

AFPM 2018 SPONSORSHIP OPPORTUNITIES

PROGRAM BENEFITS AND GENERAL PACKAGES
FOR SPONSORSHIP AT AFPM MEETINGS

AFPM.ORG/CONFERENCES



AFPM



EXPANDING YOUR REACH

THE ULTIMATE SUCCESS FOR ANY RELATIONSHIP COMES FROM **WORKING TOGETHER.**

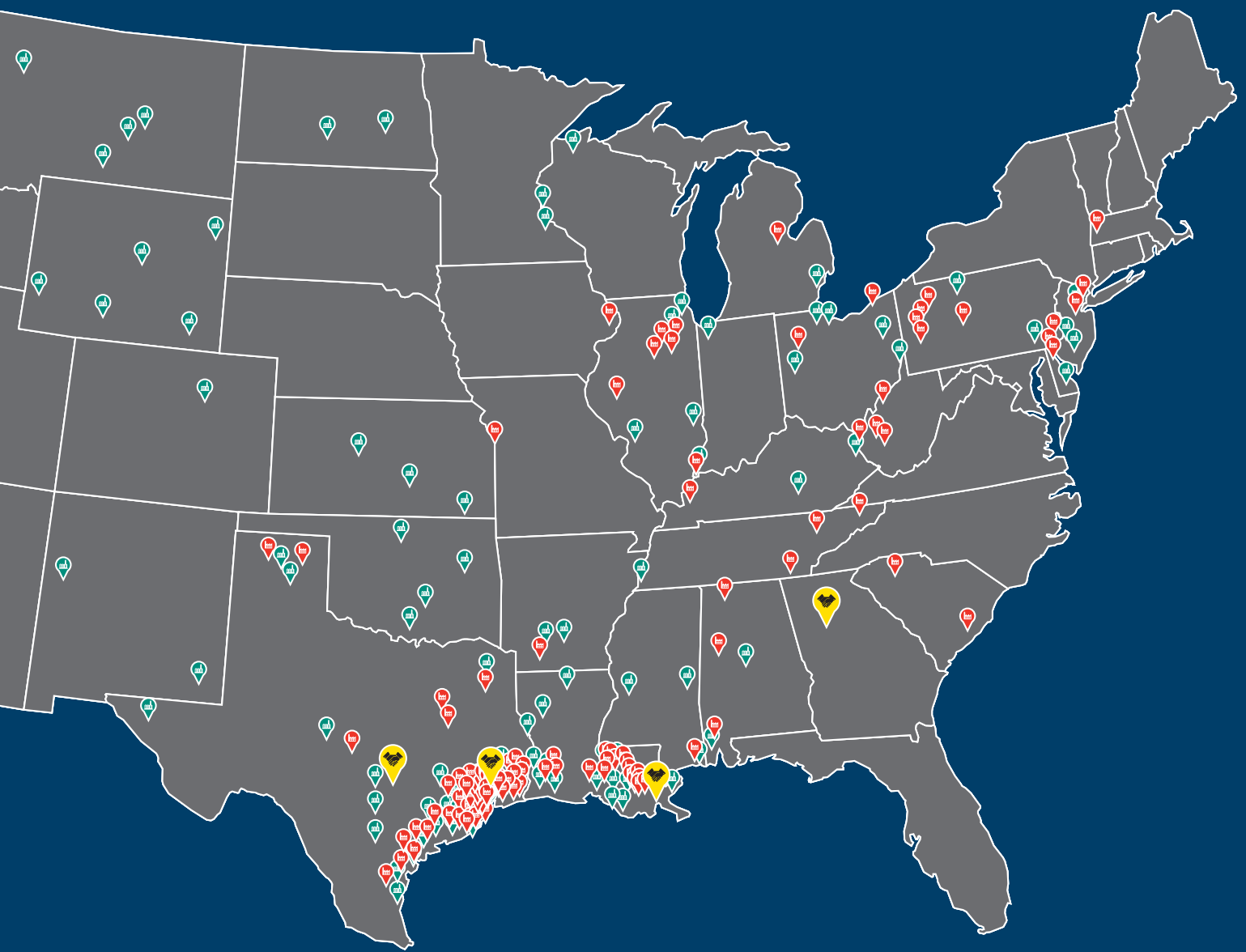
AFPM members include 97% of the U.S. refining capacity and represent 365 technology advanced facilities. The refining and petrochemical members of AFPM directly and indirectly support over 5.5 million jobs. Together, they contribute more than \$830 billion to our economy. AFPM members support the communities in which their employees live and work – which means where you live too!

Through your support of AFPM and our conferences, your marketing reach spreads far and wide. Your visibility is spread well beyond the 10 conferences slated for 2018. It encompasses the over 7,800 attendees physically at the meetings, but also the 1,000,000 who view our website throughout the year.

AFPM has a slate of opportunities for 2018 to fit your needs. We have Conference Bags, Networking Breaks and Receptions, Annual Luncheons plus our tiered sponsorship levels which allow you to customize the benefits you receive. Achieve your marketing goals with a range of sponsorship levels designed to fit your budget, or get creative with custom options.



**AFPM IS FIRMLY COMMITTED
TO WORKING WITH YOU TO
MAKE AFPM SPONSORSHIPS
A MUST-HAVE MARKETING
INITIATIVE.**



**PETROCHEMICAL
FACILITIES**



REFINERIES



**AFPM 2018
MEETINGS**

GENERAL SPONSOR PACKAGES

| SPONSOR BENEFITS FOR ALL LEVELS | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE |
|---|---|---|--|---|--|
| Listing on the sponsor sign on site | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor Ribbon on badges to identify your company representatives and highlight their support | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition in the printed on-site Conference Program and Digital App (if available) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on the Sponsor Page of AFPM Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in the Annual Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| If exhibiting at NSC, RMC, CAT, or Summit a floor sticker in the hall noting sponsor level | ✓ | ✓ | ✓ | ✓ | ✓ |
| ADDITIONAL BENEFITS BY SPONSOR LEVEL | Diamond sponsors get six comp registrations and six of the below benefits | Platinum sponsors get three comp registrations and four of the below benefits | Gold sponsors get two comp registrations and three of the below benefits | Silver sponsors get one comp registration and two of the below benefits | Bronze sponsors get one of the below benefits |
| Pre-Conference attendee list including name, title, company and location (distributed approx 2 weeks prior to conference) | ✓ | ✓ | ✓ | ✓ | ✓ |
| On-site exposure through speaker introduction in a session, as appropriate | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on the Meeting page with a link to your preferred website | ✓ | ✓ | ✓ | ✓ | |
| Pre or Post conference attendee list with mailing addresses (distributed approximately 30 days prior to conference) | ✓ | ✓ | ✓ | | |
| Inclusion of corporate provided amenity or promotional collateral in a prime location on the AFPM Information Wall (where applicable) | ✓ | ✓ | ✓ | | |
| Enhanced exhibit listing in programs with a company logo (NSC, RMC, CAT or the Summit) | ✓ | ✓ | ✓ | | |
| Engagement through AFPM Digital Infographics | ✓ | ✓ | ✓ | | |
| Recognition in all meeting eMarketing campaigns | ✓ | ✓ | | | |
| Recognition in all conference ads (early deadline) | ✓ | ✓ | | | |
| Sponsor Ad on the Hotel TV | ✓ | ✓ | | | |
| Engagement through AFPM Podcasts | ✓ | ✓ | | | |
| One-time distribution of company email by AFPM to all meeting attendees | ✓ | | | | |
| Pre & Post conference attendee lists with mailing addresses (distributed approximately 30 days prior to the conference) | ✓ | | | | |
| Website ad on meeting page | ✓ | | | | |

Every meeting offers:

- Five general sponsorship packages – with no limit to the number that can be accepted per program (except RMC)
- Conference-support packages
- Custom options based on your unique suggestions to take your participation to a new level

2 AFPM Press Policy Sponsorships

Except for those specifically contracted to produce a daily show newsletter, AFPM meeting or conference activity sponsorships are not

available to media outlets, including trade publications. Energy and petrochemical trade publications are invited to participate in AFPM's "Press Wall" program for applicable conferences and meetings.

CAT CRACKER SEMINAR

**AUGUST 21-22, 2018
HOUSTON, TEXAS**

2016 ATTENDANCE: 562

This seminar provides a forum for refiners to meet and share information on the technological advances and regulatory developments that affect the design, operation, and maintenance of FCC units. The program includes a Q&A session with a panel of experts and a number of workshops organized in three topic tracks. This enables attendees to focus on a particular aspect of FCC operation or to attend workshops that cover a broader range of interests.

The Tabletop Exhibition, held as part of the seminar, gives attendees the opportunity to meet and talk with representatives from companies offering a variety of goods and services specific to FCCU operations in the refinery.

**THIS MEETING IS
HELD BI-ANNUALLY**

GENERAL SPONSORSHIP PACKAGES

Diamond: \$20,000 Members Only

Platinum: \$10,000 Member / \$12,500 Non-member

Gold: \$7,500 Member / \$9,000 Non-member

Silver: \$5,000 Member / \$7,500 Non-member

Bronze: \$2,500 Member / \$5,000 Non-member

CONFERENCE SUPPORT SPONSORSHIPS*

| | SOLD |
|--|-------------|
| Conference Program | |
| Conference Bags | \$7,500 |
| Conference Notepads & Pens | \$7,500 |
| Individual Charging Packs | \$7,500 |
| General Session Audio Visual (per day) | \$5,000 |
| Networking Breaks (per day) | \$5,000 |
| Wireless Internet Access (plus cost) | \$5,000 |
| Charging Cords | \$3,500 |
| Breakout Audio Visual (per session) | \$2,500 |
| Hotel Room Drop** | \$2,500 |

THANK YOU TO OUR 2016 SPONSORS



AltairStrickland
An EMCOR Industrial Services Company



Emtrol-Buell
A CECO Environmental Brand

GRACE
Talent | Technology | Trust™


SNC • LAVALIN

 **TechnipFMC**

CONFERENCE SUPPORT SPONSORSHIP ITEMS*

PRIMARY BENEFITS

Conference Support sponsors will receive the same benefit as the equivalent pricing of the general sponsorship in the following categories:

- Complimentary Registration.
- On-line Exposure at meeting level.

ADDITIONAL BENEFITS

Listing on Sponsor Page on the AFPM Website.

Listing in the AFPM Annual Report.

On-site Recognition.

- Listing on sponsor sign displayed on site.
- Sponsor Ribbon on badge.
- Recognition in the printed on-site conference program.

CONFERENCE PROGRAM & DIGITAL APP (WHERE APPLICABLE)

Delivered to full registered attendees, this booklet provides the key to all the educational sessions and supported activities happening during the conference. As sponsor you will have a full page, full color ad placed on the inside front or back cover. In addition to the program, this sponsorship also includes the digital app. This specialized product contains all the information about the conference at the fingertips of the attendees. Your company logo, splash page and information will be prominently displayed multiple times during peak usage periods in addition to predetermined push notices to all users.



Ad on inside front cover



App

AUDIO/VISUAL SPONSOR

Knowledge seeking attendees will see your logo as they enter the session room. In addition to your logo being displayed, your company would have an opportunity to introduce one speaker for the session.



CONFERENCE SUPPORT SPONSORSHIP ITEMS*

CONFERENCE BAGS

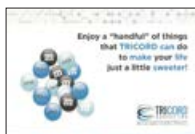
Your logo is prominently placed on this takeaway item and a piece of company collateral can be included. Co-branded with AFPM's logo, this quality bag will be used far after the conference ends.



Company logo on outside of bag

HOTEL ROOM DROP

Stand out from your competitors by getting creative collateral delivered right to the attendees room. Showcase your services or products and invite those looking for new opportunities to contact you directly. AFPM will arrange with the hotel to include your information to all individuals inside the room block.



Sample room drop idea

CUSTOM ROOM KEYS

All attendees staying within AFPM's room block will be carrying your branded logo and message with them through the conference and see it every time they enter their sleeping rooms.



Front



Back

NETWORKING BREAKS

Engage with attendees during a much needed break from our technical sessions. Each networking segment offers unique opportunities to discuss your brand or service all the while recharging the body with refreshments. A table will be provide for your collateral as well as signage with your logo. Your company can provide additional signage and logoed items (i.e. napkins, disposable cups or coffee sleeves).



CONFERENCE SUPPORT SPONSORSHIP ITEMS*

LUNCHEONS

Seen as the culminating event of the conference, this premier luncheon brings together the attendees for one last message. Highlighted by a professional speaker, your company will have two tables in the front to invite your favorite customers. In addition, an opportunity to share collateral with all the attendees if offered.



RECEPTIONS

Engagement through face to face networking has the highest rate of return on dollars spent. Being the most visible company at the first event of the conference will not only make you stand out in the attendees mind, but you help shape the attendees experience at the rest of the show. In addition to being branded with your company name, let us create an event to remember through joint brainstorming sessions.



INDIVIDUAL CHARGING PACKS

Help charge up the attendees with portable "power up" ability. This pocket sized extra battery supply keeps everyone connected to the conference, home and office.



CONFERENCE NOTEPADS/PENS

A lifesaver for those taking notes during the educational portion and a deal maker for those brainstorming and networking. A spiral notebook with your name and logo can be the champion of both. This offering will be placed in all the conference bags.



WIRELESS INTERNET ACCESS

Instead of the attendees draining their data plans, you can provide them with internet access on their mobile device. As they access the internet, a redirect to your branded splash page and contact information enables them to review your products and services.

CHARGING CORDS

This simple, yet essential piece, is often forgotten during travel. With your logo prominently displayed on the cord, you will be the life line the attendees need for keeping their electronics charged.

AFPM.ORG CONTEXTUAL ADVERTISING

Based on the AFPM content classification index, ad campaigns are placed in a horizontal segment of pages where your ad is served to visitors of the site when these specific interest pages are viewed. Your ad will also be rotated through the homepage and other high traffic pages on the AFPM ad network.

| CONTEXTUAL UNIT (ONE AD PER UNIT) | CONTEXTUAL MONTHLY VIEWS | NON-CONTEXTUAL MONTHLY VIEWS | GUARANTEED MONTHLY IMPRESSIONS | GROSS RATES AND FREQUENCY | | | |
|--------------------------------------|-----------------------------|---------------------------------|--------------------------------------|---------------------------|----------|----------|----------|
| | | | | 3X | 6X | 9X | 12X |
| MEETINGS | 15,000 | 17,500 | 22,500 | \$7,750 | \$13,700 | \$19,315 | \$25,825 |
| MEETINGS – IPC | 13,500 | 12,000 | 15,500 | \$5,500 | \$9,005 | \$12,580 | \$13,725 |
| MEETINGS – ANNUAL | 13,500 | 12,000 | 15,500 | \$5,500 | \$9,005 | \$12,580 | \$13,725 |
| MEETINGS – RMC | 13,500 | 12,000 | 15,500 | \$5,500 | \$9,005 | \$12,580 | \$13,725 |
| WORKFORCE | 12,500 | 13,000 | 25,500 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |
| WORKFORCE SPANISH | 1,000 | 4,500 | 5,500 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |
| OUTREACH | 1,500 | 5,000 | 6,500 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |
| DIGITAL | 12,000 | 13,500 | 25,000 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |
| BLOG | 13,000 | 12,500 | 25,000 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |
| NEWS | 11,000 | 14,500 | 25,500 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |
| SAFETY | 11,000 | 14,500 | 25,500 | \$4,500 | \$7,005 | \$9,580 | \$13,725 |

**TO RESERVE YOUR OPPORTUNITY,
PLEASE CONTACT YOUR
ACCOUNT MANAGER, EMAIL
SPONSORSHIPS@AFPM.ORG**

Full payment for your digital placement is required at the start date of your schedule. One invoice will be generated and due net 30.

Note: Cancellations made to digital ad schedules must be made in writing at least 30 days prior to your scheduled start date. We will prorate your schedule as applicable.

All campaigns must run consecutive months.

Advertisers with a 12 month flight have first right of refusal to their positions for the next year. Confirmation for renewal must be received 60 days prior to the posted deadline to insure renewal of placement.



SPECIFICATIONS

LOCATION

LEFT COLUMN OF THE PAGE BELOW CONTENT

DIMENSIONS

730X90 (LEADERBOARD)

MAXIMUM WEIGHT OF AD

40K. RECOMMENDED ANIMATION LENGTH, IN SECONDS: 15

IMAGE FILE FORMAT

GIF OR JPG OR ANIMATED GIF (SORRY WE ARE UNABLE TO ACCEPT FLASH FILES)

DEADLINE & SUBMISSION

MATERIALS DUE

15 DAYS PRIOR TO START DATE.
CAMPAIGNS WILL NOT BE ADJUSTED
FOR LATE MATERIALS.

AD MATERIAL SUBMISSION

PLEASE EMAIL DIGITAL AD MATERIALS
TO: SPONSORSHIPS@AFPM.ORG

AFPM 2018 SPONSORSHIP FORM

Yes, please sign me up as a sponsor at:

- ☐ Annual Meeting (AM)
- ☐ International Petrochemical Conference (IPC)
- ☐ International Base Oils & Waxes Conference (BOW)
- ☐ Security Conference (SC)
- ☐ Labor Relations/Human Resources Conference (LRHR)
- ☐ National Occupational & Process Safety Conference & Exhibition (NSC)
- ☐ Reliability & Maintenance Conference & Exhibition (RMC)
- ☐ Cat Cracker Seminar (CAT)
- ☐ Operations & Process Technology Summit (OPTS)
- ☐ Environmental Conference (ENV)

My company is interested in sponsoring the following:

General Sponsorship Benefit Selection:

1.

2.

3.

4.

5.

6.

Contact Information:

Name

Title

Company

Address

Address

City

 State

 Zip

 Country

Phone (Area/Country/City Code)

 Fax (Area/Country/City Code)

E-mail

GENERAL SPONSOR PACKAGE LEVELS

DIAMOND:

 AFPM MEMBERS ONLY

PLATINUM:

 AFPM MEMBER

 NON-MEMBER

GOLD:

 AFPM MEMBER

 NON-MEMBER

SILVER:

 AFPM MEMBER

 NON-MEMBER

BRONZE:

 AFPM MEMBER

 NON-MEMBER

Mail, fax or e-mail to:

AFPM
Attn: Sponsorships
1800 M Street NW
Suite 900 North
Washington, DC 20036

Phone: 202.457.0480
Fax: 202.457.0486
e-mail: sponsorships@afpm.org

Payment:

Amount

Credit Card Number

Exp Date

Card Holder Name (please print)

Signature

Billing Address if Different

City

 State

 Zip

 Country

Note

Customization of packages or conference support items are available, but will incur a fee. This is based on availability and lead time.



AFPM

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