



THE THIRD

# 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**

**March 1-2, 2012  
Omni Hotel at CNN Center  
Atlanta, Georgia USA**

[www.pelice-expo.com](http://www.pelice-expo.com)

**PanelWorld**  
VENEER • PLYWOOD • COMPOSITES • GYPSUM • LAMINATES





# EXHIBITOR SPONSORSHIPS -



## THE RIGHT PEOPLE WILL BE THERE!

96% of attendees who attended the 2010 PELICE said they found some aspect or technology in the conference presentations and exhibits that might be useful to the business. (Post-Show Survey)

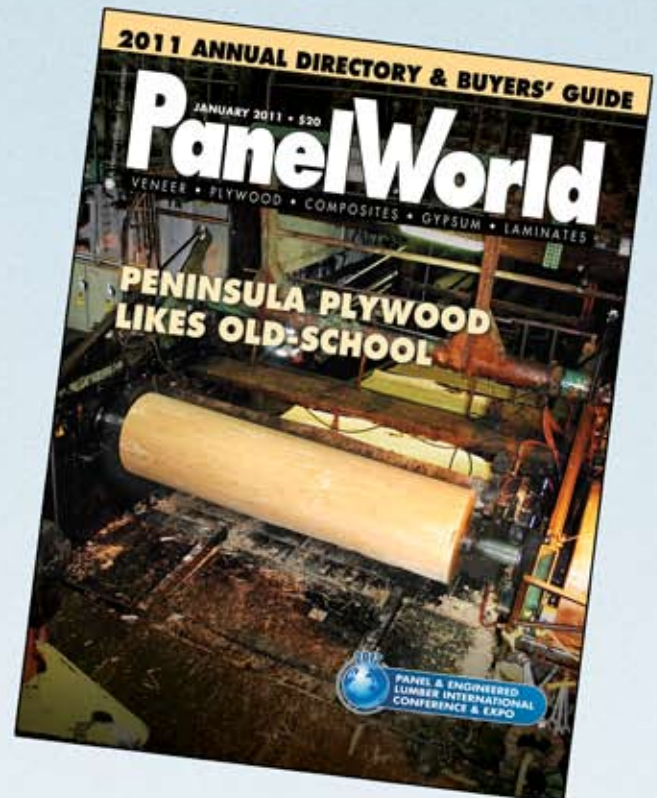
## MARCH 1-2, 2012

### A. EDUCATIONAL TRACKS

1. Structural
2. Non-Structural
3. Energy & Emissions

### B. FULL PIPED, DRAPED 8X10 EXHIBITS

### C. BALLROOM FLOOR FOOD FUNCTIONS





March 1-2, 2012 • Omni Hotel at CNN Center • Atlanta, Georgia

Dear Industry Professional,

We're pleased to announce that the third Panel & Engineered Lumber International Conference & Expo (PELICE) will be held March 1-2, 2012 at the Omni Hotel at CNN Center in Atlanta, Georgia. The location in the Grand Ballroom North is the same as the PELICE events in 2008 and 2010.

PELICE is again sponsored by *Panel World* magazine and Georgia Research Institute. Once again, PELICE will be immediately preceded by the second Bioenergy Fuels & Products Conference & Expo, which for the first time will be held in the Grand Ballroom North.

The 2010 PELICE featured 65 speakers and moderators who addressed a range of topics including resins & adhesives, emerging issues for engineered wood products and panel manufacturers, structural and non-structural products, technologies & issues, and the highly popular energy to emissions sessions. The expo portion of the event featured 60 equipment and supplier companies. Many companies exhibited in both PELICE and the preceding Bioenergy events. Those that do so in 2012 will be able to maintain the same exhibit in the same location for both events, and participate in a new Combo Sponsorship program.

- 96% of the attendees who completed a post-PELICE survey reported they found some aspect or technology in the conference presentations and exhibits that might be useful to their business.

In an effort to continually improve PELICE, and in response to attendee and exhibitor feedback, the organizers have tweaked the exhibit layout to allow for a more thorough flow-through and have moved additional food functions onto the exhibit floor.

Despite a modest economy during the first PELICE in 2008, and a more severe recession during the event in 2010, the consistent feedback from participants is that PELICE continues to deliver an essential and unique event that addresses the specific and timely needs of the panel and engineered lumber industries.

Rich Donnell  
Co-Chairman  
Editor, Panel World  
rich@hattonbrown.com  
334-834-1170

Fred Kurpiel  
Co-Chairman  
President, Georgia Research Institute  
fredkurpiel@aol.com  
678-642-1238



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## PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

**PanelWorld**  
VENEER • PLYWOOD • COMPOSITES • GYPSUM • LAMINATES™

March 1–March 2, 2012  
**Omni Hotel at CNN Center**  
**Atlanta, Georgia**



Please make 3 booth location choices

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

## EXHIBITOR SPONSORSHIP FORM

COMPANY NAME \_\_\_\_\_

PHONE \_\_\_\_\_

YOUR NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

FAX \_\_\_\_\_

CITY/STATE \_\_\_\_\_

ZIP/POSTAL CODE \_\_\_\_\_

☐ **GOLD SPONSOR:** 8x10 Exhibit Booth; electricity; 5x5 Registration Deal (five conference registrations to be used by your company personnel and five registrations to be given to your customers/clients); 2 Omni Hotel Rooms x 2 nights; a two-page technical article submitted by your company for publication in Panel World magazine; company logo on sponsorship signage for first day breakfast and first day evening reception, as well as on promotional materials leading up to the event and in conference program and on conference web site ..... **Cost \$10,000**

☐ **SILVER SPONSOR:** 8x10 Exhibit Booth; electricity; 2x2 Registration Deal (two conference registrations to be used by your company personnel and two registrations to be given to your customers/clients); 2 Omni Hotel Rooms x 2 nights; a one-page technical article submitted by your company for publication in Panel World magazine; company logo on sponsorship signage for first day lunch and second day breakfast, as well as on promotional materials leading up to the event and in conference program and on conference web site ..... **Cost \$5,000**

☐ **BRONZE SPONSOR:** 8x10 Exhibit Booth; electricity; 1x1 Registration Deal (one conference registration to be used by your company personnel and one registration to be given to your customer/client); 1 Omni Hotel room x 2 nights; company logo on sponsorship signage at coffee break station as well as on promotional materials leading up to the event and in conference program and on conference web site ..... **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.  
For additional information contact Fred Kurpiel, Phone: 678-642-1238, Email: fredkurpiel@aol.com

SIGNATURE - EXHIBITOR REPRESENTATIVE \_\_\_\_\_

DATE \_\_\_\_\_

# COMBO OPPORTUNITY!



## PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

TM

March 1–March 2, 2012

[www.pelice-expo.com](http://www.pelice-expo.com)



February 28-29, 2012

[www.bioenergyshow.com](http://www.bioenergyshow.com)

Please make 3 booth location choices

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

## Omni Hotel at CNN Center • Atlanta, Georgia COMBO SPONSORSHIP FORM

COMPANY NAME \_\_\_\_\_

PHONE \_\_\_\_\_

YOUR NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

FAX \_\_\_\_\_

CITY/STATE \_\_\_\_\_

ZIP/POSTAL CODE \_\_\_\_\_

### ☐ **PELICE/BIO COMBO GOLD SPONSOR .....\$12,000**

8x10 Exhibit booths for both PELICE and BIOENERGY events; electricity for both; 4x4 Combo Registration Deal (four conference registrations to be used by your company personnel for both PELICE and BIOENERGY events, and four registrations to be given to your customers/clients for both PELICE and BIOENERGY EVENTS); 2 Omni Hotel rooms x 4 nights; one page technical articles submitted by your company for publication in Panel World and Wood Bioenergy magazines; company logo on sponsorship signage at all food functions during booth events, as well as on promotional materials leading up to the event and in conference program and on both conferences' web sites.

### ☐ **PELICE/BIO COMBO SILVER SPONSOR .....\$7,000**

8x10 Exhibit booths for both PELICE and BIOENERGY events; electricity for both; 2x2 Combo Registration Deal (two conference registrations to be used by your company personnel for both PELICE and BIOENERGY events, and two registrations to be given to your customers/clients for both PELICE and BIOENERGY EVENTS); 2 Omni Hotel room x 3 nights; one page technical article submitted by your company for publication in either Panel World or Wood Bioenergy magazines (your choice); company logo on sponsorship signage at all food functions during booth events, as well as on promotional materials leading up to the event and in conference program and on both conferences' web sites.

### ☐ **PELICE/BIO COMBO BRONZE SPONSOR .....\$4,000**

8x10 Exhibit booths for both PELICE and BIOENERGY events; electricity for both; 1x1 Combo Registration Deal (one conference registration to be used by your company personnel for both PELICE and BIOENERGY events, and one registration to be given to your customer/client for both PELICE and BIOENERGY EVENTS); two Omni Hotel rooms x 1 night; company logo on sponsorship signage at all food functions during booth events, as well as on promotional materials leading up to the event and in conference program and on both conferences' web sites.

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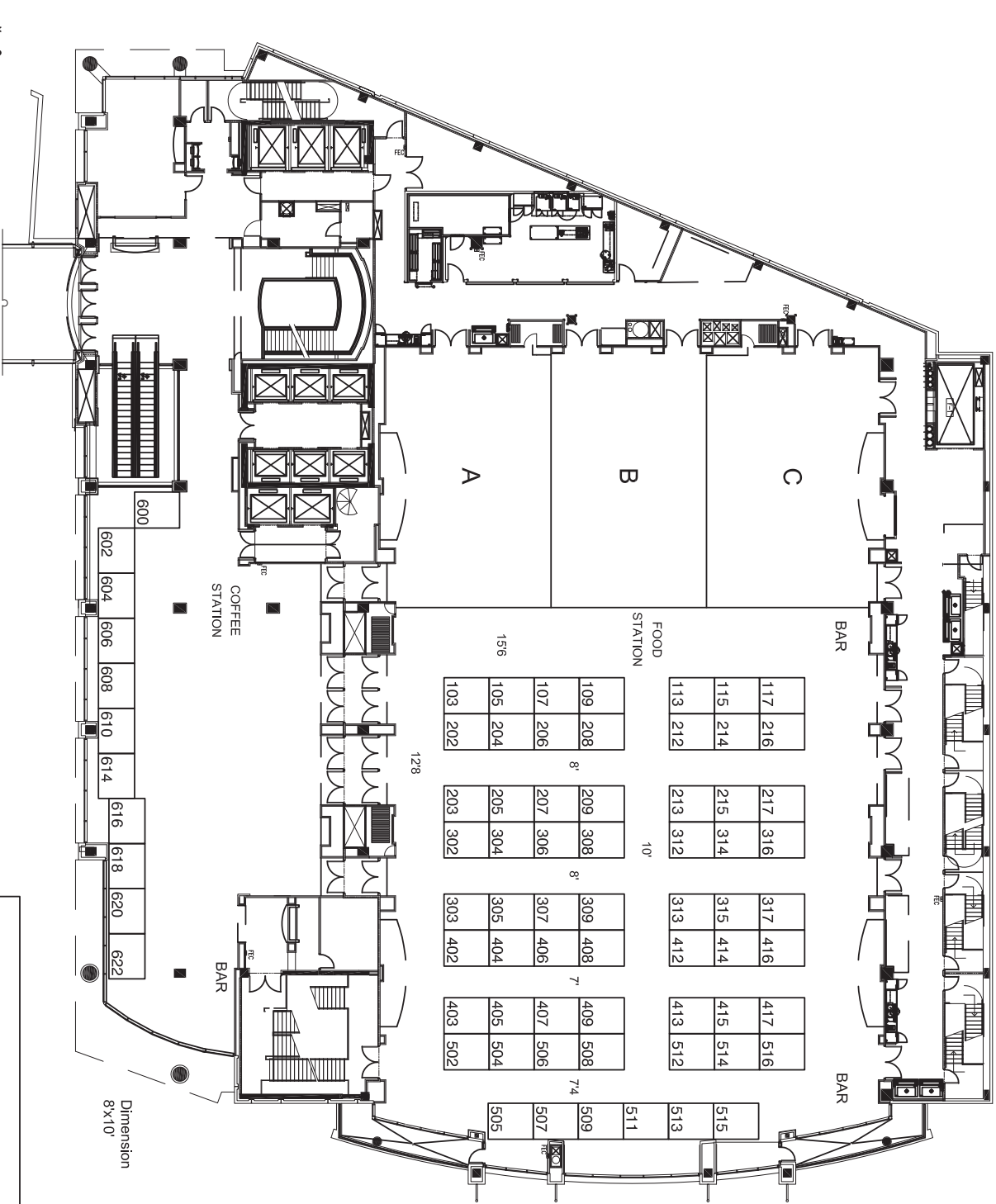
For additional information contact Fred Kurpiel, Phone: 678-642-1238, Email: [fredkurpiel@aol.com](mailto:fredkurpiel@aol.com)

SIGNATURE - EXHIBITOR REPRESENTATIVE \_\_\_\_\_

DATE \_\_\_\_\_

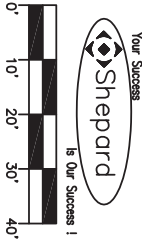
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# PELICE & BIOENERGY LAYOUT

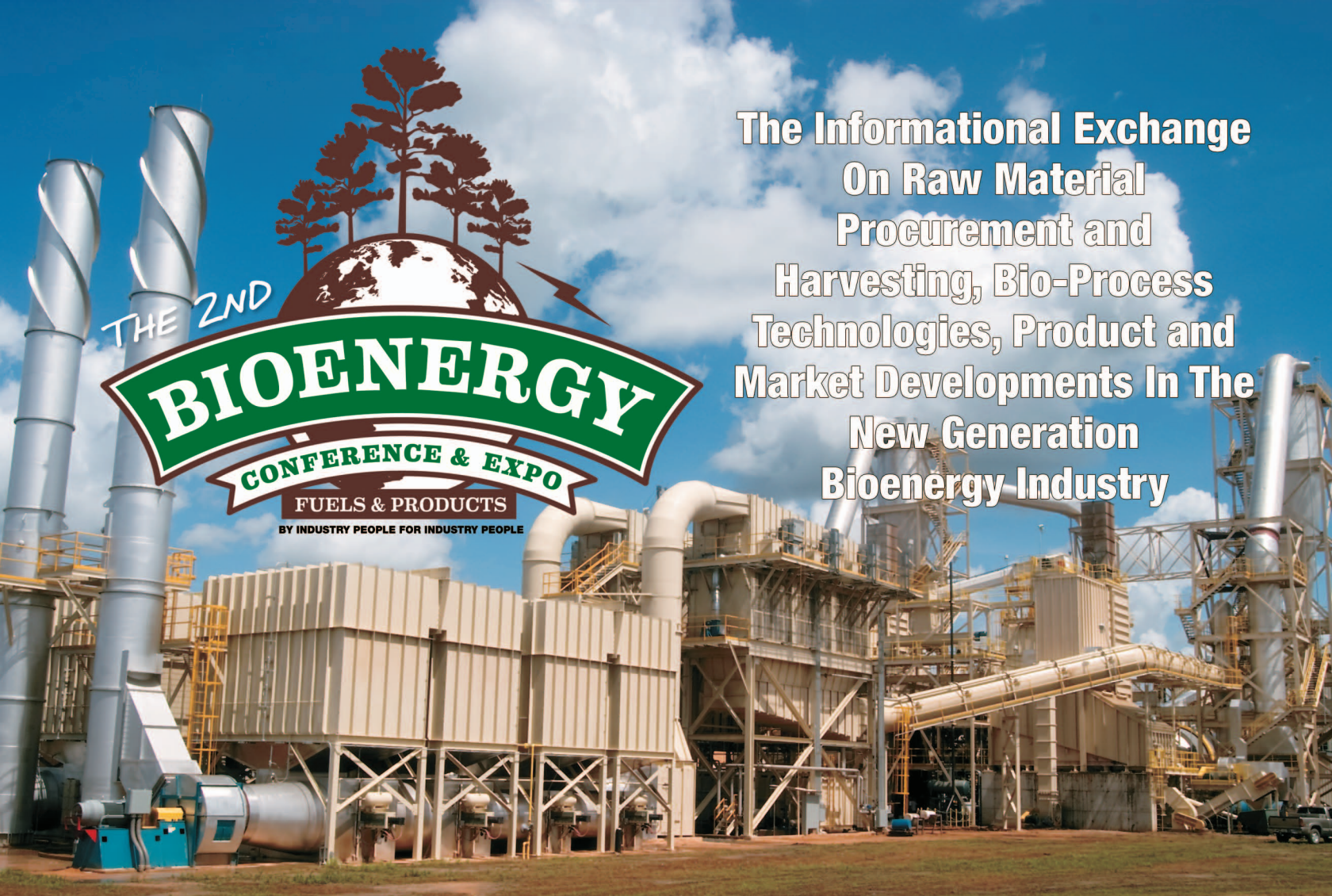


## GRAND BALLROOM LEVEL NORTH TOWER

OMNIAHOTEL  
OMNI CNN HOTEL



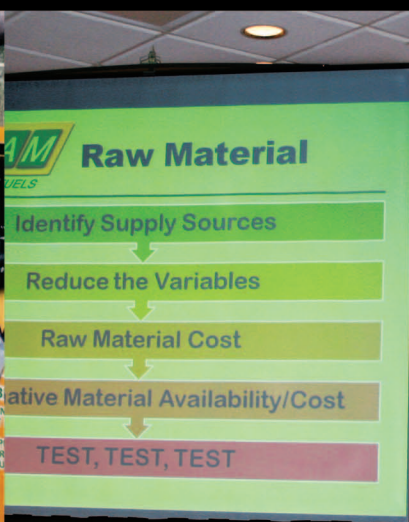




The Informational Exchange  
On Raw Material  
Procurement and  
Harvesting, Bio-Process  
Technologies, Product and  
Market Developments In The  
New Generation  
Bioenergy Industry

**February 28-29, 2012**  
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wood  
bioenergy [www.bioenergyshow.com](http://www.bioenergyshow.com)







# EXHIBITOR SPONSORSHIPS –

## THE RIGHT PEOPLE WILL BE THERE!

100% of the attendees at the first Bioenergy Expo found some aspect or technology in the conference presentations and exhibits that might be useful to their business. (Post-Show Survey)

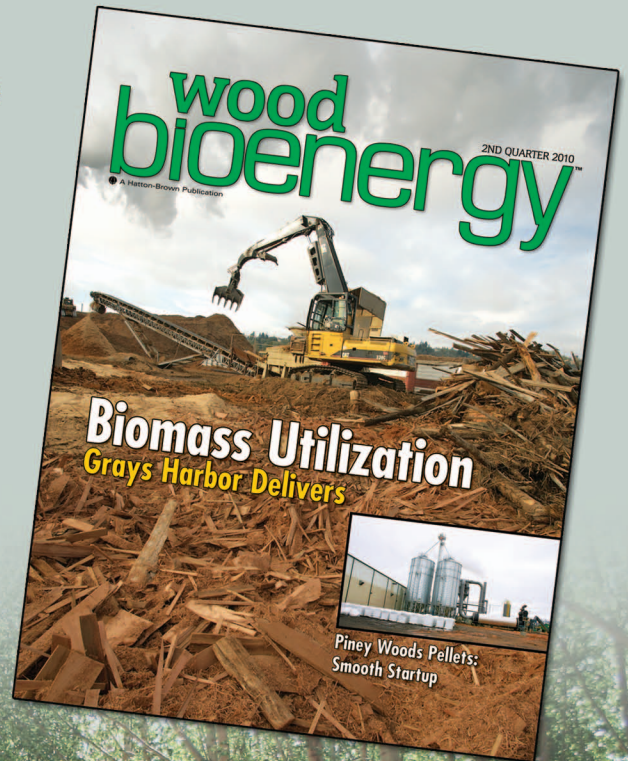
## FEBRUARY 28-29, 2012

### A. EDUCATIONAL TRACKS

1. Feedstock Developments
2. Bio-Process Technologies
3. Products & Markets

### B. FULL PIPED, DRAPED 8X10 EXHIBITS

### C. BALLROOM FLOOR FOOD FUNCTIONS



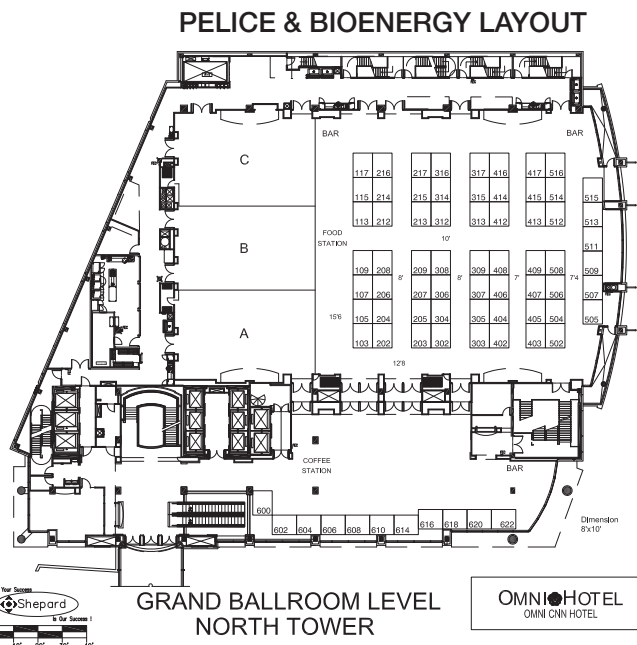
Contact: Co-Chairman Fred Kurpiel, 678-642-1238, [fredkurpiel@aol.com](mailto:fredkurpiel@aol.com)

Co-Chairman Rich Donnell, 334-834-1170, [rich@hattonbrown.com](mailto:rich@hattonbrown.com) • Event Director Dianne Sullivan, 334-834-1170, [dianne@hattonbrown.com](mailto:dianne@hattonbrown.com)





**February 28-29, 2012**  
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**Atlanta, Georgia**



**Please make 3 booth location choices**

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

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ADDRESS \_\_\_\_\_

FAX \_\_\_\_\_

CITY/STATE \_\_\_\_\_

ZIP/POSTAL CODE \_\_\_\_\_

☐ **GOLD SPONSOR:** 8x10 Exhibit Booth; electricity; 3 & 3 Registration Deal (Three conference registrations to be used by your company personnel and three registrations to be given to your customers/clients); 2 Omni Hotel rooms x 2 nights; one-page technical article submitted by your company for publication in Wood Bioenergy magazine; company logo on sponsorship signage for first day lunch and evening reception, as well as on promotional materials leading up to event and in conference program and on conference web site.....**Cost \$5,000**

☐ **SILVER SPONSOR:** 8x10 Exhibit Booth; electricity; 2 & 2 Registration Deal (Two conference registrations to be used by your company personnel and two registrations to be given to your customers/clients); 1 Omni Hotel room x 2 nights; half-page technical article submitted by your company for publication in Wood Bioenergy magazine; company logo on sponsorship signage for second day breakfast and lunch as well as on promotional materials leading up to event and in conference program and on conference web site. ....**Cost \$3,000**

☐ **BRONZE SPONSOR:** 8x10 Exhibit Booth; electricity; 1 & 1 Registration (One conference registration to be used by your company personnel and one registration to be given to your customers/clients); company logo on sponsorship signage at coffee break station as well as on promotional materials leading up to event and in conference program and on conference web site. ....**Cost \$1,500**

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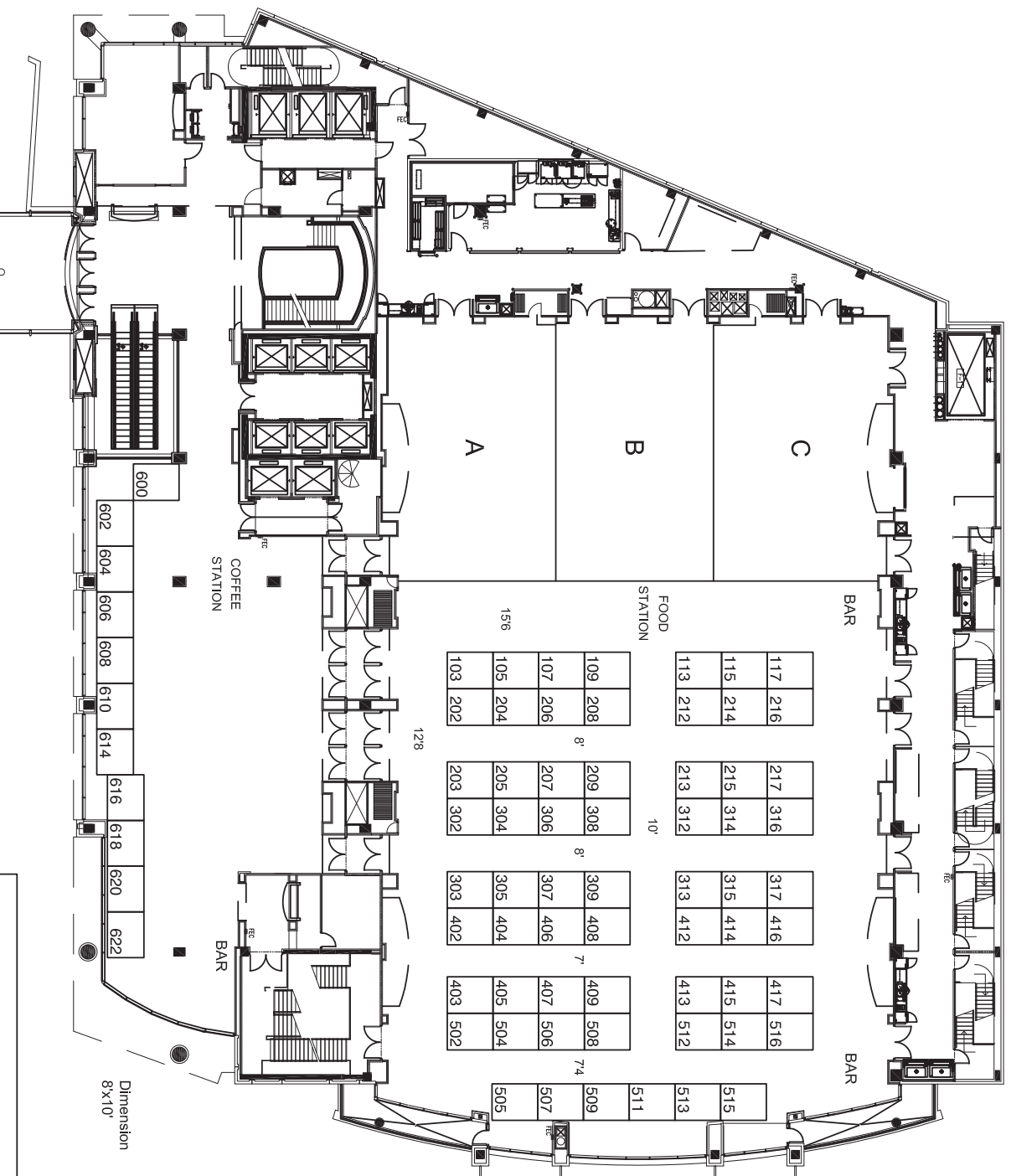
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DATE \_\_\_\_\_

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NORTH TOWER

OMNIHOTEL  
OMNI CNN HOTEL

