

# About the PPI Awards

The PPI Awards are the only global awards dedicated to recognizing the achievements of companies, mills and individuals in the pulp and paper sector. The program honours leadership, vision, innovation and strategic accomplishments providing an opportunity for pulp and papermakers worldwide to show off their achievements on a global platform.

Since its launch in 2009, the PPI Awards has proved a popular program judging by the high quality applicants, the number of entries and the attendance at the event by leading companies in the industry. The Awards program encompasses a year-long calendar of PR and marketing activity culminating in an annual Awards ceremony. It boasts strong support from industry media, regional associations, corporate partners and entrants such as SCA, Suzano, BILT, Stora Enso, Holmen and Domtar.

## Sponsorship Opportunities

Align yourself with global pulp and paper success through custom-built sponsorship opportunities tailored to meet your specific corporate and brand objectives.

Sponsorship packages can be crafted at a variety of levels including but not limited to:

### • Awards Headline Partner

Offering exclusive sponsorship of the overall PPI Awards program with partnership benefits across the campaign from April to November. On top of numerous benefits (see Awards Category Sponsorship Highlights section), as headline sponsor, your company logo would be incorporated into the PPI Awards logo and used in all marketing and collateral.

**From €25,000 + VAT per annum**

### • Award Category Sponsorship

Offering exclusive sponsorship of a selected category and benefits across the campaign from April to November 2011. The Awards team can also work closely with you to develop a customized award category which best fits your business objectives and values.

**From €10,000 + VAT per annum**

### • Individual Activity

Including PR and specific campaigns of activity surrounding your key messages and sponsorship. Alternative options of specially organized activity on the evening of the awards are also available.

**Price dependant on activity**

## Awards Category Sponsorship

Sponsorship of one of the PPI Awards' prestigious categories offers a number of exclusive benefits across the campaign from April to November. Current Categories available to sponsors are:

### Company Awards

- Promotional Campaign of the Year Award
- Environmental Strategy of the Year Award
- Green Energy and Bio-fuels Award
- Managing Risk and Safety Award
- Business Strategy of the Year

### Individual Awards

- Global CEO of the Year
- Mill Manager of the Year Award
- Research Achievement of the Year Award

### Mill Awards

- Water Efficiency Award
- Environmental Strategy of the Year Award
- Efficiency Improvements of the Year Award

## Why Sponsor?

Sponsorship of the PPI Awards provides a return on investment through the high volume of press coverage, branding and new business opportunities which the Awards are so uniquely positioned to offer.

Sponsorship of the PPI Awards will place your company in a position of authority and enable you to build new business relationships and strengthen those you already have. The PPI Awards offer organizations:

### Standout

Clear alignment of your brand with excellence, innovation and professionalism in the best of the global pulp and paper businesses.

### Leadership

Be one of a select group of companies supporting and endorsing industry success, a positive position which may lead to brand preference when businesses choose preferred partners and suppliers.

### Profile

Benefit from the extensive range of marketing and PR carried out pre, during and post event, all incorporating your brand credentials.

### Engagement

Direct access to established industry leaders and emerging personnel, enabling you to build relationships that lead to future commercial fruition.

*"The business value of the PPI Awards is well worth the cost. With the exposure in the media and the opportunity to socialize with some of our best customers (and potential customers). We will without a doubt be sponsoring again next year."*

**Bill Dannelly**, Director of Marketing  
Pulp and Paper, ABB Inc

*"We are proud to have been able to support the PPI Awards program, as we strongly believe that promoting best practices in this way can truly contribute to our industry's success."*

**Ilkka Hiirsalmi**, Senior Vice President,  
Marketing & Communications,  
Metso Paper

For more information on the Awards categories and program go to [www.ppiawards.com](http://www.ppiawards.com)

## Awards Category Sponsorship Highlights

A summary of the type of sponsorship benefits offered include:

### 1. Exclusivity and brand association

- a. Naming association of award category, e.g. Business Strategy of the Year, sponsored by X.
- b. Brand positioning as the category sponsor of your selected award across all marketing, promotions, and media activities for the PPI Awards, including printed material, advertising, telemarketing, events, press announcements, and online / digital activity.

### 2. Public Relations

- a. Opportunity for a senior representative from your company to present the winner with the award trophy at the prestigious award ceremony attended by senior industry figures.
- b. Sponsors statement in the finalist's brochure produced for the awards ceremony gala dinner and distributed to guests and sponsors.
- c. Data Access: Access to data from your selected award category finalists for business-to-business engagement opportunities which could include business/networking events hosted by your company, and marketing / PR activity such as case studies and interviews.
- d. Acknowledgement in press releases. There are three key highlights of press release activity for the Awards – open to entries launch in April and sponsor announcements; judging and finalist announcements in September; and winner announcement in November.
- e. Editorial opportunities across the year.

- f. Logo licensing. To maximise the value of the association, sponsors are entitled to use the awards logo and term 'official sponsors of the PPI Awards' for sales and marketing purposes.

### 3. Corporate Identity and Branding

- a. Logo acknowledgement as a category award sponsor on all PPI Awards marketing and promotional collateral from April to November each year.
- b. Major onsite presence for your company's branding at the Award ceremony.

### 4. Networking and Corporate Hospitality

- a. Tailor made corporate hospitality areas are available as an option at the Award ceremony in November to entertain clients and finalists.
- b. The Awards can work with your company to facilitate introductions to sponsors of the awards where appropriate.



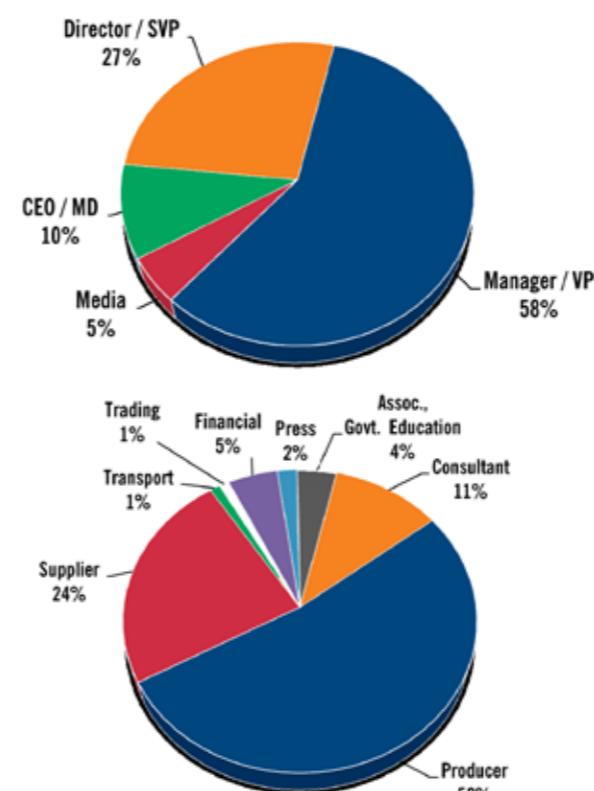
*"We at ANDRITZ were proud to sponsor the award for the Green Energy & Biofuels category. It was an honor for us to meet representatives from the finalist companies, and we congratulate all of them for their accomplishments. We also thank RISI for organizing the awards and staging the event."*

**Manuela Wagner**, Marketing Manager, ANDRITZ PULP & PAPER

## PPI Awards Data and Reach

### Event

Attending the PPI Awards will give you direct access to key decision makers in the industry:



### Online / Digital Activity

The PPI Awards website holds all of the detailed information regarding the awards as well profiling each of our sponsors. During the 2010 program, ppiawards.com had:

- 29,000 page views
- 10,000 page views on the sponsor profile pages

Throughout the campaign monthly html alerts are sent to thousands of readers with updates on the PPI Awards and relevant sponsor stories.

### Print

Pulp and paper International (PPI) magazine is used as a strong tool for promoting the awards and its sponsors in adverts and editorial content:

- PPI reaches more than 30,000 readers worldwide every month, 24,052 of which are key mill personnel
- 81% of PPI readers are involved in the buying process of products and services for their company
- More than 70% of PPI Subscribers pass their magazine along to someone else after they read it

Further reach is made through press announcements, alliances with industry associations and media, dedicated telemarketing campaigns and promotion at all RISI events throughout the year.

## Annual Program Timeline and Marketing Exposure

Month	Program Stage
April	Awards entries campaign launch
April-July	Entries open
July	Entries deadline
July & August	Entry judging
September	Finalist's shortlist announced
November	PPI Awards ceremony and winners announced

Throughout this timeline, specific marketing will be in place to highlight each part of the process and the relevant news. This will include, HTML alerts, website updates on both ppiawards.com and risiinfo.com, press releases and social media updates as well as editorial in PPI magazine for both finalists and sponsors.

*"BTG's sponsorship of the Innovative Product of the Year award reflects our core belief that timely and impactful innovation is the life-line for every sustainable business and industry, which is why we are honored to be part of this event, which excellently recognizes this approach to innovation each year. Thank you RISI."*

**Brian Pahl**, CEO and President  
BTG Group.

## Contact

The Awards team can develop a custom-built sponsorship package to suit your organization's business, marketing and financial objectives. To find out more about the awards' sponsorship opportunities, please contact:

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