



2018

ANNUAL CONFERENCE  
SPONSORSHIP/EXHIBITION GUIDE

*June 24-26, 2018*

*Myrtle Beach, South Carolina*

*Myrtle Beach Marriott Resort & Spa at Grande Dunes*

# What is **PFI** and why would you want to be a sponsor?



*The Pellet Fuels Institute is a non-profit association that serves the pellet industry, which is comprised of pellet mills, pellet appliance manufacturers, and industry suppliers. The Institute is active in educating consumers about the convenience and practicality of using wood pellet fuel in both residential and commercial applications.*

*PFI members represent the broad spectrum of the densified biomass fuel industry. The Pellet Fuels Institute has grown to over 100 members in the U.S., Canada, and Europe.*

*The 2018 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.*

# ▶ Key Sponsorship and Exhibitor Opportunities

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## Conference Sponsor

Platinum Sponsorship Package | 4

Gold Sponsorship Package | 5

Silver Sponsorship Package | 6

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Event / Activity Sponsorships | 8

## Advertising Opportunities

Pellet Wire | 10

Website | 10

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

## ▶ Platinum Sponsorship Package *(Limit of 4)*

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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 8
- ▶ 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



**Four available.** All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

**PLATINUM SPONSOR**  
*\$4,500 for PFI Members*  
*\$5,500 for Non-Members*

## ▶ Gold Sponsorship Package *(Limit of 3)*

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### 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 9
- ▶ 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



**Three available.** All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

**GOLD SPONSOR**  
*\$3,200 for PFI Members*  
*\$4,200 for Non-Members*



## ▶ Silver Sponsorship Package *(Limit of 4)*

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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



**Four available.** All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

**SILVER SPONSOR**  
*\$2,700 for PFI Members*  
*\$3,200 for Non-Members*

## ▶ Bronze Sponsorship Package *(Limited to available space)*

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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



### **BRONZE SPONSOR**

*\$1,900 for PFI Members*

*\$2,400 for Non-Members*

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

## ▶ Event/Activity Sponsorships

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**Platinum** Sponsors may choose one of the following events:

**Monday Dinner – SOLD**

The conference's evening 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/Lanyards – SOLD**

Holders for the conference attendees' identification badges



## ▶ Event/Activity Sponsorships

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**Gold** Sponsors may choose one of the following events:

**Monday Lunch – SOLD**

Sit down, buffet lunch with conference attendees

**PFI Golf Tournament Drink Cart – SOLD**

Your company will sponsor the ever-popular drink cart on the course during the golf tournament. Includes company signage on the cart, recognition at the awards ceremony, and other considerations available per course policy.

**Monday Afternoon Refreshment Break**

Held in the conference tradeshow area, the break will feature snacks and beverages; held in the exhibit area

**Silver** Sponsors may choose one of the following events:

**Monday or Tuesday Breakfast – BOTH SOLD**

Continental-style breakfast amid the exhibits on display prior to the beginning of Monday's educational sessions

**Monday Afternoon Refreshment Break**

Held in the conference tradeshow area, the break will feature snacks and beverages; held in the exhibit area

**Monday Coffee Break - SOLD**

Mid-morning coffee and stretching break during Monday's educational sessions; held in the exhibit area

## ▶ Advertising Opportunities

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### Pellet Wire: PFI e-newsletter

Ads run for 6 months; no less than 2 issues per month

Ad size 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

Ad size 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

