

insight 2008

International Conference

October 12-16, 2008
St. Louis, Missouri, USA
Renaissance Grand Hotel



See Our Final Program
Tabletop Exhibitor List Too!

•••• Register Today!!! ••••

Always
the **Premier Event**
for the **Nonwovens** and
Absorbent Products
Industries

New Location for 2008

MTS will host the 30th Annual INSIGHT Conference in St. Louis, Missouri, home of the Gateway Arch, Anheuser-Busch Brewery, the St. Louis Cardinals baseball team, music of all types, and over 1000 original restaurants to find the perfect secluded spot for meeting with your customers.

The Nature of the Event

The conference topics covered during the 4-day session include nonwovens business matters, such as global business reviews, statistics, assessments, and outlooks; as well as fiber and fabric production and the production of consumer products. INSIGHT brings together over 400 of the highest level representatives from dozens of countries worldwide, making it a truly international business event that you can't afford to miss. Everyone knows that INSIGHT is the key event for doing business in the absorbent products industry.

Hotel Reservations

Please make your Hotel Reservations directly with the Renaissance Grand Hotel.

Telephone (toll-free): 800-397-1282

Telephone (international): 314-621-9600

All reservations must be accompanied by an advance deposit equal to the first night room and tax charge. Any cancellations without a minimum 7-day advance notice will result in the forfeiture of the deposit. Room rates do not include state and local taxes (15.491% as of July 1, 2008).

Renaissance Grand Hotel

800 Washington Avenue
St Louis, Missouri 63101 USA
Fax: 314-418-5915

For **Suite Room Reservations**, contact:

Marketing Technology Service

Telephone: 269-375-1236

E-mail:

ccostello@marketingtechnologyservice.com

Fax: 269-375-6710

Sponsored by:

Marketing Technology Service, Inc.

4100 South 7th Street, Kalamazoo, MI 49009 USA

Tel: 269-375-1236, Fax: 269-375-6710

E-mail: ccostello@marketingtechnologyservice.com



— a different kind of information company —

Register online at: www.marketingtechnologyservice.com

INSIGHT 2008 will once again offer the tabletop exhibit opportunity exclusively for INSIGHT delegates on Wednesday evening. Held in conjunction with the MTS cocktail reception, this event will last approximately 2 ½ hours. The goal is to offer a low-cost chance to "camp out" with your literature, posters and perhaps video tapes and small instruments, etc., where people who are interested can find you and discuss your business. We are not trying to see who can have the fanciest or biggest booth. Everyone will be equal.

Very importantly, this is exclusively for registered INSIGHT delegates, both as exhibitors and as delegates to the exhibit. There will be no exceptions, don't ask, the answer will be no.

Tabletop Display Space Cost: \$1000

Loud or large working machinery that will not fit on the

supplied 6-foot long table are not allowed. Lighting and electricity are optional, and you can use a small fold-up exhibit booth in your space instead of a table, provided it fits in the space. There is an additional charge for any electrical needs. Details for shipping, material storage and additional tabletop exhibit accessories available from the hotel will be available soon.

If you are interested in taking advantage of this opportunity, please contact Cindy Costello, the INSIGHT 2008 Conference Coordinator, today! Exhibit space is available on a "first come, first served" basis, and space is limited, so don't wait. You can reach Cindy at:

- E-mail: ccostello@marketingtechnologyservice.com
- Tel: 269-375-1236
- Fax: 269-375-6710

The Early List of the INSIGHT 2008 Tabletop Exhibitors (as of October 2)

- | | | |
|-----------------------------------|--------------------------------------|-----------------------------|
| • Advance Systems, Inc. | • Herrmann Ultrasonics, Inc. | • RadiciSpandex Corporation |
| • Aeroglidge Corporation | • Invista | • Rieter Perfojet SAS |
| • Aichele Werkzeuge GmbH | • Kraton Polymers LLC | • Schober USA, Inc. |
| • Celanese | • Lenzing Fibers Inc. | • STRAHM Hi-Tex Systems AG |
| • EDANA | • Marketing Technology Service, Inc. | • Thermo Scientific |
| • Edelmann Technology GmbH & Co. | • Martin Automatic | • Web Industries, Inc. |
| • ExxonMobil Chemical Company | • NatureWorks LLC | |
| • Fi-Tech Inc./Schill & Seilacher | • Pantex International | ••• Sign up Today! |

Arriving early? Consider participating in the

7TH ANNUAL DAVID KEARNEY GOLF TOURNAMENT (Independently organized by friends of Dave):

- **Sunday October 12, 2008 -- Shotgun Start at 12:30 p.m. • Stonewolf Golf Club (www.stonewolfgolfclub.com)**

Please join a great group of fun and friendly industry members in St. Louis at the kickoff event for INSIGHT 2008. This annual golf outing is a fundraiser for the Leukemia & Lymphoma Society in honor of our friend Dave Kearney who lost his 3-year battle with leukemia in March 2002. Over \$10,000 has been raised for this good cause since 2002. Donations will be accepted on-site and during the week. This is a great chance to meet some new people in the industry and enjoy an afternoon of fun before attending the Welcome Reception on Sunday night at the INSIGHT Conference in St. Louis.

\$85.00 entry includes golf, cart, range balls, lunch and prizes.

To sign up to play, or to donate prizes (golf balls, shirts, company logo giveaways, etc.), please contact Richard or Pat (just as soon as possible to make this the best event yet) at:

- **Richard Knowlson -- E-mail: rk@dan-web.com Telephone: 704-364-5587**
- **Pat Kellogg -- E-mail: kellogg.pat@savare.com Telephone: 770-517-3749**

Thank you for your participation in this fun event. Consider arriving Saturday to be fully rested for a good round!

All persons taking advantage of the INSIGHT Event MUST BE REGISTERED DELEGATES!

Sunday, October 12

12:30 p.m. -- 7th Annual David Kearney Memorial Golf Tournament

5:00 - 6:30 p.m. -- Early Registration

6:30 - 8:00 p.m. -- Welcome Reception

Monday, October 13

We're Not In Kansas Anymore: Global Cultural Trends Influencing Absorbent Product Markets

- Elizabeth Hanson, Manager
- Marketing Technology Service, Inc.

A New Three Layer Performance Coverstock System

- Philippe DeMunter, Commercial Manager
- Libeltex BVBA

Delivering Care to the Adult Incontinence Market: A Mail Order Overview — 20 Years of Change

- Bruce Grench, President and CEO
- Mark Nedvin, Vice President of Marketing
- HDIS

LUNCH

Creating and Managing the Product Development Process – From Concept to Implementation

- Donald A. Sheldon

Flush with Success, New Dispersible Toilet Care Wipes Lead the Charge

- Phillip Mango, President
- Phillip Mango Consulting

"To Infinity™ and Beyond!" - Absorbent Core Design on the Bleeding Edge

- James P. Hanson, Director
- Marketing Technology Service, Inc.

MTS Cocktail Party

(Meet the people you're at INSIGHT to talk to)

Tuesday, October 14

Tiny Fibers — Big Opportunities: Microfiber Nonwovens from Polymer Films

- Dr. Mario Perez, Staff Scientist
- 3M Company

Cost Savings Through Highly Efficient Drying Systems

- Christian Haas, Head of Nonwovens Division
- STRAHM Hi-Tex Systems AG

Cellulosic Fibers - Current and Future Activities

- Nick Hrinko, Commercial Director
- Lenzing

Why3K? — Speed Barriers Shattered!

- Michael K. Jelinsky, Sales Engineer
- Martin Automatic Inc.

LUNCH

Pulpless Cores for Diapers Revisited

- Donald C. Young, Director Commercial Development
- Marketing Technology Service, Inc.

Drying Nanoparticles: an Exploding Event!

- John M. Tharpe, President
- Marion Engineering & Technical Services, Inc.

Hot on the Trail of SAP

- Walter Becker, Department of Chemistry
- Niederrhein University of Applied Sciences

PLA Spunbond — Gateway to the Future

- Stephen Chester, Technical Manager, Consumer Care
- Fiberweb

Wednesday, October 15

Flushable Wipe Technology in Light of the New Nonwoven Flushability Guideline

- David Powling, Program Leader
- Kimberly-Clark Corporation

Styrenic Block Copolymers for Elastic Fabrics and Yarns

- John Flood, Senior Staff Research Scientist
- Kraton Polymers LLC

Pick & Place Application Concept - Don't Lose Control in Your Discrete Material Application!

- Daniele Benini, Sales Engineering Manager
- GDM SpA

Challenges for Household and Personal Care Wipes

- Mary Tabion, Research Manager
- Euromonitor International

LUNCH

The Tortuous Path of Intellectual Property Management (in the Aftermath of Paragon Trade Brands)

- Rick Jezzi, Principal
- A.D. Jezzi & Associates, Inc.

Just How do You Know if There is Enough SAP in a Wet Diaper?

- James C. Robinson, Technical Manager
- BASF Corporation

The Vacuum-Dry Diaper, the Diaper that Likes to Stay Dry

- Carlos E. Richer, Director
- Richer Investments

Tabletop Display Reception
- Networking, Drinks, Food & Fun -

Thursday, October 16

An Overview of Elastic Action in Hygiene Products

- Pricie Hanna, Vice President
- John R. Starr, Inc.

The Shaping of the Global Polypropylene Industry by Higher Energy Prices

- Bob Dennett, Director - Polypropylene, North America
- CMAI - Houston

Whether Rocket Ship or Roller Coaster, Fibers are in for the Ride

- Karen Jones, Director
- CMAI

LUNCH

Urinary and Fecal Incontinence: Prevalence, Trends and Treatment

- Ruth Zielinski, RN, CNM, MS
- University of Michigan Pelvic Floor Research Group

Fecal Incontinence: The New "Secret Problem"

- Elizabeth Hanson, Manager
- Marketing Technology Service, Inc.

Thursday Night

An opportune time to arrange a night out in St. Louis with your customers or suppliers as the INSIGHT week concludes.

This Program is subject to change