



# **PFI Annual Conference**

*June 21 – 23, 2022*

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MILWAUKEE, WISCONSIN

# **Sponsor & Exhibitor Prospectus**



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## Why Should You Sponsor?

2022 finds the wood pellet industry vibrant, healthy and optimistic about near term growth opportunities. The industry is being pushed by the tailwinds of a long-sought appliance tax credit and rapidly expanding consumer interest in wood pellet grilling and smoking. Wood pellet producers are investing in additional capacity, enhanced packaging lines and new product development. The 2022 PFI Annual Conference will bring together professionals representing nearly three fourths of the domestic wood pellet sector offering sponsors an unparalleled opportunity to connect with key decisions makers and grow their business.

# SPONSORSHIP LEVELS

Use the chart below to review the different sponsorship offerings for the 2022 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 (3)	PLATINUM (2)	GOLD (4)	SILVER (5)	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		
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 5	See page 5	See page 6	See page 6	
Podium time (5 min.) at sponsored event	X	X	X		
Guest passes to the Board/Conference VIP night with Milwaukee Brewers at American Family Field	3	2			
6 foot skirted table in Atrium (Thursday)	X	X	X		
Skirted 36 inch round high-top table at the Members' Reception (Wednesday)	X	X	X	X	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 provided by sponsor in Pellet Wire	3 months	3 months	2 months	1 month	
Q&A in Pellet Wire "Director's Desk"	X				

# DIAMOND (3) & PLATINUM (3) OPPORTUNITIES

Our top-supporting sponsors (Diamond and Platinum) may choose to sponsor one of the listed events below, taking place during the conference. Sponsorship includes a 5 minute speaking opportunity at sponsored event. These sponsorship options are offered on a first-come, first-served basis

## DIAMOND EVENTS

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~~PFI Board & Conference VIP  
Night Sponsor~~

*Tuesday, June 21*

~~Opening Reception Sponsor~~

*Wednesday, June 22*

~~Closing Reception Sponsor~~

*Thursday, June 23*

RATES: \$5,500 | \$6,000

## PLATINUM EVENTS

PFI Golf Tournament  
*Wednesday, June 22*

WiFi Sponsor

~~Program Sponsor~~

*Thursday, June 23*

RATES: \$4,000 | \$5,000

## PFI Board & Conference VIP Night with the Milwaukee Brewers at American Family Field

*Tuesday, June 21*

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*Join the Pellet Fuels Institute Board for an evening of America's favorite pastime at one of the iconic venues in all of baseball, American Family Field. Enjoy the game from a private suite, with traditional ballpark food and drink.*

EXCLUSIVE BENEFIT

# GOLD (4) & SILVER (5) OPPORTUNITIES

Gold & Silver sponsors may choose to additionally sponsor one of the following options. The sponsorship options are offered on a first-come, first-served basis.

## GOLD OPPORTUNITIES

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~~PFI Board of Directors' Meeting~~  
Tuesday, June 21

~~Lunch - PFI Golf Tournament~~  
Wednesday, June 22

~~Golf Drink Cart~~  
Wednesday, June 22

Golf Transportation  
Wednesday, June 22

Conference Lunch  
Thursday, June 23

~~Room Key Sponsor~~

RATES: \$3,000 | \$4,000

## SILVER OPPORTUNITIES

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~~PFI Board of Directors' Lunch~~  
Tuesday, June 21

Grab-N-Go Breakfast  
(PFI Golf Tournament)  
Wednesday, June 22

~~Golf Balls and Towels~~  
Wednesday, June 22

~~Morning Networking Break~~  
Thursday, June 23

~~Afternoon Networking Break~~  
Thursday, June 23

RATES: \$2,500 | \$3,500

## BRONZE (4) OPPORTUNITIES

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).

### BRONZE OPPORTUNITIES

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Bronze sponsorship entitles organizations to an (36 inch round skirted high-top table) at the Wednesday evening opening Members' Reception and an insert to be included in the conference attendee bags.

RATES: \$1,500 | \$2,000

**Ready to become a sponsor for PFI 2022?**

Sign Up

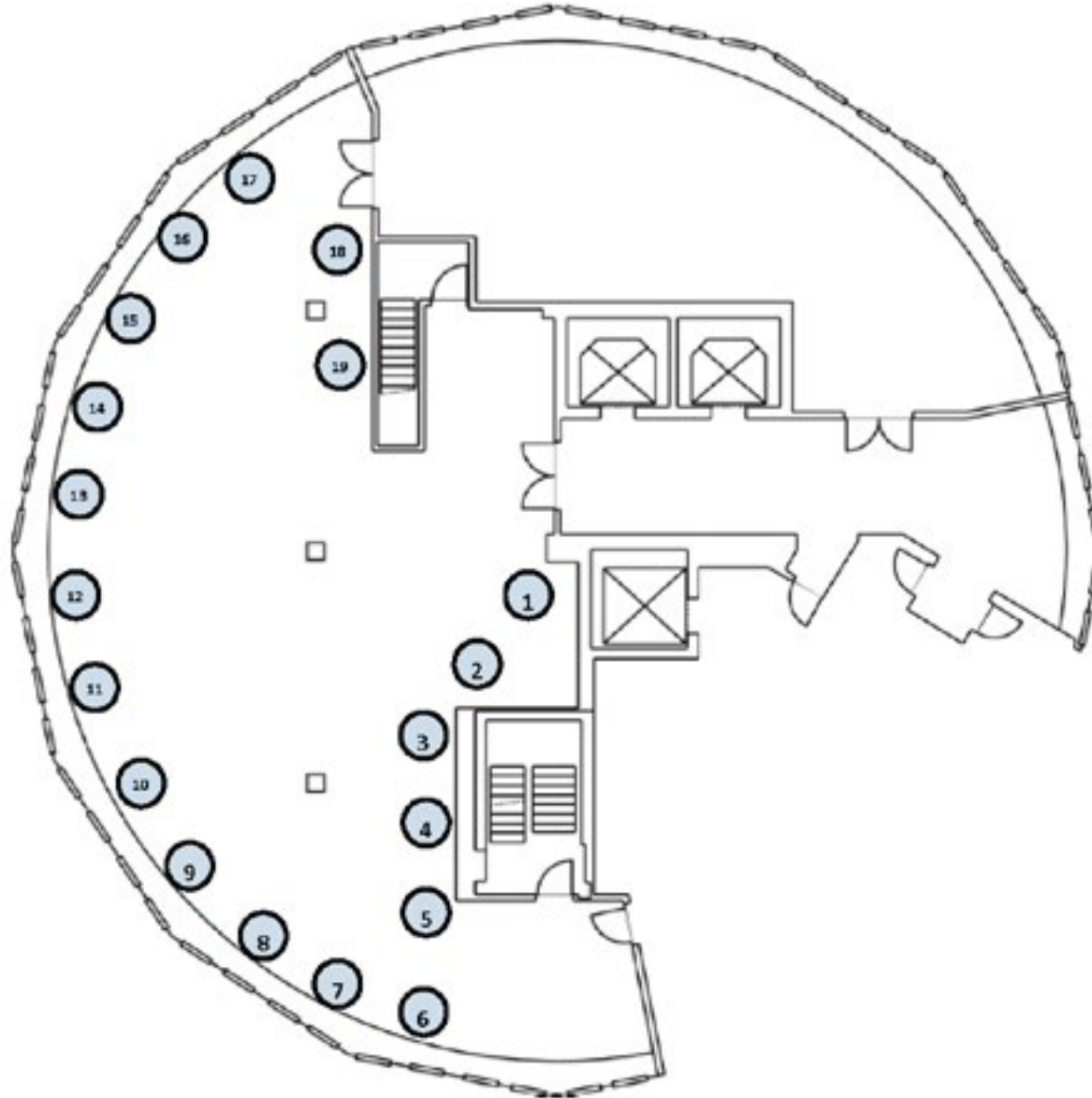


### Pellet Producers in Attendance in 2021

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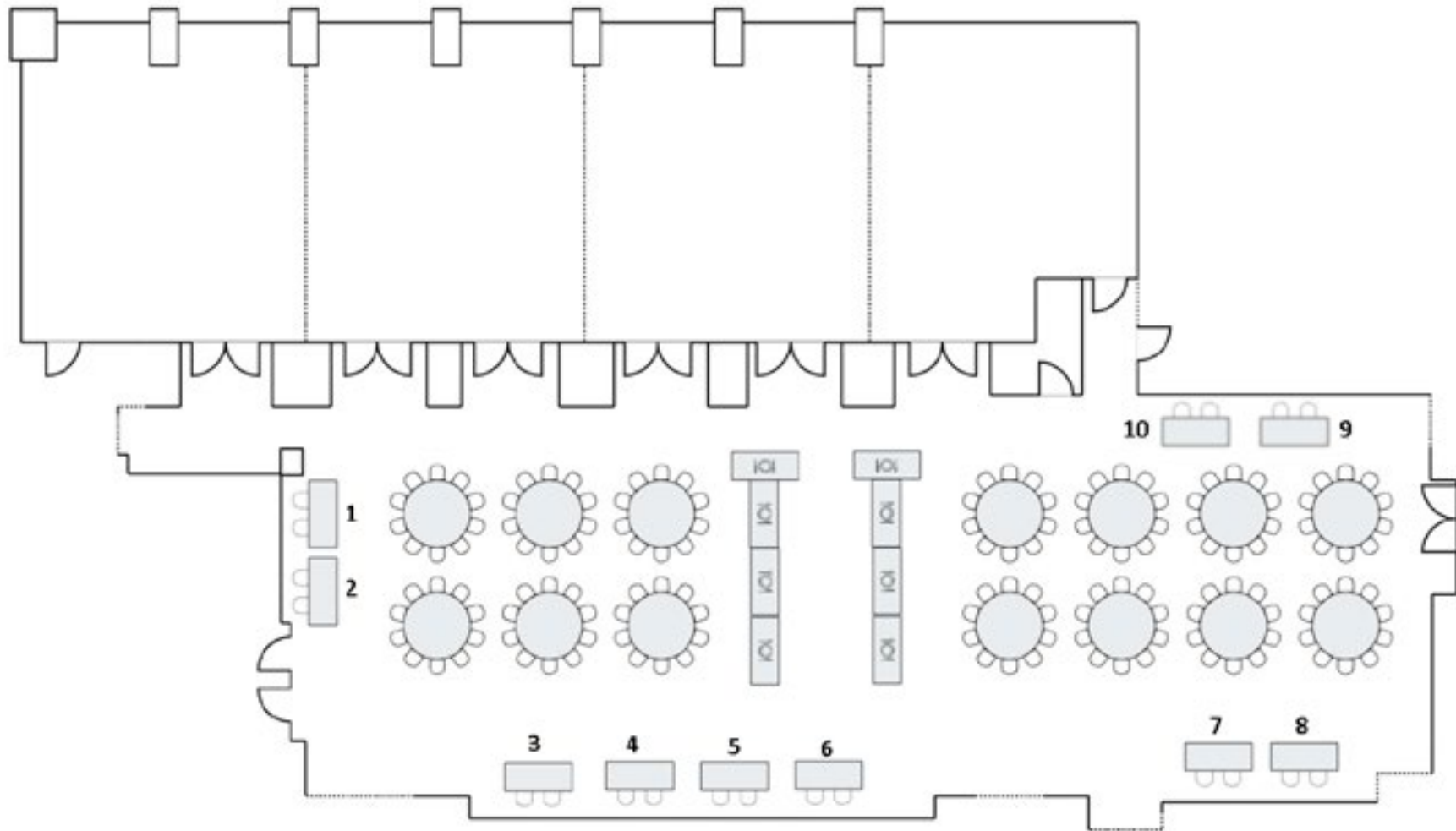
American Wood Fibers  
Appalachian Wood Pellets  
Barefoot Pellet  
Biomaxx Inc.  
Dansons  
Dry Creek Products  
Easy Heat Wood Pellets  
Fiber Energy Products  
Fram Renewable Fuels  
Indeck Ladysmith  
Lignetics  
Manchester Wood Pellets  
Michigan Wood Fuels  
Pacific Coast Pellets  
Smith Creek  
Smokehouse Products  
Staggemeyer Stave Co.  
Traeger  
Wine Country BBQ  
Woodgrain

# Members' Reception Layout (Wednesday)





# Atrium Layout (Thursday)



Atrium tables reserved for Diamond , Platinum & Gold sponsors