

American Fuel & Petrochemical Manufacturers Sponsor Opportunities

RELIABILITY & MAINTENANCE CONFERENCE

May 21 – 24, 2013

Orlando World Center Marriott, Orlando, FL

Sponsorships of AFPM meetings allow you to promote your organization and increase your brand recognition to an audience of professionals in the hydrocarbon processing industry in several different disciplines. From upper level company executives and senior management at our Annual Meeting to plant level decision-makers at our trade shows, AFPM offers you the chance to market your company to the audience you're looking for. Align your company with some of the leading educational events for the refining and petrochemical industries and receive unparalleled exposure.

BENEFITS FOR SPONSORS

All event sponsors, with the exception of the show directory & exhibit hall signs, receive:

- Pre-event exposure on the event website with your company logo (for Platinum, Gold, Silver & Bronze levels) or company name (Conference level*) on the Sponsor tab of the appropriate meeting's registration website with a link to your company's site
- On-site exposure through verbal acknowledgement in session, as appropriate, or logo on slide during event or session.
- Inclusion in the printed on-site Conference Program
- On-site Recognition in signage in registration area and/or at your sponsored activity
- Level appropriate Sponsor Ribbon on all company representatives' badges
- Pre and post attendee lists with mailing addresses (pre list is distributed 30 days prior to the conference.)

Show Directory Advertising

Over 1,500 attendees will refer to the program each day to find out where they need to be and when. Gain marketing exposure and branding opportunities through advertising. The Show Directory is a 5.5" x 9" spiral bound directory with divider tabs. In addition to program information, the document includes sections with alphabetical exhibitor information (contact, address, phone, email, etc.), product/service category listing, floor plan, etc. All registrants receive a copy. It will be used as a buying resource for months to come. Your company text listing is complimentary with your booth fee as in past years but additional advertising opportunities are available under this format.

- Sponsor to provide advertisement by March 22, 2013 and logo in specific format. For complete ad specs, [click here](#).

Full color ad on outside back cover-\$3,500 (1 opportunity available)

Full color ad on inside back cover-\$3,000 (1 opportunity available)

Ad on "tab" page-\$2,500 (16 opportunities available)

RMC Sponsorship Levels

Platinum Sponsorship-\$20,000 member rate/\$30,000 non-member rate (1 opportunity available)

Benefits:

- Exclusive sponsorship of the General Session.

General Session featuring Alan Thicke- Alan Thicke is best known as the lovable dad, “Jason Seaver,” from the ABC hit television series, Growing Pains. Be recognized as the sponsor for this year’s Keynote Session. As the attendees file in and out of the general session, have your logo be the first and last thing they see. As the general session sponsor, you’ll also receive recognition from the presenter in addition to signage outside the general session room.

Additional Benefit:

- Three complimentary conference registrations to RMC

Gold Sponsorship-\$10,000 member rate/\$20,000 non-member rate (3 opportunities available)

Benefits:

- Exclusive sponsorship of the conference bag, custom room keys, or wireless internet access.

Conference Bag - The event’s most highly visible item, with your brand!

Custom Room Keys - Your company name and logo are printed on each room key given to meeting attendees staying at the host hotel in Orlando. An estimated 800 guests will receive your keys.

Wireless Internet Access - Provide wireless access to all meeting attendees in the conference meeting room area. Attendees would be directed to your company home page upon connecting.

Additional Benefit:

- Two complimentary conference registrations to RMC

Silver Sponsorship-\$5,000 member rate/\$10,000 non-member rate

Benefits:

- Sponsorship of the email stations, electronic charging station, water cooler, elevator monitor, networking breaks, lunch table placemats, or a one-time promotional material hotel room drop.

Email Stations (1 opportunity available) - Five internet stations are located in the AFPM registration area for registrants to check email with home page default setting to your website on each computer.

Electronic Charging Station (1 opportunity available) - Have you ever been at a meeting and realized your cell phone or other electronic device battery was just about drained. Save the day by sponsoring a charging station in the AFPM registration area. Cords and outlets to charge nearly any electronic device will be available with your company logo prominently displayed on the kiosk.

Water Cooler (1 opportunity available) - Water coolers will be placed in high traffic areas. Your company logo will be displayed on the water coolers marquee. Sponsor may supply their own cups or water bottles (at their own expense) to be placed next to water cooler.

Elevator Monitor (4 opportunities available) - Have your still image marketing message displayed for the whole week on nine of the elevators in the main area of the hotel.

Networking Breaks (8 opportunities available: Wed early, Wed morning, Wed afternoon, Thurs early, Thurs morning, Thurs afternoon, Fri early, Fri morning) - Your company brand is displayed prominently during refreshment breaks throughout the day. A display table for your collateral material is provided. You may provide disposable cups, and/or napkins with your logo to be used at the coffee break.

Lunch Table Placemats (1 opportunity available) – Your company logo will be displayed on a placemat at the center of all of the luncheon tables in the exhibit hall.

Hotel Room Drop (unlimited opportunities available) – Have your marketing message or booth promotion dropped outside the door of each registered attendees' hotel room at the Orlando World Center Marriott. Upgrade to have your item placed inside the room for just \$1000 more. All room drops must be submitted to AFPM for approval prior to printing.

Additional Benefit:

- One complimentary conference registration to RMC

Bronze Sponsorship - \$2,500 member rate/\$5,000 non-member rate

Benefits:

- Sponsorship of a/v at a specified technical session or email communications.

Technical Session Audio/Visual (11 opportunities available: 6 different tracks on Wed or 5 different tracks Thurs)- As the attendees file in and out of the sessions, have your logo be the first and last thing they see. As a session sponsor, you'll also receive recognition from the presenter in addition to signage outside the breakout room.

Email Communication Sponsor (3 opportunities available) - Have your company name with a hyper-link to your website as the tag line on two of the pre-meeting email announcements to the full AFPM mailing list for that meeting.

Conference Sponsorship - \$1,000 member rate/\$2,000 non-member rate

New this year, the Conference Sponsorship is our most inexpensive sponsorship and is perfect for the company that wishes to have their name listed in support of the meeting, but does not wish to sponsor a conference event or conference support item. The benefits listed on page 1 are those of the Conference Level sponsorship.

Exhibit hall aisle signs - \$500 Member/\$1,000 Non-Member (9 opportunities available)

Display your company's logo on an aisle sign on the trade show floor. AFPM will make every effort to have your aisle sign in the row of your booth to direct even more traffic to you. This is an exclusive opportunity for exhibitors only!

MEMBER PRIORITY DEADLINE: All sponsorships will be assigned on a first-requested first-assigned basis, with AFPM Member companies receiving priority for sponsorships until 60 days prior to the event. At that time, any remaining sponsorships will be assigned on a first-come, first-served basis, including non-member companies.

To be listed in the on-site program, sponsorship must be secured by April 15.

Reliability & Maintenance Conference Sponsor Order Form

- Sponsor benefits do not begin until payment in full is received by AFPM.
- Please send your company logo in a .png, or .jpg file format to Sponsorships@afpm.org to be used for recognition purposes as outlined in the sponsorship benefits.
- Please send the url to your company website that you wish to have linked to your logo or company name on the AFPM meeting page.

	Sponsor Level	Opportunity	Member	Non-Member
	Platinum	General Session	\$20,000	\$30,000
	Gold	Conference Bag	\$10,000	\$20,000
	Gold	Custom Room Keys	\$10,000	\$20,000
	Gold	Wireless Internet Access	\$10,000	\$20,000
	Silver	E-mail Station	\$5,000	\$10,000
	Silver	Electronic Charging Station	\$5,000	\$10,000
	Silver	Water Cooler	\$5,000	\$10,000
	Silver	Elevator Monitor	\$5,000	\$10,000
	Silver	Networking Breaks – Select the break(s) you wish to sponsor below	\$5,000/break	\$10,000/break
	Silver	Lunch Table Placemats	\$5,000	\$10,000
	Silver	Hotel Room Drop	\$5,000	\$10,000
	Silver	Hotel Room Drop - Upgrade	\$6,000	\$11,000
	Bronze	Technical Session Audio/Visual Select which session(s) you wish to sponsor below	\$2,500/session	\$5,000/session
	Bronze	E-mail Communication Sponsor	\$2,500	\$5,000
	Conference		\$1,000	\$2,000

Networking Break(s)

- Wednesday early
 Wednesday mid-morning
 Wednesday afternoon
 Thursday early
 Thursday mid-morning
 Thursday afternoon
 Friday early
 Friday mid-morning

A/V Session(s)

- Wednesday**
 Turnaround
 Reliability
 Maintenance
 Mechanical Integrity
 Analyzers Electrical
 Equipment
 The Next Generation

A/V Session(s)

- Thursday**
 Turnaround
 Reliability
 Maintenance
 Mechanical Integrity
 Analyzers Electrical
 Equipment

Conference Directory Advertising Opportunities

	Outside Back Cover Ad	\$3,500
	Inside Back Cover Ad	\$3,000
	Tab Ad	\$2,500

Exhibit Hall Aisle Sign

	Indicate which Aisle, if you have a preference [subject to availability, preference not guaranteed]:	\$500 – Member	\$1,000 – Non-Member
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DEADLINE FOR INCLUSION IN PROGRAM MATERIALS:

To be listed in the on-site program, sponsorship must be secured by April 15.

** All room drops must be submitted for approval to AFPM before printing.

Fax along with the Sponsor Application Form (see p. 4) to 202-835-0467.

American Fuel & Petrochemical Manufacturers



2013 Sponsorship Application Form

Please complete the form below and send with the appropriate Sponsor Order Form to one of the following:

- For credit card payment: Fax to AFPM Convention Services at 202-835-0467
- For request to invoice: Scan and e-mail to Sponsorships@afpm.org

Meeting: _____

Name: _____

Company: _____

Address: _____

City/State/Zipcode: _____

Phone: _____ E-mail: _____

I, _____, hereby agree to the responsibility of the sponsorship above and to pay AFPM the amount in full prior to the event I am sponsoring. Sponsorship benefits do not begin until payment is received.

Signature: _____

- Invoice me
- Pay by credit card

Payment Amount: _____

Name on card: _____

Credit Card Number: _____ Exp: _____

Signature: _____

Billing Address: Same as above
if different from above:

Address: _____

City/State/Zipcode: _____

For credit card payment: Fax to Katharine Nesslage at 202-835-0467

For request to invoice: Scan and e-mail to Sponsorships@afpm.org