



# **PFI Annual Conference**

*June 8 – 10, 2021*

---

LOUISVILLE, KENTUCKY

# **Sponsor & Exhibitor Prospectus**



# Table of Contents

Why Should You Sponsor? .....	3
Sponsorship Level Comparison .....	4
Diamond & Platinum Opportunities .....	5
Gold & Silver Opportunities .....	6



## Why Should You Sponsor?

The 2021 PFI Annual Conference will be the first time members of the domestic wood pellet production sector will have gathered since June of 2019. The 2021 PFI Annual Conference will provide an unparalleled opportunity to learn about the strength of our market, the policy and regulatory landscape under a new administration and network with producers. Whether your business is making wood pellets or supporting those companies that do, we welcome you to join and support us in Louisville this June.

# SPONSORSHIP LEVELS

Use the chart below to review the different sponsorship offerings for the 2021 PFI Annual Conference. 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 email us at [office@pelletheat.org](mailto:office@pelletheat.org).

	DIAMOND (2)	PLATINUM (2)	GOLD (3)	SILVER (6)	BRONZE (4)
Cost (PFI-Members   Non-Members)	\$5,500   \$6,000	\$4,000   \$5,000	\$3,000   \$4,000	\$2,500   \$3,500	\$1,500   \$2,000
<b>During the Event</b>					
Complimentary registrations (transferrable)	4	3	2	1	
Recognition at the conference (signage)	X	X	X	X	
Company logo in conference program	X	X	X	X	
Place an insert in conference bags	X	X	X	X	X
Additional sponsorship opportunities	See page 3	See page 3	See page 5	See page 5	
Podium time (2 min.) at sponsored event	X	X	X		
Guest passes to the VIP Night at the Louisville Thoroughbred Society	3	2			
Skirted high top table with table-topper					X
<b>Promotional Materials</b>					
Recognition in pre-conference emails	X	X	X	X	X
Recognition on PFI website	Logo & link	Logo & link	Logo & link	Logo & link	Company name
Ad in Pellet Wire or on PFI website	3 months	3 months	2 months	1 month	
Q&A in Pellet Wire "Director's Desk"	X				

## DIAMOND (2) & PLATINUM (2) OPPORTUNITIES

Our top-supporting sponsors (Diamond and Platinum) may choose to sponsor one of the listed events below, taking place during the conference. Sponsorship of one of the events is included within each sponsorship level.

### DIAMOND EVENTS

---

**Board Dinner Sponsor**  
*Tuesday, June 8*

**Evening Reception Sponsor**  
*Wednesday, June 9*

### PLATINUM EVENTS

---

**PFI Golf Tournament**  
*Wednesday, June 9*

**Program Sponsor**  
*Thursday, June 10*

### EXCLUSIVE DIAMOND & PLATINUM SPONSOR BENEFIT

---

**PFI Board & Conference VIP Night at the Louisville Thoroughbred Society**  
*Tuesday, June 8 | 7:00 PM*

Join the Pellet Fuels Institute Board for an evening of camaraderie at the cozy Louisville Thoroughbred Society. This cozy space will welcome the PFI Board and its conference VIPs to enjoy food and drink and one another's company.



# GOLD (3) & SILVER (6) OPPORTUNITIES

Gold & Silver sponsors may choose to additionally sponsor one of the following options. Options are first-come, first-served, and there are enough opportunities for all sponsors to choose one.

## GOLD OPPORTUNITIES

---

**PFI Board of Director's Meeting**

*Tuesday, June 8*

**Lunch - PFI Golf Tournament**

*Wednesday, June 9*

**Golf Drink Cart**

*Wednesday, June 9*

**Ready to become a  
sponsor for PFI 2021?**

**Sign Up**



## SILVER OPPORTUNITIES

---

**PFI Board of Director's Lunch**

*Tuesday, June 8*

**Executive Happy Hour**

*Tuesday, June 8*

**Grab-N-Go Breakfast (PFI Golf  
Tournament)**

*Wednesday, June 9*

**Golf Balls and Towels**

*Wednesday, June 9*

**Morning Networking Break**

*Thursday, June 10*

**Afternoon Networking Break**

*Thursday, June 10*