2020 Sponsor Prospectus

As a sponsor of the 2020 Biodiesel Production Technology Summit, you will have an opportunity to position your organization as a leader and supporter of the renewable fuels industry in important international markets.

For pricing and additional information, please contact your BBI International Account Executive at (866) 746-8385 or service@bbiinternational.com.
Gold Level Sponsorship

**Gold Level Sponsor**

**Gold Level Sponsor Recognition**
- Visual recognition at the start of the day’s opening session
- Larger sponsor logo printed in event guide, online and on hallway signage
- Sponsor logo and link posted on online agenda
- Opportunity to moderate at least one panel within sponsored session

The 2020 Biodiesel Production Technology Summit brings together leaders in the academic, government and private sectors. Sponsorship opportunities can be designed to fit every business plan and budget. Packages can be tailored to achieve your business goals and help establish a stronger presence within the industry.

**Marketing/Branding Opportunities**
- One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our summit printer) • Printing at exhibitor’s expense, sent to Biodiesel Production Technology Summit attendees only
- Two e-mail blasts to all Biodiesel Production Technology Summit attendees
- 1/4-page advertisement printed in the on-site program guide
- Two time use of summit mailing list
- Company logo and link to company website on every page of the summit website
- **Innovation Stage:** Opportunity to present at the Innovation Stage on the expo floor
- **Sponsor Spotlight:** Company logo and 50-word description featured in “Sponsor Spotlight” on the home page of the summit website
- Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 200,000 impressions
- Company literature at designated sponsor table in high traffic area
- Logo and 50-word description in onsite program guide
- Visual recognition on signage: verbal and visual recognition in general session sponsor slide presentation
- Opportunity to promote separate side event to summit attendees through the summit website

**Complimentary Registrations**
- Two complimentary full summit registrations (Exhibitors receive a 40% discount on additional passes.)
## Silver Level Sponsor

**Gold Level Sponsor Recognition**
- Visual recognition at the start of the day’s opening session
- Sponsor logo printed in event guide, online and on hallway signage
- Sponsor logo and link posted on online agenda

Sponsored by: **AVAILABLE**

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### Marketing/Branding Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>One e-mail blasts to all Biodiesel Production Technology Summit attendees</td>
<td>Direct communication with attendees, potential for engagement and follow-up.</td>
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<tr>
<td>One time use of summit mailing list</td>
<td>Access to focused audience for targeted messages.</td>
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<tr>
<td>Company logo and link to company website on every page of the summit website</td>
<td>Brand visibility across all summit pages, increased exposure for company products or services.</td>
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<tr>
<td><strong>Innovation Stage:</strong> Opportunity to present at the Innovation Stage on the expo floor</td>
<td>chance to showcase innovative solutions or technologies, potential for networking and business development opportunities.</td>
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<tr>
<td><strong>Sponsor Spotlight:</strong> Company logo and 50-word description featured in “Sponsor Spotlight” on the home page of the summit website</td>
<td>Increased visibility on the summit website, potential for audience engagement through detailed descriptions.</td>
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<tr>
<td>Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 200,000 impressions</td>
<td>Direct marketing to attendees, potential for increased brand awareness.</td>
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<tr>
<td>Company literature at designated sponsor table in high traffic area</td>
<td>Physical presence at the event, increased visibility in high-traffic areas.</td>
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<tr>
<td>Logo and 50-word description in onsite program guide</td>
<td>Digital presence at the event, increased exposure through program guides.</td>
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<tr>
<td>Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation</td>
<td>Enhanced brand recognition through multiple mediums, potential for increased audience engagement.</td>
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### Complimentary Registrations

- One complimentary full summit registrations *(Exhibitors receive a 40% discount on additional passes.)*

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*Sponsors Get Noticed. Stand Out in the Crowd. Lock-in Your Sponsorship Today!*
**Add On** **Floor Direction Decals** 10 available

*Enhance your visibility and drive attendees to your booth in the Expo Hall*

Follow your floor decal road! Two foot diameter floor decals with your booth number and logo leading the way to all Summit points of interest.

*Availability is limited and will sell out fast!*

Recognition on Floor Direction Decals
- Logo and booth # prominently displayed on five (5) floor decals

**Add On** **Summit Program Guide Advertising**

*Enhance Visibility and Drive Attendees to Your Booth*

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful summit by inviting attendees to your booth through the use of an advertisement in the summit program guide. The program guide is given to all biofuels 2,000+ attendees at registration and includes the summit schedule and a complete list of all speakers with bios, the poster presentations, and the exhibit hall map. Attendees refer to the guide often, not only on site at the meeting but throughout the year, which gives your advertisement repeated exposure. Exclusive only to exhibitors, sponsors, supporting organizations.

**DEADLINES** **INSERTION/ARTWORK:** May 14, 2020

**Add On** **Hotel Room Bag Delivery** 10 Inserts available

*Deliver Your Brand Directly to Each Attendee’s Hotel Room*

You can now place your company pen, magnet, pamphlet, one-page inserts or any giveaway you have into the bag being delivered to attendees’ hotel rooms. This is one of the most cost-effective marketing add-ons for exhibitors and sponsors. Contact your account representative to discuss options and sizes for your insert. Only a limited number are still available, so email or call us now.

*Bag size: 9” w x 15” h. Only attendees at the official summit hotels will receive the bag and insert.

**DELIVERY DEADLINE** **May 22, 2020**

Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.

**Add On** **Blackout Bingo** 30 available

*Increase Traffic to Your Booth*

**Must be an exhibitor to purchase a spot**

Become a BLACKOUT BINGO participant to help move summit attendees around the exhibit hall. Each attendee will receive a BLACKOUT BINGO card upon check-in and must visit and receive a stamp from all 30 participating exhibit booths to be entered in the prize drawing. The grand prize is to be announced and other prizes may be added as we get closer to the show.

As an exhibitor, you have the opportunity to purchase a BINGO square and increase traffic to your booth. Become a participating booth by sponsoring a BINGO square. Limited availability – Only 30 exhibitors will have their company name and booth number on the BINGO card to be viewed by 2,000+ biofuels attendees.

**DEADLINE** **May 14, 2020**

Exhibitors committing after this date may not be included in the Program Guide, onsite signage or in the BLACKOUT BINGO Card.

**Add On** **Hotel Bar Coasters** 1 available

Many of the attendees network after hours in the hotel bars. Having coasters created and displayed during the summit is a great way to gain additional brand recognition. Make sure your company is top of mind while business deals are happening, become the Hotel Bar Coaster sponsor today. For more information contact your account manager.
Sponsors Get Noticed. Stand Out in the Crowd. Lock-in Your Sponsorship Today!

+Add On Lead Capture Service

Increase Your ROI By Using Lead Capture Services

2020 International Fuel Ethanol Workshop & Expo
Powered by the ETHANOL CONNECT APP

Lead Capture Benefits

- Generate more leads from event
- More face-to-face conversations
- Higher return on your investment
- Rate your leads and form a strong pipeline
- Add notes about your lead for more accurate follow up

How It Works

Onsite Booth Lead Capture
Two members of the booth staff have the ability to scan attendee badges using the Ethanol Connect app on their smartphones. Additional users are only $145 each. (Available at App Store and Google Play)

Active Internet Connection Not Necessary
Lead scanning app works offline or online

Activity Report
Admin can see which staff member scanned a specific badge

Please contact an account manager for more information:
Marty Steen: msteen@bbiinternational.com
Andrea Anderson: aanderson@bbiinternational.com
Bob Brown: bbrown@bbiinternational.com
Call: 866-746-8385