

2013 Sponsor Prospectus



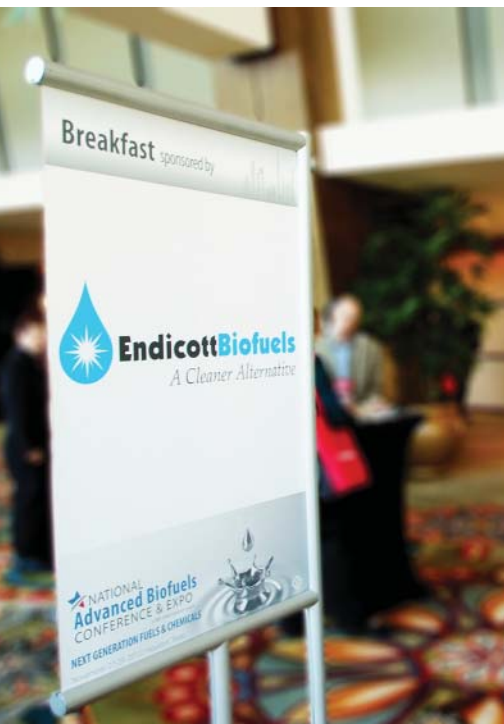
 NATIONAL
Advanced Biofuels
CONFERENCE & EXPO

September 10-12, 2013

CenturyLink Center Omaha
Omaha, NE

www.advancedbiofuelsconference.com

**PROVING PATHWAYS.
BUILDING CAPACITY.**



As a sponsor of the **2013 National Advanced Biofuels Conference and Expo**, you will have an opportunity to position your organization as a leader and supporter of the biorefining industry in important international markets. For pricing and additional information, please contact your BBI International Account Executive.

Contact Us:

P: 866-746-8385

E: service@bbiinternational.com

www.advancedbiofuelsconference.com

Platinum Level	SOLD TO
Name Badge Lanyard	
Conference Bag	
Aisle Sponsor	
Pocket Agenda	
Hotel Room Key	
Internet Lounge	
Gold Level	
Track	
Conference Bag Gift	
Networking Reception	
Welcome Reception	
Biofuels Connect	
Lunch	
Silver Level	
Breakfast	
Refreshment Break	
Water Cooler	
Conference Greening	
Premier Partner	
Industry Tour	



Platinum Level

--

Gold Level

--

Silver Level

--



Platinum Level

Name Badge Lanyard (1 available)

One of the most sought after sponsorship opportunities we offer. All attendees will be wearing a name badge and lanyard with your company's name and/or logo. What better way to have your company's brand persistently present throughout ALL areas of the conference.

Recognition on Name Badge Holder & Lanyard

- Company logo printed on name badge lanyards for all attendees

Conference Bag (1 available)

All attendees receive one and most attendees carry it with them throughout the conference. Why not put your company's brand - conspicuous and clear - on every conference bag. It is a sure bet that those attendees that were not familiar with your company at the beginning of the conference will know it afterwards.

Recognition on Conference Bag

- Company logo printed on conference show bag given to all attendees

Aisle Sponsor (1 available)

This is an excellent opportunity to have your company's brand stand out above the crowd – literally. Aisle sponsors will have their logo conspicuously displayed on floor decals on the trade show hall. Your company's logo will be visible to anyone in the trade show hall from any position on the trade show floor.

Recognition on Aisle Signage

- Company logo prominently displayed on the floor of the trade show hall in each aisle

Pocket Agenda (1 available)

This is a highly sought after tool that attendees reference again and again throughout the conference. In addition to placing your logo on the pocket guide, you will also have an opportunity to place an advertisement on one section of the piece.

Recognition in Pocket Agenda

- Logo on back page of pocket guide
- One page ad placement within pocket guide

Hotel Room Key (1 available)

All attendees staying at a conference hotel will receive a special hotel room key card printed with your company's logo, message and colors.

Recognition on Hotel Room Key Card

- Company logo printed on all conference hotel guest key cards

Internet Lounge (1 available)

More than simply a place to get online and check email - the internet lounge is an area in the trade show hall where people congregate, meet and discuss issues important to their business. We provide comfortable seating and space to relax and download the latest information. Place your company's brand in front of these decision makers.

Recognition in the Internet Lounge

- Recognition on all Internet lounge signage
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Table top cards with company logo to be displayed on tables and computer stations
- Each computer screen landing page set to sponsor's home page
- Company logo on the computer's "wallpaper"



Platinum Level

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (8 X 10) premium exhibit space in the trade show	✓	✓	
One complimentary (8 X 10) inline exhibit space in the trade show			✓
Two e-mail blasts to all conference attendees	✓	✓	
One piece insert in all conference bags	✓	✓	✓
Full page advertisement in onsite program guide	✓		
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 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 conference attendees through the conference website	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Hotel Room Upgrade			
Complimentary suite upgrade at the conference hotel	✓		
One complimentary hotel room night at the conference hotel	✓		
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	✓



Gold Level

Track (2 available)

Available Tracks: Pathways & Industrial Hosts; Inputs & Supply Chain; Products & Markets; Capital & Strategic Partners.

Track Sponsor Recognition

- Visual and verbal recognition at the start of each panel discussion within designated track
- Sponsor logo printed next to track panel session titles, on printed conference agenda, online and on hallway signage
- Sponsor logo and link posted on online agenda
- Opportunity to moderate at least one panel within sponsored track

Conference Bag Gift (4 available)

A recent study showed 71.6% of conference attendees who received a promotional product remembered the name of the company that gave them the product. By becoming a Conference Bag Gift Sponsor, you'll insert your company's swag, goodies, tchotchkes, or collateral materials into the conference bag. Choose from anything that you can possibly fit in conference bags, examples include: pens, hand sanitizer, mints, sponge balls

**speak to your account representative about products available for distribution*

Recognition in Company Bag Gift

- Logo on each gift distributed to all attendees

Networking Reception (1 available)

An opportunity to meet and mingle with industry representatives, the evening receptions are located in the trade show and are highly attended. These sponsorships offer maximum exposure and include prime marketing opportunities at the event and through promotional materials.

Recognition at Networking Reception

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event

Welcome Reception (1 available)

An opportunity to meet and mingle with industry representatives, the evening receptions are located in the trade show and are highly attended. These sponsorships offer maximum exposure and include prime marketing opportunities at the event and through promotional materials.

Recognition at Welcome Reception

- Trade show ribbon-cutting ceremony and welcoming remarks honors
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event

Biofuels Connect (1 available)

Biofuels Connect is an exclusive online social media site for the National Advanced Biofuels Conference & Expo and is the perfect sponsorship for a consulting service or supplier to the industry. Attendees visit the site before, during and after the event, so you'll gain maximum exposure with conference goers looking to make connections and find new products and services. Hundreds of meetings and conversations happen on Biofuels Connect and by becoming a sponsor you can make sure your company is top of mind. Start connecting with the industry, become the exclusive sponsor of Biofuels Connect!

Recognition on Biofuels Connect

- Company logo displayed on Biofuels Connect in the header
- Logo on online agenda prior to show on Biomass Connect
- Logo sent in emails promoting Biofuels Connect

Lunch (1 available)

Take a break from the conference sessions to network with business colleagues and contacts. Enjoy a great meal while signage highlights your company throughout the luncheon. A captive audience and a great way to showcase your company!

Recognition at Lunch

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Verbal recognition during lunch
- Opportunity for sponsor representative to address lunch attendees
- Company logo on signage displayed at event



Gold Level

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (8 X 10) premium exhibit space in the trade show	✓	✓	
One complimentary (8 X 10) inline exhibit space in the trade show			✓
Two e-mail blasts to all conference attendees	✓	✓	
One piece insert in all conference bags	✓	✓	✓
Full page advertisement in onsite program guide	✓		
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 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 conference attendees through the conference website	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Hotel Room Upgrade			
Complimentary suite upgrade at the conference hotel	✓		
One complimentary hotel room night at the conference hotel	✓		
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	✓



Silver Level

Breakfast - Wednesday (1 available)

Start Wednesday off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

Recognition at Breakfast

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables

Breakfast - Thursday (1 available)

Start Thursday off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

Recognition at Breakfast

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables

Refreshment Break (3 available)

Conference attendees need to take a breather from the breakout sessions to refresh and energize. By sponsoring a refreshment break, your signs will be placed at the serving areas to make your company top of mind with attendees as they recharge. This sponsorship opportunity is a valuable way to increase company name recognition.

Recognition at Energy Break

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event

Water Cooler (1 available)

Your current and potential customers will appreciate the abundance of water cooler stations generously distributed throughout the expo hall.

Recognition at Water Stations

- Company logo prominently displayed on all water cooler stations
- Company logo on all water cooler cups (environmentally friendly cups)
- Opportunity to display/distribute company information next to water stations

Conference Greening (1 available)

Corporate sustainability creates long-term shareholder value. Demonstrate your commitment and value of environmental sustainability by sponsoring the conference greening efforts and practices. As the greening sponsor, your company will be recognized and highlighted as a high level sponsor throughout the conference and trade show.

Recognition at Greening Stations

- Recognition on signage and in announcements at conference for sponsorship of conference greening

Premier Partner (6 available)

Maximize your exposure before and during the conference. A Premier Partner Sponsorship spotlights your company through thousands of conference emails, onsite event signage and the conference website. In addition, you'll have the opportunity to get a premium booth on the trade show floor.

Premier Partner Recognition

- Thousands of conference emails, before the event
- Onsite signage with company logo prominently displayed
- Premium exhibit space
- Two full conference registrations



Silver Level

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (8 X 10) premium exhibit space in the trade show	✓	✓	
One complimentary (8 X 10) inline exhibit space in the trade show			✓
Two e-mail blasts to all conference attendees	✓	✓	
One piece insert in all conference bags	✓	✓	✓
Full page advertisement in onsite program guide	✓		
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 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 conference attendees through the conference website	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Hotel Room Upgrade			
Complimentary suite upgrade at the conference hotel	✓		
One complimentary hotel room night at the conference hotel	✓		
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	✓