



2026 AFPM **SUMMIT**

Excellence in Plant Performance

Exhibit & Sponsorship
Brochure

Aug 31 – Sept 3, 2026
Gaylord Texan
Grapevine, TX

summit.afpm.org



#AFPMSummit

Experience a Convenient, Modern Approach to Customer Engagement

The 2026 AFPM Summit, Excellence in Plant Performance, is an interactive conference that provides attendees with tangible takeaways. Conference themes will highlight emerging technologies, sustainability, process safety, process technology, reliability and maintenance, operations, training, leadership, and digital transformation. The Summit is the only conference designed by and for the petroleum refining and petrochemical industries focused on improving plant-wide performance.

We stepped away from the traditional tradeshow experience in 2022 by creating “The HUB,” a place where a limited number of exhibitors could invite operating company attendees into their lounge spaces for engaging conversations to network and collaborate.

We also offered exhibitors alternative activation opportunities to host educational sessions in individual meeting rooms or host evening hospitality events in hotel meeting rooms or suites.

This format has been well received, and we will continue to build on this success by offering exhibitors similar exclusive opportunities in 2026.

We’re thrilled to host the Summit at the Gaylord Texan for the next four years, which ensures all sessions, meetings and exhibitors are located on the same level.

Why You Should Participate

- Secure a fantastic return on your investment by connecting with more target customers interested in your products and services. In 2025, 50% of Summit attendees represented operating companies.
- Reinforce and strengthen your brand influence within the refining and petrochemical manufacturing industries.
- Build lasting relationships within the AFPM Summit community.
- Connect directly with key decision-makers.
- Collect high-quality leads to bring new business to your company.
- Showcase new products, services, or case studies.
- Collaborate with more than 1,400 attendees to solve business challenges

Early Bird discounts are also available prior to February 27, 2026—take advantage now!

Summit Attendees Represent:



Process Engineering and Technology

Technology Specialists, Engineers, Experts, Managers, and Directors of Coker, FCC, Heavy Oil Processing, Hydroprocessing, Process Control, Process Engineering, and Technical Services



Turnaround Planning and Management

Project Specialists, Engineers, Managers, and Directors, Operations Supervisors, Engineers, and Managers



Reliability and Maintenance

Specialists, Engineers, Experts, Managers of Rotating Equipment, Fixed Equipment, Inspection, and Corrosion



Digitalization, Artificial Intelligence and Machine Learning

APC Engineer, Optimization, APC Digitalization, Strategic Planning Leader

An Innovative Approach to Exhibiting

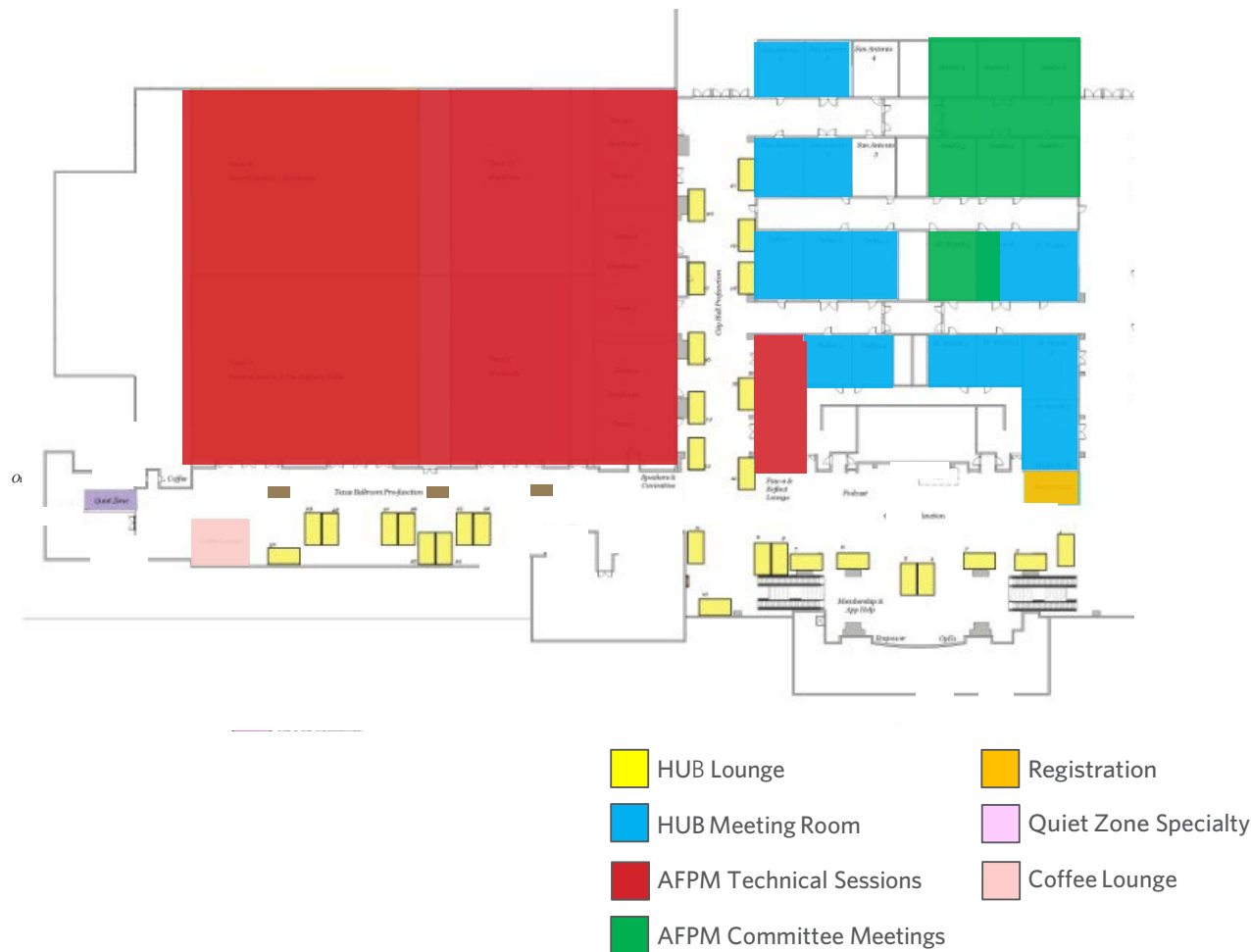
We've adopted a turn-key approach to exhibiting, allowing you to get more out of the experience without the lengthy, time-consuming, and costly process of shipping, installing, and dismantling your own booth. Your lounge is in the center of all the action in the HUB. Education sessions, meals, and breaks are just steps away from your lounge. Attendees will pass by your lounge many times throughout the day. No more waiting for a potential customer to find your booth. We are putting your lounge in the direct pathway of all attendees. Opportunities are limited so please act fast to secure your space. Early Bird pricing is available prior to February 27, 2026. Member companies receive priority status prior to **March 31, 2026**.

Early Bird Deadline: February 27, 2026

Priority Member Deadline: March 31, 2026

Gaylord Texan Floorplan

Note: HUB layout subject to change, pending Fire Marshall approval.



HUB Lounge Early Bird: \$15,000 Member/ \$17,500 Non-member

HUB Lounge Regular Rates: \$17,500 Member/ \$20,000 Non-member

The HUB Lounges are our alternative to the traditional in-line exhibit booth. Spaces are modern, turnkey, and promote conversation, education, and mini-presentations or video demonstrations and take place in the “HUB”, our central gathering place. Each lounge includes a custom logo back wall, lockable cabinet, standing cocktail round with two stools, two comfortable soft seating chairs, one side table, a 55” monitor, power, and one complimentary registration. No other display materials are needed or permitted. All you have to bring is your collateral and staff. We do the rest. No booth shipments, setup, dismantle, or auxiliary services to order. Create a sensory experience at your HUB lounge by ordering food & beverages directly with the Gaylord Texan by selecting this impact enhancement in your online application. Please note that no outside food & beverages are allowed. View the current layout for the HUB Lounge on [Page 5](#). *Note: HUB layout subject to change, pending Fire Marshall approval.*

Add On Feature: custom cabinet cling (**Cost: \$350**)

Enhance Your Impact: Custom F&B at your lounge (**Cost: \$500 + F&B cost**)

Hours:

Tuesday, Sept 1: 7:00 am – 6:15 pm
Wednesday, Sept 2: 7:00 am – 4:00 pm
Thursday, Sept 3: 8:00 am – 12:00 pm

Location:

The HUB in the Texas Pre-Function,
Center Pre-Function, and City Pre-function

Opportunities Available: 30

Early Bird Deadline: February 27, 2026

Priority Member Deadline: March 31, 2026

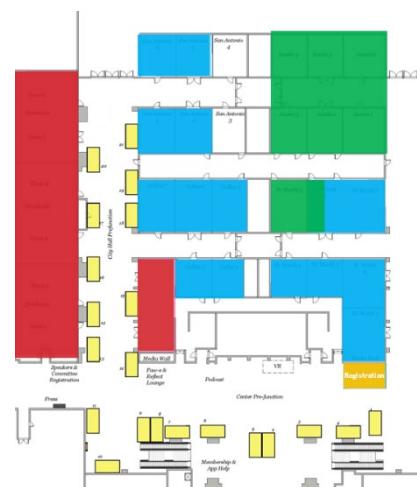


HUB Meeting Room Early Bird: \$12,500 Member/ \$15,000 Non-member

HUB Meeting Room Regular Rates: \$15,000 Member/ \$17,500 Non-member

The HUB Meeting Rooms are located on the same floor as The HUB and AFPM educational content. You will be assigned a breakout room that is between approximately 550 – 840 square feet to use for your needs. AFPM highly recommends that companies who wish to obtain a HUB Meeting Room contribute to the educational content of the meeting by offering mini-education sessions, case study presentations, video demonstrations, or similar of any length. We request that these take place on Tuesday afternoon anytime between 1:30 – 4:45 pm, and/or Wednesday anytime from 8 am – 4 pm to supplement our regular programming. We ask that your sessions begin at the same time as AFPM content, regardless of presentation length. The possibilities are endless, and you may have as many educational sessions as you can fit during these blocks.

Sessions will be included in the app to promote your lounge. Additionally, you will have the opportunity to list one educational session in the main AFPM program agenda on Tuesday and one educational session on Wednesday. This is your time to shine and promote your latest projects. Additionally, the rooms may be used for networking, private meetings, or hospitality functions from Monday to Thursday. One complimentary registration is included. Please note that furnishings may be requested from the hotel, and audio visual and catering needs are additional. See blue highlighted rooms on right.



- AFPM Technical Sessions
- AFPM Committee Meetings
- HUB Meeting Rooms

View the floor plans [here](#).

Opportunities Available: 15

Early Bird Deadline: February 27, 2026

Priority Member Deadline: March 31, 2026

Hospitality Suites: \$2,500 Member/ \$5,000 Non-member + Nightly Hotel Room Rental Rate

This option consists of hotel suites on the guest room floors and includes one complimentary registration. It is a great choice if you want a completely private setting for private meetings or entertaining. The hotel suites are approximately 730 -1,500 square feet. Hospitality suite hosts are responsible for the hotel room night charge.

Please keep in mind, the hotel will not remove furniture from the suite. They will allow you to slightly rearrange the furniture to make the flow better, and audio visual needs and catering are additional. Check-in is at 4:00 PM and check-out is 11:00 AM for all suites.

View the floor plans [here](#).

Availability Monday - Thursday

Opportunities Available: 8

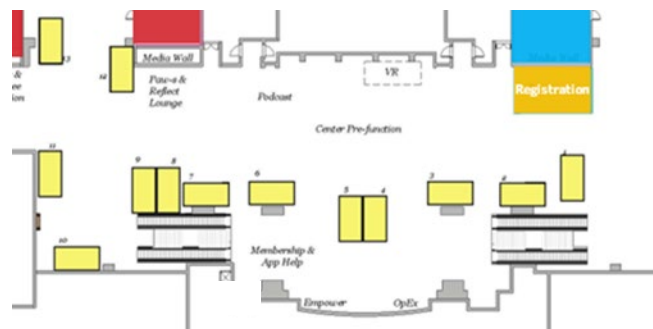
Early Bird Deadline: **February 27, 2026**

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The HUB Lounges

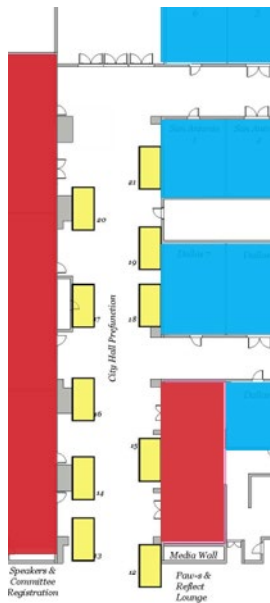
Center Pre-function (Lounges 1 - 11)

Note: HUB layout subject to change, pending Fire Marshall approval.



The HUB Lounges

City Hall Pre-function (Lounges 12 - 21)



Speakers & Committee Registration

City Hall Pre-function

Media Wall

Place & Reflect Lounge



 AFPM Technical Sessions

 HUB Meetings Rooms

 HUB Lounges

Texas Ballroom Pre-function (Lounges 22 - 30)



Quiet Zone

Coffee

Coffee Lounge

Texas Ballroom Pre-function



Sponsorship Packages

Interested in an overall elevated presence at the Summit for your company? Take advantage of one of these high-visibility bundles for your best sponsorship value.

The last date to reserve a sponsorship is **July 24, 2026**, to allow for all promised benefits to be applied. The earlier a sponsorship is secured, the more time your company will be promoted.

Discounts and Bundles

Please inquire about bundled discounts for sponsorships. All sponsorship savings will need to be confirmed and paid by **May 15, 2026**.

*Early Bird Rate Deadline: February 27, 2026

Sponsorship Level	Diamond	Gold	Silver
Member Early Bird Rate*	\$55,000	\$40,000	\$22,500
Member Rate	\$60,000	\$45,000	\$25,000
Non-Member Early Bird Rate*	N/A	\$50,000	\$32,500
Non-Member Rate	N/A	\$55,000	\$37,500
Members Only	✓		
Advanced Attendee Lists Sent at 2 and 4 Weeks Out	✓	✓	✓
Post Conference Attendee List	✓	✓	✓
Recognition in the General Session	✓	✓	✓
Sponsor Ribbon on Badges	✓	✓	✓
Sponsor Logo on Signage	✓	✓	✓
Complimentary Registration	✓ (x5)	✓ (x3)	✓ (x2)
Company Logo with URL Link on Event Website	✓	✓	✓
Recognition via AFPM social channels	✓	✓	✓
Recognition in AFPM App	✓	✓	✓
Recognition in upgraded on-site branding signage	✓	✓	
Exclusive 45 Minute Sponsored Content Session to be held immediately following the general session in the general session ballroom with limited AFPM Breakout Sessions	✓ Only 2 opportunities!		
45 Minute Sponsored Content Session to Run Concurrently with the AFPM Breakout Sessions		✓	
Push notifications via the AFPM App drawing attendees in advance of your sponsored content session.	✓	✓	
Recognition in All Pre-conference Email Communications to Attendees	✓	✓	✓
30 Second Company Video in General Session	✓		
Podcast with Hydrocarbon Processing	✓		
Invitation to Attend an Exclusive AFPM Executive Reception - March 1, 2027	✓		

Individual Sponsorships

Gain even more visibility with these high-quality buyers by securing one of the following individual sponsorship opportunities. All sponsorships include recognition on the event website, event app, and on-site signage, one advance attendee list sent one month before the event, and the post-conference attendee list. Prices listed are member prices. Non-members are an additional **\$5,000**.

The last date to reserve a sponsorship is **July 24, 2026**.



Sponsored Content

Cost: Included as an exclusive benefit of the Diamond and Gold Sponsorship Packages only.

Provide a 45-minute session that is open and advertised to all Summit attendees that will run concurrent with our educational sessions. This session can be on any subject of the company's choosing and is a tremendous opportunity to highlight an emerging technology, process, or product. See chart on [Page 7](#) for more details.



Podcast

Cost: Included as an exclusive benefit of the Diamond Sponsorship Package only.

Choose your topic and subject matter expert, and your podcast will be recorded live from the Summit HUB to create in-person attention as well as post-conference interest. Hydrocarbon Processing has again partnered with AFPM to bring you this popular industry feature. See chart on [Page 7](#) for more details.



Welcome Reception

Cost: \$55,000 | 1 Opportunity

Be a part of this energetic social gathering at the Summit. The event will bring together all attendees to mix and mingle on the opening evening of the event. In addition to the regular benefits, additional benefits include a welcome sign at the venue, and 4 complimentary registrations. Optional add-on features include additional branding at the venue, custom napkins or cups, welcome-branded giveaways, etc., at the sponsor's expense.



Emerging Leaders Reception

Cost: \$15,000 | 1 Opportunity

Be the official sponsor of this important event that brings together our industry's Emerging Leaders and the leadership responsible for building this year's program. In addition to the regular benefits, you will be given the opportunity to provide a brief welcome at the start of the event as well as 1 complimentary registration.



WIFI

Cost: \$20,000 | 1 Opportunity

Be the company that makes it possible for attendees to access meeting information, presentations, handouts, files, and more. The WIFI network name will include your company's name. In addition to the regular benefits, you will receive 2 complimentary registrations and your logo will appear in the final program next to the network and password instructions as well as on a number of signs throughout the meeting with the same information.



Networking Break (Per Day)

Cost: \$20,000 | 2 Opportunities

Be the host of refreshments throughout the day. In addition to the regular benefits, tent cards acknowledging your participation will be placed on all beverage stations and you will receive 2 complimentary registrations. You may also provide optional napkins, disposable cups, and pull-up banners to be placed near the beverage stations at your additional expense.



Women In Industry Event

Cost: \$20,000 | 1 Opportunity

Be the official sponsor of this highly acclaimed event that brings together women in the refining and petrochemical industry to network and share experiences. In addition to the regular benefits, your logo will be displayed on all AFPM Women in Industry email communications prior to the event and on the screen during the event; your company will be recognized from the main stage by the host; you will be given a brief speaking opportunity to welcome the group; and 2 complimentary registrations are included. For additional optional visibility, you may bring three pull-up banners to place in the room, and/or logoed gifts for each attendee as a memento of the occasion at the sponsor's expense.



Session Sponsor

Cost: \$7,500

This highly visible sponsorship directly aligns your company with the goal of providing exceptional education. In addition to the regular benefits, your company logo will appear on branded room signage, the session screens, and in the final program. You will also receive 1 complimentary registration and be given the optional opportunity to kick off the session with a 30-second video, provided by the sponsor.



Meeting App

Cost: \$20,000 | 1 Opportunity

AFPM's Meeting App provides an invaluable tool for all attendees to access the agenda, room locations, presentations, polls, surveys, hospitality locations, HUB lounge hosts, registration list, and even message fellow attendees. In addition to the regular benefits, this opportunity includes a highly visible banner ad seen by all attendees who access the app, and 2 complimentary registrations.



Digital Lone Star Atrium Bell Tower Display

Cost: \$7,500 | 4 opportunities

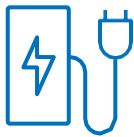
Reach all attendees with your company-designed artwork prominently displayed on the Lone Star Atrium Bell Tower on Tuesday or Wednesday! Make a big impact with the 16' x 9' LED wall that displays the information you want to reach all attendees, including (1) PowerPoint slide. You will receive 1 complimentary registration. Imagine your branding in the photos on Page 11. Contact AFPM for details.



Digital LED Wall Displays

Cost: \$40,000 | 1 opportunity

Make a big impact by placing your company-designed artwork in the centrally located HUB! These 12.5' x 19' LED walls can display the information you want to reach all attendees, including photo, video, PowerPoint or PDF. You will receive 3 complimentary registrations. Imagine your branding in the photos on Page 11. Contact AFPM for details.



Charging Station

Cost: \$15,000 | 1 opportunity

Help attendees and their devices stay fully charged while at the Summit. Benefits include signage at centrally located charging station in the middle of the HUB action and the ability to place marketing materials on a table near the charging stations. This sponsorship also includes the opportunity to hand out branded power cords at the sponsor's expense. You will receive 1 complimentary registration. Imagine your branding in the photos on Page 11. Contact AFPM for details.



Branded Escalators, Window/Floor Clings, and Bridge Banners

Cost: \$3,500 Per Cling sponsorship fee + Cost of cling /banner production, installation, and dismantle, and hotel service fee.

Make a big impact by placing your company-designed artwork in various prominent areas within AFPM's Summit meeting space. Imagine your branding in the photos on Page 11. Contact AFPM for details.



Hotel Key Cards

Cost: \$10,000 + cost of custom key card production.

Place your custom artwork on the hotel room keycard that all guests will receive at check-in. In addition to the regular benefits, you will receive 1 complimentary registration.



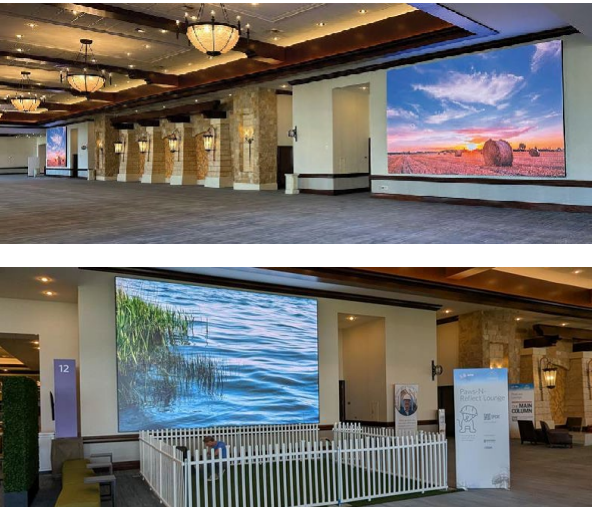
Specialty Coffee Bar (Per Day)

Cost: \$5,000 + Costs to coffee vendor and hotel service fee. | 2 Opportunities

Sponsor a much-needed caffeine boost for the attendees on Tuesday or Wednesday! This custom branded coffee bar includes the opportunity to brand every cup of coffee with your logo and one complimentary registration. Boost your visibility by adding up to two pull-up banners and/or a custom backdrop not to exceed 10' x 10' at the sponsor's expense.

Gaylord Branding Opportunities

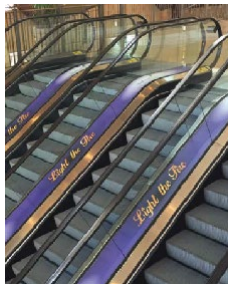
Digital LED Wall Displays



Digital Lone Star Atrium Bell Tower Display



Branded Bridge Banners, Escalators, and Window/Floor Clings



Questions

Exhibits

Have additional questions about the exhibits? Please reach out to Katharine Nesslage at summitexhibits@afpm.org or 202.457.0480. [Apply here.](#)

Sponsorships

Interested in learning more about sponsorships? Please reach out to Katharine Nesslage or Zeba Farha at sponsorships@afpm.org or 202.457.0480.

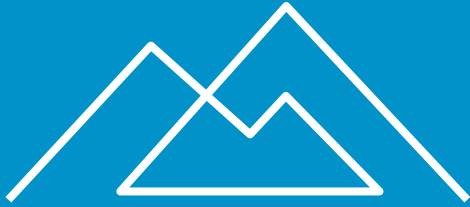
About AFPM



American Fuel & Petrochemical Manufacturers (AFPM) is the leading trade association representing the makers of the fuels that keep Americans moving and the petrochemicals that are the essential building blocks for modern life.

American Fuel & Petrochemical Manufacturers
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