Brand owners generally prefer the natural look and feel of paper- and paperboard-based food packaging and serviceware compared to plastic products. Existing favorable environmental characteristics enhance the appeal, and these products have high potential for even greater environmental advantages when it comes to end-of-life management. On the other hand, performance sometimes is regarded as inferior to plastic in certain applications. But that is changing as innovative coatings emerge from the laboratory and into the marketplace. These new developments may lead to greater market penetration for paper- and paperboard-based products in the food industry.

- Provide brand-owner perspectives on paper-based food packaging and serviceware items
- Provide insights from leading converting companies about future needs and trends in paper and paperboard packaging
- Describe a number of innovations targeting superior performance
- Cover end-of-life management practices that improve environmental footprints
- Provide regulatory insights for those wishing to supply to European markets

The conference will be of benefit to paper and paperboard manufacturers and converters, as well as suppliers of chemicals and polymers to the paper and paperboard industries, brand owners and the QSR sector.
Sponsorship Opportunities

Be a part of Focal Point 2015 and earn positive recognition for your company or organization

Put your organization’s name in good company. We anticipate a conference audience of business and industry decision-makers, product research and development team members, product marketing specialists, and researchers from business and academia.

Your financial support of this conference will be recognized in conference promotional materials, on the conference website, and in the conference program.*

The venue for Focal Point 2015 is the attractive Dreyfus University Center on the UWSP campus. Well-appointed meeting and dining areas and excellent Center staff will help make this an enjoyable and memorable event.

Each sponsor will be provided one complimentary conference registration (lunch sponsor will receive one additional conference registration). In addition, all sponsors are invited to provide promotional material, such as their company brochures and reports, or give-away items, to be placed in delegate tote bags (if provided) or made available on display tables at the conference venue.

To inquire further about these opportunities, contact WIST Executive Director Paul Fowler by phone at 715-346-3767 or email Paul.Fowler@uwsp.edu; or contact WIST Communications Manager Ron Tschida at 715-346-4266; Ron.Tschida@uwsp.edu

Premier Sponsorship
Conference lunch: $1,500.
Featuring delicious food prepared by University Dining Services, conference lunch includes vegetarian and non-vegetarian entrees, beverages and dessert. Your organization will be recognized as the premier sponsor in all conference promotional materials. On-site sponsorship identification will include dining room signage and verbal recognition.

Other function sponsorships

Continental Breakfast: $600
Sponsor the first event of the day. Your company name and logo will be featured in signage recognizing your sponsorship of the breakfast as conference delegates register, meet and greet each other while enjoying coffee, tea or juice and muffins. Sponsorship recognition will also be included in promotional materials and the conference website.

Morning refreshment break: $350
Your sponsorship of the morning refreshment break of cookies with coffee, tea and other beverages will be featured in promotional materials and the conference website. On-site recognition will include room signage.

Afternoon refreshment break: $600
Conference delegates will enjoy a refreshing root beer and ice cream break between afternoon sessions. Your sponsorship of this pleasant afternoon break will be identified in promotional materials and the conference website. On-site recognition will include room signage.

More sponsorship opportunities: Choose the sponsorship branding that’s right for you

Your sponsorship in each case will be identified in promotional materials, the conference program and the conference website.

Flash drives: $900. Provide a flash drive on which we will load conference materials for delegates. Your company logo will be printed on the flash drive.

Pens: $550. Provide a pen for each delegate with your company logo on each item.

Note pads: $650. Provide a note pad for each delegate with your company logo on each pad.

Conference tote bags: $450. Provide the conference bags and have your company name and logo printed on each, along with the conference logo. In keeping with the conference theme of paper-based packaging, the tote bags will be of paper.

Custom sponsorship: $300-$1,000. Contact us to design a sponsorship tailored for your company or organization.

*Sponsors will provide their company logo in formats for digital and print media, company contact information, and brief text such as a tag line or one-sentence promotion of a specific product or event. Because of space and design considerations/limitations on some publicity materials, the logo and website address or clickable link may be displayed without accompanying additional text in those instances. Sponsors are also invited to submit a company description in 200 words or fewer for inclusion in the program.