



**International Wood Products Association 61st
World of Wood Annual Convention April 5-7, 2017**

The IWPA Annual Convention provides access to over 300 importers, U.S. manufacturers, exporters, wholesalers, offshore suppliers and service providers of wood products from nearly 30 countries. As an attendee, you will experience informative educational sessions, fun activities and networking events. Get new ideas for your business, important market intelligence and opportunities to network with colleagues from around the globe.

IWPA offers several options to enhance your registration with a sponsorship or table top exhibit space.

Be sure to register and make your hotel reservations by February 17th for the best rates!

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

ONLINE • ONSITE • IN PRINT

As an IWPA convention sponsor or exhibitor, you will receive year-round visibility. Depending on your sponsorship level, your company will enjoy great benefits from being listed in IWPA convention emails and handouts along with special recognition at the convention. All sponsors will be recognized at their level of sponsorship.



**LEAD KEYNOTE SPONSOR:
PEG FITZPATRICK – \$7,500
(SOLD)**

**10 Things You Can Do Today
to Boost Your Social Marketing**

Peg is the co-author of best-selling book *The Art of Social Media: Power Tips for Power Users* which she co-authored with Guy Kawasaki. Peg is best known for her brand management, social media marketing strategy and visual marketing.

She has spearheaded successful social media campaigns for Motorola, Audi, Google, and Virgin as well as having been a brand ambassador for Kimpton Hotels, McDonald's, and currently working with Adobe on Spark.

Peg is a popular social media speaker engaging audiences at Social Media Marketing World, INBOUND, SXSW as well as industry events for Rodan + Fields, State Policy Network, and more.



Special Recognition to
our Lead Sponsor –
Clarke Veneers
and Plywood



SPONSORSHIP LEVELS



GOLD SPONSOR – \$5,000 (LIMITED)

Includes complimentary registration for 2 delegates and spouses, and company logo on convention notepad.

Choice of exclusive sponsorship of **one** of these:

- Thursday Networking Lunch
- All Networking Breaks
- Passing the Gavel Reception & Dinner
- Networking Lounge & Charging Station (a place to connect & juice up your devices)

SILVER SPONSOR – \$3,000 (LIMITED)

Includes one complimentary registration and company logo on convention notepad.

Choice of exclusive sponsorship of **one** of these:

- President's Reception – BAR
- President's Reception – FOOD
- Continental Breakfast – Thursday, April 6
- Continental Breakfast – Friday, April 7
- Lanyards
- Attendee Gift

SAKE TASTING RECEPTION SPONSOR – \$2,500 (EXCLUSIVE)

Located on the Second level of Hotel Nikko, Restaurant Anzu, one of San Francisco's most acclaimed dining experiences, has a wide variety of sake available for us to taste and so we can learn about the traditional Japanese alcohol that is made from fermented rice and usually enjoyed warm. Sponsorship will include special recognition integrated into the event.



BRONZE SPONSOR – \$1,500

Choice of exclusive sponsorship of **one** of these:

- Coffee Station
- Golf Sponsor
- Pocket Schedule



EXHIBIT TABLE SPONSOR – \$995 PLUS ATTENDEE(S) REGISTRATION

Includes:

- Exhibition space (approx. 10' x 10').
- Table and furnishings for literature.
- Small samples display in the networking lounge or general session hall for 2 full days; signage.
- Listed on webpage on IWPA website for Exhibit Table Sponsors.
- Company name and description in the convention schedule.

SUPPORTING SPONSOR – \$1,000

Open to all companies who would like to support the convention which will include recognition during the convention, listing on the website, handouts and in between presentations.

SPONSORSHIP OF PRESIDENT'S 3K FUN RUN/WALK – \$500.00 (plus cost of t-shirts)

Friday, April 7th (7:00-7:30a.m.)

2017 IWPA CONVENTION SCHEDULE

TUESDAY, APRIL 4

- 8:00 - 5:00 pm Wood Trade Compliance Training (optional)
5:30 - 6:30 pm Board of Directors Reception (closed)

WEDNESDAY, APRIL 5

- 7:30 am - 1:30 pm IWPA Annual Golf Classic (optional)
10:00 - 11:30 am Executive Committee Meeting (closed)
11:30 - 1:30 pm Executive Committee Lunch (closed)
2:00 - 5:30 pm Board of Directors Meeting (closed)
5:30 - 6:00 pm Spouse / Guest Reception
6:00 - 7:30 pm President's Opening Reception

THURSDAY, APRIL 6

- 8:00 - 9:00 am Networking Breakfast with Exhibits
9:00 - 9:45 am Opening Welcome & Business Session:
Cindy Squires - EXEC. DIRECTOR
Bronson Newburger - PRESIDENT
9:45 - 10:45 am **Keynote Speaker: Marc Chandler,**
RENOWNED ECONOMIST AND BROWN
BROTHERS HARRIMAN SENIOR VICE
PRESIDENT, INVESTOR SERVICES
9:00 am - 2:00 pm Spouse Program: Redwoods and Sausalito Tour
(optional)
10:45 - 11:00 am Networking Break with Exhibits
11:00 - 11:45 pm General Session II
12:00 - 1:30 pm Networking Lunch
1:30 - 2:45 pm General Session III
2:45 - 3:00 pm Networking Break with Exhibits
3:00 - 4:30 pm Case Studies in Forestry Reform and Market
Development: Peru and Indonesia
5:30 - 6:30 pm Networking Reception - Sake and Famous Sake
Martini Tasting

FRIDAY, APRIL 7

- 7:00 - 7:30 am President's 3K Fun Run / Walk
8:00 - 9:00 am Networking Breakfast with Exhibits
9:00 - 10:00 am **Keynote Speaker: Peg Fitzpatrick -**
10 THINGS YOU CAN DO TODAY TO BOOST
YOUR SOCIAL MARKETING
10:00 - 10:15 am Networking Break with Exhibits
10:15 - 12 pm Formaldehyde: A Deep Dive on Compliance -
Erik Winchester, EPA, and Lynn Baker, CARB
12:00 - 2:00 pm Lunch on own
12:15 - 2:00 pm IWPA Past President's Luncheon (CLOSED)
2:00 - 4:30 pm Committee Meetings / Educational Sessions
2:00 - 4:30 pm **Keynote Speaker Breakout Session:**
**Peg Fitzpatrick - DEEP DIVE INTO BUILDING
YOUR BRAND WITH SOCIAL MEDIA**
5:00 - 6:00 pm IWPA PAC Appreciation Reception
(BY INVITATION ONLY)
6:00 - 10:00 pm Closing
Passing the Gavel Reception and Banquet

HOTEL RESERVATIONS

HOTEL NIKKO

222 Mason Street
San Francisco, CA 94102 USA
Phone: +1-855-821-0639



IWPA has reserved a block of rooms at a special IWPA group rate of \$219 for a standard room. Reservations must be made by **February 17, 2017** to receive this rate.

The fine art of hospitality and the ultimate in personal service set in the midst of a city world-famous for its charming history and cutting-edge style is what you can expect from Hotel Nikko. A modern design and Asian influence in this newly renovated hotel will be your retreat from the urban oasis outside. Attendees may make their hotel reservations online or call the hotel directly at +1-800-248-3308.



BE AWARE OF THIRD PARTY SCAMMERS

Please be cautious of third-party companies who claim themselves as travel agents, wholesalers or destination management companies to book your hotel room at the Hotel Nikko.

IWPA does not endorse any hotel reservation sources other than through our website link or contacting the Hotel Nikko directly. **Do not accept hotel reservations from any third party source.**

If you receive a phone call or email of a third party company attempting to book your hotel reservations, please contact our office at 703-820-6696.

CANCELLATION POLICY

All cancellations must be received by March 28, 2017. **Registration refunds prior to March 28, 2017 are subject to a \$100 administrative fee.** No refunds will be made for requests received after that date. If you are unable to attend, you may substitute someone in your place.

Cancellations must be received in writing by emailing: jennica@iwpawood.org or by fax: (703-820-8550 ATTN: Jennica Sims), or by US mail (4214 King Street, Alexandria, VA 22302, ATTN: Jennica Sims.)

Refunds will be processed after the convention.

OPTIONAL ACTIVITIES



WEDNESDAY, APRIL 5TH

IWPA ANNUAL GOLF CLASSIC AT THE PRESIDIO

Time: 7:30 am – 1:30 pm

Price: \$289 per player • Golf Club Rental: \$70

The Presidio was designed in 1895, named a National Historic Landmark in 1962, and is now under the stewardship of the National Park Service. Known as a demanding course filled with historic buildings and woodlands, the Presidio is San Francisco's newest public golf course that opened to the public when the Presidio Army base was decommissioned in 1995. Century-old eucalyptus and Monterey pine trees line the course that is just minutes from the Pacific Ocean. You will tee off at the exact spot where Presidents Teddy Roosevelt and Dwight Eisenhower, Babe Ruth, Bob Hope, Joe DiMaggio, and many others did when they played here. An eco-friendly course that Arnold Palmer called "one of the jewels of the National Park Service" is waiting to challenge even the best golfer.

Transportation included.

Early registration is recommended. Only a limited amount of slots are available on a first come, first served basis.



THURSDAY, APRIL 6TH

SPOUSE PROGRAM: SAUSALITO AND CALIFORNIA REDWOODS EXPERIENCE

Time: 9:00 am – 2:00 pm

Price: \$145.00

You will start your day exploring the beautiful California Redwoods with a guide. You will wander through the ancient coastal redwood forest and see some of the oldest and tallest trees in the world. Exploring these amazing forests is considered one of the Top 10 things to do when in the San Francisco area. After exploring and seeing the majestic nature around the City by the Bay, you will take a bus to beautiful Sausalito. Here you will be able to shop, have lunch, and gaze at the Golden Gate Bridge. Sausalito is home to museums, the Bay Aquarium, Pier 39, Ghiradelli Square where you can get homemade ice cream sundaes, and the world famous Irish coffee that was perfected in 1952 at The Buena Vista Café. After your adventurous day, a ferry will take you from Sausalito to San Francisco and a bus will return you to the hotel.

Early registration is recommended.

Only 20 slots are available.



DELEGATE REGISTRATION / SPONSORSHIP FORM



IWPA will publish your company information on registration lists. Please complete this optional section with 25 words or less. IWPA reserves the right to edit if description is too long.

- Please check to repeat last year's verbiage.
- Please check to write a new description below:

Please complete and return to IWPA with payment information. Please use a separate form for each primary delegate.

FIRST NAME: _____

LAST NAME: _____

NAME FOR BADGE: _____

SPOUSE NAME: _____

YOUTH NAME(S): _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____

STATE / PROVINCE: _____

ZIP/POSTAL CODE: _____

COUNTRY: _____

PHONE: _____

FAX: _____

EMAIL (published on registration lists): _____

REGISTRANT TYPE	EARLY BIRD BY JANUARY 15TH	REGULAR RATE BY MARCH 4TH	LATE RATE AFTER MARCH 5TH
<input type="checkbox"/> USA/Canada-based delegate – IWPA Member	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895
<input type="checkbox"/> USA/Canada-based delegate – Non-Member	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,195
<input type="checkbox"/> Overseas-based delegate – (Member or Non-Member)	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695
<input type="checkbox"/> Spouse/Youth(s) over 18	<input type="checkbox"/> \$195 x _____	<input type="checkbox"/> \$195 x _____	<input type="checkbox"/> \$195 x _____
<input type="checkbox"/> Youth(s) under 18	<input type="checkbox"/> NC	<input type="checkbox"/> NC	<input type="checkbox"/> NC

SUBTOTAL: _____

CONVENTION SPONSORSHIP LEVEL	
<input type="checkbox"/> Gold Level	<input type="checkbox"/> \$5,000
<input type="checkbox"/> Silver Level	<input type="checkbox"/> \$3,000
<input type="checkbox"/> Saki Reception	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Bronze Level	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Supporting Sponsor	<input type="checkbox"/> \$1,000
<input type="checkbox"/> Exhibit Table Sponsor	<input type="checkbox"/> \$ 995
<input type="checkbox"/> President's 3K Fun Run/Walk	<input type="checkbox"/> \$ 500 (+ cost of shirts)

SUBTOTAL: _____

OPTIONAL ACTIVITIES	
<input type="checkbox"/> IWPA Golf Classic <i>Wednesday April 5</i>	<input type="checkbox"/> \$ 289
<input type="checkbox"/> Rental Golf Clubs	<input type="checkbox"/> \$ 70
<input type="checkbox"/> Spouse Program: Sausalito and the California Redwoods <i>Thursday, April 6</i>	<input type="checkbox"/> \$145

SUBTOTAL: _____

REGISTRANT SUBTOTAL: \$ _____

SPONSORSHIP SUBTOTAL: \$ _____

OPTIONAL ACTIVITIES SUBTOTAL: \$ _____

TOTAL FEES: \$

PAYMENT INFORMATION

- Check enclosed made payable to IWPA
- Please charge credit card (MC/VISA/American Express)

Card #: _____

Exp. Date: _____ CVC Code (required): _____

Name on Card: _____

Signature: _____

NOTE: Convention registration includes admission to all general sessions and IWPA receptions and other meal functions. All optional events (e.g. Golfing & Sausalito Tour) require separate fees. Contact IWPA to register for the Wood Trade Compliance Training. All children and youth (under 18) will automatically receive a free registration. Please include their names on this form. For security reasons, badges must be worn at all IWPA functions and will be checked by hotel staff.