

2020 AFPM
SUMMIT
Excellence in Plant Performance

Partner with AFPM:

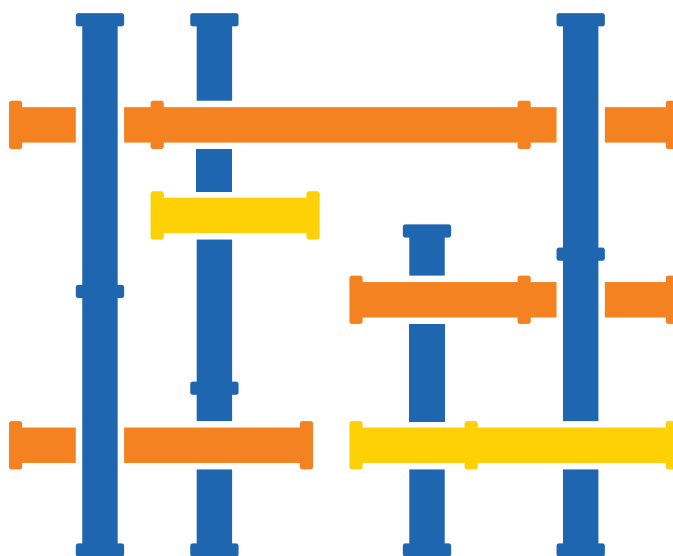
Exhibit & Sponsorship Opportunities

August 25 - 27, 2020
Grand Hyatt San Antonio



AFPM

www.AFPM.org/2020Summit



2020 AFPM **SUMMIT**

Excellence in Plant Performance

Three events...

CAT CRACKER

RELIABILITY & MAINTENANCE

OPERATIONS & PROCESS TECHNOLOGY

...come together for one powerful summit.

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An introduction to

ONE POWERFUL SUMMIT

The **NEW Summit 2020, Excellence in Plant Performance** is an interactive conference that will provide attendees with tangible takeaways. Themes throughout the conference will highlight emerging technologies, process safety, improved reliability and operations, mechanical integrity, training, leadership, and culture.

This conference is the combination of the best elements of the Reliability and Maintenance Conference, Cat Cracker, and the Operations & Process Technology Summit to create a single conference focused on improving plant performance.

Why You Should Participate.

Secure a fantastic return on your investment by connecting with more of the buyers interested in your products and services.

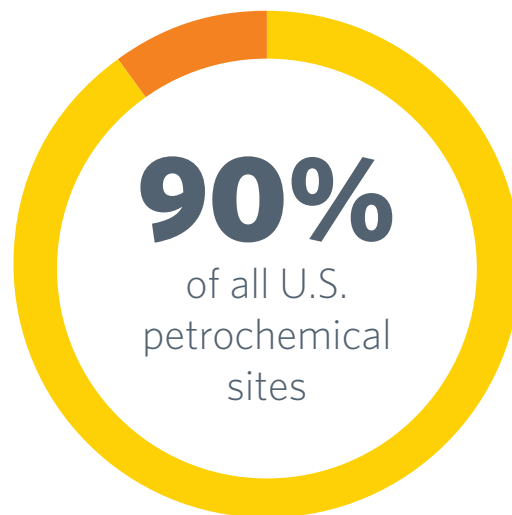
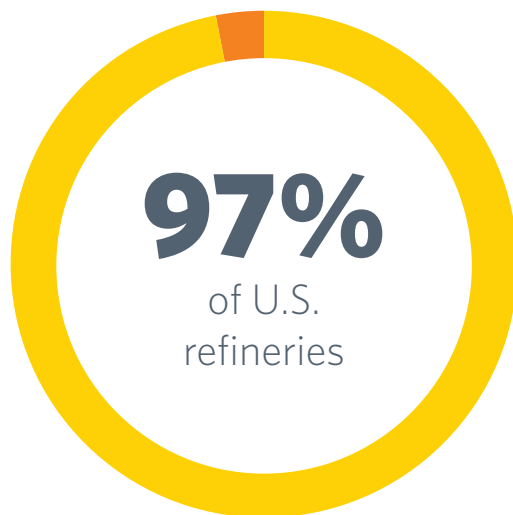
- *Connect with key decision-makers from across the country*
- *Reinforce your brand influence within the refining and petrochemical manufacturing industries*
- *Collect high-quality leads to bring new business to your company*

This is the only conference for the petroleum refining and petrochemical industries focused on improving

PLANT-WIDE PERFORMANCE!

THE BUYERS YOU WANT TO MEET WILL BE HERE.

AFPM members and event attendees represent:



Business types include:



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



MAINTENANCE AND RELIABILITY

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

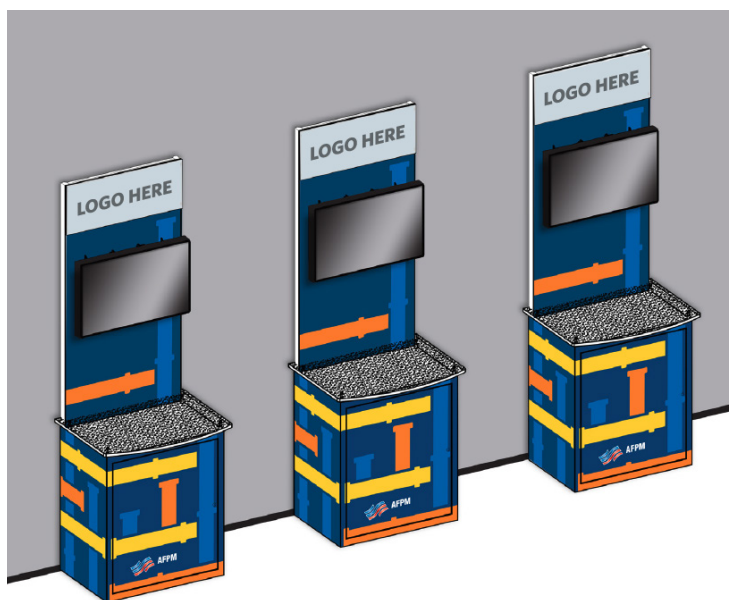
YOU BRING THE SOLUTIONS!

NEW EVENT. NEW OPPORTUNITY.

Our biggest change isn't just program integration of three meetings—we've also adopted a new approach to exhibiting, allowing you to get more out of the experience.

1 KIOSKS

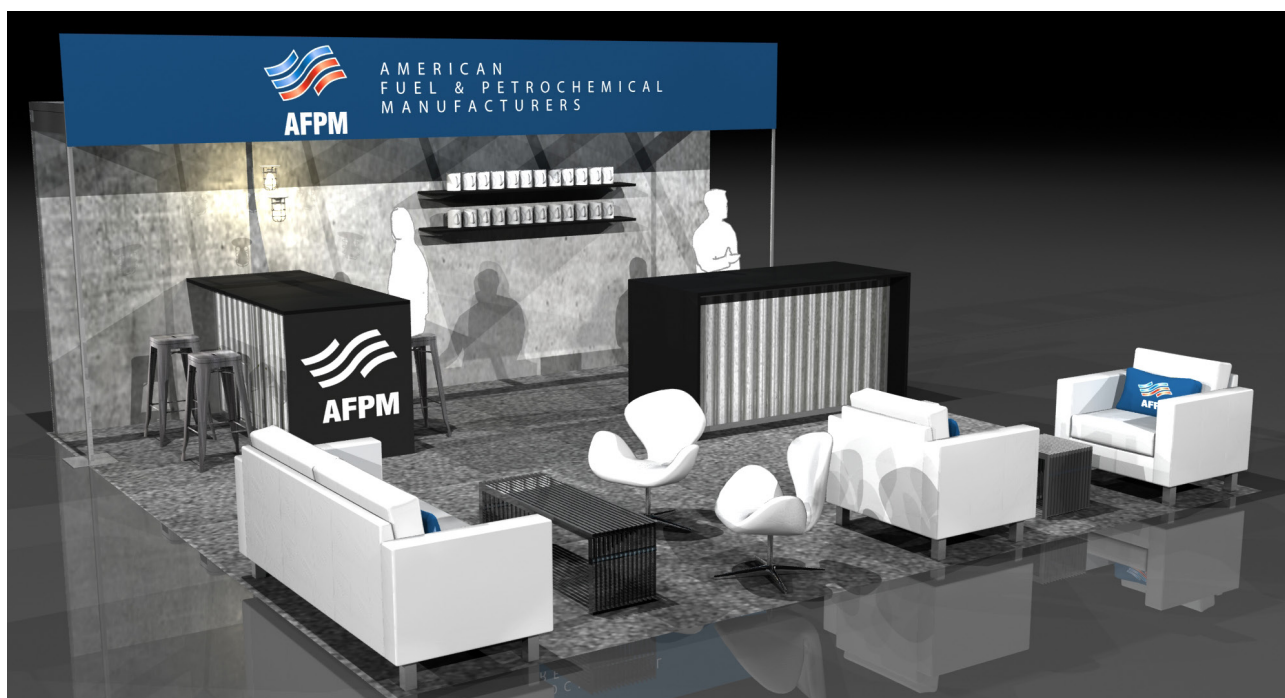
Save money on shipping, labor for setup, and costly booth rentals—not to mention your valuable time—with our new kiosk floor format. Each kiosk will feature its respective company's logo at the very top for easy visibility on the floor. If you prefer a more customized kiosk, graphic upgrades are available.



2 STORE FRONTS

By sponsoring a Store Front, you will have a private 20'x20' space to conduct client meetings, host tech talks, share food and beverage, or simply provide an area for networking with attendees. Your space will

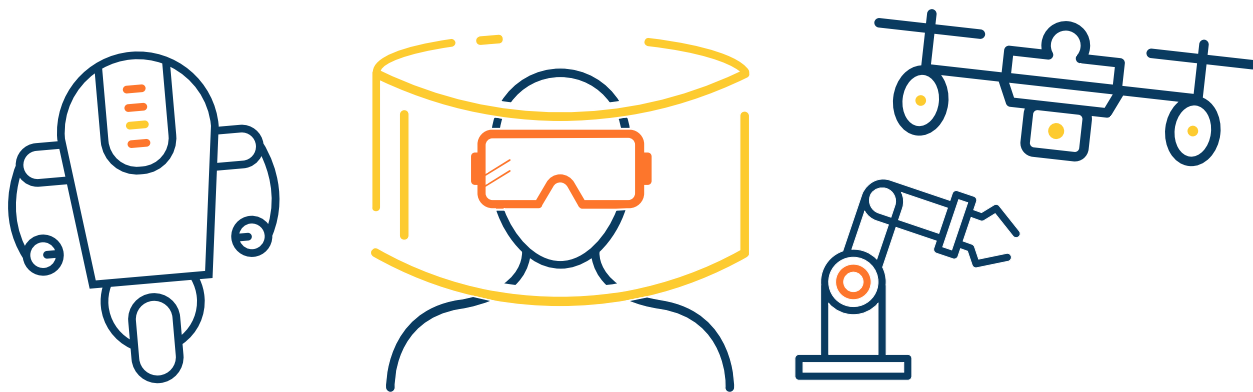
include two large counters that can be used for display and engagement purposes, along with storage. It also includes one day of private meeting space.



3 INNOVATION ALLEY

If your product would benefit from a physical demonstration, secure one of 18 Innovation Alley spaces. These are 8'x8' spaces for you to use to showcase your product. All

applicants must provide a detailed description of their demo as well as a rendering of their space for approval.



EXHIBITION HOURS

All engagement opportunities will be available to attendees for two days:

Tuesday, August 25 | 8:30 a.m. – 5 p.m.

Wednesday, August 26 | 8:30 a.m. – 6 p.m.

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Please refer to the AFPM website for specific session and scheduling information.
Please note that these hours are subject to change.

INVESTMENT

KIOSKS & INNOVATION ALLEY

\$2,000/members and **\$3,900/nonmembers** by December 31, 2019

\$3,000/members and **\$4,900/nonmembers** starting January 1, 2020

Kiosks include turnkey setup with your logo and storage space, as well as the option to bring your own monitor (32" maximum size) or rent one from Freeman. Innovation Alley spaces include one 8'x8' demo space for you to customize for your demonstration. A simple 8' (w) x 8' (h) backdrop is permitted.

Included with both the Kiosk and the Innovation Alley options:

- Use of shared third-floor meeting rooms for semi-private meetings
- Logo included in your company description within the show app
- 30-word company description — in the onsite program, conference website, and conference app
- Product categories
- Three (3) attendee lists — two (2) pre-show and one (1) post-show

STORE FRONTS

\$10,000/members and **\$12,500/nonmembers** + options to incorporate food functions (breakfast, lunch) or engagement activity.

Store Fronts offer 20'x20' spaces branded with your company name and logo. Includes two large counters that can be used for display and engagement purposes, along with storage. Depending on location (fourth or second floor), Store Front sponsors have the option to host food and beverage functions or engagement opportunities. AFPM staff will work with you to secure the right space and attendee interaction for your company. Each Store Front comes with one day of private meeting space.

APPLY

The application to exhibit can be found [online](#). Please be sure to read through our rules and cancellation policies before submitting. The application submission deadline is December 31, 2019. Pricing increases starting January 1, 2020.




QUESTIONS

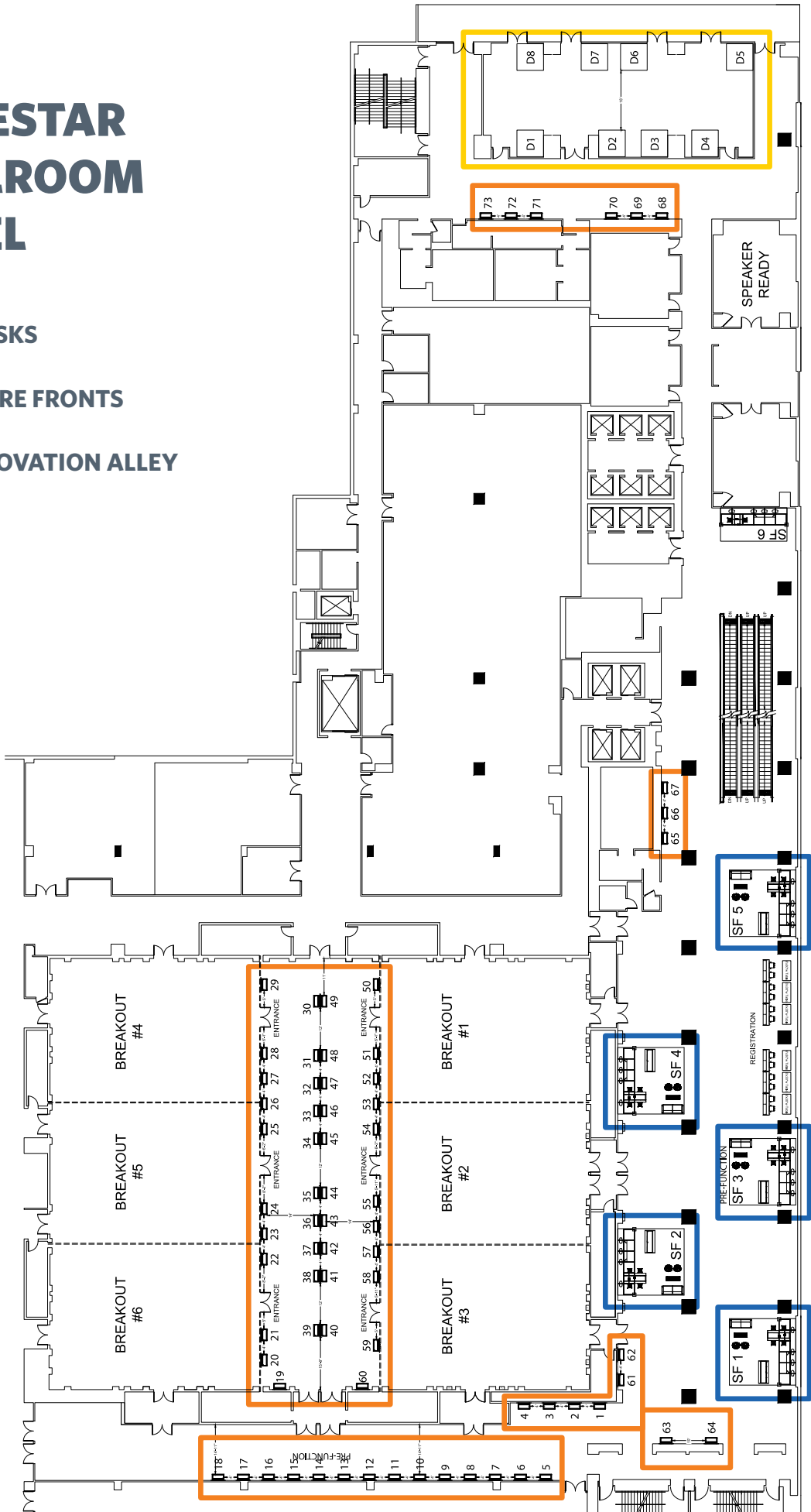
Have questions or need more information? Please reach out to **Jeanne Boone, CEM**, at summitexhibits@afpm.org.

PRIORITY POINTS




Exhibitors who have participated at Cat Cracker, RMC, or OPTS will have their priority points transferred to this meeting. We will combine all previously earned points into a single number. Membership points will be added in one time. If you have not exhibited with us previously and are a current AFPM member, you will be placed at the base status of 2.5 points as a bonus.

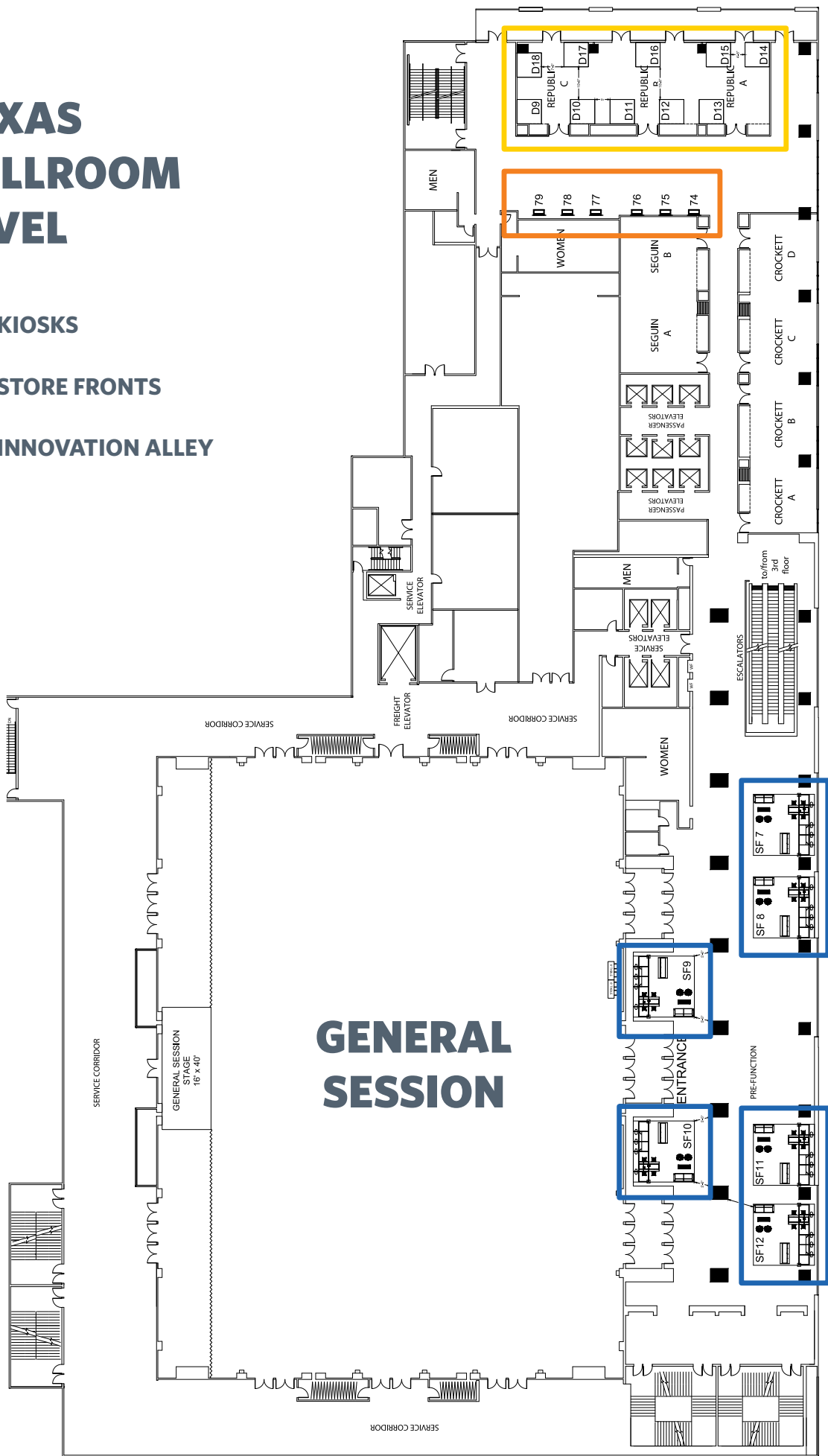
LONESTAR BALLROOM LEVEL

-  KIOSKS
-  STORE FRONTS
-  INNOVATION ALLEY



TEXAS BALLROOM LEVEL

-  KIOSKS
-  STORE FRONTS
-  INNOVATION ALLEY



SPONSORSHIPS

Gain even more visibility with these high-quality buyers by securing a sponsorship.



VIP SEATING & SERVICE

Cost: \$8,000 | 4-5 Opportunities

Designated, comfy, branded seating area with prime viewing within the general session room. This area comes with an attendant who will serve and clear food and beverage. Invite your customers to experience exceptional service while attending general education sessions. When the room is not being used for AFPM sessions, this space can be utilized for company business meetings.



BACKYARD BASH WELCOME RECEPTION

Cost: \$8,000 - \$12,000

Have you ever had a perfect backyard gathering that's just the right mix of atmosphere, refreshments, music, and fun? Be a part of this energetic social gathering at the new Summit. The event will bring together all attendees to mix and mingle on the first evening of the event. AFPM is seeking partners for:

- Games
- Specialty Drinks
- Movie
- Music
- Beverage Buckets
- Specialty Desserts

Each opportunity comes with different options to brand the experience with your company name and logo. All partners will be listed on overall signage and event signage.



BREAKOUT TOPIC SPONSOR

Cost: \$3,500 - \$8,000

This highly visible sponsorship directly aligns your company with the goal of providing exceptional education. Your company will enjoy having its logo on branded room signage and session screens, kicking off the session, and providing refreshments for attendees.

Day One: Four opportunities

Day Two: Six Opportunities



INNOVATION ALLEY PARTNER

Cost: \$30,000 | 1 Opportunity

Do you have a key piece of technology that is integral to the refining and manufacturing industry? As partner of Innovation Alley, your company brand and technology demonstrations will be front and center during the Summit. Included with your sponsorship are a non-sales speaking opportunity, recognition in pre-meeting messaging and onsite signage, and four complimentary registrations.



HAPPY HOUR SPONSOR

Cost: \$20,000 | 1 Opportunity

Attendees are eager to connect and share with colleagues and exhibitors at the end of their training. Sponsors will be recognized with pre-event promotion, cocktail napkins, and signage at the event.



WOMEN IN REFINING EVENT

Cost: \$12,000 | 1 Opportunity

Be the official sponsor of the networking event that brings together women in refining to network and share experiences.



EMERGING LEADERS

Cost: \$10,000 | 1 Opportunity

This event is for those with fewer than five years of managerial experience. Gather with your peers and mentors and build an amazing network of attendees who share similar experiences and face similar decisions.



HOTEL KEY CARDS

Cost: \$17,500 | 1 Opportunity

Be “in the pocket” of every attendee. Hotel key cards provide exposure multiple times a day. They are the first thing attendees receive upon check-in and the last item they use before heading home.



LEARNING JOURNALS AND PENS

Cost: \$12,500 | 1 Opportunity

Attendees will see your logo and brand as they jot down their notes and contact information from colleagues. Each attendee will receive a learning journal and pen in their registration packet.



HOTEL ROOM DROPS

Cost: \$7,500

Deliver sponsor-provided promotional literature directly to attendees' rooms. Literature may be printed on both sides and should not measure larger than 8.5"x11". One cumulative room drop will be done each day.



CONFERENCE BAGS

Cost: \$25,000 | 1 Opportunity

Increase your visibility on a branded bag featuring your company logo and website. This will be given to all attendees who registered for the event. A sponsor may also include one piece of literature or branded giveaway in the bag.



WIFI ACCESS

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 password will be your company's name, and users will be redirected to a URL of your choosing.



MEETING APP

Cost: \$15,000 | 1 Opportunity

The mobile app will showcase your company's splash screen advertisement every time an attendee opens the app. Opportunities for key posted messages from the company are also available. Pre-meeting emails recognizing your company will be sent to attendees to inform them about the app.



WEBSITE BANNER AD

Cost: \$10,000 | 4 Opportunities

Splash your company brand in front of the leaders of the refining industry with a website advertisement. Your company's ad will rotate on the meetings pages for highlights, agenda, housing, and exhibits. This sponsorship will run from December 2019 to August 2020.



PRE-/POST-CONFERENCE WORKSHOP

Cost: \$15,000 | 3 Opportunities

Demonstrate your expertise and provide education to sought-after refining personnel with a half-day workshop. This sponsorship includes meeting space with theater seating for up to 100 attendees; standard AV (projector, screen, lavalier microphone, table microphone, and wireless slide advancer); one promoted email to attendees; and session listing on the Summit 2020 website, mobile app, and on-site signage.



ON-SITE METER BOARD ADS

Cost: \$2,000 | 5 Opportunities

Towering on a completely customizable 3'x8' meter board, your advertisement will be placed in a high-traffic area of the meeting, providing hundreds of daily impressions.



BRANDED ESCALATORS, ELEVATORS & WINDOW CLINGS

Cost: Varies

Make a big impact by placing your company- or institution-designed artwork in various prominent areas within AFPM's Summit meeting space.

GENERAL SPONSORSHIP PACKAGES

SPONSORSHIP LEVEL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Member Rate	\$30,000	\$20,000	\$12,500	\$7,500	\$4,000
Non-Member Rate	N/A	\$25,000	\$15,000	\$10,000	\$7,500
Members Only	✓				
Distribution of advanced attendee list	✓ (x2)	✓ (x1)	✓ (x1)	✓ (x1)	✓ (x1)
Post-show attendee list	✓	✓	✓	✓	✓
Recognition in Opening General Session	✓	✓			
Website ad on conference meeting page	✓	✓			
Logo with link on conference meeting page	✓	✓	✓	✓	
Onsite meter board ad	✓	✓	✓		
Enhanced exhibit listing	✓	✓	✓	✓	
Advertisement in weekly Daily Alert leading up to conference	✓ (2 per)	✓ (2 per)	✓ (1 per)	✓ (1 per)	
Recognition in all pre-meeting email communication to attendees	✓ (+ Banner)	✓			
Sponsor ad on hotel TV	✓				
Company email distributed to attendees	✓	✓			
Pre-event visibility: Logo on sponsor pages of the AFPM website, logo in annual report	✓	✓	✓	✓	✓
Onsite visibility: Sponsor ribbon on badges, recognition in printed conference program and digital app, sponsor sticker on kiosks or demonstration area	✓	✓	✓	✓	✓
Prompted posts in conference app	✓ (x3)	✓ (x2)	✓ (x1)		
Complimentary Registration	✓ (x6)	✓ (x3)	✓ (x2)	✓ (x1)	

QUESTIONS?

Have questions or need more information? Please reach out to **Colleen Lewallen, CMP**, at sponsorships@afpm.org.

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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 (AFPM)

1800 M Street, Northwest

Suite 900N

Washington, DC 20036

(202) 457-0480

WWW.AFPM.ORG

