

**PFI 2017 ANNUAL CONFERENCE
SPONSORSHIP/EXHIBITION
PROSPECTUS**

*July 23-25, 2017
Stowe, Vermont
Stowe Mountain Lodge*



The 2017 PFI Annual Conference highlights the most important issues impacting the pellet industry. Join colleagues from the densified biomass industry, academia, 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 organization. PFI members receive significant discounts to the various packages outlined.

All exhibitor/sponsor packages are offered on a first come, first served basis. If you have any questions about sponsorship, contact us at conference@pelletheat.org.



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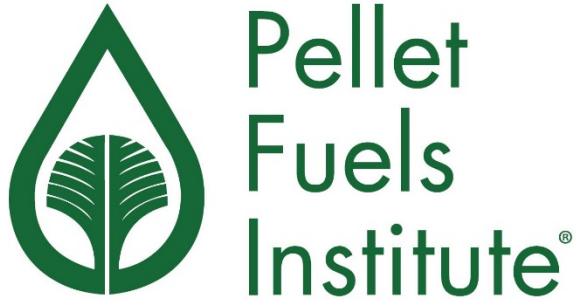
PLATINUM SPONSOR

\$4,500 for PFI Members

\$5,500 for Non-Members

Platinum level sponsors receive the following:

- One 10x10 booth (preferred space selection)
- Three conference registrations
- Opportunity to designate one (1) specific Platinum Level event/activity sponsorship – see page 7
- Three months complimentary advertising in PFI's weekly *Pellet Wire* email or PFI website
- Mention in print/electronic conference promotions
- Company logo on PFI website; link to company website
- Opportunity to place an insert in the conference bags
- Company logo listed in the conference program
- Recognition at the conference (signage, verbal recognition)
- Identified on all print and electronic Breakfast & Biomass promotions
- Company logo with link on Breakfast & Biomass webpage
- Exhibit table at events for handouts at Breakfast & Biomass
- Dedicated table for eight attendees - includes registration at Breakfast & Biomass



GOLD SPONSOR

\$3,200 for PFI Members

\$4,000 for Non-Members

Gold sponsors receive the following:

- One 10x10 booth (preferred space selection)
- Two conference registrations
- Opportunity to designate one (1) specific Gold Level event/activity sponsorship – see page 8
- One month complimentary advertising in PFI's weekly *Pellet Wire* email or PFI website
- Company logo on PFI website; link to company website
- Opportunity to place an insert in the conference bags
- Mention in the conference program
- Recognition at the conference (signage, verbal recognition)
- Company logo with link on Breakfast & Biomass webpage
- Exhibit table at events for handouts at Breakfast & Biomass
- Six Breakfast & Biomass registrations



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SILVER SPONSOR

\$2,700 for PFI Members

\$3,200 for Non-Members

Silver sponsors receive the following:

- One 10x10 booth
- One conference registration
- Opportunity to designate one (1) Silver Level event/activity sponsorship – see page 9
- Company logo on PFI website; link to company website
- Mention in the conference program
- Recognition at the conference (signage, verbal recognition)
- Company logo with link on Breakfast & Biomass webpage
- Four Breakfast & Biomass registrations



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BRONZE SPONSOR

\$1,750 for PFI Members

\$2,400 for Non-Members

Bronze sponsors receive the following:

- One 10x10 booth
- One conference registration
- Mention in the conference program
- Recognition at the conference (signage, verbal recognition)
- Company logo with link on Breakfast & Biomass webpage
- Two Breakfast & Biomass registrations



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EVENT SPONSORSHIP OPTIONS

Platinum Sponsors can choose one of the following events:

- **Monday Dinner**
The conference's nighttime highlight features a cash bar and networking opportunities followed by dinner and entertainment
- **Sunday Welcome Reception**
Opening night reception featuring networking and socializing opportunities amid the exhibits on display. Cash bar and heavy hors d'oeuvres
- **Badge Holders**
Holders for the conference attendees' identification badges
- **Hotel Key Cards**
Hotel room key cards feature your logo and will be given to all conference participants and their guests



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EVENT SPONSORSHIP OPTIONS

Gold Sponsors can choose one of the following events:

- **Monday Lunch**
Sit down, buffet lunch with conference attendees
- **PFI Dinner Entertainment**
Local musicians will entertain attendees during dinner festivities
- **Golf Drink Cart Sponsor**
Your company will sponsor the ever-popular drink cart during the golf tournament on the course. Includes company signage on the cart, logo on the golf pairings sheet, and recognition during the awards ceremony



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EVENT SPONSORSHIP OPTIONS

Silver Sponsors can choose one of the following events:

- **Monday/Tuesday Breakfast**
Continental-style breakfast amid the exhibits on display prior to the beginning on Monday and Tuesday's educational sessions
- **Monday/Tuesday Coffee Break**
Mid-morning coffee and stretching break during Monday and Tuesday's educational sessions. Held in the exhibits area
- **Monday Afternoon Refreshment Break**
Held in the conference tradeshow area, the break will feature snacks and beverages



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ADVERTISING OPPORTUNITIES

Pellet Wire: PFI e-newsletter. Ads run for 6 months; no less than 2 issues per month
Ad sizing is 470 x 60 pixels. JPEG preferred.

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

Website Advertising: Ads run for 6 months
Ad sizing is 210 x 210 pixels. JPEG preferred.

- **Sidebar Ad:** Rotating sidebar ad viewable on most pages, ads rotate every 5 seconds, limited to 10 advertisers
\$360/members; \$540/non-members