

## 2017 SPONSORSHIP OPPORTUNITIES

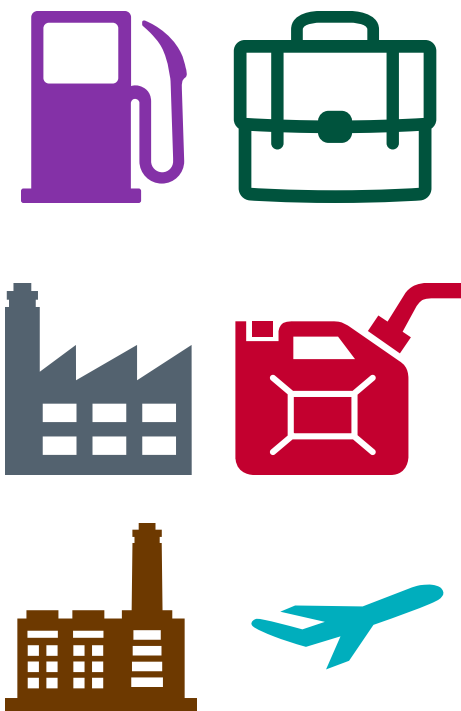
## PROGRAM BENEFITS AND GENERAL PACKAGES FOR SPONSORSHIP AT AFPM MEETINGS



AECOM · ALLEGRO INDUSTRIES · ALLIED BARTON · ARGUS · ATHLON SOLUTIONS · BAKER HUGHES · BASF · BARR INDUSTRIES · BROCK · BURNS MCDONNELL · CB&I · CH2MHILL · CHEMICAL INTELLIGENCE · CRYSTAPHASE · DORF KETAL · DOUHSARS · DUPONT · ERM · EVERGREEN INDUSTRIAL SERVICES · EXXONMOBIL · FLUOR · G4S · GALLOP · TOWER FIELD SERVICES · GLOVE GUARD ·



## WORKING TOGETHER IS SUCCESS



HALDOR TOPSOE · HARGROVE ENGINEERS + CONSTRUCTORS · HONEYWELL · ICIS · JCL SAFETY SERVICES LLC · KATTEN · KP ENGINEERING · LYONDELLBASELL · MISTRAS · NEXANT · RAMBOLL ENVIRON · SAGE ATC · S&P GLOBAL PLATTS · SABIN METAL CORPORATION · SCHEDULE PRO · SECURITAS · SIEMENS · SNC-LAVALIN · SOLENIS · TECHNIP · TESORO · TRC · TRICORD CONSULTING · TRIHYDRO · TRINITY CONSULTANTS · VEOLIA · WESTLAKE CHEMICAL · ZEECO

The ultimate success for any relationship comes from working together. That's why AFPM is firmly committed to working with you to make AFPM meeting sponsorship a must-have marketing initiative.

As **the trade association for American petroleum refiners and petrochemical manufacturers**, our members include:



**119**

REFINERIES



**120**

PETROCHEMICAL  
FACILITIES



**HUNDREDS**

INDUSTRY CONTRACTORS  
AND SERVICE COMPANIES

Throughout the year, AFPM members gather at **nine different events** that offer **more than 150 touchpoints** to engage with potential customers, business partners, and industry influencers.

Make AFPM meeting sponsorship part of your marketing plan and we'll work with you to establish a compelling presence and build an integrated campaign. Capture the attention of key industry players and put your organization at the center of important industry developments.

We have lots of ideas to help you maximize your ROI and make your mark – like signature cocktails, an interactive photo capture experience, floor graphics, and even social media vending machines. Achieve your marketing goals with a range of sponsorship levels designed to fit any budget, or get creative with custom options.

Let's work together to help you make a memorable impression at these premier gatherings.



**“COMING TOGETHER IS THE  
BEGINNING; KEEPING TOGETHER  
IS PROGRESS; WORKING  
TOGETHER IS SUCCESS.”**

**— HENRY FORD**



**PETROCHEMICAL  
FACILITIES**



**REFINERIES**



**AFPM 2017  
MEETINGS**

# GENERAL SPONSOR PACKAGES

Every meeting offers:

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

**Pricing for General Sponsor Packages can be found on each conference page.**

## **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.

## **BRONZE**

- 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
- If exhibiting at NSC, RMC, CAT, or QA floor sticker in exhibit hall noting sponsor level

## **SILVER**

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

## **GOLD**

- Silver benefits plus:
- 1 Additional complimentary registration (2 total)
- Pre-event exposure on the meeting website with your company name and 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**

- Gold benefits plus:
- 1 Additional complimentary registration (3 total)
- Recognition in all meeting eMarketing campaigns

## **DIAMOND**

- 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)

# LABOR RELATIONS / HUMAN RESOURCES CONFERENCE

APRIL 27-28  
SAN ANTONIO, TEXAS

2016 ATTENDANCE: 167

Eight different sessions allow you to connect with industrial relations and HR personnel in the refining and petrochemical industry. Use unique opportunities, like the First Timers Breakfast, to position your organization as an expert in navigating the workforce challenges and opportunities the industry faces.

## GENERAL SPONSORSHIP PACKAGES

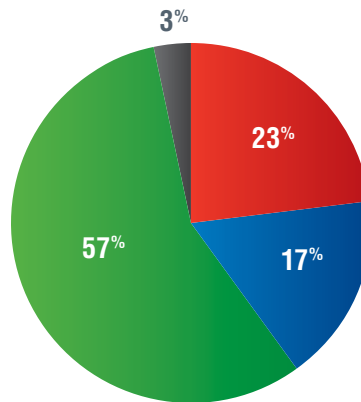
**Diamond:** \$10,000 Members Only  
**Platinum:** \$7,500 Mem. / \$8,500 Non-member  
**Gold:** \$5,000 Mem. / \$6,000 Non-member  
**Silver:** \$3,500 Mem. / \$4,500 Non-member  
**Bronze:** \$2,500 Mem. / \$3,500 Non-member

## CONFERENCE SUPPORT SPONSORSHIPS\*

Conference Bags	\$6,000
Luncheon	\$5,000
Audio/Visual Sponsor	\$5,000
Conference Notepads/Pens	\$5,000
Conference Program	\$5,000
Conference Reception	\$5,000
Custom Room Keys	\$5,000
Individual Charging Packs	\$5,000
Networking Breaks (per day)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Hotel Room Drop**	\$2,500

## ATTENDEE JOB FOCUS

23% HUMAN RELATIONS  
 17% LABOR RELATIONS  
 57% I DO BOTH  
 3% OTHER



## THANK YOU TO OUR 2016 SPONSOR

schedulePRO

\* 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\*

## 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 a speaker for the session.



\*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 BAGS

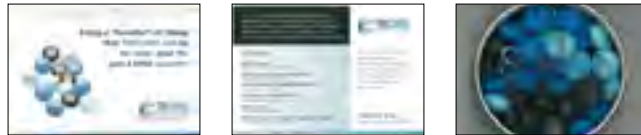
Your logo is prominently placed on this takeaway item. Co-branded with AFPM's logo, this quality bag will be used far after the conference ends. Upgrades available.



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 provided 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). Upgrades available.



# CONFERENCE SUPPORT SPONSORSHIP ITEMS\*

## LUNCHEONS

Seen as a high profile event, this luncheon brings together the attendees for one more face to face networking opportunity. Your company will have one table in the front to invite your favorite customers. In addition, an opportunity to share collateral with all the attendees is offered.



## RECEPTIONS

Engagement through face to face networking has the highest rate of return on dollars spent. Being the most visible company at the networking event of the conference will make you stand out in the attendees mind. Engage the leaders of the industry in business questions as they gather for tasty treats and beverages. Your logo will be prominently displayed on signage and we encourage you to provide items with your logo to enhance brand awareness. Upgrades available.



## 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 delivered to all registrants.



## WIRELESS INTERNET ACCESS

Instead of draining the attendees 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.



# AFPM.ORG CONTEXTUAL ADVERTISING

Based on the AFPM content classification index, ad campaigns are placed in a vertical 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 RATED AND FREQUENCY			
				3X	6X	9X	12X
MEETINGS	5,000	7,500	12,500	\$6,750	\$12,700	\$18,315	\$24,825
MEETINGS – IPC	3,500	2,000	5,500	\$4,500	\$8,005	\$11,580	\$12,725
MEETINGS – ANNUAL	3,500	2,000	5,500	\$4,500	\$8,005	\$11,580	\$12,725
MEETINGS – RMC	3,000	2,000	5,500	\$4,500	\$8,005	\$11,580	\$12,725
WORKFORCE	2,500	3,000	5,500	\$3,500	\$6,005	\$8,580	\$12,725
WORKFORCE – ESP	1,000	4,500	5,500	\$3,500	\$6,005	\$8,580	\$12,725
OUTREACH	1,500	4,000	5,500	\$3,500	\$6,005	\$8,580	\$12,725
DIGITAL	2,000	3,500	5,500	\$3,500	\$6,005	\$8,580	\$12,725
BLOG	3,000	2,500	5,500	\$3,500	\$6,005	\$8,580	\$12,725
INDUSTRY 101	3,000	2,500	5,500	\$3,500	\$6,005	\$8,580	\$12,725
NEWS	1,000	4,500	5,500	\$3,500	\$6,005	\$8,580	\$12,725
SAFETY	1,000	4,500	5,500	\$3,500	\$6,005	\$8,580	\$12,725

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

### CURRENT LOCATION

RIGHT COLUMN OF THE PAGE

### DIMENSIONS

300X250 (MEDIUM RECTANGLE)

### 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 2017 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 Base Oils & Waxes Conference (LW)

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

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### Contact Information:

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Name

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Title

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Company

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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  
1667 K Street NW  
Suite 700  
Washington, DC 20006

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

### Payment:

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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 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.

## PRESS DISPLAY APPLICATION FORM

I would like to register to display my publication at an AFPM Meeting. I understand that for a fee of \$2,500 (two thousand five hundred dollars), I will be provided:

- One display panel for my publication located in a high-visibility area;
- My publication's name listed as a conference supporter in the Final Program;
- My publication's name highlighted on AFPM's Web site with a link to my Web page; and
- One complimentary registration for a member of my management, marketing, or sales staff.



Isometric View

Select which meeting you would like to display your publication at:

- Annual Meeting (AM)
- International Petrochemical Conference (IPC)
- Reliability & Maintenance Conference & Exhibition (RMC)
- Q&A and Technology Forum (QA)

### Step 1: Please provide the following information.

Name

Title

Company

Publication Name

Address

Address

City

State

Zip

Country

Phone (Area/Country/City Code)

Fax (Area/Country/City Code)

E-mail

### Step 2: Payment information.

Amount

Credit Card Number

Exp Date

Card Holder Name (please print)

Signature

Billing Address if Different

City

State

Zip

Country

### Step 3: Return this form.

Fax: 202.457.0486 (Attn: Colleen Van Gieson)

E-mail: [cvangieson@afpm.org](mailto:cvangieson@afpm.org)



**AFPM**

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