

**2016 SPONSORSHIP OPPORTUNITIES**

**PROGRAM BENEFITS AND GENERAL PACKAGES FOR SPONSORSHIP AT AFPM MEETINGS**



**2016**

# BUILD YOUR BRAND WITH AFPM EVENT SPONSORSHIP OPPORTUNITIES.

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How many times do you have the chance to be in the right place at the right time? With AFPM events you get dozens of opportunities each year to do just that. AFPM events attract attendees from nearly every U.S. petroleum refiner and petrochemical manufacturer, as well as hundreds of industry contractors and service companies, and feature high-profile speakers.

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Become an AFPM event sponsor and:

- Raise visibility with industry influencers
- Network with key decision makers
- Create new business opportunities
- Build strategic relationships
- Put yourself at the center of issues you care about
- Boost employee pride and excitement

Sponsorship opportunities are available at a variety of levels across ten different meetings throughout the year.

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## GENERAL SPONSOR PACKAGES

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Each AFPM meeting offers five general sponsorship packages with no limit to the number that can be accepted per program. AFPM also offers conference support sponsorship packages that are specific to each meeting. If you do not see a general sponsorship package that meets your needs, please view the specific meeting page for conference support sponsorship options, and see pages 14 – 16 for details and benefits.

### **BRONZE: \$2,500 AFPM MEMBER / \$5,000 NON-MEMBER**

- Listing on the sponsor sign displayed on site
- Level appropriate Sponsor Ribbon on name badges to identify your company representatives and highlight their participation as a program supporter
- Recognition in the printed on-site Conference Program
- On-site exposure through verbal acknowledgement in session, as appropriate
- Logo on Sponsor Page of AFPM Website with sponsor level notation
- Logo in the AFPM Annual Report with sponsor level notation
- If exhibiting at NSC, RMC, CAT, or QA floor sticker in exhibit hall noting sponsor level

### **SILVER: \$5,000 AFPM MEMBER / \$7,500 NON-MEMBER**

- Bronze benefits plus:
- 1 Complimentary registration
- Pre conference attendee list including name, title, company and location (distributed 2 weeks prior to the conference)

### **GOLD: \$10,000 AFPM MEMBER / \$12,500 NON-MEMBER**

- Silver benefits plus:
- 1 Additional complimentary registration (2 total)
- Pre-event exposure on the Sponsor tab of the specific meeting website with your company name with a link to your company's site
- On-site exposure through verbal acknowledgement in session, as appropriate, or logo on slide during general session or event
- Pre OR post conference attendee list with mailing addresses (pre list is distributed 30 days prior to the conference)
- Inclusion of corporate provided amenity or promotional collateral in prime location on the AFPM Information Wall (where applicable)
- If Exhibiting at RMC, NSC, CAT, or QA an enhanced listing in program with company logo

### **PLATINUM: \$15,000 AFPM MEMBER / \$17,500 NON-MEMBER**

- Gold benefits plus:
- 1 Additional complimentary registration (3 total)
- Recognition in all meeting eMarketing campaigns
- Pre-event exposure on the Sponsor tab of the specific meeting website with your company logo with a link to your company's site

### **DIAMOND: \$30,000 – AFPM MEMBERS ONLY**

- Platinum benefits plus:
- 3 additional complimentary registrations (6 total)
- One-time distribution of company email by AFPM to all meeting attendees
- Pre AND post conference attendee list with mailing addresses (pre list is distributed 30 days prior to the conference.)



# SECURITY CONFERENCE

**APRIL 11 – 13, 2016  
HOUSTON, TEXAS**

**2015 ATTENDANCE: 145**

If you have a corporate initiative focused on security, then consider sponsoring the Security Conference. As an industry and as a nation, we must remain informed about the many potentially devastating events that could change the way refiners and petrochemical manufacturers operate and strategies to deal with them. Maintaining security of critical manufacturing sites is paramount to the health of the manufacturing sector in the U.S. At the Security Conference, industry experts discuss the latest information on security regulations from DHS and the Coast Guard. Additional sessions explore trends in the areas of cyber security, computer-based investigations, methods for identifying a radicalized employee, and global threats and risk from unmanned aircraft systems.

**GENERAL SPONSORSHIP PACKAGES**

- Diamond:** \$30,000 Members Only
- Platinum:** \$15,000 Mem. / \$17,500 Non-member
- Gold:** \$10,000 Mem. / \$12,500 Non-member
- Silver:** \$5,000 Mem. / \$7,500 Non-member
- Bronze:** \$2,500 Mem. / \$5,000 Non-member

**THANK YOU TO OUR  
2015 SPONSOR**



**CONFERENCE SUPPORT SPONSORSHIPS\***

Luncheon (per day)	\$8,000
Conference Bag	\$5,000
Conference Program	\$5,000
General Session Audio/Visual (per day)	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Networking Breaks (per day)	\$5,000
Reception	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$2,500

\*Non-member pricing add \$2,500 to any conference support item.  
\*\*One comprehensive room drop including all sponsor literature will be delivered on the evening before the first conference session.

# CONFERENCE SUPPORT SPONSORSHIP ITEMS\*

## CONFERENCE PROGRAM



Ad on inside front cover



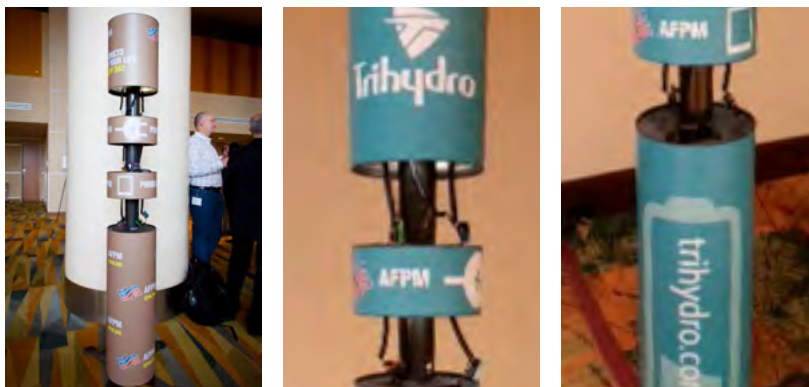
Logo on outside back cover

## HOSPITALITY BROCHURE



Ad on the back of brochure (center panel) that will be distributed to all attendees at registration

## MOBILE DEVICE CHARGING STATION



Company logo or artwork on top and bottom section of charging station.

## CONFERENCE BAG



Company logo on outside of bag

# CONFERENCE SUPPORT SPONSORSHIP ITEMS\*

## HOTEL ROOM DROP



Sample room drop idea

- Inclusion in a comprehensive room drop including all sponsor literature.
- Delivered on the evening before the first conference session to all attendees in AFPM room block.
- Items should be no larger than 8 1/2" x 11"

## CUSTOM ROOM KEY



Front



Back

- Company name/logo printed on each room key given to meeting attendees staying at the host hotel(s).

## NETWORKING/COFFEE/REFRESHMENT BREAKS



- Table for company collateral material disbursement.
- Company may provide sign placed in break area.
- Company may provide items with their logo, i.e., disposable cups, napkins, and/or coffee sleeves to be used at the break. Disposable cups should be no larger than 12 ounces.

## LUNCHEON



- Sign at entrance to ballroom.
- Place card (AM/IPC/SC/ENV) with logo on lunch tables
- AM/IPC – complimentary table of 10.
- Any with A/V – logo on screen as individuals walk into luncheon room.

## RECEPTIONS



- Sign at the entrance and on the bars.
- Company logo on tented place cards on the reception tables.
- Company may provide alternate to place cards for tables, and/or service items with their logo, i.e., cups, napkins, etc., if they wish.

## TECH SESSION A/V



- Logo on slide in session room.
- Verbal recognition by session president.
- Acknowledgement on sign outside the room.

## LUNCHEON TABLE CENTER AD



- Logo/ad in fabric circle in center of each luncheon table in exhibit hall.

# CONFERENCE SUPPORT SPONSORSHIP BENEFITS

## 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.

**AFPM 2016 SPONSORSHIP FORM**

**Yes, please sign me up as a sponsor at:**

- Annual Meeting (AM)
- International Petrochemical Conference (IPC)
- 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)
- Q&A and Technology Forum (QA)
- Environmental Conference (ENV)
- International Lubricants & Waxes Conference (LW)

**My company is interested in sponsoring the following:**

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**Contact Information:**

Name 

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Title 

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Company 

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Address 

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Address 

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City 

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 State 

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 Zip 

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 Country 

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Phone (Area/Country/City Code) 

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 Fax (Area/Country/City Code) 

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E-mail 

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**GENERAL SPONSOR PACKAGE LEVELS**

**DIAMOND: \$30,000 – AFPM MEMBERS ONLY**

**PLATINUM: \$15,000 AFPM MEMBER  
\$17,500 NON-MEMBER**

**GOLD: \$10,000 AFPM MEMBER  
\$12,500 NON-MEMBER**

**SILVER: \$5,000 AFPM MEMBER  
\$7,500 NON-MEMBER**

**BRONZE: \$2,500 AFPM MEMBER  
\$5,000 NON-MEMBER**

**Mail, fax or e-mail to:**

AFPM  
Attn: Sponsorships  
1667 K Street NW  
Suite 700  
Washington, DC 20006

Phone: 202.457.0480  
Fax: 202.835.0467  
e-mail: sponsorships@afpm.org

**Payment:**

Amount 

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Credit Card Number 

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Exp Date 

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Card Holder Name (please print) 

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Signature 

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Billing Address if Different 

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City 

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 State 

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 Zip 

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 Country 

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