

2016 SPONSORSHIP OPPORTUNITIES

PROGRAM BENEFITS AND GENERAL PACKAGES FOR SPONSORSHIP AT AFPM MEETINGS



2016

BUILD YOUR BRAND WITH AFPM EVENT SPONSORSHIP OPPORTUNITIES.

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.

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.

GENERAL SPONSOR PACKAGES

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.)



ANNUAL MEETING

**MARCH 13 – 15, 2016
SAN FRANCISCO, CALIFORNIA**

2015 ATTENDANCE: 1,320

Sponsorship of the Annual Meeting is a great way to raise your visibility with key executives, decision-makers, and technical experts from the refining and petrochemical industry, technology providers, contracting and consulting firms, and equipment manufacturers around the world. The general session features industry luminaries discussing current issues that impact attendees. Past speakers have included General Michael Hayden, Former Director of the CIA and NSA and David Wasserman, House Editor, *The Cook Political Report*. Household names like Carly Fiorina and Dennis Miller have entertained and inspired at breakfast and luncheon sessions. In breakout sessions, leading industry experts share insights on evolving environmental, energy, regulatory and technical developments.

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

CONFERENCE SUPPORT SPONSORSHIPS*

AFPM Opening Reception	\$30,000
Annual Luncheon	\$30,000
Conference Program	\$20,000
Chairman's Reception (Members Only)	TAKEN
Conference Bag	\$15,000
Custom Room Keys	\$15,000
Networking Breaks (per day)	\$15,000
Hospitality Brochure	\$10,000
Mobile Device Charging Station (per unit)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$5,000
Technical Session Audio/Visual (per session)	\$2,500

THANK YOU TO OUR 2015 SPONSORS



* 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.



INTERNATIONAL PETROCHEMICAL CONFERENCE

**MARCH 20 – 22, 2016
DALLAS, TEXAS**

2015 ATTENDANCE: 2,884

If you're a petrochemical manufacturer you won't want to miss the opportunity to showcase your brand at the world's largest and most prestigious conference for the petrochemical industry. At the International Petrochemical Conference, recognized experts share insights and research affecting the petrochemical business with an emphasis on global competitiveness. Topics include: petrochemical markets, economics, politics and environmental issues. Recent high-profile speakers have included Charlie Cook, political analyst and publisher of *The Cook Political Report*, and Steve Wozniak, co-founder of Apple and Chief Scientist of Fusion-io.

GENERAL SPONSORSHIP PACKAGES

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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

CONFERENCE SUPPORT SPONSORSHIPS*

AFPM Opening Reception	\$50,000
International Petrochemical Luncheon	\$50,000
Conference Program	\$25,000
Custom Room Keys	TAKEN
Women in Petrochemicals Reception	TAKEN
Conference Bag	\$15,000
Petrochemical Leadership Luncheon (Members Only)	\$15,000
Hotel Room Drop**	\$15,000
General Session Audio/Visual (per session)	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Wireless Internet Access (plus cost)	\$5,000

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 **BASF**

The Chemical Company

**HYDROCARBON
PROCESSING[®]**


Reimagine tomorrow.





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

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- 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.



LABOR RELATIONS / HUMAN RESOURCES CONFERENCE

**APRIL 14 – 15, 2016
HOUSTON, TEXAS**

2015 ATTENDANCE: 155

If you're a leader in the LR/HR field, consider raising your visibility at this conference. The AFPM Labor Relations and Human Resources Committee crafts a program of speakers that cover topics such as: Labor Negotiations, Workplace Legislations, Regulatory Updates, Supervisory Leadership, Fitness for Duty, and Workforce Development. The format features speakers, panel discussions, interactive workshops, and breakout sessions on topics of interest to industrial relations and human resources personnel in the refining and petrochemical industry. Attendees come away with industry-specific information and best practices that they can put to use as soon as they return to the office.

GENERAL SPONSORSHIP PACKAGES

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- 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*

Conference Program	\$10,000
Reception – Thursday Evening	\$10,000
General Session Audio/Visual	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Breakout Session Audio/Visual (per session)	\$2,500
Hotel Room Drop**	\$2,500
Networking Breaks (per break)	\$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.



NATIONAL OCCUPATIONAL & PROCESS SAFETY CONFERENCE & EXHIBITION

MAY 17 – 18, 2016
SAN ANTONIO, TEXAS

2015 ATTENDANCE: 465

Sponsorship of the National Occupational and Process Safety Conference is a great way to demonstrate safety leadership. The conference features an overview of both occupational and process safety challenges and issues affecting refineries and petrochemical plants, along with practices, ideas and learning opportunities to improve safety performance. The exhibition, held as part of the conference, gives attendees the opportunity to meet and talk with representatives of companies offering a variety of safety-related services to the refining and petrochemical industries. The culmination of the meeting is the Safety Awards Event honoring the industry's safety achievements.

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

CONFERENCE SUPPORT SPONSORSHIPS*

Conference Program	\$10,000
Conference Bag	\$5,000
Custom Room Keys	\$5,000
General Session Audio/Visual (per day)	\$5,000
Luncheon Table Center Ad	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Breakout Session Audio/Visual (per session)	\$2,500
Hotel Room Drop**	\$2,500
Networking Breaks (per break)	\$2,500

THANK YOU TO OUR 2015 SPONSORS



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**One comprehensive room drop including all sponsor literature will be delivered on the evening before the first conference session.



RELIABILITY & MAINTENANCE CONFERENCE & EXHIBITION

**MAY 24 – 27, 2016
SAN ANTONIO, TEXAS**

2015 ATTENDANCE: 1356

To raise your visibility as a leader in reliability best practices, consider sponsoring the Reliability & Maintenance Conference. This 3-day program includes keynote addresses, technical and management presentations, discussion groups, structured question and answer sessions, and an exhibition of products and services. Presentations focus on improving reliability in the refining and petrochemical industries, covering topics such as effective maintenance organization, productivity, equipment reliability, health and safety, training, environmental control, predictive/preventive maintenance, maintenance and engineering standards, inspection, procurement, and innovative reliability technology. The exhibition, held as part of the conference, gives attendees the opportunity to meet with representatives from companies offering a variety of goods and services to the refining and petrochemical industries.

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

CONFERENCE SUPPORT SPONSORSHIPS*

General Session	\$15,000
Conference Bag	\$10,000
Custom Room Keys	\$10,000
Luncheon Table Center Ad	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Networking Breaks (per break)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$5,000
Technical Session Audio/Visual (per session)	\$2,500

CONFERENCE DIRECTORY ADVERTISING

Outside Back Cover Ad	\$3,500
Inside Back Cover Ad	\$3,000
Full Page Color Ad	\$2,500

EXHIBIT HALL

Exhibit Hall Aisle Sign	\$500 Member \$1,000 Non-member
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THANK YOU TO OUR 2015 SPONSORS





CAT CRACKER SEMINAR

**AUGUST 23 – 24, 2016
HOUSTON, TEXAS**

2014 ATTENDANCE: 568

This bi-annual 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 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.

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

CONFERENCE SUPPORT SPONSORSHIPS*

Conference Program	\$10,000
Conference Bag	\$5,000
Custom Room Keys	\$5,000
Luncheon Table Center Ad	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Hotel Room Drop**	\$2,500
Networking Breaks (per break)	\$2,500
Technical Session Audio/Visual (per session)	\$2,500

THANK YOU TO OUR 2014 SPONSORS

 **BASF**
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Q&A AND TECHNOLOGY FORUM

SEPTEMBER 26 – 28, 2016
BALTIMORE, MD

2015 ATTENDANCE: 828

As the industry's most comprehensive and interactive meeting on refinery operations and process technology, the Q&A and Technology Forum is a great venue to showcase your expertise with a sponsorship. The Q&A Sessions feature panels of industry experts from refining companies and technology providers who respond to questions and engage attendees in lively discussions of today's tough issues. The Principles & Practices Sessions are discussion-oriented sessions, primarily designed for the engineer whose overall operating experience is less than 20 years. The Plant Automation/Decision Support Sessions address the latest developments in supply chain management, industrial control systems security, process control, plant automation, and the supporting information technology systems. New in 2015, Cybersecurity Day focused on the importance of cybersecurity in today's refining and petrochemical industries. The Tabletop Exhibition showcases catalyst, chemical, and technology providers, engineering companies, licensors, and other industry suppliers in one convenient location.

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

CONFERENCE SUPPORT SPONSORSHIPS*

Q&A Kick-off Networking Event	TAKEN
Conference Bag	\$15,000
Conference Program	\$15,000
Custom Room Keys	\$10,000
Hospitality Brochure	\$5,000
Luncheon Table Center Ad	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Networking Breaks (per break)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$5,000
Session Audio/Visual	\$2,500

THANK YOU TO OUR 2015 SPONSORS



*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.



ENVIRONMENTAL CONFERENCE

**OCTOBER 16 – 18, 2016
NEW ORLEANS, LOUISIANA**

2015 ATTENDANCE: 367

Sponsorship of the Environmental Conference, which focuses on regulatory and policy issues at the plant level, is an opportunity to raise awareness for your commitment to environmental performance. The meeting format consists of both technical presentations and Q&A sessions with industry experts from refining and petrochemical companies. The sessions are designed to address the impacts of various environmental regulations on refineries and petrochemical plants and to provide solutions and compliance mechanisms for a facility. A poster session highlights technologies and systems developed or used by organizations to improve environmental compliance and controls.

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

CONFERENCE SUPPORT SPONSORSHIPS*

Conference Program	\$10,000
Committee Dinner	\$6,000
Luncheon (per day)	\$6,000
Poster Session Reception	\$6,000
Conference Bag	\$5,000
Custom Room Keys	\$5,000
General Session Audio/Visual (per session)	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$2,500
Networking Breaks (per break)	\$2,500

THANK YOU TO OUR 2015 SPONSORS



*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.



INTERNATIONAL LUBRICANTS & WAXES CONFERENCE

NOVEMBER 10 – 11, 2016
HOUSTON, TEXAS

2015 ATTENDANCE: 135

Raise awareness for your company's expertise with a sponsorship of the International Lubricants & Waxes Conference. The conference focuses on technical, regulatory and environmental issues and their implications for refiners and petrochemical manufacturers. A combination of general session speakers and panel discussions provides technical experts and marketing representatives a chance to review and discuss the latest developments in lubricants, fuels and waxes. Attendees also have excellent networking opportunities over the course of the 2-day event.

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

CONFERENCE SUPPORT SPONSORSHIPS*

Conference Program	\$5,000
Mobile Device Charging Station (per unit)	\$5,000
Reception – Thursday	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$2,500
Networking Breaks (per break)	\$2,500
Session Audio/Visual (per session)	\$2,500

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CONFERENCE SUPPORT SPONSORSHIP ITEMS*

CONFERENCE PROGRAM



Ad on inside front cover



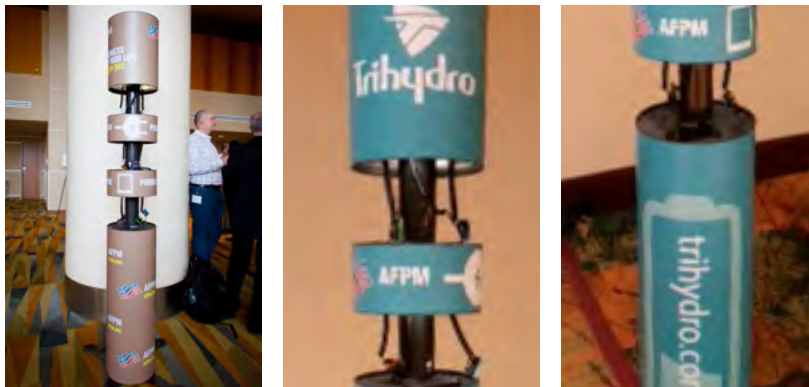
Logo on outside back cover

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.

