

# AFPM 2018 SPONSORSHIP OPPORTUNITIES

PROGRAM BENEFITS AND GENERAL PACKAGES  
FOR SPONSORSHIP AT AFPM MEETINGS

[AFPM.ORG/CONFERENCES](http://AFPM.ORG/CONFERENCES)



**AFPM**



# EXPANDING YOUR REACH

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

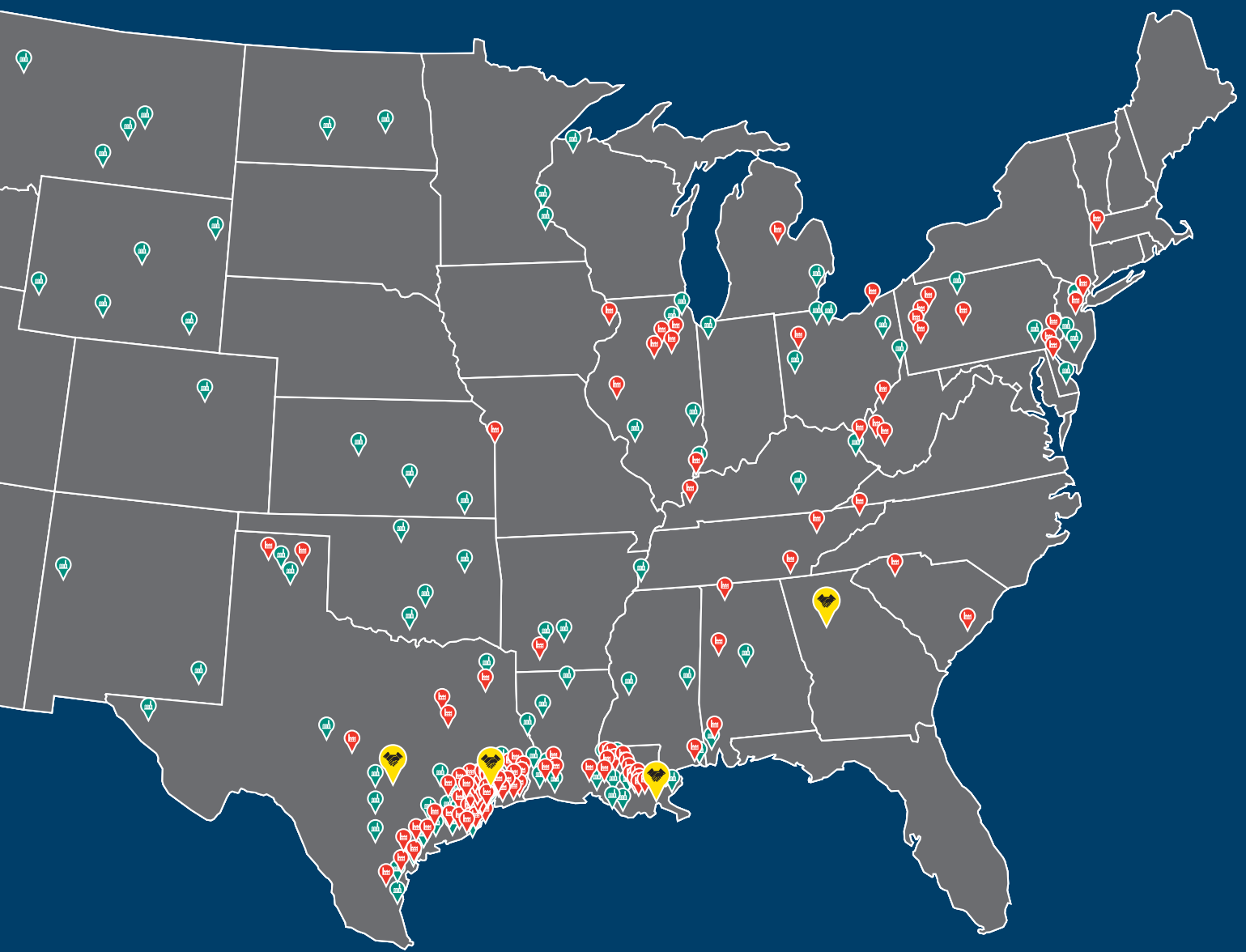
AFPM members include 97% of the U.S. refining capacity and represent 365 technology advanced facilities. The refining and petrochemical members of AFPM directly and indirectly support over 5.5 million jobs. Together, they contribute more than \$830 billion to our economy. AFPM members support the communities 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 <b>six</b> comp registrations and <b>six</b> of the below benefits	Platinum sponsors get <b>three</b> comp registrations and <b>four</b> of the below benefits	Gold sponsors get <b>two</b> comp registrations and <b>three</b> of the below benefits	Silver sponsors get <b>one</b> comp registration and <b>two</b> of the below benefits	Bronze sponsors get <b>one</b> 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.

# ENVIRONMENTAL CONFERENCE

OCTOBER 14-16, 2018  
SAN ANTONIO, TEXAS

2017 ATTENDANCE: 371

Raise awareness for your commitment to environmental performance with hundreds of attendees. You have 8 different touchpoints, including a unique Poster Session, to get creative and highlight your organization's leadership in environmentally sound manufacturing practices.

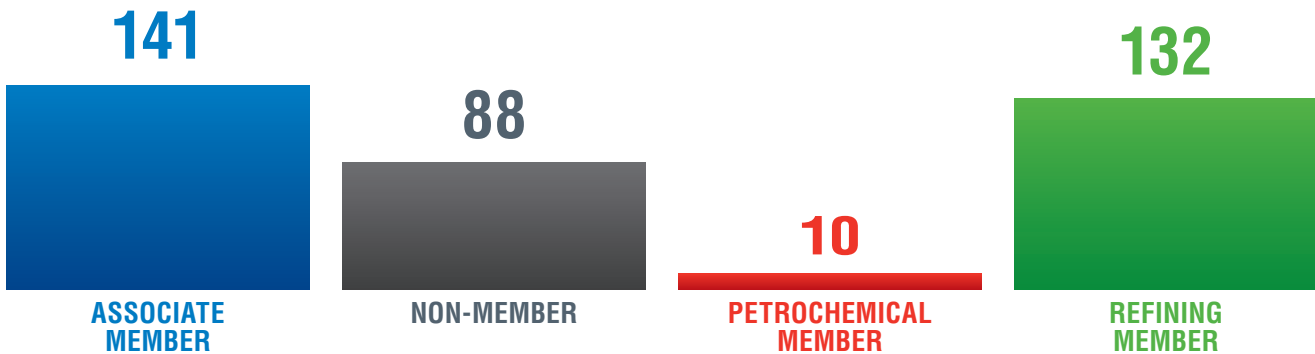
## GENERAL SPONSORSHIP PACKAGES

- 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\*

Conference Program	\$10,000
Conference Bags	\$8,000
Conference Notepads/Pens	\$7,500
Poster Session Reception	\$7,500
Environmental Committee Dinner	\$6,000
Luncheon (per day)	\$6,000
Custom Room Keys	\$5,000
Individual Charging Packs	\$5,000
Networking Breaks (per day)	\$5,000
Wireless Internet Access (plus cost)	\$5,000
Audio/Visual (per session)	\$3,500
Charging Cords	\$3,500
Hotel Room Drop**	\$3,000

## ATTENDEE PROFILE



## THANK YOU TO OUR 2017 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.

# 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 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).



# 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:

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## General Sponsorship Benefit Selection:

1. 

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2. 

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3. 

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4. 

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5. 

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6. 

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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 

---

Phone (Area/Country/City Code) 

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 Fax (Area/Country/City Code) 

---

E-mail 

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## 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:

Amount 

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Credit Card Number 

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Exp Date 

---

Card Holder Name (please print) 

---

Signature 

---

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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## Note

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



**AFPM**

American  
Fuel & Petrochemical  
Manufacturers

1667 K Street, NW  
Suite 700  
Washington, DC  
20006

202.457.0480 voice  
202.457.0486 fax  
afpm.org

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