

**Register Today!** Early Discount Registration Rates **EXPIRE AUGUST 2!**

• **OCTOBER 17-21, 2010** •

• **CHARLOTTE MARRIOTT CITY CENTER HOTEL** •

• **CHARLOTTE, NORTH CAROLINA, USA** •

**insight**  
**2010**

**International Conference**

## **Make Your Plans *Now* to Visit the Queen City!**

Now celebrating its 32nd consecutive year, INSIGHT will be held for the first time in Charlotte, North Carolina at the Charlotte Marriott City Center Hotel. The hotel is located in the Center City district of the Queen City (Charlotte was named for Queen Charlotte, wife of King George III), in the midst of fine dining, great shopping and a variety of museums. With several hundred restaurants in the Charlotte area, delegates have ample choices of venue for Italian, French, Mexican, Chinese, American and many other types of fare, available at casual cafés and pizzerias to upscale world-renown seafood and steak restaurants. Local music offers something for everyone, with historical roots in blues, jazz, bluegrass and folk music, and more recent developments like funk and alternative rock. NASCAR racing and local sports teams are themes that are prominently featured throughout the city. Day or night, Charlotte has a lot to offer INSIGHT delegates!

The Charlotte Marriott City Center completed a full renovation of its 438 guest rooms, including new Revive beds, flat screen TVs and internet service, in 2009. Free Wi-Fi internet service is available in public areas and meeting rooms in the hotel.

### **An International Destination**

The Charlotte Douglas International Airport is a major airport with 625 daily departures and non-stop service to 128 destinations, including Frankfurt and London. It is a national hub for U.S. Airways, and

host to 10 passenger airlines and seven regional carriers. It is conveniently located nine miles from the Marriott.

### **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.

Evening receptions on Sunday, Monday and Wednesday, combined with extended lunch breaks, along with morning and afternoon coffee breaks, provide ample opportunities to get your critical business done and to meet new contacts in the industry. For those who want to get a fun, early start for the week, the Sunday afternoon David Kearney Memorial Golf Outing offers a chance to get some sun, a little exercise, and a chance to meet some new people.

To get the most out of your week be sure to reserve space for the Wednesday evening Tabletop Exhibit Reception. Space for this popular event is limited and offered on a "first come, first served" basis, so sign up early to guarantee a spot.

INSIGHT brings together the highest level representatives — 400 in 2009 — 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 and high-performance fabrics industries.



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

Sponsored by Marketing Technology Service, Inc. • Tel: 269-375-1236 • Fax: 269-375-6710

• [www.marketingtechnologyservice.com](http://www.marketingtechnologyservice.com) •

## LATEST PROGRAM

(July 28, 2010)

### *The Hygiene Market in Latin America - Will the Growth Continue?*

- Rolando Dominguez, VP and GM for Latin America
- PGI LAO

### *What Soaked Up All the Superabsorbent in 2010?*

- Ian Davenport, President
- Davenport International Associates, LLC

### *Innovation Trends in Film-Based Outercover Designs for Absorbent Hygiene Products*

- Keith D. Brechtelsbauer, VP and GM Specialty Films Division
- Berry Plastics Corporation

### *Fluff and Absorbent Paper Pulps: Supply, Demand and Dynamics - 2010*

- Kurt Schaefer, Vice President, Fiber
- RISI

### *The State of the Art in High Speed Converting*

- Stefano Romanelli, Chairman
- ADE s.r.l.

### *The Fastest Path to a Dryer Diaper*

- Matt J. O'Sickey, Global Marketing Manager
- Tredegar Film Products Corporation

### *The Dynamic Hygiene Industry - Perspectives on Economic Recovery, Product Innovation and Material Price Volatility*

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

### *New Methods of Producing Fibers in High Volumes*

- Evan E. Koslow, President
- GABAE Development

### *TencelWeb™ - Progress and Promise*

- Steve Winter
- Weyerhaeuser Company / Lenzing AG

### *The Janus Concept - Past, Present and Future Pull-on Diaper Designs*

- Alessandro D'Andrea, Marketing Manager
- Fameccanica.Data S.p.A.

### *Developments in the Fluff Pulp Industry*

- Don Young, Director Commercial Development
- Marketing Technology Service, Inc.

### *A Global Overview of the Tissue and Hygiene Industry*

- Phil Park, Research Analyst
- Euromonitor International

### *The Forest Certification: Progress and Potential*

- Rick Cantrell, VP and CEO
- Sustainable Forestry Initiative (SFI Inc.)

### *Hanging by a Wire*

- John K. Schauer, North American Nonwovens Manager
- AstenJohnson

### *How Sustainable is Sustainability?*

- Richard Chapas, Principal
- Chapas and Associates

### *Global Opportunities in Medical Barrier Nonwovens and Manufacturing Economics*

- David Price, Senior Consultant
- John R. Starr, Inc.

### *Winding and Slitting: The Enabler for Quality and Efficiency*

- Jesús López Marin, General Manager
- Edelmann Technology GmbH & Co. KG

### *Hubris, or the Ramblings of an Old Man*

- Andrew Urban III, President
- Urban Consultants, Inc.

### *Innovative Absorbent Technologies*

- Dan Stauffer, Business Director
- H.B. Fuller

### *Bicomponent Fibers for Airlaid Fabrics - Choosing the Right Tool for the Right Job*

- Henning Skov Jensen, Director, Global Business Development
- ES FIBERVISIONS ApS

### *Liquid Cellulose: A Pyrolysing Success!*

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

### *The Role of IP Analytics in Technology Management*

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

### *High-Speed Automated Inspection of Disposables - What Can Be Done?*

- Wei Siong Tan, President & CEO
- AccuSentry Inc.

### *How Green is My Valley? - Bamboo, Corn, Cotton and Woodpulp Compared*

- Jim Robinson, Vice President Business Development
- Tufco Technologies, Inc.

### *New and Thin Diaper Designs Compared*

- Mark Bolyen, Manager Nonwovens
- Marketing Technology Service, Inc.

### *Moving from B2B to B2C Marketing*

- Donald Sheldon, Senior Executive Business Leader
- DAS Consulting

• **More to Come!** •

Register On-line at: [www.marketingtechnologyservice.com](http://www.marketingtechnologyservice.com)

**Register Today!** Early Discount Registration Rates **EXPIRE AUGUST 2!**

And Save More by Reserving Your Wednesday Evening Tabletop Exhibit Space by August 2!

# insight 2010

## International Conference

OCTOBER 17-21, 2010

THE CHARLOTTE MARRIOTT  
CITY CENTER HOTEL

CHARLOTTE, NORTH CAROLINA, USA



### HOTEL RESERVATIONS:

Please make your Hotel Reservations directly with the Charlotte Marriott City Center Hotel.

**DISCOUNT ROOM RATES:** Good until September 25, 2010 or until available INSIGHT rooms are filled. Room reservations made after September 25, if available, are not guaranteed the INSIGHT 2010 special rate.

**Standard Room . . . . . US\$ 149.00**

*(1 King or 2 Double beds, 1-4 occupancy)*

**Executive King Room . . . . . \$ 169.00**

*(1 King bed, 1-2 occupancy, corner room -- Limited availability)*

**Concierge Level Room . . . . . \$ 169.00**

*(1 King or 2 Double beds, 1-4 occupancy, high floor -- Limited availability)*

All reservations must be accompanied by a first night room deposit or by a major credit card. Room rates do not include state and local taxes (currently 15.25%).

\*Concierge Level rooms feature access to the Concierge Lounge (Monday-Friday), offering: Complimentary food (non-alcoholic beverages, hot buffet breakfast, midday snack, hors d'oeuvres, dessert and late night snack), cocktails (for a fee), honor bar, complimentary business services, and exquisite food and beverage offerings on a daily basis.

### OPTIONS FOR MAKING RESERVATIONS:

- **Use the Links on our website**  
*(www.marketingtechnologyservice.com)*  
to make reservations over the internet
- **Use the following Hotel Reservation Fax Form**
- **By Telephone:**  
Marriott Reservations (toll free): 800-228-9290  
International: 704-333-9000

#### **When calling, provide the following information:**

**Hotel name:** Charlotte Marriott City Center  
**Conference Dates:** October 16-22  
**The Group:** Marketing Technology Service Inc  
2010 Insight Conference

## MAKE YOUR HOTEL RESERVATIONS EARLY!

### insight 2010 Conference Registration Fees:

**Group Registration Fees**  
*apply to registrants from  
the same company  
registering at the same time*

#### **Paid BY August 2, 2010**

#### **Paid AFTER August 2, 2010**

#### **Single Registrant:**

US\$ 1495 - per person

US\$ 1595 - per person

#### **Group Registration Fees:**

US\$ 1395 each - 4 or more

US\$ 1495 each - 4 or more

US\$ 1295 each - 6 or more

US\$ 1395 each - 6 or more

US\$ 1195 each - 10 or more

US\$ 1295 each - 10 or more

When registering 15  
or more please call  
MTS for rates:  
269-375-1236

After September 27,  
2010 Registration Fees  
will increase  
an additional \$100

**Early Reservation Discounts Expire on August 2. Sign Up Today!**

INSIGHT 2010 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.

**Tabletop Display Space Cost:****Paid by August 2, 2010: \$800****Paid after August 2, 2010: \$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 and material storage will be available in advance of the INSIGHT event.

If you are interested in taking advantage of this opportunity, please contact Cindy Costello, the INSIGHT 2010 Conference

Coordinator, today! Exhibit space is available on a "first come, first served" basis, and space is limited, so don't wait.

**These companies had tabletop displays at INSIGHT 2009:**

- A.Celli Nonwovens
- Aichele Werkzeuge GmbH
- American Truetzschler Nonwovens
- Croda Inc.
- Dilo Inc.
- Domtar Inc.
- EDANA
- Edelmann Technology GmbH & Co.
- Fi-Tech Inc./Schill & Seilacher
- Herrmann Ultrasonics, Inc.
- Hoffman Enclosures
- Imerys
- INDA
- ISRA Vision
- Marketing Technology Service, Inc.
- Martin Automatic
- NatureWorks LLC
- Nonwovens Industry Magazine
- Optima Group Nonwovens
- Pantex SUD SRL
- Schober USA, Inc.
- Smurfit-Stone Container Corporation
- T.J. Beall Company
- Videojet
- Wacker Polymers

To reserve your tabletop space, contact Cindy at:

- E-mail: [ccostello@marketingtechnologyservice.com](mailto:ccostello@marketingtechnologyservice.com)
- Tel: 269-375-1236
- Fax: 269-375-6710

**9<sup>TH</sup> ANNUAL DAVID KEARNEY GOLF TOURNAMENT: Sunday, October 17**

The kickoff event for INSIGHT 2010, this annual golf outing is an independently organized 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 \$14,000 has been raised for this good cause since 2002. Donations are accepted on-site at the golf course and during the week. This event provides 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. Consider arriving on Saturday to allow for a leisurely day at the golf course.

Sign up early to play and make this year's event the best ever by contacting Pat as soon as possible.

**Pat Kellogg: 770-517-3749 ----- [kellogg.pat@savare.com](mailto:kellogg.pat@savare.com)**

Please let Pat know if you can provide prize donations from your company. Golf balls, shirts, company logo giveaways, etc. are much appreciated.

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

Find the latest updates at:

**[www.marketingtechnologyservice.com](http://www.marketingtechnologyservice.com)**

# INSIGHT 2010 Registration Form *(Early Discount Expires on August 2)*

YES! I want to sign up \_\_\_\_\_ people from my company for INSIGHT 2010, subject to the terms below.

## 32<sup>nd</sup> Annual insight 2010

### PAYMENT METHODS:

Please check your payment preference.

**Send Formal Invoice:**

Purchase Order # \_\_\_\_\_  
(if required by your company)

**Payment Enclosed:**

U.S. Dollars drawn on a U.S. bank - DO NOT send checks for U.S. Dollars drawn on a non-U.S. bank. Please make checks or International Money Orders payable to: **Marketing Technology Service**

**Charge: US \$** \_\_\_\_\_

VISA MASTERCARD DISCOVER  
(Sorry, we do not accept American Express)

Credit Card #: \_\_\_\_\_  
- - -

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Billing Address for this Credit Card:  
\_\_\_\_\_  
\_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Please PRINT the name of the Credit Card holder as it appears on the card:  
\_\_\_\_\_

x  
Signature of Credit Card Holder: \_\_\_\_\_

W729

(When registering a group, use a copy of this form for each attendee)

MR.  MRS.  MS.  MISS

FIRST (Given) NAME \_\_\_\_\_

LAST (Family) NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

NAME PREFERRED FOR BADGE \_\_\_\_\_

MY COMPANY'S MAIN BUSINESS IS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

GROUP REGISTRATION CONTACT PERSON \_\_\_\_\_

GROUP CONTACT EMAIL \_\_\_\_\_

October 17-21, 2010 • Charlotte Marriott City Center • Charlotte, North Carolina, USA

### REGISTRATION FEES:

**Paid BY August 2, 2010**

**Paid AFTER August 2, 2010**

#### Single Registrant:

US\$ 1495 - per person |  US\$ 1595 - per person

#### Group Registration Fees:

*(Registrants from the same company registering at the same time)*

US\$ 1395 each - 4 or more |  US\$ 1495 each - 4 or more  
 US\$ 1295 each - 6 or more |  US\$ 1395 each - 6 or more  
 US\$ 1195 each - 10 or more |  US\$ 1295 each - 10 or more  
**15 or more - Please call MTS** | **15 or more - Please call MTS**

**Terms:** No cancellations will be refunded after September 27, 2010 for any reason--cancellations which affect the category of discount rate will be adjusted at the time of refund.

Registration is for ONE person only for the week.

**No substitutions of new delegates are allowed during the conference.**

Sponsored by: **MARKETING TECHNOLOGY SERVICE, INC.**  
4100 South 7th Street • Kalamazoo, MI 49009 U.S.A • Telephone: 269-375-1236

**FAX: 269-375-6710**

After September 27, 2010  
Registration Fees will increase  
an additional \$100

Secure registration is available online at: [www.marketingtechnologyservice.com](http://www.marketingtechnologyservice.com) (click on the INSIGHT logo)



# HOTEL RESERVATION FORM

Fax **COMPLETED** Form to: The Charlotte Marriott City Center

Fax: 704-347-1784

Registering for: **INSIGHT 2010**

Sunday, October 17 - Thursday, October 21, 2010

Sponsored by: **MARKETING TECHNOLOGY SERVICE**

_____ Name of Registrant	_____ Company
_____ Address	
_____ City	_____ State/Province
_____ Postal Code	_____ Country
_____ Phone	_____ Fax
_____ E-mail Address	_____ Contact Name (If different from registrant)

Special room rates are available for INSIGHT delegates. These rates are good until September 25, 2010. Rooms may sell out before then, so **make reservations early!** Executive King and Concierge Level rooms have limited availability.

- Standard Room: US\$ 149.00 (1 King or 2 Double beds, 1-4 occupancy)
- Executive King Room: US\$ 169.00 (1 King bed, 1-2 occupancy, corner room)
- Concierge Level Room\*: US\$ 169.00 (1 King or 2 Double beds, 1-4 occupancy, high floor)

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Room rates do not include state and local taxes (currently 15.25%). The Charlotte Marriott City Center Hotel is a non-smoking facility.

\*Concierge Level rooms feature access to the Concierge Lounge (Monday-Friday), offering: Complimentary food (non-alcoholic beverages, hot buffet breakfast, midday snack, hors d'oeuvres, dessert and late night snack), cocktails (for a fee), honor bar, complimentary business services, and exquisite food and beverage offerings on a daily basis.

Charge:  VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS

_____ Credit Card #	_____ Exp Date
_____ Billing Address for this Credit Card	_____ Zip/Postal Code
_____ Print the name of the Credit Card holder as it appears on the card	_____ Signature of Credit Card Holder

\*\*\*If using a corporate purchasing card, please provide your customer code number \_\_\_\_\_

**Charlotte Marriott City Center Hotel**  
 100 West Trade Street  
 Charlotte, North Carolina 28202 USA  
 Phone: 1-704-333-9000  
 Toll-free: 1-800-359-3204

*Fill out and fax to:*

**FAX: 704-347-1784**  
 (USE THIS FAX NUMBER FOR THIS FORM ONLY)