



# 2012 Sponsorship Opportunities

[www.biomassconference.com/pacificwest](http://www.biomassconference.com/pacificwest)



## *Pacific West* **BIOMASS** CONFERENCE & TRADE SHOW

*a Biorefining Magazine and Biomass Power & Thermal event*

**January 16-18, 2012**

San Francisco Marriott Marquis  
San Francisco, CA

As a sponsor of the **2012 Pacific West Biomass Conference & Trade Show**, 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](mailto:service@bbiinternational.com).

**Do you have an additional sponsorship opportunity in mind?**

As a sponsor of the 2012 Pacific West Biomass Conference & Expo you will position your organization as a leader and supporter of the renewable fuels industry. We would like to discuss our sponsorship levels or any sponsorship ideas you may have that aren't listed. Let us know your thoughts and we'll be more than happy to accommodate your request. For pricing and additional information, please contact your BBI International Account Executive at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com).



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## Premier Partner

Six (6) Available

### Marketing/Branding Opportunities

- Complimentary inline (8 X 10) exhibit space in the trade show
- One piece insert in all conference bags
- 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

- Two complimentary full conference registrations

### Executive Boardroom

- Executive boardroom available for private meetings



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## Conference Greening

One (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

### Marketing/Branding Opportunities

- Complimentary inline (8 X 10) exhibit space in the trade show
- One piece insert in all conference bags
- Two time use of conference mailing list
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## Water Cooler

One (1) Available

*Your current and potential customers will appreciate the abundance of water cooler stations generously distributed throughout the trade show.*

**SOLD OUT**

### Recognition at Water Stations

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## Refreshment Break

Three (3) 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.*

**1 OF 3 SOLD**

### Recognition at Refreshment Breaks

- Signage with company logo prominently displayed throughout the area during refreshment break
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables



**MATRIX SERVICE**

INDUSTRIAL SERVICE CONTRACTOR

### Marketing/Branding Opportunities

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## Aisle Sponsor

One (1) Available

*This is an excellent opportunity to have your company's brand laid at the feet of your customers – literally. Aisle sponsors will have their logo conspicuously displayed as floor signage on the trade show floor.*

### Recognition on Aisle Signage

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

### Marketing/Branding Opportunities

- Complimentary inline (8 X 10) exhibit space in the trade show
- One piece insert in all conference bags
- 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
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## Company Pen

One (1) Available

*Place your company's brand directly into the hands of each and every conference attendee. In addition to the highly valuable benefits below, the official conference pen will be placed in each attendee's conference bag. To ensure your satisfaction, you will have input on the type and style of pen selected.*

### Recognition on Company Pen

- Logo on each company pen distributed to all attendees

### Marketing/Branding Opportunities

- Complimentary inline (8 X 10) exhibit space in the trade show
- One piece insert in all conference bags
- 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
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## Track Sponsor

Four (4) Available

Available Tracks: *Electricity Generation; Industrial Heat & Power; Biorefining; Project Development & Finance*

**1 OF 4 SOLD**

### 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

### Marketing/Branding Opportunities

- One complimentary (8 X 10) premium exhibit space in the trade show
- Two e-mail blasts to all conference attendees
- One piece insert in all conference bags
- 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
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**Track 4: Project Development & Finance**



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## Internet Lounge

### One (1) Available

*More than simply a place to get online and check email - the internet lounge is an area in the trade show 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"

### Marketing/Branding Opportunities

- One complimentary (8 X 10) premium exhibit space in the trade show
- Two e-mail blasts to all conference attendees
- One piece insert in all conference bags
- Two time use of conference mailing list
- Company logo and link to company website on every page of the conference website
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- Company literature at designated sponsor table in high traffic area
- Logo and 50-word description in onsite program guide
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## Hotel Room Key

### One (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

### Marketing/Branding Opportunities

- One complimentary (8 X 10) premium exhibit space in the trade show
- Two e-mail blasts to all conference attendees
- One piece insert in all conference bags
- Two time use of conference mailing list
- Company logo and link to company website on every page of the conference website
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- 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
- Full-page advertisement in onsite program guide

### Complimentary Registrations

- Five complimentary full conference registrations

### Executive Boardroom Use

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## Pocket Agenda

One (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 in one section of the piece.*

**SOLD OUT**

### Recognition on Company Pen

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

### Marketing/Branding Opportunities

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- Company logo and link to company website on every page of the conference website
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IR1 Group LLC



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## Registration Desk Sponsor

**One (1) Available**

*First impressions are invaluable. Make a strong first impression by placing your company in front of every attendee at the site of their first exposure to the event - the registration desk.*

### Recognition in Registration Desk Area

- Logo prominently displayed on all registration area signage and on registration desk panels
- Company literature distributed at each registration area station
- Opportunity for company to have station in registration area for distributing company materials, greeting attendees, providing refreshments and snacks, etc.

### Marketing/Branding Opportunities

- One complimentary (8 X 10) premium exhibit space in the trade show
- Two e-mail blasts to all conference attendees
- One piece insert in all conference bags
- Two time use of conference mailing list
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- Full-page advertisement in onsite program guide

### Complimentary Registrations

- Five 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

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## Welcome Reception

### One (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 Evening Reception

- Welcome Reception only: Trade show ribbon-cutting ceremony and trade show welcoming remarks honors
- Signage with company logo prominently displayed throughout the area during reception
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables

### Marketing/Branding Opportunities

- One complimentary (8 X 10) premium exhibit space in the trade show
- Two e-mail blasts to all conference attendees
- One piece insert in all conference bags
- Two time use of conference mailing list
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- 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
- Full-page advertisement in onsite program guide

### Complimentary Registrations

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### Hotel Room Upgrade

- Complimentary suite upgrade at the conference hotel
- One complimentary hotel room night at the conference hotel

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## Networking Reception

One (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 Evening Reception

- Signage with company logo prominently displayed throughout the area during reception
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables

### Marketing/Branding Opportunities

- One complimentary (8 X 10) premium exhibit space in the trade show
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### Hotel Room Upgrade

- Complimentary suite upgrade at the conference hotel
- One complimentary hotel room night at the conference hotel

### Executive Boardroom Use

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## Conference Bag

One (1) Available

US \$10,000

*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 bag given to all attendees

### Marketing/Branding Opportunities

- Complete attendee mailing list provided post-show
- Complimentary (8 X 10) premium exhibit space in the trade show
- One piece insert in all conference bags
- Full-page advertisement in onsite program guide
- Two e-mail blasts to all conference attendees
- 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 numbering not less than 400,000 e-mails in no fewer than 10 distinct efforts
- Visual recognition on signage; verbal and visual recognition in plenary session sponsor slide presentation
- Company literature at designated sponsor table
- Logo and 50-word description in onsite program guide
- Opportunity to promote separate side event to conference attendees through the conference website

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### Hotel Room Upgrade

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## Name Badge Lanyard US \$10,000

One (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

### Marketing/Branding Opportunities

- Complete attendee mailing list provided post-show
- Complimentary (8 X 10) premium exhibit space in the trade show
- One piece insert in all conference bags
- Full-page advertisement in onsite program guide
- Two e-mail blasts to all conference attendees
- Company logo and link to company website on every page of the conference website
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### Hotel Room Upgrade

- Complimentary suite upgrade at the conference hotel
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### Executive Boardroom Use

- Executive boardroom available for private meetings