



## Exhibitor & Sponsorship Prospectus

### About

The **2015 PFI Annual Conference** highlights the most important issues impacting the pellet industry. Join colleagues from the densified biomass industry, academia, and federal, state and local governments from North America and beyond for this can't miss event featuring two days of educational sessions, industry exhibits and extensive networking opportunities.

PFI is pleased to offer exhibitor/sponsor packages that will allow you to maximize your experience at the PFI Annual Conference and increase the exposure of your company.

### Tradeshow Hours:

Sunday, July 19: Welcome Reception, 7:00-9:00 pm

Monday, July 20: 7:30 am – 6:30 pm

Tuesday, July 21: 7:30 am-1:00 pm

*Note: Exhibit hours listed above are subject to change.*

Specific events taking place in the tradeshow ballroom include receptions on Sunday and Monday evenings, the Monday and Tuesday breakfasts, along with mid-morning coffee breaks on Monday and Tuesday, and a refreshment break on Monday afternoon. That's over six hours of dedicated networking opportunities in the tradeshow ballroom.

Each tradeshow booth space contains one 6' dressed table, draping, two chairs, wastebasket, and booth ID sign. Display is for printed material and small matter use only (no heavy equipment); company may use a standard exhibit back drop or pop-up display, provided that back drop or display fits within the ten foot width allotted to each booth.

**Passport Program:** In order to maximize your investment and increase your exposure, we are dedicated to bringing our attendees to you. All attendees will have the opportunity to participate in the Tradeshow Passport Program. This will encourage one-on-one conversations and connections as well as periodic giveaways that you can sponsor by donating a door prize.

Further information about the conference and exhibitor/sponsor registration can be found at [www.pelletheat.org/pfi-annual-conference](http://www.pelletheat.org/pfi-annual-conference). Any questions about exhibits or sponsorship registration can be directed to Lucia Regan at [radiolu@comcast.net](mailto:radiolu@comcast.net) or (206) 922-2468.

***All Exhibitor/Sponsor packages are offered on a first come, first served basis.***

[www.pelletheat.org/pfi-annual-conference-sponsorship](http://www.pelletheat.org/pfi-annual-conference-sponsorship)

# 2015 PFI Conference Sponsorship Opportunities

## Platinum Sponsor - \$9,500

*One opportunity is available. Sponsorship includes:*

- One PFI Supplier/Distributor membership -or- Manufacturer Biomass Energy Equipment membership (\$1,650 value)
- One conference tradeshow booth (\$1,400 value)
- Three conference registrations (\$1,485 value)
- 5-minute presentation opportunity during conference program (\$500 value)
- Identified on all print and electronic conference promotions (\$5,000 value)
- Company logo with link on conference webpage (\$200 value)
- Company logo listed in the conference program (\$200 value)
- Two conference bag inserts (\$200 value)
- Recognition at the conference - signage & verbal (\$1,000 value)
- Conference event sponsorship: Sunday Welcome Reception, Monday Dinner, badge holders, and hotel key cards (*opportunity to choose one*) (up to \$3,500 value)
- Pellet Wire and Pellet Times ad: Top placement for six months (\$500 value)
- Website ad: all pages sidebar for six months (\$360 value)
- **\$15,995 Value!**

## Gold Sponsor- \$5,000 **Sold Out**

*Four opportunities are available. Sponsorship includes:*

- One conference tradeshow booth (\$1,400 value)
- Two conference registrations (\$990 value)
- Company logo with link on conference webpage (\$200 value)
- Company name listed in the conference program (\$100 value)
- One conference bag insert (\$100 value)
- Recognition at the conference - signage & verbal (\$1,000 value)
- Conference event sponsorship: Monday Lunch, Dinner entertainment, Monday Evening Reception (*opportunity to choose one*) (up to \$2,500 value)
- Pellet Wire and Pellet Times ad: Middle placement for six months (\$300 value)
- Website ad: Homepage bottom placement for six months (\$360 value)
- **\$6,950 Value!**

## Silver Sponsor- \$3,500 **Only 8 left!**

*Ten opportunities are available. Sponsorship includes:*

- One conference tradeshow booth (\$1,400 value)
- One conference registration (\$495 value)
- Company logo with link on conference webpage (\$200 value)
- Company name listed in the conference program (\$100 value)
- Recognition at the conference - signage & verbal (\$1000 value)
- Conference event sponsorship: Monday or Tuesday Breakfast, Morning Coffee Break, Afternoon Refreshment Break (*opportunity to choose one*) (\$500 value)
- Pellet Wire and Pellet Times ad: bottom placement for two months (\$100 value)
- Website ad: "Compare Fuels Costs" page bottom placement for six months (\$360)
- **\$4,155 Value!**

# 2015 PFI Conference Exhibitor Opportunity

## **Exhibitor- \$2,000/Members; \$3,000/Non-Members**

*Includes:*

- One conference tradeshow booth (\$1,400 value)
- One conference registration (\$495 value)
- Company logo with link on conference webpage (\$200 value)
- Company name listed in the conference program (\$100 value)
- Recognition at the conference - signage & verbal (\$1000 value)
- **\$3,195 Value!**

## **Add-Ons:**

### **Drink tickets - \$8/each, \$200 per 25**

Exhibitors & Sponsors– purchase a bundle of drink tickets to entice attendees to visit you during the Welcome Reception and Monday Cocktail Reception.

### **Passport Program Door Prize**

Consider donating a prize for the tradeshow passport program drawing. Attendees who complete their passport will be entered into a drawing to win prizes!

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## 2015 PFI Advertising Opportunities

**Pellet Wire:** PFI e-newsletter. Ads run for 6 months; no less than 2 issues per month. Also includes ad space in the Pellet Times, PFI's new electronic newsletter distributed six times per year.

- **Top Placement** | \$500/members; \$750/non-members
- **Middle/Side Placement** | \$300/members; \$450/non-members
- **Bottom Placement** | \$250/members; \$375/non-members

**Website Advertising:** Ads run for 6 months

- **Sidebar Ad | \$360/members; \$540/non-members**
  - Rotating sidebar
  - Ads rotate every 5 seconds
  - Limited to 10 advertisers
- **Compare Fuel Costs Webpage Sidebar | \$360/members; \$540/non-members**
  - Limited to 10
  - Rotating ad
- **Compare Fuel Costs Webpage Bottom | \$360/members; \$540/non-members**
  - Limited to 5
  - Rotating ad

# A-la-carte Event Sponsorships

The sponsorship opportunities listed below are included in the above sponsorship packages. A-la-carte pricing is listed for companies who are interested in selecting these opportunities as individual sponsorships. *A tradeshow booth is not included.*

## Platinum Level Events

All of the Platinum level events sponsorships receive the following benefits:

- Company logo on PFI website; link to company page
- One conference registration
- Mention in the conference program
- Recognition at conference (signage, verbal recognition)
- Recognition at sponsored event

### **Sunday Welcome Reception \$3,500** **Sold Out**

Opening night reception featuring networking and socializing opportunities in the tradeshow ballroom. Cash bar and heavy hors d'oeuvres.

### **Monday Dinner \$3,500**

The conference's nighttime highlight features a cash bar and networking opportunities followed by dinner and entertainment.

### **Badge Holders \$3,000**

Holders for the conference attendees' identification badges.

### **Hotel Key Cards \$3,000** *(artwork due June 16 for production)*

Hotel room key cards feature your logo and will be given to all conference participants and their guests.

## Gold Level Events

All of the Gold level events sponsorships receive the following benefits:

- Company logo on PFI website; link to company page
- Mention in the conference program
- Recognition at conference (signage, verbal recognition)
- Recognition at sponsored event (signage, verbal recognition)

### **Monday Lunch \$2,000 Sold Out**

Sit down, buffet lunch with conference attendees.

### **Monday Evening Cocktail Reception \$2,000 Sold Out**

One-hour reception in the tradeshow ballroom prior to the evening's dinner. Cash bar and light hors d'oeuvres.

### **Monday Dinner Entertainment \$2,500 Sold Out**

Local musicians will entertain attendees during dinner festivities.

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## Silver Level Events

All of the Silver level events sponsorships receive the following benefits:

- Company name on PFI website; link to company page
- Mention in the conference program
- Recognition at conference (signage, verbal recognition)
- Recognition at sponsored event (signage, verbal recognition)

### **Monday/Tuesday Breakfast \$1,500/each (select one) Sold Out**

Breakfast buffet in the tradeshow ballroom prior to the beginning of Monday and Tuesday's educational sessions.

### **Monday/Tuesday Morning Coffee Break \$1,000/each (select one)**

Mid-morning coffee and stretching break in between Monday and Tuesday's educational sessions. Held in the tradeshow ballroom.

### **Monday Afternoon Refreshment Break \$1,000 Sold Out**

Held in the conference tradeshow ballroom, the break will feature snacks and beverages.

### **WiFi Sponsor in General Conference Session \$750 Sold Out**

Your company will be recognized verbally and on signage as the sponsor of WiFi available to General Session attendees.

## Annual Golf Tournament Sponsorships

The golf tournament will be held Sunday morning and will be followed by an awards ceremony. The sponsorship opportunities listed below are NOT included in the sponsorship packages. These opportunities are available as a la carte pricing only.

### **PFI Annual Golf Tournament Co-Sponsor \$2,500**

*Two opportunities available*

- Sponsor table and display opportunities at clubhouse
- Logo recognition on golf carts
- Logo on the golf pairings sheet
- Recognition on PFI website with hyperlink
- Four rounds of golf in tournament
- Recognition during the awards ceremony

### **Men's & Women's Longest Drive & Closest-to-the-Pin Sponsor \$1,500/each (select one)**

- Sponsor table and display opportunities at assigned hole
- Logo placement on tee box signage at assigned hole
- Logo on contest markers
- Recognition on PFI website with hyperlink
- Recognition during the awards ceremony
- Two rounds of golf in tournament
- Sponsor to provide contest prizes (1 for men, 1 for women for each contest – 4 total)

### **Hole-In-One Contest Sponsor \$1,500**

- Sponsor table and display opportunities at assigned hole
- Logo placement on tee box signage at assigned hole
- Recognition on PFI website with hyperlink
- Two rounds of golf in tournament
- Recognition during the awards ceremony
- (insurance purchased by PFI)

### **Hole Sponsor \$1,000**

- Sponsor table and display opportunities at assigned hole
- Logo placement on tee box signage at assigned hole
- Recognition on PFI website with hyperlink
- Two rounds of golf in tournament
- Recognition during the awards ceremony

### **Golf Drink Cart Sponsor \$750 Sold Out**

- Logo recognition on golf carts
- Logo on the golf pairings sheet
- Recognition on PFI website with hyperlink
- Recognition during the awards ceremony