



Pellet Fuels Institute®



Sponsor & Exhibitor Prospectus

2020 PFI Annual Conference

Milwaukee, Wisconsin | June 24–26, 2020



Table of Contents

Who is PFI?.....	3
Why Should you Sponsor?.....	4
Key Sponsorship & Exhibitor Opportunities	
Platinum Level.....	5
Gold Level.....	7
Silver Level.....	8
Exhibitor.....	9
Advertising Opportunities.....	13
Exhibit Hall Map.....	14

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, or are interested in a custom sponsorship, please contact us at office@pelletheat.org.



Who is **PFI?**

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.



Why should you sponsor?

The 2020 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.



*\$4,500 PFI Members
\$5,500 Non-Members*



Platinum Sponsorship Package *(Limit 5)*

Platinum level sponsors receive the following:

- One 8x10 booth (preferred space selection in premium Atrium)
- Three conference registrations
- Opportunity to designate one (1) specific Platinum level event/ activity sponsorship — see page 6
- Three months complimentary advertising in PFI's bi-weekly Pellet Wire email or on the 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)
- Two guest passes to the VIP Night at Miller Park — see page 6

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, or are interested in a custom sponsorship, please contact us at office@pelletheat.org.

Booth located in premium Atrium, with preferred space selection for Platinum and Gold.



Event/Activity Sponsorships — Platinum Level

Platinum level sponsors may choose one of the following:

- **Opening Night Welcome Reception**
Featuring networking and socializing opportunities amid the exhibits on display. Cash bar and heavy hors d'oeuvres.
- **Conference Badge/Lanyard**
Holders with the attached lanyards for the conference attendees' identification badges.
- **Golf Tournament Food and Beverage Sponsor**
Your company sponsors the pre-golf breakfast and the ever-popular drink cart on the course during the golf tournament. Includes company signage on the cart with two hosted drinks, recognition at the awards ceremony, and other considerations available per course policy.
- **General Session Sponsorship**
A high-quality 5x8" moleskin notebook embossed with your company's logo will be provided for each attendee.
- **BBQ Summit Sponsorship**
Billed as a stand-alone post conference, this first-time event will feature a half day of discussions regarding the quickly growing BBQ pellet market opportunity.



All event/activity sponsorship opportunities are first-come, first-served. Each option is exclusive, so your organization will be featured prominently.



Exclusive Platinum Sponsor Benefit

PFI Board & Conference VIP Night at Miller Park
Tuesday, June 23 | 7:00 PM

Come join the Pellet Fuels Institute Board for an evening of baseball at Miller Park!

Each platinum sponsor will receive two tickets to a private suite at Miller Park as the Brewers take on the Toronto Blue Jays.





\$3,200 PFI Members
\$4,200 Non-Members



Gold Sponsorship Package (Limit 6)

Gold level sponsors receive the following:

- One 8x10 booth (preferred space selection in premium Atrium)
- Two conference registrations
- Opportunity to designate one (1) specific Gold level event/ activity sponsorship — see page 9
- One month complimentary advertising in PFI's bi-weekly Pellet Wire email or on the PFI website
- Company logo on PFI website; link to company website
- Opportunity to place an insert in the conference bags
- Company listed in the conference program
- Recognition at the conference (signage, verbal recognition)

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, or are interested in a custom sponsorship, please contact us at office@pelletheat.org.

Booth located in premium Atrium, with preferred space selection for Platinum and Gold.



Event/Activity Sponsorships — Gold Level

Gold level sponsors may choose one of the following:

- **General Session Breakfast**
Buffet breakfast amid the exhibits on display prior to the beginning of the main day's educational sessions.
- **General Session Lunch**
Enjoy lunch with conference attendees and exhibitors.
- **Conference Hotel Key Cards**
Your company name is at everyone's fingertips, literally!
- **Conference Wi-Fi**
Everyone will see your company's name as they connect to the hotel's internet network.
- **"Heat Local" Reception**
The conference's evening highlight event features a cash bar and networking dinner. Now includes a t-shirt with "Heat Local" and your company's logo for each attendee.
- **Pocket Agenda Key Card Holder**
Showcase your company with an ad in the conference pocket agenda.



All event/activity sponsorship opportunities are first-come, first-served. Each option is exclusive, so your organization will be featured prominently.



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



Silver Sponsorship Package (Limit 5)

Silver level sponsors receive the following:

- One 8x10 booth in premium Atrium*
- One conference registrations
- Opportunity to designate one (1) specific Silver level event/activity sponsorship — see page 11
- Company logo on PFI website; link to company website
- Company listed in the conference program
- Recognition at the conference (signage, verbal recognition)

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, or are interested in a custom sponsorship, please contact us at office@pelletheat.org.

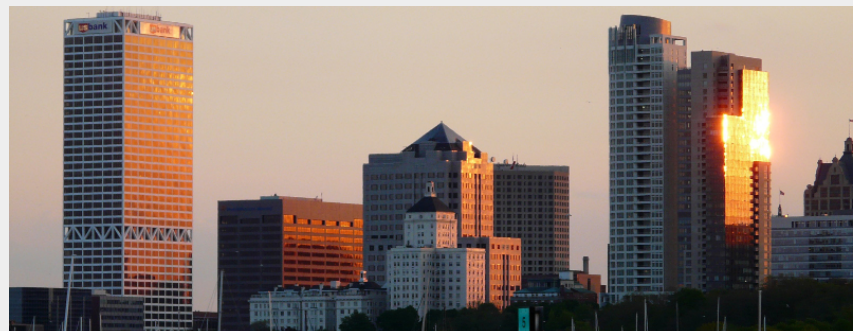
**Booth located in premium Atrium, with preferred space selection for Platinum and Gold.*



Event/Activity Sponsorships — Silver Level

Silver level sponsors may choose one of the following:

- **Golf Tournament Merchandise**
Outfit the players' golf carts with any golf merchandise of your choice: hats, golf balls, towels, etc. You may select and provide any swag you would like, which will feature your company's logo or name. Minimum purchase of 40 items each required.
- **General Session Morning Coffee Break**
Mid-morning coffee and stretch break during Monday's educational sessions.
- **General Session Afternoon Refreshment Break**
Held in the conference tradeshow area, the break will feature snacks and beverages.
- **"Heat Local" Reception Entertainment**
A small jazz trio or a polka quartet entertains conference attendees at Thursday night's final reception with your logo and company name prominently featured.
- **Conference Transportation**
Enjoy a captive audience! Sponsor the motor coach transporting golf tournament players to and from The Bog, the Arnold Palmer Signature Course where attendees will enjoy the Annual Golf Tournament.



All event/activity sponsorship opportunities are first-come, first-served. Each option is exclusive, so your organization will be featured prominently.



*\$1,900 PFI Members
\$2,400 Non-Members*



Exhibitor Package (Limited to space)

Exhibitors receive the following:

- One 8x10 booth in Executive Ballroom
- One conference registration
- Company listed in the conference program
- Recognition at the conference (signage, verbal recognition)

All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, or are interested in a custom sponsorship, please contact us at office@pelletheat.org.

Booth space in the premium Atrium is reserved for Platinum, Gold, and Silver level sponsors.



Advertising Opportunities

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 for members

\$750 for non-members

Middle Placement

\$300 for members

\$450 for non-members

Bottom Placement

\$250 for members

\$375 for non-members

Website Advertising

Rotating sidebar ad viewable on most pages. Ads rotate every 5 seconds, limited to 10 advertisers.

Ad size is 210 x 210 pixels (JPEG Preferred)

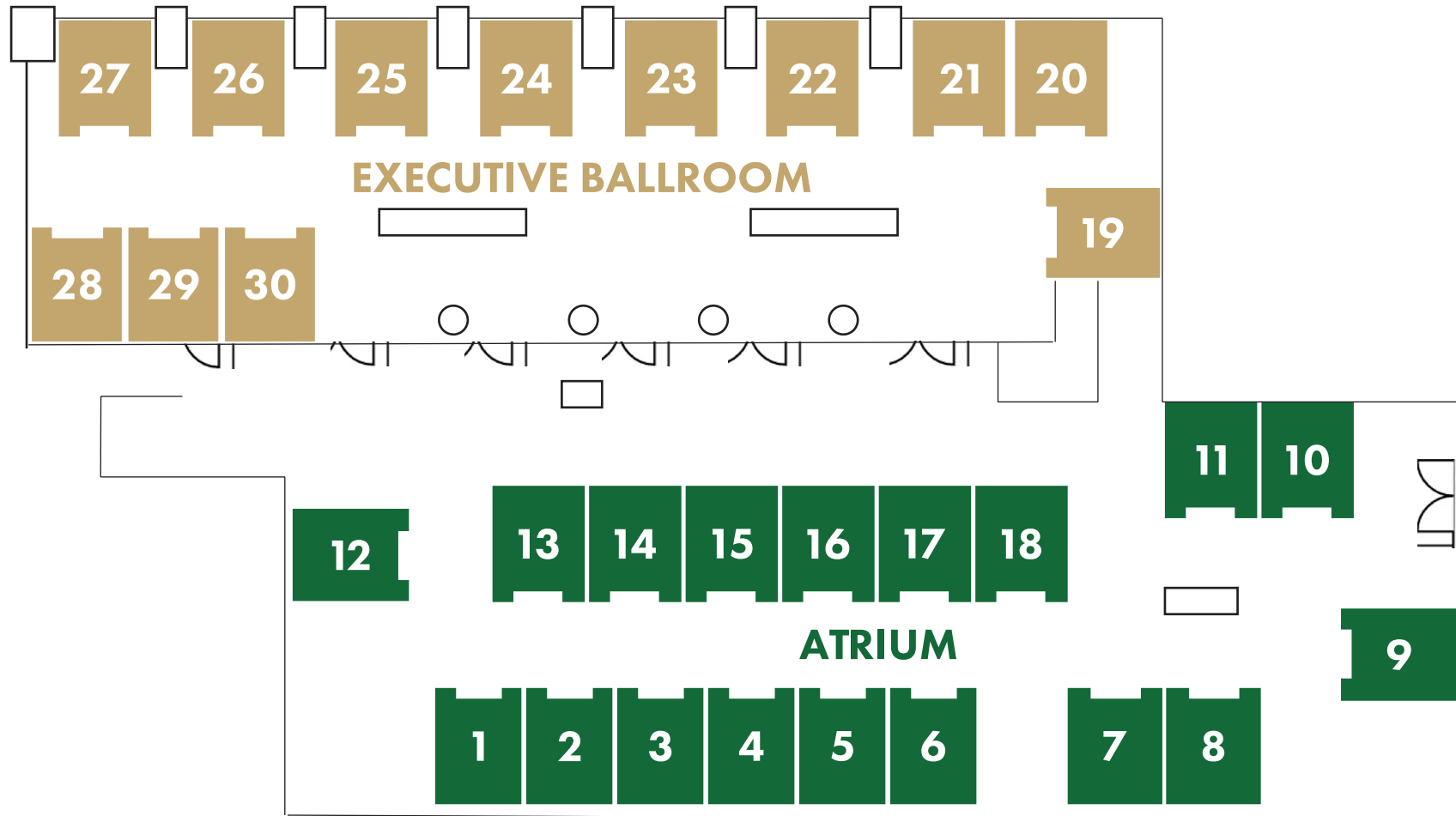
Sidebar Ad

\$360 for members

\$540 for non-members



Exhibit Hall Map (8 x 10 Booths)



Booth space in the premium Atrium is reserved for Platinum, Gold, and Silver level sponsors.



Pellet Fuels Institute®

**Thank You for
Your Support!**

Sign up today at
www.pelletheat.org/sponsor-us