

Sponsor Prospectus

**EXPLORE
ALL THINGS
BIOMASS**

INTERNATIONAL
BIOMASS
CONFERENCE & EXPO
a BBI International event


April 16-18, 2018
Cobb Galleria Centre
Atlanta, GA

Sponsorships Cultivate Strong ROI



As a sponsor of the 2018 International Biomass Conference & Expo, 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.

Platinum Level	SOLD TO
Name Badge Lanyard	AGCO Corporation
Conference Bag	
Hotel Room Key	
Grand Opening Reception	
Network Reception / Blackout Bingo Sponsor	
General Session Sponsor	
Registration Desk Sponsor	
Gold Level	
Wednesday Evening Event	
Biomass Connect Sponsor	
Pocket Guide	Morbark, LLC
Recharge Lounge	
Lunch Sponsor	
Relaxation Station	Hallco Industries, Inc.
Track Sponsor	
Water Stations	
Aisle Sponsor	
Breakfast Sponsor	
Refreshment Break	
Industry Tour	
Innovation Stage	
Add On <small>See pg 7 for more details</small>	
Room Drop Bag Sponsor	
Room Drop bag Insert	
Program Guide-Full Page	
Program Guide-Half Page	
Floor Direction Decals	
Bingo Card	
Lead Retrieval	

Platinum Level



Gold Level

Marketing/Branding Opportunities	Platinum	Gold
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓
You'll be featured in a 2-page story in the Sponsor Profile section of <i>Biomass Magazine</i> . (availability of month is on a first-come, first-served basis)	✓	
One complimentary (10 X 10) premium exhibit space in the Expo	✓	✓
Two e-mail blasts to all conference attendees	✓	
One piece insert in all conference bags	✓	✓
Full page advertisement in onsite program guide	✓	
You will be given a mailing list of all attendees, in an excel spreadsheet	✓	
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	✓	
One (1) "Sponsor Spotlight" feature in marketing email to 50,000+	✓	✓
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	✓	✓
Two (2) :30 commercials on two webinars produced by <i>Biomass Magazine</i> in 2018. (you choose the webinars)	✓	
Logo and 50-word description in onsite program guide	✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓
Complimentary Registrations		
Five complimentary full conference registrations (<i>Exhibitors receive a 40% discount on additional passes.</i>)	✓	
Three complimentary full conference registrations (<i>Exhibitors receive a 40% discount on additional passes.</i>)		✓
Hotel Room Upgrade		
Complimentary room upgrade at the conference hotel	✓	
One complimentary hotel room night at the conference hotel	✓	
Executive Boardroom Use		
Executive boardroom available for private meetings	✓	✓

Platinum Level Sponsors

Name Badge Lanyard (1 available)

Get all conference attendees to become your walking billboard for your company. By investing in this sponsorship, your brand will be constantly viewed and your name will be on the back of every person at the event. This is a tremendous bang for your buck!



Recognition on Name Badge Lanyard

- Company logo printed on name badge lanyards for all attendees

Hotel Room Key (1 available)

Make your brand inescapable! This is a KEY sponsorship! Your logo will be seen every time attendees enter their hotel rooms when you sponsor this custom-designed, hotel room key. Keys will be distributed at the participating hotel only.

Recognition on Hotel Room Key

- Company logo printed on all conference hotel guest key cards

Registration Desk (1 available)

Every attendee needs to register. By purchasing this sponsorship, you'll make a strong first impression at the conference. As attendees are standing in line to register, they'll view your logo and read your promotional materials that will be handed out at the registration desk.

Recognition at Registration Desk

- Logo included on lighted kick panel at desk
- Exclusive promotional material at registration desk

Grand Opening Welcome Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Grand Opening reception is located at the entryway of the Expo Hall and is one of the most exciting and highly attended receptions. This sponsorship offers maximum exposure and includes prime marketing opportunities at the start of the event and through promotional materials.

Recognition at Grand Opening & Welcome Reception

- Expo ribbon-cutting ceremony and expo welcoming remarks honors
- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on Biomass Connect
- Koozies with company logo

General Session Sponsor (1 available)

Your company's name will be displayed during the General Session. It is the largest congregation of attendees and the most anticipated part of the conference. In addition, anytime the General Session is promoted before, during or after the conference in marketing emails, advertisements and mailings, your name will be included. This sponsorship will allow you to reach a large number of people, even before the event begins.

Recognition at General Session

- Notebooks & pens on every table with logo
- Logo on big screen before and after the general session
- Table tents with logo dispersed throughout the General Session tables
- 30 second speaking spot, during the general session to promote your product
- Naming rights – example "Your Name General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included

Conference Bag (1 available)

Are you looking for high visibility? This investment ensures that your company's name stands out at the conference. Distributed at the beginning of the event, all attendees receive a show bag and use it throughout the conference. We've even discovered that many attendees use it long after the conference has ended. Put your company's brand on every conference show bag and make your investment count.

Recognition on Conference Bag

- Company logo printed on conference bag given to all attendees

Evening Networking Reception/ Blackout Bingo Sponsor (1 available)

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

As a sponsor, will you get the center spot of the card and have the opportunity to place your advertisements in two different spots on the bingo card. You'll also have your logo placed on all examples of the BINGO card and all marketing materials promoting BLACKOUT BINGO. This promotion also includes the main page of the conference website.

Recognition at Networking Reception

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on Biomass Connect
- Koozies with company logo

Blackout Bingo Recognition

- Thousands of conference emails
- Main page of the conference website (in the Blackout Bingo banner)
- Center position on the BINGO card
- Two advertisements on the BINGO card piece (in all attendee bags)
- Logo on Bingo promotions on the conference website (attendee and exhibitor sections)



Gold Level Sponsors

Relaxation Station (1 available)

Give your customers the gift of looking sharp and feeling fresh. Relaxation station will consist of a shoe shine chair, massage chair, and comfortable seating area. Your customers will receive a complimentary professional shoe shine and/or a rejuvenating massage.

Recognition includes:

- Hanging sign
- Recognition on program/signage
- Exclusive opportunity to place company information and materials for perusal by visitors
- Other unique promotional opportunities available



Biomass Connect (1 available)

Biomass Connect is an exclusive online social media site for the International Biomass 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. Start connecting with the industry, become the exclusive sponsor of Biomass Connect!

Recognition on Biomass Connect

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

Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees will refer to again and again throughout the conference. By placing your logo on the pocket guide, you will gain maximum exposure. Place an advertisement in the pocket guide.

Recognition will include:

- Logo on front page of pocket guide
- One page advertisement in pocket guide

Wednesday Evening Event (1 available)

Details coming soon.

Recognition at Evening Reception

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on Biomass Connect

Breakfast -Tuesday/Wednesday (2 available)

Start the day 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

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show
- Option to upgrade to hot breakfast available

Lunch Sponsor - Tuesday/Wednesday (2 available)

Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to associate your brand with great food and a positive experience. Your company will be promoted to hundreds via signage and napkins.

Recognition at Lunch

- Company logo on signage displayed at event
- 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
- Logo on agenda online prior to show and on Biomass Connect

Refreshment Break (3 available)

As a Refreshment Break sponsor, you'll gain exclusive access to conference attendees as they network, sip coffee, eat cookies and reflect on the sessions they just attended. Your company logo will be exclusively displayed on buffet tables, napkins and signage during the break. Only four available.

Tuesday PM, Wednesday AM, Wednesday PM

Recognition at Refreshment Break

- Tabletop cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show and on Biomass Connect

Aisle Sponsor (7 available)

This has become one of the most popular sponsorships, due to the heavy traffic and exposure you receive as an aisle sponsor. This is an excellent opportunity to have your company's brand displayed for hundreds of attendees in the expo halls.

Recognition on Aisle Signage

- Company logo prominently displayed over the expo floor beneath the aisle signage on the expo floor.

Gold Level Sponsors

Water Stations (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

- Logo prominently displayed on all water cooler stations
- Logo on all water cooler cups
- Opportunity to display/distribute company information next to water stations

Industry Tour (1 available)

Recognition on Tour

- Company logo displayed on transportation to the event
- Company logo on signage displayed at event
- Logo on agenda online prior to show

Innovation Stage (1 available)

Promote your company as attendees learn about the latest technologies and services innovating the ethanol industry. Located on the exhibit hall floor, your logo will be placed on signage in the innovation stage seating area and on the backdrop of the stage itself, as select exhibitors present their products and services to attendees. Due to the stage's location and promotion by all participating exhibitors, this sponsorship will allow you to gain platinum and gold level exposure at a silver level price.

Recognition on Innovation Stage

- Onsite Signage
- Innovation Stage schedule signage
- Logo in program guide schedule
- Logo on stage backdrop
- Logo on emails promoting the Innovation Stage

Track Sponsor (4 available)

By sponsoring a track you'll be able to focus your message to a targeted audience that is most relevant to your company. Take advantage of this extremely targeted marketing opportunity!

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



Recharge Lounge (1 available)

Located in a high-traffic area of the expo hall, the recharge lounge is the place where attendees go to recharge their cellphones, notepads, laptops or any other electronic device. The lounge is extremely popular with attendees, because electronic devices are heavily used during the show and this lounge provides a comfortable area on the expo hall floor where attendees can sit on comfortable chairs, have engaging conversations with other attendees and recharge their devices.

Recognition for Recharge Lounge

- Company logo and information wrapped on the actual recharge station
- Company logo on signage in the lounge
- Company logo on the program guide listing
- Option to upgrade and include beverages inside the lounge



+Add On FLOOR DIRECTION DECALS 10 available

Increase Traffic to Your Booth

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

Availability is limited and will sell out fast!

Marketing/Branding Opportunities

- Logo and booth # prominently displayed on five (5) floor decals



+Add On CONFERENCE 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 conference by inviting attendees to your booth through the use of an advertisement in the conference program guide. The program guide is given to all 1,000 attendees at registration and includes the conference 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: **March 15, 2018**
 ARTWORK: **March 15, 2018**



+Add On HOTEL ROOM BAG DELIVERY

Deliver Your Brand Directly to Each Attendees' 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 calls us now.

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

DELIVERY DEADLINE **March 16, 2018**

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



+Add On BLACKOUT BINGO 25 available

Increase Traffic to Your Booth

Must be an exhibitor to purchase a spot

International Biomass Conference & Expo has developed a unique BLACKOUT BINGO game to help move conference 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 25 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.

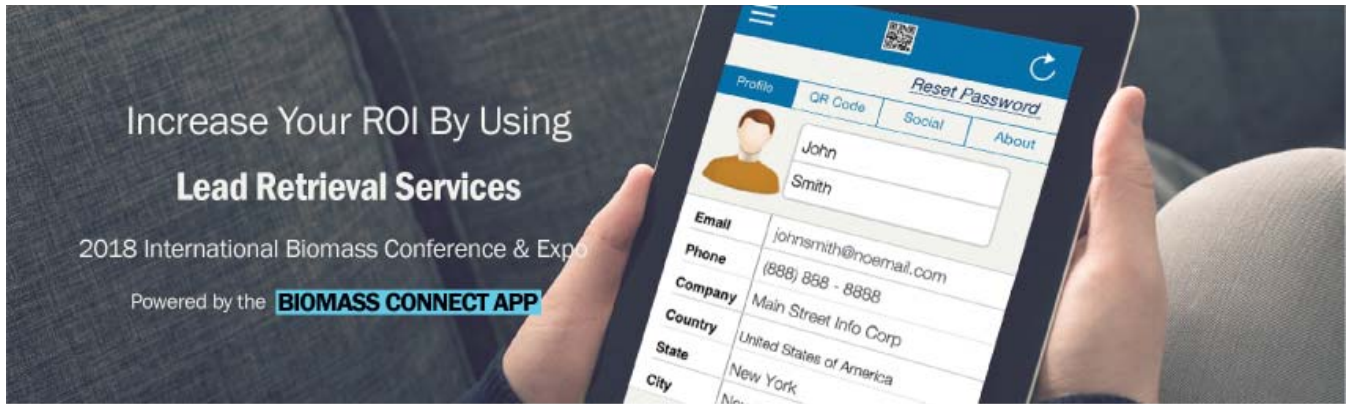
As an exhibitor, you have the opportunity to purchase a BINGO square and increase traffic to your booth. Become a participating booth by sponsoring a BINGO square. Limited availability – Only 25 exhibitors will have their company name and booth number on the BINGO card to be viewed by 1,000+ attendees.

DEADLINE **March 23, 2018**

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




+Add On LEAD RETRIEVAL SERVICE





Lead Retrieval Benefits

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

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Onsite Booth Lead Retrieval
Unlimited number of Booth staff can scan the badge of an attendee using the Biomass Connect app on their smartphone. (Available at App Store and Google Play)
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Active Internet Connection Not Necessary
Lead scanning app works offline or online
- 

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

To get started, please contact Marla DeFoe at mdefoe@bbiinternational.com or 701.738.4960