

2021 AFPM  
**SUMMIT**  
Excellence in Plant Performance

Partner with AFPM:

# Sponsorship Opportunities

October 5 - 7, 2021  
Hyatt Regency New Orleans



**AFPM**

[www.AFPM.org/Events](http://www.AFPM.org/Events)

An introduction to

# One Powerful Summit

**The Summit 2021: 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*

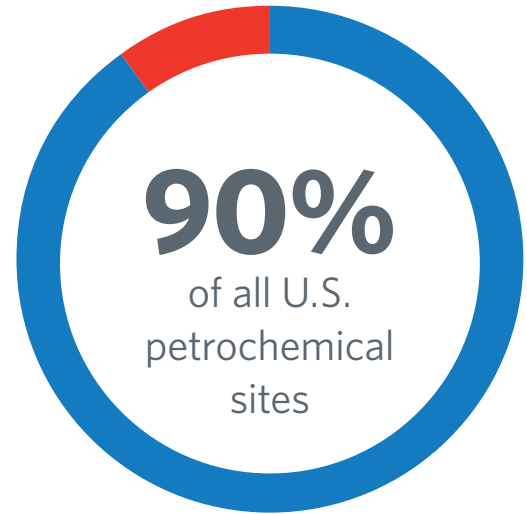
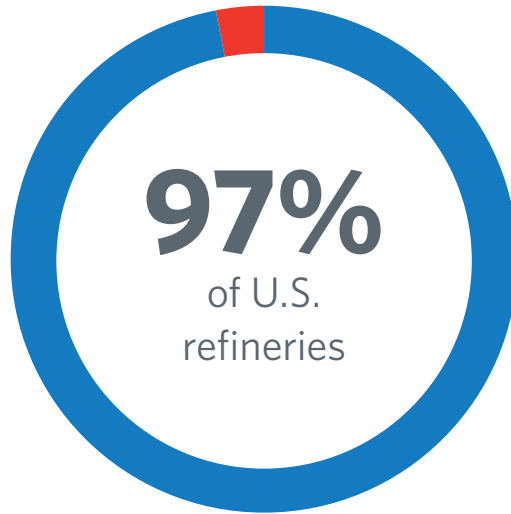
This is the only conference for the petroleum refining and petrochemical industries focused on improving plant-wide performance.

## ONE POWERFUL SUMMIT

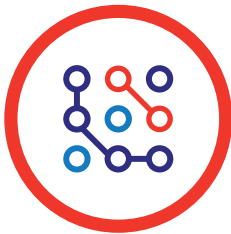


# The buyers you want to meet will be here.

AFPM members and event attendees represent:

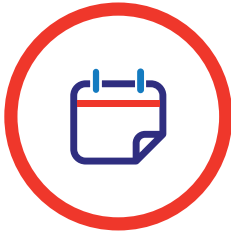


Business types include:



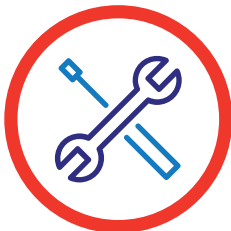
## Process Engineering And Technology

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!

# In-person Sponsorships

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



## Marketplace

Cost: \$10,000 | 10 Opportunities

Includes \$2,000 furniture credit, one sponsored content opportunity listed on the agenda, dedicated meeting room for business meeting. Marketplace sponsors have the option to host food and beverage options during our breakfast, breaks, Tuesday Opening Event or Networking Happy Hour on Wednesday. AFPM staff will work with you to secure the right space and attendee interaction for your company.



## VIP Seating

Cost: \$8,000 | 2 Opportunities

Great visibility in the general session area. Included with this sponsorship your company will have branded soft seating in the main room, drink service for you and your invited guests and the ability to utilize the space for business meetings when the room is not in use.



## 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.



## Breakout Track Sponsor

Cost: \$6,000 - \$8,000

This highly visible sponsorship directly aligns your company with the goal of providing exceptional education. Recognition for your company will be given on signage, on the computer screen and from the moderator for the sessions. Upgrade the attendee experience by providing branded refreshments to the attendees.

Prices listed are member prices. Nonmembers should add an additional \$2,500.

# In-person Sponsorships

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



## 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.



## WiFi Access

Cost: \$20,000 | 1 Opportunity

After the past year, we can all agree WiFi is an essential element in our lives. Brand the attendee experience with company splash page and personal network.



## Pre-conference Seminar

Cost: \$10,000 | 3 Opportunities

Share your expertise with those attending the Summit by offering a half day seminar on Monday. This includes a company email to registered attendees, projector, screen, lavalier microphone and listing on the website, AFPM Agenda and on-site signage.



## Hotel Room Drop

Cost: \$7,500

Deliver sponsor-provided promotional collateral directly to attendees’ rooms. One cumulative room drop will be done each day.



## Website Banner Ad

Cost: \$5,000 | 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. The sponsorship will run from time of payment until the conference is over.

Prices listed are member prices. Nonmembers should add an additional \$2,500.

# In-person Sponsorships

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



## On-site Meter Boards

Cost: \$2,500 | 5 Opportunities

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



## Sponsored Content

Cost: \$3,500 | 12 Opportunities

AFPM is offering an opportunity to include a session topic of your choice to the main agenda - giving the entire attendee pool a chance to listen and learn from your SME's.



## Branded Escalators, Elevators, Window Clings, Column Wraps, Floor Graphics

Cost: Varies

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



## Tuesday Opening Event

Cost: Varies | 5 Opportunities

Add your flair, logo or other creative touch to the Opening Event. Full of energy and great way to touch base with others, your company will be sure to stand out.



## Wednesday Happy Hour

Cost: Varies | 5 Opportunities

Elevate the offerings to attendees and bring the "wow" factor to the wrap up networking event of the conference.

Prices listed are member prices. Nonmembers should add an additional \$2,500.

# In-person 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 advance attendee list	✓ (x2)	✓ (x1)	✓ (x1)	✓ (x1)	✓ (x1)
Post show attendee list	✓ (x1)	✓ (x1)	✓ (x1)	✓ (x1)	✓ (x1)
Pre-event visibility, logo/company name linked to company website on the sponsor page of Summit Meeting	Logo	Logo	Logo	Company Name	Company Name
Onsite visibility including Sponsor ribbon on badges, recognition in printed conference program, sponsor sticker for kiosks, demonstration or marketplace	✓	✓	✓	✓	✓
Company promoted post in the virtual environment	✓ (x3)	✓ (x2)	✓ (x1)	✓ (x1)	
Advertisement in weekly Daily Alert leading up to conference	✓ (x2)	✓ (x2)	✓ (x1)	✓ (x1)	
Complimentary Registration	✓ (x6)	✓ (x3)	✓ (x2)	✓ (x1)	
Host of Lunch Table on Tuesday	✓	✓	✓		
On-site meter board ad	✓	✓	✓		
Sponsor page in the virtual platform	✓	✓	✓		
Company Email distributed to attendees	✓	✓			
Website Ad	✓	✓			
Recognition in Opening General Session	✓	✓			
Digital Banner included in AFPM emails for the Summit	✓				
Sponsored content session	✓				

## Questions?

Have questions or need more information? Please reach out to **Colleen Lewallen, CMP**, at [sponsorships@afpm.org](mailto:sponsorships@afpm.org).

[www.afpm.org/Events](http://www.afpm.org/Events)

# Virtual Sponsorship Packages

Sponsorship Level	Presenting	Industry Champion	Thought Leaders	Advocate
Member Rate	\$15,000	\$12,500	\$7,500	\$5,000
Non-Member Rate	\$17,500	\$15,000	\$10,000	N/A
Limit	Maximum 1	Maximum 2	Maximum 3	Maximum 5
Complimentary virtual registrations	5	4	3	1
<b>Pre-Conference Perks</b>				
Logo with hyperlink on Summit home page	✓	✓		
Promotion in conference marketing materials	✓	✓		
Recognition on sponsor page of Summit	Logo, URL, Company name, 50 work write-up	Logo, URL, Company name, 35 word write-up	Logo, URL	Company Name
<b>Virtual Conference Perks</b>				
Individual sponsor page on platform with links to sponsor's promotional materials (website, videos, social, logos, PDF, brochures, posters, etc.)	Unlimited	Unlimited	Unlimited	Unlimited
Recognition in PDF Agenda	Logo	Logo	Company Name	Company Name
Registered attendee list with attendee name, company, title and address	✓	✓	✓	✓
1:1 Meeting Scheduling Capabilities	Up to 10 people	Up to 8 people	Up to 6 people	Up to 4 people
Company attendees listed on the sponsor page	✓	✓	✓	✓
Includes "Private Meeting Room" on sponsor page	✓	✓	✓	✓
Attendee interaction on virtual platform through "Contact Us", "Schedule a Meeting"	✓	✓	✓	✓
Company Promoted Session included on the Main Agenda	✓ (60 Minutes)	✓ (60 Minutes)	✓ (30 Minutes)	✓ (30 Minutes)
Logo overlay in session video	Two virtual sessions of sponsor's choice	One virtual breakout session	One virtual breakout session	One virtual breakout session
Registered attendee list with emails (as permitted)	✓	✓	✓	
Company Promoted Session Recording Available on Demand for 30 days	✓	✓	✓	
Video Ad	60 seconds during General Session	60 seconds during Breakout session	30 second during breakout session	
Banner ad on virtual platform	✓	✓		
Announcement/push notification "From" sponsor	(x2)	(x2)		
Personalized Thank You from AFPM leadership during the General Sessions	✓	✓		
Sponsor email to attendees 2 weeks before or after conference	✓			
Individual promotion through AFPM social media	✓			
Logo on platform overview page	✓			



# A La Cart Virtual Sponsorships

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



## Sponsor Hosted Morning Coffee

Cost: \$5,000



## Sponsored Recorded Session For On Demand

Cost: \$3,000



## Sponsored Entertainment Break

Cost: \$3,000



## Additional Sponsored Content Session Promoted To The Main Agenda

Cost: \$3,000

Prices listed are member prices. Nonmembers should add an additional \$2,500.

## Questions?

Have questions or need more information? Please reach out to **Colleen Lewallen, CMP**, at [sponsorships@afpm.org](mailto:sponsorships@afpm.org).

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**Yes, please sign me up as a sponsor for:**

- In-person Conference
- Virtual Conference

**My company's sponsorship selection is:**

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**General Sponsor Package Levels**

- Diamond:** \_\_\_\_\_ AFPM Members Only
- Platinum:** \_\_\_\_\_ AFPM Members Only  
 \_\_\_\_\_ Non-member
- Gold:** \_\_\_\_\_ AFPM Members Only  
 \_\_\_\_\_ Non-member
- Silver** \_\_\_\_\_ AFPM Members Only  
 \_\_\_\_\_ Non-member
- Bronze:** \_\_\_\_\_ AFPM Members Only  
 \_\_\_\_\_ Non-member

**Sponsorship reminders:**

1. Sponsorship benefits begin after payment is received.
2. Please submit a current high definition logo (.eps or .jpeg).
3. What metrics will you use to determine this shows success?

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**Mail, fax or email to:**

AFPM  
 Attn: Sponsorships  
 1800 M Street NW  
 Suite 900 North  
 Washington, DC 20036

Phone: 202.457.0480  
 Fax: 202.457.0486  
 email: [sponsorships@afpm.org](mailto:sponsorships@afpm.org)

**Contact information:**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (Area/Country/City Code) \_\_\_\_\_ Fax (Area/Country/City Code) \_\_\_\_\_

Email \_\_\_\_\_

**Payment:**

Amount \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_

Card Holder Name (please print) \_\_\_\_\_

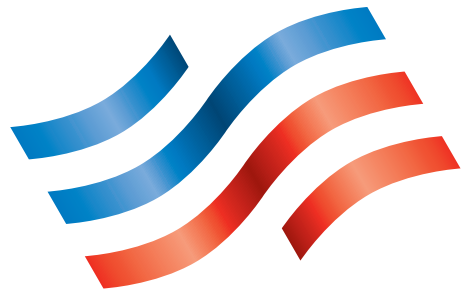
Signature \_\_\_\_\_

Billing Address if Different \_\_\_\_\_

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

**Note:**

Customization of packages or conference support items are available, but will incur a fee. This is based on availability and lead time.



# AFPM

## 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)**

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