



3rd Annual
CHEM|INNOVATIONS
2012 | CONFERENCE
& EXPO

November 13-15, 2012 www.cpievent.com
MORIAL CONVENTION CENTER, NEW ORLEANS, LA

SPONSORSHIP PACKET 2012

The ChemInnovations Sponsorship Programs allow your company to stand out from the crowd. These sponsorships offer specially priced packages providing you with additional exposure, recognition and value.

As a ChemInnovations Sponsor, you can be among an exclusive group of companies to receive full conference and trade show exposure. The sponsorship options offer the spectrum - from the comprehensive to the exclusive sponsorships of specific items or services provided to the ChemInnovations 2012 Conference Delegates. These sponsorships make your target audience your captive audience. Each sponsorship puts the sponsor's name in front of the Conference Delegates in a proactive manner, proven to deliver substantial ROI.

All ChemInnovations 2012 sponsorship fulfillment services are handled turnkey before, during and after the event by our experienced professional event staff. Your company will need to provide artwork and advertising material and our expert team will efficiently handle the details with minimal guidance from your staff. You should reserve your sponsorship early, to maximize the benefits offered. This is especially true to take advantage of all the printed material opportunities.

To reserve your sponsorship package, please complete the order form or contact Carley Ziober at 713-343-1884 or CarleyZ@tradefairgroup.com. If your needs are not met by the options listed, we will be pleased to discuss a customized program that will meet your specific requirements.



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Platinum Sponsor – Exclusive - \$15,000

RECOGNITION

- Your company will be identified as an ChemInnovations 2012 Platinum Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Each day, an announcement will be made over the exhibition public address system recognizing your company as a Platinum Sponsor
- Your staff attending the ChemInnovations 2012 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company
- Literature Distribution in the Press Room
- Your company will be recognized as a sponsor of the Opening Plenary Session and your literature can be displayed outside the meeting room prior to, during and following the Opening Plenary Session

PRINT & ELECTRONIC PROMOTION

- Your company will be identified as a Platinum Sponsor of ChemInnovations 2012 in the conference brochure, the official Show Guide
- Your company literature (a brochure, invitation, etc) will be placed in the bag each delegate receives when registering. (One item per sponsor – maximum of eight pages)
- Your company will be recognized as a Platinum Sponsor in confirmation packages sent to all pre-registered ChemInnovations 2012 Conference delegates
- Your company will be entitled to a 20% discount on the one-time four-color rate for advertising reserved in the 2012 Official Show Guide which will be distributed at the event to all delegates and visitors
- Corporate logo on the ChemInnovations web site with reciprocal hyperlink to your web site identifying you as a Platinum Sponsor

CONFERENCE RECOGNITION

- Your company will be identified as a Platinum Sponsor on all podium signs throughout the ChemInnovations 2012 Conference
- Your company logo, identifying you as a Platinum Sponsor, will be displayed on the projection screen in the meeting room prior to the first day Plenary Sessions, including the Executive Roundtable
- Your company will receive five (5) complimentary VIP invitations to the ChemInnovations 2012 Conference to issue to customers or other business relations
- Your company will receive one hundred (100) Exhibition passes



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Gold Sponsor - \$10,000

RECOGNITION

- Your company will be identified as a Gold Sponsor on the signage in the registration area, by the entryway to the exhibition and in the exhibition hall and conference areas
- Each day, an announcement will be made over the exhibition public address system recognizing your company as a Gold Sponsor
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as members of a Sponsor team
- Literature Distribution in the Press Room

PRINT & ELECTRONIC PROMOTION

- Your company will be identified as a Gold Sponsor of ChemInnovations 2012 in the conference brochure, the official Show Guide
- Your company will be entitled to a 10% discount on the one-time four color rate for advertising reserved in the 2012 Official Show Guide which will be distributed during the event
- Your company will be thanked and recognized as a Gold Sponsor in confirmation packages sent to all Conference delegates
- Corporate logo on the ChemInnovations web site with reciprocal hyperlink to your web site identifying you as a Gold Sponsor

CONFERENCE RECOGNITION

- Your company logo identifying you as a Gold Sponsor will be displayed in all meeting rooms throughout the conference
- Your company will receive three (3) complimentary Gold Sponsor passes to the core Conference
- Your company will receive one hundred (100) Exhibition passes

Silver Sponsor - \$7,500

RECOGNITION

- Your company will be identified as a Silver Sponsor on the signage in the registration area, by the entryway to the exhibition and in the exhibition hall and conference areas.
- Your staff attending the Conference & Exhibition will be provided with ribbons identifying them as members of a Sponsor team
- Literature Distribution in the Press Room

PRINT & ELECTRONIC PROMOTION

- Your company will be identified as a Silver Sponsor of ChemInnovations 2012 in the conference brochure, the official Show Guide
- Your company will be thanked and recognized as a Silver Sponsor in confirmation packages sent to all Conference delegates
- Corporate logo on the event web site with reciprocal hyperlink to your web site

CONFERENCE RECOGNITION

- Your company logo identifying you as a Silver Sponsor will be displayed in all meeting rooms throughout the conference
- Your company will receive two (2) complimentary Silver Sponsor passes to the core Conference
- Your company will receive one hundred (100) Exhibition passes



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Beverage Station Sponsor – \$2,500 – 5 available

- Signage at your beverage station during evening receptions – close to your booth space on the exhibit floor
- Your company will be listed as a Beverage Station Sponsor of the Reception and will have invitations to attend in all the conference rooms all day
- Your company has the option to bring napkins, coasters, beverage holders, etc. to be used at your designated beverage station (items must be approved by ChemInnovations staff)
- Your company will be identified as one of the Beverage Station Sponsors in the Official Show Guide
- Corporate logo on the ChemInnovations web site with reciprocal hyperlink to your web site

Wednesday Lunch Sponsor - \$5,000 – 4 available

- Table & signage in restaurant area for company literature and up to 4 staff members to interact with delegates as they pick up their lunch
- A dessert station will be located adjacent to your exhibit space for the Wednesday lunch
- Signage promoting your lunch sponsorship in conference areas and at the front of exhibit hall on Wednesday
- Your company will be identified as a Delegate Lunch Sponsor in print in the Official Show Guide
- Signage on tables in restaurant area with your company logo
- Corporate logo on the event web site with reciprocal hyperlink to your web site
- Your company will receive two (2) complimentary passes to the core Conference

Continental Breakfast Package Sponsor – \$4,500 - Wednesday & Thursday

- Your company literature may be displayed on a table during the breakfasts.
- Signage in the Breakfast room will identify your company as the sole sponsor of the Breakfast
- Company logo on all conference promotional material
- Your company will receive two (2) complimentary passes to the core Conference

Wednesday Networking Breaks Sponsor - \$2,000 – 2 available

- Your company literature may be displayed on a table during the networking breaks.
- Signage will identify your company as the sole sponsor of the Networking Breaks.
- Company logo on all conference promotional material
- Your company will receive one (1) complimentary passes to the core Conference

Thursday Networking Breaks Sponsor - \$1,000 – 2 available

- Your company literature may be displayed on a table during the networking break.
- Signage will identify your company as the sole sponsor of the Networking Break.



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Badge Lanyard Sponsor – Exclusive - \$5,000 + Cost of lanyards

- Your Company name will be printed on each Badge Lanyard given to each ChemInnovations attendee at registration (no other lanyard will be offered at registration)
- Your company will be recognized as the ChemInnovations 2012 Badge Lanyard Sponsor on signage in the Registration area and in the conference areas
- Your staff attending the ChemInnovations 2012 Conference and Exhibition will be provided with ribbons identifying them as Sponsors
- Your company will be recognized as the Badge Lanyard Sponsor of ChemInnovations 2012 in the promotional materials, the website, and in the official show guide
- Your company will receive two (2) complimentary VIP invitations to the ChemInnovations 2012 Conference to issue to customers or other business relations

Conference Bags Sponsor – Exclusive - \$5,000 + Cost of bags

- Your company logo will be printed on the bag containing the literature for each ChemInnovations 2012 Conference Delegate. This bag will be given to each Delegate as they register.
- Your company will be recognized as the ChemInnovations 2012 Badge Lanyard Sponsor on signage in the Registration area and in the conference areas
- Your staff attending the ChemInnovations 2012 Conference and Exhibition will be provided with ribbons identifying them as Sponsors
- Your company will be recognized as the Badge Lanyard Sponsor of ChemInnovations 2012 in the promotional materials, the website, and in the official show guide
- Your company literature (a brochure, invitation, etc) will be placed in each bag given to the ChemInnovations 2012 Delegates. (Two items only – Maximum of eight pages each)
- Your company will receive two (2) complimentary VIP invitations to the ChemInnovations 2012 Conference to issue to customers or other business relations

Delegate Portfolio Sponsor – Exclusive - \$2,500 + Cost of portfolios

- Your Company name will be printed on each Portfolio given to each ChemInnovations Conference Delegate at registration.
- Your company will be recognized as the ChemInnovations 2012 Portfolio Sponsor on signage in the Registration area and in the conference areas
- Your company will be recognized as the Portfolio Sponsor of ChemInnovations 2012 in the promotional materials, the website, and the official show guide
- Your company will receive two (2) complimentary VIP invitations to the ChemInnovations 2012 Conference to issue to customers or other business relations

Floor Decal Sponsorship - \$1,500 – 7 available

- Floor decal with your design and logo on the floor at the front of the Aisle, at your booth in the aisle, and at the back of the aisle. – Only one per aisle – very exclusive!

The banner features a dark blue background with a large, stylized '3' on the left side. Inside the '3' are images of industrial equipment: a blue valve wheel and a yellow industrial structure. The text '3rd Annual' is in white, 'CHEM|INNOVATIONS' is in red and white, '2012' is in large white font, and 'CONFERENCE & EXPO' is in smaller white font.

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Aisle Banner Sponsorship - \$2,000 – 7 available

- Your company will be identified on alternating Aisle Banners on the ChemInnovations exhibit floor.
– Only one company per aisle – very exclusive!
- Logo in the Show Guide as a sponsor
- Log on the website as a sponsor

Hotel Card Key Sponsorship – Exclusive - \$2,500 + Cost of card key

- Your company can design the hotel card key for one or all of the hotels in the hotel room block
- Your company will be recognized as the ChemInnovations 2012 Hotel Card Key Sponsor on signage in the Registration area, by the exhibition entry way and in the conference areas
- Your staff attending the ChemInnovations 2012 Conference and Exhibition will be provided with ribbons identifying them as Sponsors
- Your company will be recognized as the Hotel Card Key Sponsor of ChemInnovations 2012 in the promotional materials, on the website, and in the official show guide

Hotel Room Drop Sponsorship - \$2,500 + Hotel Drop Fee

- Your company will have an item or brochure of your choice placed **inside** each delegates room at the headquarter hotel.
- Signage, including your company logo, will be displayed at the web site of the ChemInnovations 2012 conference recognizing your sponsorship.
- Your company may place literature on the conference area literature table.

Hotel Door Drop Sponsorship - \$2,000 + Hotel Drop Fee

- Your company will have an item or brochure of your choice placed **outside** each delegates room at the headquarter hotel.
- Signage, including your company logo, will be displayed at the web site of the ChemInnovations 2012 conference recognizing your sponsorship.
- Your company may place literature on the conference area literature table.

Delegate Prize Giveaway - \$1,250 -15 available

Your company can join 14 other companies who will sponsor the Delegate Prize Giveaway. Conference delegates must visit each sponsor's booth and get their prize giveaway card stamped. We will promote winners of the prizes in real-time at the show through announcements in order to add excitement and attract more delegates to the program...and the exhibit floor.

- Your company will be one of the pick-up points for the Conference Delegates to get their Delegate Prize Giveaway card stamped
- Your company will be recognized as a Delegate Prize Giveaway sponsor at ChemInnovations 2012 in the promotional material, and in the Official Show Guide, and website
- Your company will be listed as a Delegate Prize Giveaway on signage promoting the program on the exhibit floor
- Custom signage in each sponsor's booth identifying the company as a Delegate Prize Giveaway Sponsor

All names and trademarks in this letter are the property of their respective owners.

Track Sponsorship - \$2,500

The Track Sponsorship offers your company the opportunity to position itself in the heart of the activity at ChemInnovations 2012. This sponsorship will enhance your company's visibility dramatically at ChemInnovations 2012 and position you in-front of true decision makers.

Track Sponsorship Includes:

- Literature in your sponsored Track room for all three day of the conference
- Power Point presentations in-between sessions of your Track
- Signage in your Track conference area for all 3 days
- Logo on the ChemInnovations web site
- Promotion in the Official Show Guide – In selected Track area
- One Complimentary Registrations to the ChemInnovations 2012 Conference

This much targeted sponsorship is limited to one Sponsor per track; so don't hesitate to reserve your day in the spotlight at ChemInnovations 2012.

Conference Water Stations - \$1,000 + Cost of item

- Company logo on signage with water station in each conference room
- Company logo on cups used at water stations

Official Show Guide Sponsor - \$4,000 – 1 available

- Color company logo on front cover of Official Show Guide
- Full page ad on back cover of Official Show Guide

Inserts in Welcome Bag - \$500

- One piece of company literature into all attendee bags
- Company to provide literature before event to accommodate stuffing