

## 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.

## 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**

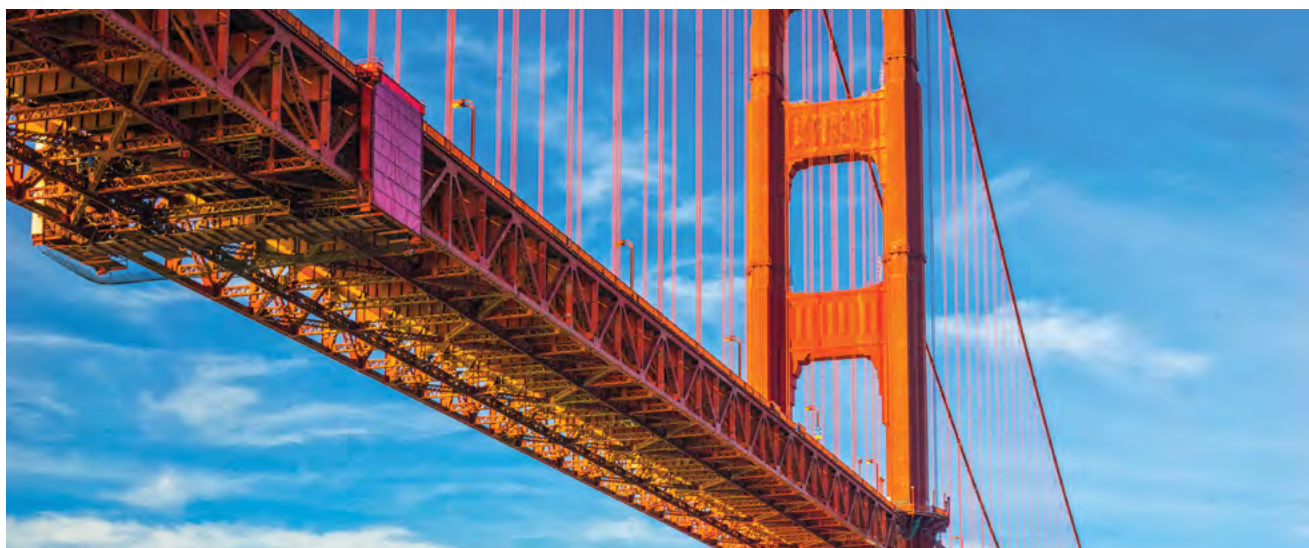
- Silver benefits plus:
- 1 Additional complimentary registration (2 total)
- Pre-event exposure on the Sponsor tab of the specific meeting website with your company name with a link to your company's site
- On-site exposure through verbal acknowledgement in session, as appropriate, or logo on slide 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.)



# 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

 ALBEMARLE®

 Athlon  
Solutions

 aspentech

 BAKER  
HUGHES

 **BASF**  
The Chemical Company

 BURNS & McDONNELL

 CBI

 DORF KETAI

 FLUOR®

 GRACE  
Catalysts Technologies

 GULFSPAN  
INDUSTRIAL LLC

 Honeywell

 HYDROCARBON  
PROCESSING

 ICIS

 ارامكو السعودية  
Saudi Aramco

 Schneider  
Electric

 SOLENIS  
Strong bonds. Trusted solutions.

 Technip

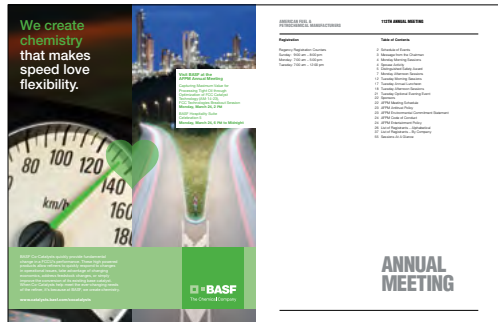
 TESORO

 WOOD GROUP  
MUSTANG



# CONFERENCE SUPPORT SPONSORSHIP ITEMS\*

## CONFERENCE PROGRAM



Ad on inside front cover



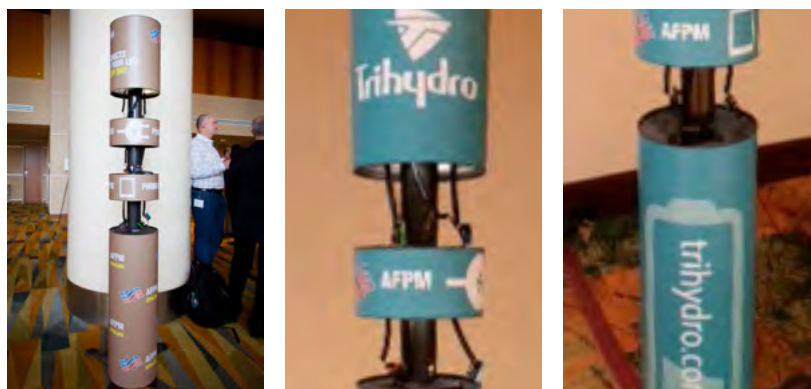
Logo on outside back cover

## 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



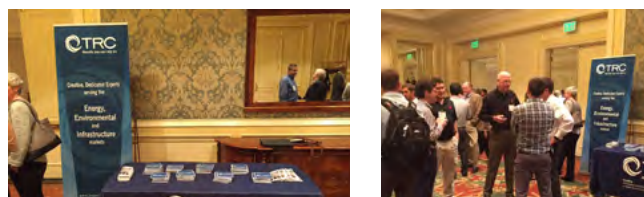
Front



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

Title

Company

Address

Address

City

State

Zip

Country

Phone (Area/Country/City Code)

Fax (Area/Country/City Code)

E-mail

### 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](mailto:sponsorships@afpm.org)

### Payment:

Amount

Credit Card Number

Exp Date

Card Holder Name (please print)

Signature

Billing Address if Different

City

State

Zip

Country