

# 2020 Sponsorship Opportunities



December 16-17, 2020  
VIRTUAL EVENT

As a sponsor of the virtual 2020 Plant Maintenance & Safety Summit, you will have an opportunity to position your organization as a leader and supporter ethanol and other biofuels facilities. You'll have the opportunity to meet via live private video meetings with industry experts who will offer new technology and solutions to making plants and facilities safely operate at peak capacity and optimum efficiency.

For pricing and additional information, please contact your BBI International Account Executive at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com).

## Platinum Sponsorships

### • Lobby Sponsor (1 available) SOLD

Every attendee must first go to the lobby before they enter any sessions or the expo hall in the virtual platform. Your logo will be displayed to all attendees who are joining the virtual Plant Maintenance & Safety Summit. You will also have the ability to link your website or booth, where you can gain more contact information on all attendees.

### • Wednesday Session Sponsor (1 available)

Easily the most popular sponsorship during the Summit, your logo will be displayed to all attendees focused on the Session broadcast and presentations of that day. You'll have mentions on the slides during Wednesday Sessions, in addition to the website agenda and inside the Digital Program Guide. We'll also provide you the ability to run a 30-60 second commercial video to all attendees prior to the first session of that day.

### • Expo Hall Sponsor (1 available) SOLD

This sponsorship maximizes your brand's visibility, because your brand will be displayed in the gateway lobby to all other exhibitors. Every time an attendee visits the expo hall, they first have to enter the main expo hall lobby. Your logo and short written message will be displayed to everyone entering the room, before they visit other exhibitors. In addition, your logo will be displayed in the Digital Program Guide and on the Plant Maintenance & Safety Summit expo hall webpage.

### • Ethanol Producer Magazine and Summit Website Page Takeover and Social Media Sponsor (1 available)

Your logo will be displayed to thousands who go to both the Plant Maintenance & Safety Summit and *Ethanol Producer Magazine* websites to register and/or get content about the industry. You'll have the ability to send contacts back to your website or landing page via a specific URL. The takeover will be displayed the week of the event and week after.

### • Virtual Program Guide Sponsor (1 available)

The program guide will be sent to all attendees and subscribers to *Ethanol Producer Magazine*. (61,000+) As the sponsor, you'll have the ability to have a full press release on your company in the program guide, as well as a two-page spread advertisement. In addition, you will have naming rights to the virtual program guide. The "Plant Maintenance & Safety Summit Digital Program Guide, brought to you by (your company name and logo)".

#### Platinum Benefits

- **Custom Virtual Premium Booth** (\$2,495 value)
- **Eight (8) Virtual Registration Passes** (\$5,560 value)
- **Logo in Virtual Lobby** (rotating)
- **Full-Page Advertisement in the Digital Program Guide**  
Sent to attendees and Ethanol and Biodiesel Producers (\$1,495 value)
- **Logo and 50-word Description in Digital Program Guide**
- **Top Logo Placement on Plant Maintenance & Safety Summit website**
- **Two-time Use of Attendee Mailing List**
- **Customizable Email Template.** Invite customers to visit your virtual event
- **Two (2) Custom Emails Sent to All Attendees**
- **Sponsor Spotlight:** Company logo linked to company website and 50-word description featured in "Sponsor Spotlight" on the Summit website
- **Visual Recognition During the Sessions**
- **Access to Industry Press List to Announce New Products or Timely News**

#### Sponsors:





## PLANT MAINTENANCE & SAFETY SUMMIT

Optimizing Efficiency and Safety

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## Gold Sponsorships

### • Thursday Session Sponsor (1 available)

Easily the most popular sponsorship during the Summit, your logo will be displayed to all attendees focused on the Session broadcast and presentations of that day. You'll have mentions on the slides during Thursday Sessions, in addition to the website agenda and inside the Digital Program Guide. We'll also provide you the ability to run a 30-60 second commercial video to all attendees prior to the first session of that day.

### • Exhibit Room Sponsorships (3 available)

Similar to our physical signs at our physical events, as the Aisle/Room Sponsor, your logo will be displayed on the expo hall map on the website and in the room of your sponsored group. The groupings are set up similar to aisles on our physical map. You'll also have your logo displayed in our Digital Program Guide.

### • OnDemand Sponsor (1 available) **SOLD**

Once each session has been presented during the event, it will be uploaded to our OnDemand service. Once listed, your company name will be present on the OnDemand platform. Anyone who wants to see a recorded video will see your company displayed. This is extremely popular, because attendees want to see copies of the presentations after the event. Your brand will connect with attendees long after the show is over.

### • Virtual Bingo Sponsorship (1 available)

As the Virtual Bingo sponsor, you'll have your logo displayed in multiple emails sent out promoting the game to attendees. In addition, we will be doing prize giveaways at the sponsoring companies virtual booths. We will also put your logo on ads and banners inside the Digital Program Guide. You will have your brand promoted via social media. There will also be a follow-up email to all attendees and subscribers to *Ethanol Producer Magazine* promoting the Bingo winners, with your logo displayed.

### • Network Nickles Sponsor (1 available)

Producers can click on exhibitor booths and interact with sponsors to earn "Network Nickles" and win prizes based on points earned. After accumulating points, attendees will be entered into multiple drawings to win prizes. The more points earned, the better prizes available to win. As the sponsor, your name will be on multiple emails sent to attendees and subscribers of *Ethanol Producer Magazine*, promoting the game. Prizes will also be announced on your behalf, and we will help drive people to your booth to get more information regarding how they can earn "Network Nickles."

#### Gold Benefits

- **Custom Virtual Premium Booth** (\$2,495 value)
- **Five (5) Virtual Registration Passes** (\$3,475 value)
- **Half-Page Advertisement in the Digital Program Guide**  
Sent to attendees and Ethanol and Biodiesel Producers (\$995 value)
- **Logo and 50-word Description in Digital Program Guide**
- **Logo Placement on Plant Maintenance & Safety Summit website**
- **One-time Use of Attendee Mailing List**
- **Customizable Email Template.** Invite customers to visit your virtual event
- **One (1) Custom Email Sent to All Attendees**
- **Company Logo and Link to Company Website on the Summit website**
- **Sponsor Spotlight:** Company logo linked to company website and 50-word description featured in "Sponsor Spotlight" on the Summit website
- **Visual Recognition During the Sessions**

#### Sponsors:

**FLUID QUIP**  
MECHANICAL





## PLANT MAINTENANCE & SAFETY SUMMIT

*Optimizing Efficiency and Safety*

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## Content Partner

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### Content Partner Benefits

- **Speaking opportunity** (Video Posted OnDemand for 30 days)
- **Custom virtual booth**
  - Interact and chat with customers live
  - Invite to live video meetings
  - Upload white papers and brochures
  - Play custom videos at your booth
  - URL link directing customers back to your website or landing page
- **Three (3) free virtual registration passes** (\$2,085 value)
- **Quarter-page advertisement in the Digital Program Guide**  
Sent to attendees and Ethanol and Biodiesel Producers (\$695 value)
- **Logo and 50-word description in the Digital Program Guide**
- **Company listing on Summit website**
- **Company mention in promotion e-mails**
- **Ability to have attendees leave a virtual business card, similar to lead capture**
- **Receive a report containing number of visits to booth, how many times, downloaded brochures and watched videos**

## Add-on

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- **Bingo add-on (limited to 10 spots)**
- **Premier Exhibitor+ Press Release**  
Exclusive to exhibitors and sponsors, you can add on a press release about your company. The press release will be emailed to nearly 46,000+ ethanol industry stakeholders and producers.