2020 Sponsorship Opportunities

Program Benefits and General Packages for AFPM Meetings
The buyers you want to meet will be here.

AFPM is firmly committed to working with you to make your sponsorships a must-have marketing initiative.

AFPM members and event attendees represent:

- 97% of U.S. refineries
- 90% of U.S. petrochemical sites

Attendees at AFPM meetings cover industries across many disciplines. Meeting-goers include:

- Business Developers
- CEO, CFO, CIO and COO’s
- Directors of Coker
- Engineers
- Environmental Specialists
- FCC Experts
- Fixed Equipment
- Heavy Oil Processing
- Hydroprocessing
- Inspection Managers
- Managers of Rotating Equipment
- Operations Supervisors
- Petrochemical Director
- Process Control
- Process Engineering
- Project Specialists
- Safety Managers
- Security Management
- Technical Services
- Technology Specialists
- VP of Human Resources
Who attended AFPM meetings?

- 1,505 Refining members
- 1,125 Petrochemical members
- 295 International members
- 1,725 Associate members
- 1,784 Non-members

Total attendance in 2019: 6,543

- 40% Managers
- 18% Directors
- 10% Vice Presidents
- 6% Specialists
- 12% C-Suite and Executives
- 13% Engineers & Technologists

Face to face meetings are essential for long-term business relationships and AFPM meetings facilitate that engagement.
Enhance your image. Build brand awareness. Increase your reach.

Charging Lounges

Have your company brand and message be visible to the attendees when they stop to network and “recharge” not only themselves but their devices.

- Charging table with comfortable lounge seating
- Branded message on the tables to be viewed while networking
- Prime location in relation to registration and sessions.

Available at the Annual Meeting and Safety Conference.

Women in Industry Events

Our Annual Meeting and The Summit offer great opportunities to showcase your company’s support of the women in our industry.

- Speaking & program development opportunities
- Branding signage
- Complimentary registrations
- Highly rated among attendees

General Session Presenting Partner*

Innovative way to attract attention during the educational part of the meetings. Get recognized as a thought leader through your support of the General Session or Keynote Speaker.

- Recognition in the program and app (as available)
- Company video to be played prior to the session starting
- Easy visual company branding

* Available at the Annual Meeting and Summit
1,361 companies represented

Exclusive Opportunities

Conference support benefits

Conference support sponsors will receive the following benefits outside of their selected item:
- Complimentary registrations (based on pricing)
- Listing on sponsor page on the AFPM website
- Listing in the AFPM Annual Report
- Onsite recognition:
  - Listing on sponsor sign displayed onsite
  - Sponsor ribbon on badge
  - Recognition in the printed onsite conference program

Special Onsite Branding

Explore an eye-catching and memorable way to be visible to the attendees for the whole conference.
- Visible from the start to the end of the event
- Floors, columns, elevators, windows and more
- Each conference location offers different approaches

VIP Seating & Service*

Designated, branded soft seating areas with prime viewing in the general session room. This area comes with an attendant who will service and clear food & beverage.

* Available at the Annual Meeting and Summit
Every meeting offers:

- Five general sponsorship packages – with no limit to the number that can be accepted per program
- Conference support packages
- Custom options based on your unique suggestions to take your participation to a new level

### Additional benefits by sponsor level

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Members Only</td>
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<tr>
<td>Distribution of advanced attendee list</td>
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<td>Post-show attendee list</td>
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<td>Recognition in Opening General Session</td>
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<tr>
<td>Website ad on conference meeting page</td>
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<tr>
<td>Advertisement in weekly Daily Alert leading up to conference</td>
<td>✔️ 2 per</td>
<td>✔️ 2 per</td>
<td>✔️ 1 per</td>
<td>✔️ 1 per</td>
<td>✔️</td>
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<tr>
<td>Recognition in all pre-meeting email communication to attendees (+ Banner)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Sponsor ad on hotel TV</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company email distributed to attendees</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Pre-event visibility: Logo on sponsor pages of the AFPM website/logo in annual report</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Onsite visibility: Sponsor ribbon on badges, recognition in printed conference program and digital app, sponsor sticker on kiosks or demonstration area</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Prompted posts in conference app</td>
<td>✔️ (x3)</td>
<td>✔️ (x2)</td>
<td>✔️ (x1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Registration</td>
<td>✔️ (x6)</td>
<td>✔️ (x3)</td>
<td>✔️ (x2)</td>
<td>✔️ (x1)</td>
<td></td>
</tr>
</tbody>
</table>

AFPM Press Policy Sponsorships

Except for those specifically contracted to produce a daily show newsletter, AFPM meeting or conference activity sponsorships are not available to media outlets, including trade publications. Energy and petrochemical trade publications are invited to participate in AFPM’s “Press Wall” program for applicable conferences and meetings.
Exclusive Opportunities

Conference support items

**Annual Luncheon**
Seen as the culminating event of the conference, this premier luncheon brings together the attendees for one last message. Highlighted by a professional speaker, your company will have two tables in the front to invite your favorite customers. In addition, an opportunity to share collateral with all the attendees if offered.

**Audio Visual Sponsor**
Grab the attention of your potential customers with a 30 second company commercial. Prior to the start of the session, and at the ending, your company message will be shared with all knowledge seeking attendees.

**Chair Drop**
Utilize a new way to get your collateral in the hands of your target audience. Provide one piece of collateral to be placed on the attendees chairs in the session of your choosing (depending on availability).

**Chairman’s Reception**
Mingle at this exclusive event with our board members and VIP guests at the conference. This sponsorship includes an opportunity to personally greet the guests and have a few minutes on the microphone during the reception.

**Conference App**
Be the proud sponsor of the official conference app. This specialized product contains all the information about the conference at the fingertips of the attendees. Your company logo, splash page and information will be prominently displayed multiple times during peak usage periods in addition to predetermined push notices to attendees.

**Conference Bags**
Your logo is prominently placed on this takeaway item. Co-branded with AFPM’s logo, this quality bag will be used far after the conference ends.

**Conference Notepads/Pens**
A lifesaver for those taking notes during the educational portion and a deal maker for those brainstorming and networking. A spiral notebook with your name and logo can be the champion of both. This offering will be placed in all the conference bags.

**Conference Reception**
Engage the leaders of the industry in face to face networking while fueling up on food & beverages. As applicable, your logo will be displayed on screens, signage, bars, and table tops. We encourage you to provide additionally branded items with your company name and logo.

**Custom Room Keys**
All attendees staying within AFPM’s room block will be given customized key cards with your unique message. Utilized multiple times daily, your brand extends its reach and visibility with each entry.

**Charging Lounges**
Exchange ideas, conduct a business deal, or “recharge” your devices in these strategically placed seating groups. Each seating area will consist of charging table or chairs that allow attendees to recharge. Your company will be branded with table and floor decals.

**Exclusive Room Drop**
Stand out from the crowd and deliver your materials directly to the attendees rooms. Only one spot available per conference.

**Individual Power Banks or Wireless Chargers**
Help charge up the attendees with portable “power up” ability. This pocket sized extra battery supply keeps everyone connected to the conference, home and office.

**Networking Breaks**
Engage with attendees during these dedicated networking segments. Each one offers unique opportunities to discuss your brand or service all the while recharging the body with refreshments. A table will be provided for your collateral as well as signage with your logo. Your company can provide additional signage and logoed items (i.e. napkins, disposable cups or coffee sleeves).

**Wireless Internet Access**
Instead of the attendees draining their data plans, you can provide them with internet access on their mobile device. As they access the internet, a redirect to your branded splash page and contact information enables them to review your products and services.
Annual Meeting

1,310 attendance in 2019

As an Annual Meeting sponsor you gain the best opportunity to make a lasting impression on the broadest range of members. Keynote events, multiple receptions, industry panels, and technical sessions provide ample opportunities to design an integrated marketing campaign that raises visibility with key executives, decisions makers, and technical experts.

General sponsorship packages

Diamond: $30,000 Members Only
Platinum: $20,000 Member / $22,500 Non-member
Gold: $12,500 Member / $15,000 Non-member
Silver: $7,500 Member / $10,000 Non-member
Bronze: $4,000 Member / $7,500 Non-member

Conference support sponsorships*

<table>
<thead>
<tr>
<th>Event</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Reception</td>
<td>$25,000</td>
</tr>
<tr>
<td>Conference Bags</td>
<td>$25,000</td>
</tr>
<tr>
<td>Chairman’s Reception</td>
<td>$20,000</td>
</tr>
<tr>
<td>Conference Program &amp; Digital App</td>
<td>$20,000</td>
</tr>
<tr>
<td>Lounge Sponsor</td>
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</tr>
<tr>
<td>Monday Luncheon</td>
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<tr>
<td>Networking Breaks (Monday &amp; Tuesday)</td>
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<tr>
<td>Wireless Internet Access</td>
<td>$20,000</td>
</tr>
<tr>
<td>Learning Journals/Pens</td>
<td>$17,500</td>
</tr>
<tr>
<td>Custom Room Keys</td>
<td>$17,500</td>
</tr>
<tr>
<td>Individual Battery Packs/Wireless Chargers</td>
<td>$15,000</td>
</tr>
<tr>
<td>VIP Photo Opportunity</td>
<td>$15,000</td>
</tr>
<tr>
<td>Women in Industry Reception</td>
<td>$15,000</td>
</tr>
<tr>
<td>Charging Cords</td>
<td>$10,000</td>
</tr>
<tr>
<td>Government Relations Breakfast</td>
<td>$10,000</td>
</tr>
<tr>
<td>Website Banner</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hotel Room Drop</td>
<td>$7,500</td>
</tr>
<tr>
<td>Pre/Post Conference Seminars</td>
<td>$6,000</td>
</tr>
<tr>
<td>Chair Drop</td>
<td>$5,000</td>
</tr>
<tr>
<td>Onsite Meter Board Ad</td>
<td>$2,500</td>
</tr>
<tr>
<td>Branding Opportunities</td>
<td>TBD</td>
</tr>
</tbody>
</table>

* prices listed are member prices. Nonmembers will pay an additional $2,500 per item.

Thank you to our 2019 sponsors
International Petrochemical Conference

2,680 attendance in 2019

This is the world’s largest and most prestigious conference for the petrochemical industry and the ideal venue to showcase your brand to petrochemical manufacturers. Elevate your profile with nearly 3,000 business leaders and technical experts.

General sponsorship packages

- **Diamond:** $30,000 Members Only
- **Platinum:** $20,000 Member / $22,500 Non-member
- **Gold:** $12,500 Member / $15,000 Non-member
- **Silver:** $7,500 Member / $10,000 Non-member
- **Bronze:** $4,000 Member / $7,500 Non-member

Conference support sponsorships*

- Opening Reception $  30,000
- Conference Bags $ 25,000
- Learning Journals/Pens $ 25,000
- Conference Program & Digital App $ 25,000
- Inclusion & Diversity Panel & Reception $ 25,000
- International Petrochemical Luncheon $ 25,000
- Custom Room Keys $ 20,000
- Individual Battery Packs or Wireless Chargers $ 20,000
- Networking Break with branded wall graphics $ 17,500
- Leadership Luncheon SOLD
- Charging Cords $ 15,000
- Wireless Internet Access (Mon & Tues) $ 15,000
- General Session Presenting Partner $ 12,500
- Hotel Room Drop $ 12,500
- Website Banner $ 10,000
- Chair Drop $ 5,000
- Onsite Meter Board Ad $ 2,500

* prices listed are member prices. Nonmembers will pay an additional $2,500 per item.

Thank you to our 2019 sponsors
The AFPM Security Conference is the only one of its kind unique to the fuel refining and petrochemical manufacturing industries. The 2020 Security Conference is a forum for corporate and site security personnel to explore current topics relating to security at facilities, regulations, policies, and global developments that may impact your business assets or personal safety. Join the discussion to learn more about how our industries operate in an era of enhanced security.

General sponsorship packages
- Diamond: $10,000 Members Only
- Platinum: $7,500 Member / $8,500 Non-member
- Gold: $5,000 Member / $6,000 Non-member
- Silver: $3,500 Member / $4,500 Non-member
- Bronze: $2,500 Member / $3,500 Non-member

Conference support sponsorships*
- General Session Presenting Partner $ 10,000
- Wireless Internet (Tues & Weds) (plus costs) $ 7,000
- Audio/Visual (per day) $ 5,000
- Conference Bags $ 5,000
- Learning Journals/Pens $ 5,000
- Conference Program $ 5,000
- Conference Reception $ 5,000
- Custom Room Keys $ 5,000
- Individual Chargers $ 5,000
- Luncheon $ 5,000
- Networking Breaks $ 5,000
- Wireless Internet $ 5,000
- Charging Cords $ 3,500
- Pre/Post Conference Seminar $ 3,000
- Website Banner Ad $ 3,000
- Chair Drop $ 2,500
- Hotel Room Drop $ 2,500
- Panel Moderator $ 2,500
- Tabletops at Reception $ 1,000

* prices listed are member prices. Nonmembers will pay an additional $1,500 per item.

Thank you to our 2019 sponsors
Labor Relations / Human Resources Conference

Eight different sessions allow you to connect with industrial relations and HR personnel in the refining and petrochemical industries. Use unique opportunities, like the First Timers Breakfast, to position your organization as an expert in navigating the workforce challenges and opportunities the industry faces.

174
attendance in 2019

General sponsorship packages

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$10,000</td>
<td>Members Only</td>
</tr>
<tr>
<td>Platinum</td>
<td>$7,500/ $8,500</td>
<td>Member / Non-member</td>
</tr>
<tr>
<td>Gold</td>
<td>$5,000/ $6,000</td>
<td>Member / Non-member</td>
</tr>
<tr>
<td>Silver</td>
<td>$3,500/ $4,500</td>
<td>Member / Non-member</td>
</tr>
<tr>
<td>Bronze</td>
<td>$2,500/ $3,500</td>
<td>Member / Non-member</td>
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Conference support sponsorships*

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
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<tbody>
<tr>
<td>General Session Presenting Partner</td>
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<tr>
<td>Audience Response Sponsor</td>
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<td>Audio Visual (per day)</td>
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<tr>
<td>Conference Bags</td>
<td>$5,000</td>
</tr>
<tr>
<td>Learning Journals/Pens</td>
<td>$5,000</td>
</tr>
<tr>
<td>Conference Program</td>
<td>$5,000</td>
</tr>
<tr>
<td>Conference Reception</td>
<td>$5,000</td>
</tr>
<tr>
<td>Custom Room Keys</td>
<td>$5,000</td>
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<tr>
<td>Individual Chargers</td>
<td>$5,000</td>
</tr>
<tr>
<td>Luncheon</td>
<td>$5,000</td>
</tr>
<tr>
<td>Networking Breaks</td>
<td>$5,000</td>
</tr>
<tr>
<td>Wireless Internet</td>
<td>$5,000</td>
</tr>
<tr>
<td>First Timers Breakfast</td>
<td>$4,500</td>
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<tr>
<td>Charging Cords</td>
<td>$3,500</td>
</tr>
<tr>
<td>Pre/Post Conference Seminar</td>
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<tr>
<td>Website Banner Ad</td>
<td>$3,000</td>
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<tr>
<td>Chair Drop</td>
<td>$2,500</td>
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<tr>
<td>Hotel Room Drop</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

* prices listed are member prices. Nonmembers will pay an additional $1,500 per item.

Thank you to our 2019 sponsor
National Occupational & Process Safety Conference & Exhibition

515 attendance in 2019

Demonstrate your company’s safety leadership and creativity within the refining and petrochemical industries by making a lasting impression as a Sponsor for the National Safety Conference. This conference encompasses several formats throughout the two days – General Sessions, Exhibits, Breakouts, Demonstrations and Networking in an effort to bring together the operators and service providers.

General sponsorship packages

Diamond: $20,000 Members Only
Platinum: $10,000 Member / $12,500 Non-member
Gold: $7,500 Member / $9,000 Non-member
Silver: $5,000 Member / $7,500 Non-member
Bronze: $2,500 Member / $5,000 Non-member

Conference support sponsorships*

- Charging Lounge $ 12,000
- Conference Program & Digital App $ 10,000
- General Session Presenting Partner (2 opps) $ 10,000
- Wireless Internet (Tues & Weds) $ 10,000
- Conference Bags $ 8,000
- Learning Journals/Pens $ 8,000
- Individual Chargers $ 7,500
- Custom Room Keys $ 7,500
- Networking Breaks (per day) $ 5,000
- Website Banner Ad $ 5,000
- Education Track Sponsor $ 4,000
- Pre/Post Conference Seminar $ 4,000
- Chair Drop $ 3,500
- Charging Cords $ 3,500
- Safety Kits $ 3,500
- Hotel Room Drop $ 3,000
- Branding Opportunities TBD

Safety Event Sponsorship Opportunities

- Photo Booth $ 5,000
- Awards Program $ 2,500

* prices listed are member prices. Nonmembers will pay an additional $1,500 per item.

Who’s attending?

48% Plant workforce
30% Corporate
10% Other
7% Contractors
5% Consultants

For exhibit information email nsceXhibits@afpm.org

Thank you to our 2019 sponsors
The Summit

New for 2020!

The Summit is the only conference for the petroleum refining and petrochemical industries focused on improving plant-wide performance. Designed with new creative opportunities including cross-disciplinary learning and discussion focused on tangible takeaways that drive excellence in plant performance. This conference is targeted at owner and contractor personnel from maintenance, operations, engineering, and vendors.

General sponsorship packages

Diamond: $30,000 Members Only  
Platinum: $20,000 Member / $25,000 Non-member  
Gold: $12,500 Member / $15,000 Non-member  
Silver: $7,500 Member / $10,000 Non-member  
Bronze: $4,000 Member / $7,500 Non-member

Conference support sponsorships*

Innovation Alley Partner $30,000  
Conference Bags $25,000  
Happy Hour Sponsor $20,000  
WiFi Access $20,000  
Custom Key Cards $17,500  
Meeting App $15,000  
Pre-/Post-Conference Workshop $15,000  
Learning Journals & Pens $12,500  
Welcome Reception $12,000  
Women In Refining Event $12,000  
Emerging Leaders $10,000  
Website Banner Ad $10,000  
Breakout Topic Sponsor $8,000  
VIP Seating & Service $8,000  
Hotel Room Drops $7,500  
On-site Meter Board Ads $2,000  
Branding Opportunities TBD

For exhibit information email summitexhibits@afpm.org

* prices listed are member prices. Nonmembers will pay an additional $2,500 per item.

Thank you to our 2019 sponsors
Environmental Conference

AFPM offers the premier knowledge-sharing conference to keep you well-informed of today’s environmental regulatory and policy issues that affect your facility. Learn from the best in the field on diverse air, water, and waste topics during the AFPM Environmental Conference.

347 attendance in 2019

AFPM 2020 Sponsorship Opportunities
afpm.org/events

General sponsorship packages

Diamond: $20,000 Members Only
Platinum: $10,000 Member / $12,500 Non-member
Gold: $7,500 Member / $9,000 Non-member
Silver: $5,500 Member / $7,500 Non-member
Bronze: $3,000 Member / $5,000 Non-member

Conference support sponsorships*

- Conference Bags $ 8,000
- Conference Notepads/Pens $ 7,500
- Conference Program $ 7,500
- Individual or Wireless Chargers $ 7,500
- Luncheons (per day) $ 7,000
- Wireless Internet (Mon & Tues) $ 7,000
- Custom Room Keys $ 6,000
- Networking Breaks (per day) $ 6,000
- Charging Cords $ 4,500
- Chair Drop $ 3,500
- Hotel Room Drop $ 3,500
- Session Sponsor $ 3,500

* prices listed are member prices. Nonmembers will pay an additional $2,500 per item.

Thank you to our 2019 sponsors
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)
☐ Summit (SUM)
☐ Environmental Conference (ENV)

My company is interested in sponsoring the following:

________________________________________________________________________

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?

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: □ □ AFPM Members Only
Platinum: □ □ AFPM Member
□ Non-member
Gold: □ □ AFPM Member
□ Non-member
Silver: □ □ AFPM Member
□ Non-member
Bronze: □ □ AFPM Member
□ Non-member

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
e-mail: sponsorships@afpm.org

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.