

Houston, Texas  
Royal Sonesta Hotel  
August 23-24, 2016

### What is the Cat Cracker Seminar?

The AFPM Cat Cracker Seminar is a biannual meeting which focuses on the operations and reliability challenges that are specific to FCC process units. Although it began as a maintenance meeting, the Seminar has evolved into a comprehensive program that covers FCCU reliability, regulations, equipment technology, refractory, and process technology. The program utilizes discussion-driven workshops and a Q&A forum to share insights into smarter, safer and more reliable FCCU operations.

The Seminar includes a tabletop exhibition for equipment and service providers that specialize in the needs of FCCU's. Exhibitors are given 4.5 hours in the 1 1/2 day program to meet with attendees.

The 2014 Seminar had 190 decision makers from 37 domestic and international refining companies. A total of 87 refineries were represented at the meeting.

You can count on The Cat Cracker Seminar to deliver a well-focused FCCU audience at a reasonable cost.

### Who is AFPM?

American Fuel & Petrochemical Manufacturers, formerly the National Petrochemical & Refiners Association, is an organization with a proud 114-year history of serving America. We adopted our new name in January 2012 to better describe who we are and what we do.

AFPM is a trade association representing high-tech American manufacturers of virtually the entire U.S. supply of gasoline, diesel, jet fuel, other fuels and home heating oil, as well as the petrochemicals used as building blocks for thousands of vital products in daily life.

AFPM represents 80 regular member companies, encompassing nearly all of the petroleum refiners and petrochemical manufacturers in the United States. Membership also consists of international refining and manufacturing entities, as well as domestic and foreign companies which have special interests in petroleum refining and petrochemical manufacturing, while

not operating the refineries or facilities themselves.

### How to Reserve a Tabletop

You may either complete the attached application and fax to (202) 835-0467 or complete your application [online](#) by visiting the Cat Cracker Seminar website. Click on the link to the Online Exhibitor Application under the "Exhibitor" tab for further instructions. If you do not have a username and password for the AFPM website, please email [cat@afpm.org](mailto:cat@afpm.org) or call 202-457-0480.

### Interested in Membership?

Please contact AFPM at 202-457-0480 or [membership@afpm.org](mailto:membership@afpm.org).

### Tabletop Information

#### Move-In Hours

Tuesday, August 23  
7:00 am – 10:30 am

#### Move-Out Hours

Wednesday, August 24  
1:30 pm – 4:00 pm

### Sponsorships

Show your support for the industry. Contact Colleen Van Gieson for sponsorship opportunities at (202) 457-0480 or [sponsorships@afpm.org](mailto:sponsorships@afpm.org).

### Space Assignments

Member companies who submit their contracts by June 24, 2016 will receive priority processing for entry into the show and assignment of tabletop location. After June 24, tables will be assigned on a first-come, space available basis. This year's floor plan consists of 63, 8' tabletops.

After space is assigned, a confirmation will be sent to the exhibitor with tabletop assignment. The AFPM reserves the right to make necessary changes in assigned tabletop locations for the benefit of exhibitors and the betterment of the entire meeting.

### Display Information

Tabletops should consist of very simple displays. Elaborate demonstrations will not be possible. Electrical services will be available at a cost to the exhibitor. Appropriate order forms will be sent with the confirmation. Security will be provided, but valuable equipment such as laptops should be removed from the tabletop area when the displays are not open.

AFPM will provide:

- 1, 8'x30" skirted table
- 1, 7"x44" table sign with company name and space number
- Attendee lists (including full mailing addresses prior to and after the conference).

### Fees

Tabletop fees are listed below. These fees do **NOT** include any complimentary exhibitor registrations or passes. All exhibit personnel working the show must register for the conference using full registration as outlined below. This method will allow you to better manage your budget and personnel and also afford you the convenience of registering and reserving your hotel rooms on-line. The floor plan on page 5 indicates the location of the tabletops and food service areas. Locations are believed to be accurate, but are not guaranteed.

#### Tabletop fees:

Member	\$550.00/table
Non-member	\$1,000.00/table

Please apply [online](#) or fax the completed Tabletop Application to Katharine Nesslage, (202) 835-0467.

#### Registration fees:

	Before July 25	After July 25
Members	\$900.00	\$1,000.00
Nonmembers	\$1,500.00	\$1,600.00

Click [here](#) to register for the conference!

### Schedule of Events

#### Tuesday, August 23, 2016

8:00 am-6:00 pm	Registration Open
7:00 am-10:30 am	Tabletops Move In/Set-Up
9:00 am-11:00 am	General Session
11:00 am-12:30 pm	Lunch/ <b>Tabletop Displays Open</b>
12:30 pm-2:30 pm	Q&A Session
2:30 pm-2:45 pm	Break
2:45 pm-4:30 pm	Q&A Session
4:30 pm-6:00 pm	Reception/ <b>Tabletop Displays Open</b>

#### Wednesday, August 24, 2016

7:30 am-2:00 pm	Registration Open
7:30 am-8:00 am	Morning Coffee
8:00 am-8:50 am	4 Concurrent Workshops

8:50 am-9:00 am	Refreshment Break
9:00 am-9:50 am	4 Concurrent Workshops
10:00 am-10:50 am	Refreshment Break
11:00 am-11:50 pm	4 Concurrent Workshops
11:50 pm-1:20 pm	Lunch/ <b>Tabletop Displays Open</b>
1:20 pm-3:10 pm	4 Concurrent Workshops
1:30 pm-4:00 pm	Tabletop Displays Tear-Down/Move-Out

### Tabletop Rules & Regulations Part I

These rules and regulations, and all text in this Exhibitor Application, are to be construed as part of all tabletop contracts. AFPM reserves the right to interpret them as well as make final decisions on all points which the rules and regulations do not cover.

#### Space Assignments

Prior to and including June 24, 2016, priority for assigning space will be determined by AFPM membership and number of previous years of participation in the tabletops. After June 24, 2016, space will be assigned on a first-come, space available basis.

AFPM reserves the right to change space assignment if, in AFPM's judgement, it becomes necessary to do so.

#### Payments and Cancellations

In applying for space, the exhibitor must pay the full cost of the space with the application. A full refund will be made if space is not available. Refunds for cancellations will be made only if the space can be resold, according to the following schedule: By July 1, 2016 - full refund; by July 22 - 90% of space rental fee; by July 29 - 75%; by August 5 - 50%; after August 5 - 0% of space rental fee. Cancellations must be made in writing and forwarded to Katharine Nesslage at fax number: (202) 835-0467 or email: [knessler@afpm.org](mailto:knessler@afpm.org).

#### Space and Equipment

The space will include 1, 8'x30" skirted table and 1, 7"x44" table sign with tabletop number. All other display materials will be provided by participant at his/her own expense.

#### Default of Occupancy

•If by 11:00 am on Tuesday, August 23, 2016, an exhibitor fails to register and occupy any space contracted for but not canceled in writing to AFPM, AFPM shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the defaulting exhibitor.

•If the display material has been delivered to the table but has not been assembled, AFPM reserves the right to remove the material and place it in storage.

•AFPM assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of that exhibitor's products in the show brochures, news releases, or other materials.

#### Rules and Regulations

Exhibitors will abide by all other provisions of said rules and regulations and with fire regulations and all other regulations of governmental agencies and the Royal Sonesta Houston.

#### Objectionable Material and Activities

AFPM reserves the right to require modification of any tabletop it deems questionable for any reason. Raffles, drawings, fishbowls, contests or similar activities are not permitted (see tabletop conduct and activities on next page).

#### Handling and Storage

•Shipment should be minimal due to simple nature of display.

•The exhibitor will make his/her own arrangements for delivery and receipt of shipment and storage of crates before move-in time. The arrangements may be made, if desired, through the official drayer, The Freeman Companies.

•To facilitate the handling of crates and other freight upon arrival at the Royal Sonesta Houston, the participant will provide copies of bill of lading to official drayer, but this will not place the participant under obligation to said official drayer for services unless participant so desires. The hotel does not accept advance freight shipments.

#### Liabilities and Insurance

•The exhibitor, by entering into this contract, hereby waives any claim against and shall indemnify, save and hold harmless AFPM, the Royal Sonesta Houston, its agents and employees for any damages or injuries to property or persons

occasioned by or in connection with the conference unless caused by the willful misconduct of AFPM, the Royal Sonesta Houston, its agents or employees.

•Exhibitor agrees to maintain such insurance that will fully protect AFPM and the Royal Sonesta Houston from any claims of any nature, including claims under the Workmen's Compensation Act, and for damages for personal injury, including death, which may arise in connection with the presence and/or operation of participant's display. In the event the exhibitor damages the building, or any part thereof, he agrees to reimburse the owner of the building for the cost of repairing such damages to said building, or any part thereof, directly or indirectly.

•AFPM will not be liable for failure to hold the seminar as scheduled. Payments for tabletop space will be returned in that event, less the exhibitor's pro-rata share of all costs and expenses incurred and committed by the AFPM.

•The exhibitor hereby consents to the jurisdiction of the courts of the District of Columbia with respect to any right of action arising under this contract.

#### Admission

•AFPM will have sole control over admission of all persons. All persons visiting the tabletops will be admitted according to the rules and regulations of the conference as issued or amended by the authorized representative of AFPM.

•All persons visiting the tabletops must be registered and wear an official AFPM badge at all times.

•No one under the age of 18 years of age will be allowed in the tabletop area at any time.

### Tabletop Information Part II

#### Tabletop Configuration

•Display material may be placed up to a height of 8' from the hotel floor and must sit on top of the 8' table. No freestanding displays placed on the floor are permitted. No floor signs may be placed on top of the table to reach a height greater than 8' from the floor.

No heavy equipment is permitted. All display material must be safely supported by the tables provided. Any signs or banners must be affixed to the tabletop; however, no nails, screws or other damaging device may be used in this process.

- AFPM reserves the right to restrict the use of glaring or irregular lighting effects. The use of signs or lighting involving the use of neon or similar gases, and flashing electrical signs or lighting are not permitted.
- AFPM reserves the right to restrict the use of demonstration equipment that produces a noise level objectionable to AFPM, attendees or neighboring exhibitors.
- The use of minimal audio-visual equipment will be permitted, subject to written approval of AFPM.

#### **Tabletop Displays and Conduct**

- Displays should be directly related to the products and services provided by the exhibitor in the regular course of business.
- Tabletop personnel must be limited to employees of the exhibitor or its affiliates. Exhibitors are not permitted to use celebrities, models, caricaturists or entertainers. Spouse registrants are not permitted to work in the booth.
- The exhibit booth must be staffed at all times during open show hours.
- Raffles, drawings, contests, or similar activities of any kind, regardless of the intended purpose or winnings, are not permitted and no exceptions will be made. Therefore, no fishbowls are permitted on the tabletops.
- Give-Aways are permitted only when the item is of minimal value, available to all attendees, and not related to any type of raffle, drawing or contest.
- Distribution of any open food item is not permitted.

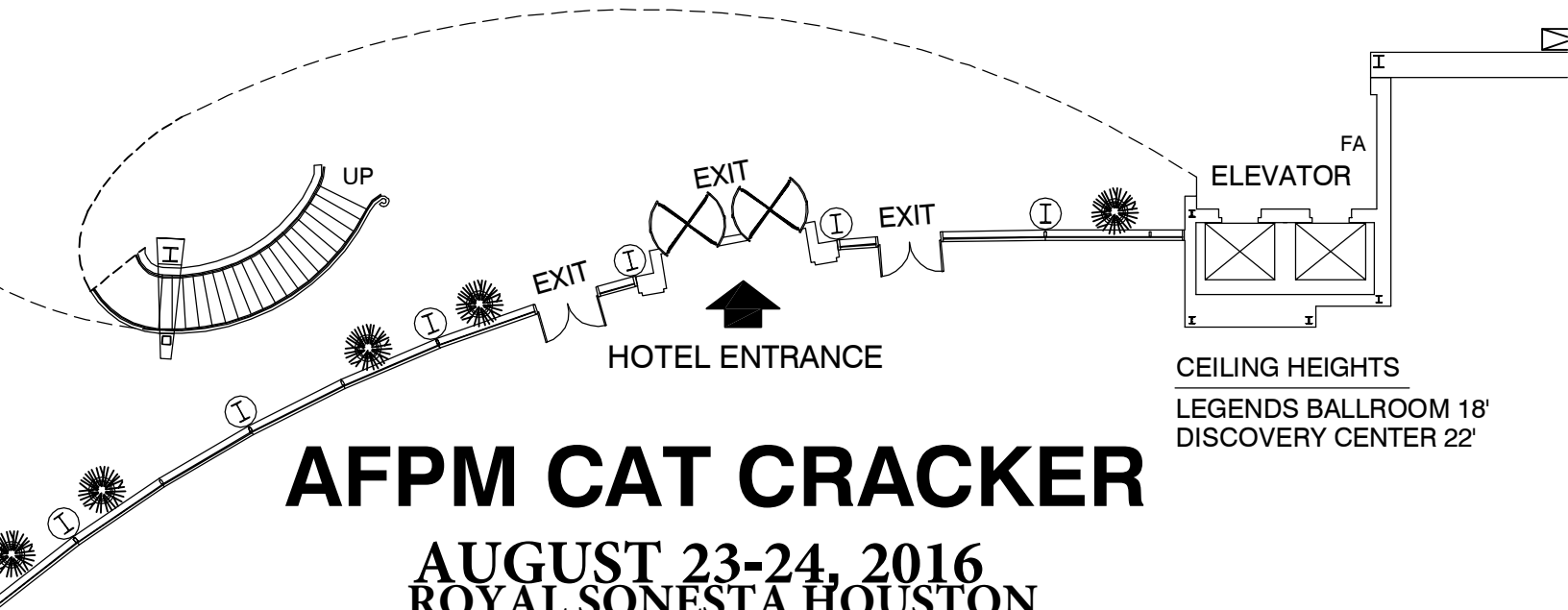
- Sales are not to be made nor orders placed at any of the exhibit facilities.
- Exhibitors must confine their activities to the space for which they have contracted, and may not distribute samples or souvenirs except from their tabletop.
- The exhibitor shall be responsible for the safety of all individuals participating in or viewing their display.
- Live animals and smoking are not permitted in the tabletop area.
- Exhibitors will not be permitted to behave in a manner that is, in the sole discretion of AFPM, objectionable. Any questions of propriety should be cleared in writing with AFPM.

#### **Ethical Responsibility and Professional and Personal Conduct Code**

The American Fuel & Petrochemical Manufacturers ("AFPM") has adopted the following "Ethical Responsibility and Professional and Personal Conduct Code" (hereinafter, "the Code"). Every member of AFPM, their designated representatives, and non-member attendees at all AFPM meetings and forums agree to abide by the Code as a condition of membership in AFPM and attendance and participation at AFPM meetings and forums. The Code requires the following of all individuals attending AFPM meetings and forums:

- Adherence to the AFPM bylaws and the AFPM policies and procedures, as adopted by AFPM's Board of Directors.
- Strict compliance with federal antitrust laws.
- Adherence to all applicable federal and state laws.

- Maintenance of the highest level of professional and personal ethical behavior while attending AFPM meetings and forums.
  - Prevention of certain behaviors, including harassment, violence, intimidation and discrimination of any kind involving race, color, religion, national origin, gender, sexual orientation, age, disability or, where applicable, veteran or marital status.
  - Assurance that conduct at all times and in all professional and personal dealings with each other and other attendees with the highest level of integrity and courtesy.
  - Sharing of knowledge and expertise as speakers at AFPM educational events and sessions whenever practicable, without soliciting or explicitly promoting their own organization's products or services.
  - Working to instill public and consumer confidence in the petrochemical and refining industries, its member companies, and its professionals, avoiding any action conducive to discrediting members of AFPM.
  - Refraining from scheduling general attendance meetings, receptions or other events at times that conflict with substantive programming or social events at AFPM meetings without express written permission of AFPM.
- Failure to abide by the Code may result, for the first offense, in informal censure of a company or individual by the AFPM Executive Committee. If violations of the Code continue after such an informal censure, a company may be subject to expulsion from AFPM, or an individual to exclusion from participation in AFPM activities, by the Board of Directors.



**AUGUST 23-24, 2016**  
**ROYAL SONESTA HOUSTON**

**2222 WEST LOOP SOUTH - HOUSTON, TEXAS**

## TABLETOP APPLICATION

### Instructions

1. Click [here](#) to request a booth on-line. This does not guarantee entrance into the show. Booth assignments will be distributed in mid-July.
2. Or, complete all sections of the contract, including "Agreement by Exhibitor" on page 6, and forward along with the floorplan and credit card number for full payment of booth fees to AFPM at fax: (202) 835-0467, or mailing address: 1667 K Street NW, Suite 700, Washington DC 20006; Attn: Katharine Nesslage. Credit cards will not be charged until a booth is officially assigned but a number must be provided by 6/24/2016 in order for priority space to be assigned.
3. Be sure to indicate order of booth preferences on the floor plan (page 4).
4. All exhibitors must pay the registration fees for the conference for each individual attending in addition to the booth fee. The booth contract does not include any complimentary passes. Register [on-line](#).
5. Priority deadline is June 24, 2016.

### Exhibitor Information

Exhibiting Company (35 character limit) \_\_\_\_\_

(As you wish company name to appear on promotional and Conference materials)

Street Address for  
Program \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

Exhibitor Contact:

Name \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Company Email: \_\_\_\_\_

Cell \_\_\_\_\_

On-Site Contact (if different from exhibitor contact):

Name \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Cell \_\_\_\_\_

AFPM Member Co. (see [www.AFPM.org](http://www.AFPM.org))? Y N

If yes, name of company \_\_\_\_\_

Member: \$550.00 / table

Non-Member: \$1,000.00 / table

List 12 choices:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_ 5th \_\_\_\_\_ 6th \_\_\_\_\_  
7th \_\_\_\_\_ 8th \_\_\_\_\_ 9th \_\_\_\_\_ 10th \_\_\_\_\_ 11th \_\_\_\_\_ 12th \_\_\_\_\_

(requested locations cannot be guaranteed)

Special Requirements

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Competitors you wish to be separated from (by company, not category)

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(Tabletop separation is not guaranteed)

Description of products/services for final seminar program. **(30 word maximum)**

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### Agreement and Payment

Note: Tabletop fees do **NOT** include exhibitor registration. All exhibitors must pay the registration fee for the conference.

We hereby agree to:

1. Abide by all the [rules and regulations](#), as stipulated in the Tabletop Application and in any exhibitor materials sent after booths are assigned.
2. Remit the full tabletop rental fee to AFPM. We understand that space cannot be assigned until all tabletop fees have been paid in full to AFPM. We also understand that any balance due to AFPM from previous exhibitions will prevent us from obtaining tabletop space for the 2016 Cat Cracker Seminar.

Exhibitor Authorized

Signature \_\_\_\_\_ Date \_\_\_\_\_

**(Application cannot be processed without signature)**

Amount Due \$ \_\_\_\_\_

☐ VISA                      ☐ Mastercard                      ☐ American Express

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Signature \_\_\_\_\_

Required, authorizing charge and acknowledging cancellation policy

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For AFPM use only:

Date Received \_\_\_\_\_

Application # \_\_\_\_\_

Points \_\_\_\_\_

Booth Size \_\_\_\_\_

Booth Assigned \_\_\_\_\_

Amount Paid \_\_\_\_\_

Date Logged \_\_\_\_\_

By \_\_\_\_\_