



# FACTS

## WHAT?

SuperCorrExpo® is the largest tradeshow in the Western hemisphere catering to the corrugated industry. With roughly 300 exhibitors, SuperCorrExpo assembles all that is corrugated under the same roof and at the same time. Visitors get an up-close, hands-on look at the latest technology and innovation and have the opportunity to participate in education sessions that offer takeaways to enhance the efficiency, productivity, quality, safety and profitability of their operations.

SuperCorrExpo's location, industry-specific focus and ratio of machinery per square foot, attracts the industry's most influential people from around the world making this the most important corrugated show in the world.

The week long exposition is hosted by the corrugated industry's two largest associations, TAPPI and AICC, which hold a 4-day joint conference program at the Georgia World Conference Center in conjunction with the SuperCorrExpo exposition. This comprehensive program will be filled with content to interest and educate attendees from all areas of the industry and each day will feature short, information-packed technical workshops in addition to general sessions and dynamic keynote speakers.

## WHY?

SuperCorrExpo is the only show of its kind bringing the latest innovations and technologies to the Americas. This four day event features the world's largest manufacturers and service providers. It's been four years since the corrugated industry has had this much state-of-the-art innovation, technology, equipment and intellectual clout together in one place at one time. The newest machinery, tooling, services and an opportunity to get up to date on the latest technology and trends should be more than enough to bring you to Atlanta in October of 2012 for SuperCorrExpo. But there will be more...

2012 SuperCorrExpo will feature a new Customer Program that creates a unique floor experience for attendees. The Customer Program features two individualized tours: a Fast Track Equipment Tour and an Interactive Show Floor Tour. This program allows attendees to have one-on-one networking time with specific exhibitors.

## WHO?

SuperCorrExpo is for everyone – owners and presidents to operators and maintenance technicians. Every converter who wants, or needs to stay on the leading edge of the corrugated industry will attend SuperCorrExpo.

Everyone will find something to peak their interest at SuperCorrExpo. Production, sales, customer service, financial executives and more – everyone will have the opportunity to learn from the experience and raise their knowledge and skills. This global event attracts attendees from all over the world.

For exhibitors SuperCorrExpo is more than just a sales opportunity. It's a once every four years event – perfect for getting up to date on what your customers are thinking and what the industry is talking about. You'll see which direction the industry as a whole is headed and what your competition is up to. It's an opportunity for sales and marketing professionals, engineers, product managers and process specialists to learn and strengthen their industry ties.

**Attendance... In 2008, over 6,800 expo attendees,  
over 600 conference attendees,  
and approximately 300 exhibitors.**



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## WHERE? WHEN?

SuperCorrExpo 2012 takes place Monday, October 1st through Thursday, October 4th, 2012 with the exhibits being open all four days.

Show Hours are:

**Monday, October 1 . . . . . 12:00 p.m. – 5:00 p.m.**

**Tuesday, October 2 . . . . . 12:00 p.m. – 5:00 p.m.**

**Wednesday, October 3 . . . . . 12:00 p.m. – 5:00 p.m.**

**Thursday, October 4 . . . . . 12:00 p.m. – 3:00 p.m.**

*Sunday,  
September 30th  
"Troubleshooting Flexos and  
Die Cutters Workshop"*

*Friday,  
October 5th  
Corrugated Classic Golf Outing.*

Atlanta is located in the Southeastern part of the United States. It is within minutes of Hartsfield-Jackson International Airport, the world's largest and most utilized airport, making it an easy and economical travel destination from virtually all domestic and international regions. The Georgia World Congress Center (GWCC) in Atlanta, Georgia USA has become the unofficial home of SuperCorrExpo hosting the first exposition in 1996 and subsequent events including 2000, 2004, 2008 and now 2012. The Center and each of our host hotels are conveniently located in the downtown Atlanta area. If you wish to stay a bit farther away from activities, the Atlanta metropolitan area has hundreds of accommodation opportunities.

Visit [www.atlanta.net](http://www.atlanta.net) for additional Atlanta accommodations and information.

## QUICK FACTS

- SuperCorrExpo was first held in 1996 and has returned every four years since then
- Attracts approximately 6,800 expo attendees, 300 exhibitors and 600 conference attendees from over 70 countries around the world
- Includes a comprehensive 4-day joint conference program developed by TAPPI and AICC program committees
- In 2008, 200 trucks and containers, and 40 personally owned vehicles brought in 2,577,999 pounds of freight. In order to receive, deliver and remove this amount of material, four cranes, one 21,000 pound forklift, three 15,000 pound, two 12,000 pound and seventeen 5,000 pound forklifts were utilized.
- Still the densest show ever in the Georgia World Congress Center

## QUESTIONS?

Still have questions? Please contact us for more information!

**General Event and Conference Information:** Kristi Ledbetter, +1-770-209-7319 or [kledbetter@tappi.org](mailto:kledbetter@tappi.org)

**Sponsorship and Exhibit Sales:** Linda Cohen, +1-914-944-0135 or [lcohen@tappi.org](mailto:lcohen@tappi.org)

**Exhibitor Contact:** Grayson Lutz, +1-678-471-5838 or [glutz@tappi.org](mailto:glutz@tappi.org)

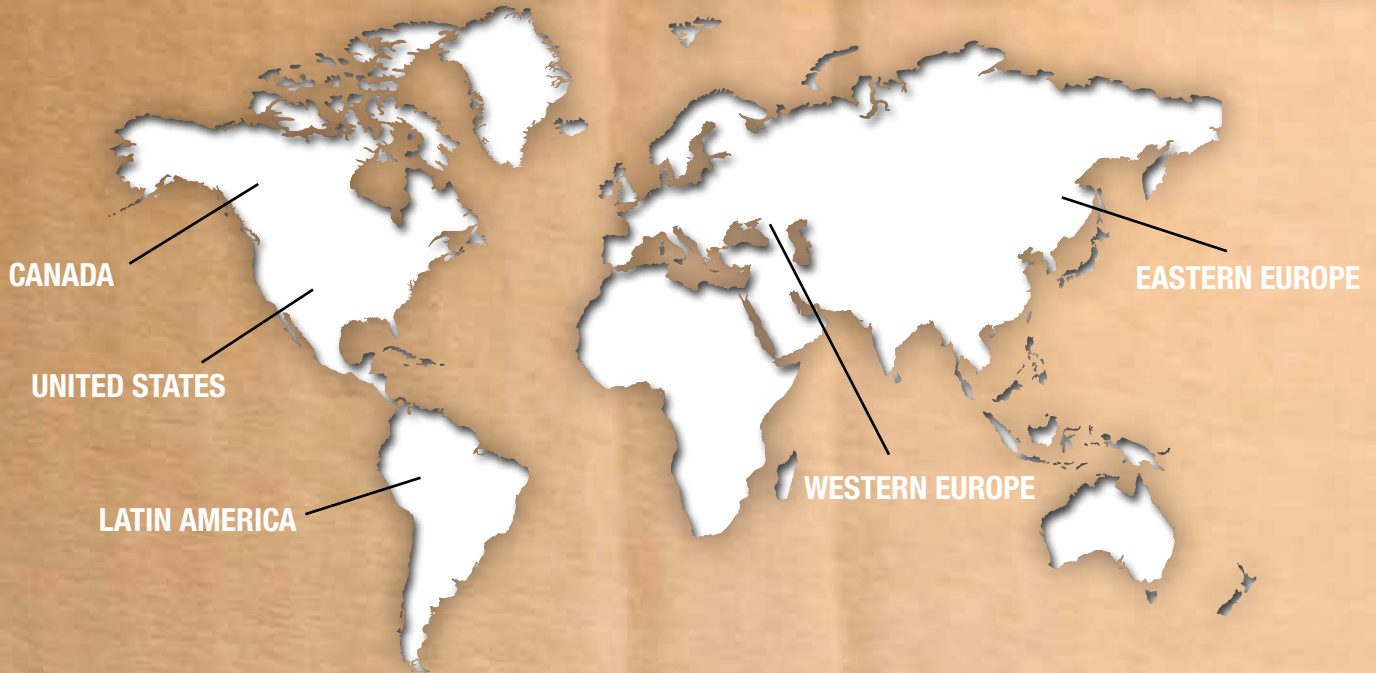
**AICC Contact:** Cindy Guarino, +1-703-535-1384 or [cguarino@aiccbox](mailto:cguarino@aiccbox)

## REGISTRATION

Visit [www.supercorrexpo.com](http://www.supercorrexpo.com) to register for SuperCorrExpo 2012.



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## OVER 70 COUNTRIES ATTEND SUPERCORREXPO®

Angola	Egypt	Jordan	Saudi Arabia
Argentina	El Salvador	Korea, Republic of	South Africa
Armenia	Finland	Kuwait	Spain
Australia	France	Kyrgyzstan	Sri Lanka
Austria	Georgia	Lebanon	Sweden
Barbados	Germany	Mexico	Switzerland
Belgium	Ghana	Netherlands	Taiwan
Brazil	Greece	New Zealand	Thailand
Bulgaria	Guatemala	Nicaragua	Trinidad and Tobago
Canada	Guyana	Norway	Turkey
Chile	Haiti	Pakistan	Ukraine
China	Honduras	Panama	United Kingdom
Colombia	India	Peru	United States
Costa Rica	Indonesia	Philippines	Uruguay
Côte d'Ivoire	Israel	Poland	Venezuela
Denmark	Italy	Portugal	Vietnam
Dominican Republic	Jamaica	Puerto Rico	
Ecuador	Japan	Russian Federation	