANEL & ENGINEERED
LUMBER INTERNATIONAL
CONFERENCE & EXPO**



Omni Hotel at CNN Center
Located in Downtown Atlanta
Within CNN World Headquarters
One of the Nation's Most Vibrant Cities
www.omnihotels.com

- 12 miles/15 minutes from Atlanta Hartsfield-Jackson International Airport
- 1,067 Luxurious Guest Rooms, 31 Suites
120,000 square feet of meeting space
- The Best Restaurants and Lounges,
Olympic Centennial Park,
Georgia Aquarium



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PELICE 2010/February 4-6

Dear Attendees and Exhibitors,

We're pleased to announce that the second Panel & Engineered Lumber International Conference & Expo will be held February 4-6, 2010 once again at the Omni Hotel at CNN Center in downtown Atlanta, Georgia. Based on the success of the first PELICE, held this past February 2008, the decision to continue this event was an easy one. And once again it will be co-produced by *Panel World* magazine and Georgia Research Institute.

Despite a downturn in many wood products markets, the first PELICE attracted 90 exhibitors, featured 90 speakers, and drew 518 industry professionals, with another 80 registered but unable to attend.

Most importantly, the post-event survey of non-exhibitor registered attendees offered very positive feedback.

- 97% said they found something in the presentations that might be useful to their business
- 95% rated the quality of the session topics as good or excellent
- 88% rated the quality of the other attendees they encountered as good or excellent
- 82% rated the need for this conference & expo to be held in the Southeast U.S. every two years as good or excellent
- 80% said the possibility of returning to the next PELICE is good or excellent

Attendees also gave high marks to the location, organization and structure of the conference and to the exhibitor portion of the event. Attendees also offered some suggestions that we will use to tweak the conference to make it even better.

Exhibitor personnel also responded positively to the event, with one significant suggestion: that in the future the exhibitor floor should be located immediately adjacent the conference meeting rooms, so that there will be a constant flow and integration of meeting attendees and exhibitor personnel.

Based on this exhibitor feedback, we're happy to report that we've been able to map out such an arrangement with the Omni Hotel for PELICE 2010, which will place exhibitors in the Grand Ballroom, immediately adjacent the three primary conference meeting rooms.

With a little fine-tuning here and there, the PELICE 2010 exhibitor sponsorship packages are enclosed. Read these materials closely. You're sure to find a sponsorship that meets your needs for the next PELICE.

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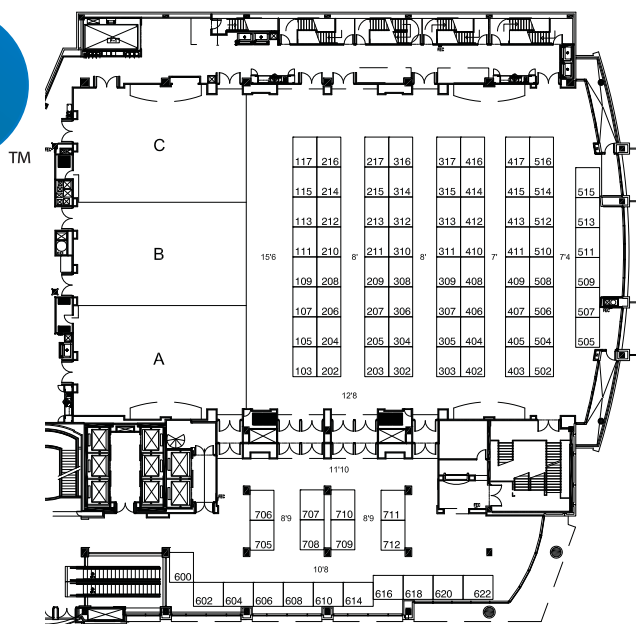
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Omni Hotel at CNN Center
Atlanta, Georgia

(Exhibitor setup—February 4)

GRAND BALLROOM LEVEL NORTH TOWER



EXHIBITOR SPONSORSHIP FORM

COMPANY NAME _____

PHONE _____

YOUR NAME _____

EMAIL _____

ADDRESS _____

FAX _____

CITY/STATE _____

ZIP/POSTAL CODE _____

☐ **GOLD SPONSOR:** Company name on sponsorship signage for Exhibitor Meet & Greet Reception and Friday Morning Breakfast, as well as on promotional materials leading up to and during conference, and on conference web site. 8 x 10 ft. exhibit space. 5 & 5 Registration Deal. (Five conference registrations to be used by your company personnel and five registrations to be given to your producer customers.) A 2-page technical article submitted by your company for publication in Panel World magazine. 2 Omni Hotel rooms x 2 nights.**Cost \$10,000**

☐ **SILVER SPONSOR:** Company name on sponsorship signage for Saturday morning breakfast and Saturday casual lunch, as well as on promotional materials leading up to and during conference, and on conference web site. 8 x 10 ft. exhibit space. 2 & 2 Registration Deal. (Two conference registrations to be used by your company personnel and two registrations to be given to your producer customers.) A 1-page technical article submitted by your company for publication in Panel World magazine. 2 Omni Hotel rooms x 2 nights.**Cost \$5,000**

☐ **BRONZE SPONSOR:** Company name on sponsorship signage at coffee break station, as well as on promotional materials leading up to and during conference, and on conference web site. 8 x 10 ft. exhibit space. 1 & 1 Registration Deal. (One conference registration to be used by your company personnel and one registration to be given to your producer customer.) 1 Omni Hotel room x 2 nights.**Cost \$3,000**

Please mail, e-mail or fax exhibitor sponsorship form to: Dianne Sullivan, Panel World, PO Box 2268, Montgomery, Alabama 36102-2268. Phone 334-834-1170. Fax 334-387-2383. E-mail: Dianne@hattonbrown.com.

SIGNATURE - EXHIBITOR REPRESENTATIVE _____

DATE _____