2020 Sponsor Prospectus

As a sponsor of the 2020 International Fuel Ethanol Workshop & Expo, you will have an opportunity to position your organization as a leader and supporter of the renewable fuels industry in important international markets.

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



36th ANNUAL INTERNATIONAL FEW® FUEL ETHANOL WORKSHOP® & EXPO

JUNE 15 - 17 2020

minneapolis, mn

FuelEthanolWorkshop.com

World's Largest Ethanol Event

WHERE PRODUCERS MEET

Produced By Ethanol Producer Magazine BBI International

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Sponsorships Cultivate **Strong ROI**

Becoming a sponsor at the 36th annual International Fuel Ethanol Workshop & Expo is one of the most effective ways you can connect your business with ethanol decision-makers. With a wide range of highly-visible sponsorship packages, partnering with the International Fuel Ethanol Workshop & Expo is a valuable opportunity to promote your organization.

As a sponsor, you have the opportunity to:

1. **Enhance your brand image and industry position**
2. **Broker new business with prospective partners**
3. **Spotlight key executives**
4. **Amplify your presence and credibility as a leader in ethanol research, manufacturing, law, financial services, or consulting**
5. **Opportunity to present at the Innovation Stage**

The 2020 International Fuel Ethanol Workshop & Expo brings together leaders in the academic, government and private sectors. Sponsorship opportunities can be designed to fit every business plan and budget. Packages can be tailored to achieve your business goals and help establish a stronger presence within the industry.

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Contact Us:
P: 866-746-8385
E: service@bbiinternational.com
www.FuelEthanolWorkshop.com



Platinum Level Sponsors

Gold Level Sponsors

Silver Level Sponsors

Platinum Level

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Platinum Level Sponsorships

Name Badge Lanyard (1 available)

Get all conference attendees to become a walking billboard for your company. By investing in this exclusive advertising, your brand will be constantly viewed and literally worn around the neck of every person at the event. This is one of the best ways to have your company's name viewed throughout ALL areas of the conference. Tremendous bang for your buck!

Recognition on Name Badge Lanyard
- Company logo printed on name badge lanyards for all attendees

Craft Beer & Cigar Lounge (1 available)

Last year the Craft Beer Lounge was one of the most popular spots for attendees to mingle on the tradeshow floor. We'll have four to eight locally brewed beer companies distributing their beer to all the attendees during the evening receptions. In addition to the craft beer, attendees will be able to receive a wrapped cigar with your logo placed on the cigar itself. This sponsorship will also include a large hanging sign in the expo hall and two floor signs around the lounge. All signage will include your name. You will also receive naming rights to the lounge. Anytime the lounge is printed or mentioned, your name will be placed in front of it.

Recognition in Craft Beer & Cigar Lounge
- All Platinum Level benefits
- Naming rights to the event, including on website and program guide
- Name on signage in expo hall
- Name on cigars

Conference Bag (1 available)

Are you looking for high visibility? This investment ensures that your company's name stands out at the conference. Distributed at the beginning of the event, all attendees receive a show bag and use it throughout the conference. We've even discovered that many attendees use it long after the conference has ended. Put your company's brand on every conference show bag and make your investment count.

Recognition on Conference Bag
- Company logo printed on conference bag given to all attendees

Blackout Bingo Sponsor (1 available)

As a sponsor, will you get the center spot of the card and have the opportunity to place your advertisements in two different spots on the bingo card. You'll also have your logo placed on all examples of the BINGO card and all marketing materials promoting BLACKOUT BINGO. This promotion also includes the main page of the FEW website.

Blackout Bingo Recognition
- Thousands of conference emails
- Main page of the FEW website (in the Blackout Bingo banner)
- Center position on the BINGO card
- Two advertisements on the BINGO card piece (in all attendee bags)
- Logo on Bingo promotions on the FEW website (attendee and exhibitor sections)

Relaxation Station (1 available)

Give your customers the gift of looking sharp and feeling fresh. Relaxation station will consist of one shoe shine chair and one massage chair and comfortable seating area. Your customers will appreciate a free professional shoe shine and/or a rejuvenating back massage.

Recognition in the Relaxation Station
- Recognition on all Relaxation Station signage
- Exclusive opportunity to place company information and materials for perusal by visitors
- Other unique promotional opportunities available
- Hanging sign over area

Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees reference again and again throughout the conference. In addition to placing your logo on the pocket guide, you will also have an opportunity to place an advertisement in one section of the piece.

Recognition in Pocket Guide
- Logo on back page of pocket guide
- One page ad placement within pocket guide

Coffee Lounge (1 available)

One thing is for certain, attendees like coffee. By investing in this sponsorship, you'll have thousands view your logo on coffee cup clutches, table top cards and hanging signage.

Recognition at Coffee Bar
- Company name and logo on all signage in the bar and lounge area
- Table top cards with company logo to be displayed on tables and bars
- Company logo on coffee clutches
- Large sign with logo hanging from ceiling
- Marketing opportunities such as: Cups with logo, branded coffee

Wi-Fi Sponsor (1 available)

This may be one of the best sponsorships available to companies looking to drive people to their website and build recognition. Your brand and company name will be displayed to conference attendees every time they log in to the internet provided by you.

Recognition with Wi-Fi
- Signage with required password throughout the expo hall. Attendees will need the password to use the Wi-Fi connection
- Wi-Fi information printed in program guide
- Wi-Fi password customized with sponsor's name
- User's browser redirected to your website after connection established.

General Session (1 available)

Your company's name will be displayed during the General Session. It is the largest congregation of attendees and the most anticipated part of the conference. In addition, anytime the General Session is promoted before, during or after the conference in marketing emails, advertisements and mailings, your name will be included. This sponsorship will allow you to reach a large number of people, even before the event begins.

Recognition in General Session
- Notebooks & pens on every table with logo
- Logo on big screen before and after the general session
- Table tents with logo dispersed throughout the General Session tables
- 30 second speaking spot, during the general session to promote your product
- Naming rights – example "**Your Name** General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included



Platinum Level Sponsorships

Hotel Room Key (1 available)

Make your brand inescapable! This is a KEY sponsorship! Your logo will be seen every time attendees enter their hotel rooms when you sponsor this custom-designed, hotel room key. Keys will be distributed at the participating hotel only.

Recognition on Hotel Room Card
- Company logo printed on all conference hotel guest key cards

Registration Desk (1 available)

Every attendee needs to register. By purchasing this sponsorship, you'll make a strong first impression at the conference. As attendees are standing in line to register, they'll view your logo and read your promotional materials that will be handed out at the registration desk.

Recognition at Registration Desk
- Logo included on lighted kick panel at desk
- Exclusive promotional material at registration desk *Note: (Excludes pocket agenda)*

Popcorn Snack Lounge (1 available)

By investing in this sponsorship, you'll have thousands view your logo on popcorn boxes and signage at the Popcorn Snack Station.

Recognition in the Popcorn Snack Lounge
- Recognition on all lounge signage
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Logo clings on the popcorn machine
- Logo on popcorn boxes
- Large sign with logo hanging from ceiling

Innovation Stage (1 available)

Promote your company as attendees learn about the latest technologies and services innovating the ethanol industry. Located on the exhibit hall floor, your logo will be placed on signage in the innovation stage seating area and on the backdrop of the stage itself, as select exhibitors present their products and services to attendees. Due to the stage's location and promotion by all participating exhibitors, this sponsorship will allow you to gain platinum and gold level exposure at a silver level price.

Recognition on Innovation Stage
- Onsite Signage
- Innovation Stage schedule signage
- Logo in program guide schedule
- Logo on stage backdrop
- Logo on emails promoting the Innovation Stage

NASCAR Give Away Lounge (1 available)

Monday/Tuesday Grand Opening & Networking Receptions (1 available)

Offering the best opportunities to meet and mingle with industry representatives, the Monday evening Grand Opening Reception and the Tuesday evening Networking Reception offers you maximum exposure and includes prime marketing opportunities at the start of the FEW and during the close of the second day. The Grand Opening reception takes place at the entryway of the Expo Hall and includes a speaking opportunity during the ribbon cutting ceremony.

The Tuesday evening Networking Reception has become one of the most exciting and highly attended receptions and takes place on the expo hall floor. In addition to all Platinum level sponsorship opportunities, your company will be promoted on tabletop signage, displays throughout the expo hall, napkins and koozies.

Recognition at Receptions
- Expo ribbon-cutting ceremony and expo welcoming remarks honors
- Company logo on signage displayed during each event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on ETHANOL Connect
- Koozie with Logo

Hand Sanitizer Stations (1 available)

FEW is all about meeting new people and shaking hands. Everyone will appreciate access to antibacterial hand sanitizer throughout the convention center. Sponsorship includes eight stations placed in high-traffic areas. Sponsor recognition signage will be placed next to the stations. Eight stations included in this sponsorship.

Recognition on Sanitizer Stations
- Platinum Level Sponsorships benefits
- Signage next to hand sanitizer stations

Custom Cocktail Lounge (1 available)

During the evening receptions you'll select a custom drink you'd like to serve attendees at the FEW each night, including the custom name of the drink. In addition, you'll have your company name posted on signs in and around the Custom Cocktail Lounge.

Recognition at the Custom Cocktail Lounge
- Recognition on all lounge signage
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Logo on napkins
- Large sign with logo hanging from ceiling

Sponsors Get Noticed. Stand Out in the Crowd. Lock-in Your Sponsorship Today!





Name Badge


Conference Bag



Registration Desk

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (10 X 10) premium exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense	✓	✓	
One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense			✓
Two e-mail blasts to all conference attendees	✓	✓	
Full-page advertisement in onsite program guide	✓		
One piece insert in all conference bags. Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.	✓	✓	✓
Two-time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Innovation Stage: Opportunity to present at the Innovation Stage on the expo floor.	✓	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 impressions	✓	✓	✓
Company literature at designated sponsor table in high traffic area	✓	✓	✓
Logo and 50-word description in onsite program guide	✓	✓	✓
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations *(Exhibitors receive a 42% discount on additional passes.)*	✓		
Three complimentary full conference registrations *(Exhibitors receive a 42% discount on additional passes.)*		✓	
Two complimentary full conference registrations *(Exhibitors receive a 42% discount on additional passes.)*			✓
Executive Boardroom Use			
Executive boardroom for private meetings (limited availability, reservations required)	✓	✓	
Hotel Room			
One complimentary hotel room night at the conference hotel	✓		

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Gold Level

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Gold Level Sponsorships

Breakfast Sponsor - Tuesday (1 available)

Give your company's brand an early start by becoming a breakfast sponsor. Be the first logo displayed to attendees as they wake up and start their day at the show. As a breakfast sponsor your company logo will be on the buffet tables, napkins and onsite signage. Don't pass on this sponsorship opportunity, only two are available.

Includes: Breakfast Bloody Mary Bar / Mucho Mamosa Mahem (Branded separately)

Recognition at Breakfast
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show
- Option to upgrade to hot breakfast available

Breakfast Sponsor - Wednesday (1 available)

Give your company's brand an early start by becoming a breakfast sponsor. Be the first logo displayed to attendees as they wake up and start their day at the show. As a breakfast sponsor your company logo will be on the buffet tables, napkins and onsite signage. Don't pass on this sponsorship opportunity, only two are available.

Includes: Breakfast Bloody Mary Bar / Mucho Mamosa Mahem (Branded separately)

Recognition at Breakfast
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show
- Option to upgrade to hot breakfast available

Refreshment Break Sponsor (1 available)

As a Refreshment Break sponsor, you'll gain exclusive access, during all three breaks, to conference attendees as they network, sip coffee, eat cookies and reflect on the sessions they just attended. Your company logo will be exclusively displayed on buffet tables, napkins and signage during the break. Only three available.

Recognition at Refreshment Breaks
- Tabletop cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event
- Logo on agenda online prior to show and on "ETHANOL Connect"

Preferred Partner (2 available)

As a Preferred Partner you have the ability to get an exhibit booth, insert a marketing piece in all conference bags, receive two free complimentary full-conference registrations and gain thousands of impressions through emails, onsite conference signage and the conference website. This is one of the best bangs for your buck!

Preferred Partner Recognition
- Thousands of conference emails, before the event
- Onsite signage with company logo prominently displayed
- Premium exhibit space
- Two full conference registrations

Soda Station (1 available)

It's a fact that attendees of the FEW appreciate the amenities that are provided to them during the event. And as the Soda Station sponsor you can provide soda, one of the most popular amenities, during the entire conference. Delivering high visibility on the expo hall floor, the Soda Station sponsorship will allow you to display your company graphics on signage in the station, hanging signs in the expo hall and koozies distributed to all visitors of the station/lounge. In addition, a Yeti cooler will be provided in the station to collect business cards of attendees who visit. The Yeti cooler will be given away at the end of the event at the Giveaway Stage.

Recognition in the Soda Station
- Recognition on all Soda Station signage in area
- Hanging sign over area in Expo Hall
- Exclusive opportunity to place company info and materials in the Soda Station area
- Koozies w/logo
- Yeti cooler for giveaway drawing at the end of the conference at the Give Away Stage

ETHANOL Connect (1 available)

By investing in becoming the ETHANOL Connect sponsor, your company name will be one of the first and last to be viewed by conference goers. As soon as they register for the event, attendees are given the opportunity to connect with other attendees, plan conference schedules and meetings, and communicate throughout the conference. This is an excellent way for your company to be in front of attendees before, during, and after the conference.

Recognition on Ethanol Connect
- Leaderboard ad on Ethanol Connect website
- Name on Ethanol Connect link on FEW event site
- Recognition on header on Ethanol Connect website
- Presentations stored for download
- View presentations LIVE during event

Water Coolers (1 available)

Your current and potential customers will appreciate the abundance of water cooler stations generously distributed throughout the expo hall.

Recognition at Water Stations
- Logo prominently displayed on all water cooler stations
- Logo on all water cooler cups
- Opportunity to display/distribute company information next to water stations



Gold Level Sponsorships

reCharge Lounge (1 available)

Give your company's brand a boost by becoming the reCharge Lounge platinum level sponsor. As the lounge sponsor, you'll receive a self-service mobile device charging coffee table, equipped with multiple charging tips, with company tabletop graphics customized with your messaging and advertising. Located in the heart of the expo hall, attendees can recharge their devices and feet as they relax in the lounge chairs placed around the table. In addition, your company's logo will be printed on 600 USB portable power chargers and distributed to all attending producers. Contact an account manager today for more details.

Recognition in the reCharge Lounge
- Recognition on all reCharge Lounge signage
- Hanging sign over area
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Table graphics provided by sponsor promoting company/services
- 600 USB Portable Power Banks with Logo – Given to all attending producers (one color logo)

Lunch Sponsor - Tuesday (1 available)

Regarded as one of the most coveted sponsorships available, the lunch sponsorships allow attendees to associate your brand with great food and a positive experience. Your company will be promoted to hundreds via signage and napkins. Make sure your brand is promoted during one of two lunches available.

Recognition at Lunch
- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Verbal recognition during lunch
- Opportunity for sponsor representative to address lunch attendees
- Logo on agenda online prior to show and on "ETHANOL Connect"

Lunch Sponsor - Wednesday (1 available)

Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to associate your brand with great food and a positive experience. Your company will be promoted to hundreds via signage and napkins. Make sure your brand is promoted during one of two lunches available.

Recognition at Lunch
- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Verbal recognition during lunch
- Opportunity for sponsor representative to address lunch attendees
- Logo on agenda online prior to show and on "ETHANOL Connect"

Expo Hall Map (1 available)

The Expo Hall Map sponsorship allows you to have your logo placed on all references of the Expo Hall. Your company logo will be placed online, in the program guide and on large expo hall signage throughout the event.

Recognition on Maps
- Company logo placed next to Expo Hall Map on the website
- Company logo placed next to Expo Hall Map on all signage throughout the Event
- Company logo placed next to Expo Hall Map on emails sent during the marketing efforts

Hospitality Suite Sponsor (2 available)

Let the conference staff at the FEW take care of the details at your private networking event. Designed for 80-120 guests, as a Hospitality Suite Sponsor, your company will have the ability to invite select guests to your very own VIP party at the conference hotel. Many of the FEW attendees are looking for an "after-party," and this event provides the perfect opportunity better connect with your customers. The room is available from 8 p.m. to midnight on Tuesday, June 16th and additional details can be discussed and planned with the FEW event staff.

Additional Benefits
- Room at the conference hotel for 80-120 people
- Appetizers*
- Top-shelf beverages with bar*
- Large sign provided for in/or outside room
- Tabletop cards on tables
- Two (2) email invites sent to select attendees
- Gold level premium booth space on tradeshow floor
- Background music

**Sponsoring company is responsible for any additional food and beverage exceeding $4,000.*

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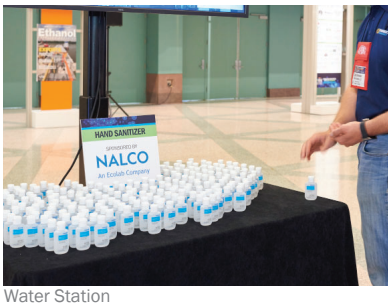
World's Largest Ethanol Event



Lunch



reCharge Lounge



Water Station

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (10 X 10) premium exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense	✓	✓	
One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense			✓
Two e-mail blasts to all conference attendees	✓	✓	
Full-page advertisement in onsite program guide	✓		
One piece insert in all conference bags. Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.	✓	✓	✓
Two-time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Innovation Stage: Opportunity to present at the Innovation Stage on the expo floor.	✓	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 impressions	✓	✓	✓
Company literature at designated sponsor table in high traffic area	✓	✓	✓
Logo and 50-word description in onsite program guide	✓	✓	✓
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Executive Boardroom Use			
Executive boardroom for private meetings (limited availability, reservations required)	✓	✓	
Hotel Room			
One complimentary hotel room night at the conference hotel	✓		

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Silver Level

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Silver Level Sponsorships

Track Sponsor (5 available)

By sponsoring a track you'll be able to focus your message to a targeted audience that is most relevant to your company. Take advantage of this extremely targeted marketing opportunity! Check out the agenda for the track that best fits your company.

Track Sponsor Recognition
- Visual and verbal recognition at the start of each panel discussion within designated track
- Sponsor logo printed next to track panel session titles, on printed conference agenda, online and on hallway signage
- Sponsor logo and link posted on online agenda
- Opportunity to moderate at least one panel within sponsored track

Hospitality Suite Sponsor (2 available)

Let the conference staff at the FEW take care of the details at your private networking event. Designed for 30-40 guests, as a Hospitality Suite Sponsor, your company will have the ability to invite select guests to your very own VIP party at the conference hotel. Many of the FEW attendees are looking for an "after-party," and this event provides the perfect opportunity better connect with your customers. The room is available from 8 p.m. to midnight on Tuesday, June 16th and additional details can be discussed and planned with the FEW event staff.

Recognition at the Seminar
- Room at the conference hotel for 30-40 people
- Appetizers*
- Top-shelf beverages with bar*
- Large sign provided for in/or outside room
- Tabletop cards on tables
- Two (2) email invites sent to select attendees
- Silver level premium booth space on tradeshow floor
- Background music

**Sponsoring company is responsible for any additional food and beverage exceeding $1,500.*

Aisle Sponsor (15 available)

This has become one of the most popular sponsorships, due to the heavy traffic and exposure you receive as an aisle sponsor. This is an excellent opportunity to have your company's brand laid at the feet of your customers – literally. Aisle sponsors will have their logo conspicuously displayed as floor signage on the trade show floor.

Recognition on Aisle Signage
- Company logo prominently displayed over the expo floor beneath the aisle signage

Golf Sponsor (1 available)

Recognition at Golf Tournament
- Company logo on signage displayed on signage, on golf carts, and beverage carts, and during breakfast and lunch
- One promotional item (provided by sponsor) in all golf goodie bags

Ethanol 101 Pre-Con (1 available)

This sponsorship is designed to help you engage attendees who are focused on a specific topic that is being showcased at the preconference seminar or workshop. In addition to all the branding opportunities during the pre-conference, your sponsorship included all the benefits of a full conference Platinum Level sponsorship.

Recognition at the Seminar
- Logo on lanyard
- Logo on tables during breakfast
- Logos on tables during lunch
- Logo displayed during breaks
- Logo displayed on opening and closing presentation slides

Industry Tour - Thursday (1 available)

Recognition on Tour
- Company logo displayed on transportation to the event
- Company logo on signage displayed at event
- Logo on agenda online prior to show and on "ETHANOL Connect"

Premier Partner (5 available)

Maximize your exposure before and during the conference. A Premier Partner Sponsorship spotlights your company through thousands of conference emails, onsite event signage and the conference website. In addition, you'll have the opportunity to get a great booth location on the trade show floor.

Premier Partner Recognition
- Thousands of conference emails, before the event
- Onsite signage with company logo prominently displayed
- Premium exhibit space
- Two full conference registrations

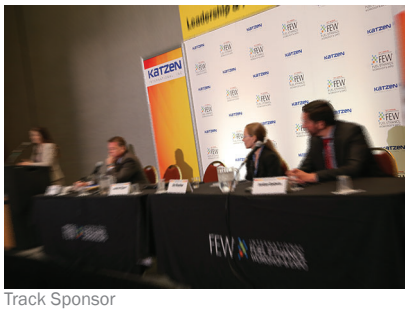




Aisle Sponsor



Hand Sanitizer Stations



Track Sponsor

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (10 X 10) premium exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense	✓	✓	
One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense			✓
Two e-mail blasts to all conference attendees	✓	✓	
Full-page advertisement in onsite program guide	✓		
One piece insert in all conference bags. Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.	✓	✓	✓
Two-time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Innovation Stage: Opportunity to present at the Innovation Stage on the expo floor.	✓	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 impressions	✓	✓	✓
Company literature at designated sponsor table in high traffic area	✓	✓	✓
Logo and 50-word description in onsite program guide	✓	✓	✓
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Executive Boardroom Use			
Executive boardroom for private meetings (limited availability, reservations required)	✓	✓	
Hotel Room			
One complimentary hotel room night at the conference hotel	✓		

Sponsors Get Noticed. Stand Out in the Crowd. Lock-in Your Sponsorship Today!



+Add On Floor Direction Decals 10 available

Enhance your visibility and drive attendees to your booth at the International Fuel Ethanol Workshop & Expo

Follow your floor decal road! Two foot diameter floor decals with your booth number and logo leading the way to all conference points of interest.

Availability is limited and will sell out fast!

Recognition on Floor Direction Decals
- Logo and booth # prominently displayed on five (5) floor decals



+Add On Conference Program Guide Advertising

Enhance Visibility and Drive Attendees to Your Booth

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting attendees to your booth through the use of an advertisement in the conference program guide. The program guide is given to all 2,000+ attendees at registration and includes the conference schedule and a complete list of all speakers with bios, the poster presentations, and the exhibit hall map. Attendees refer to the guide often, not only on site at the meeting but throughout the year, which gives your advertisement repeated exposure. Exclusive only to exhibitors, sponsors, supporting organizations.

DEADLINES **INSERTION/ARTWORK: May 14, 2020**



+Add On Hotel Room Bag Delivery 10 Inserts available

Deliver Your Brand Directly to Each Attendees' Hotel Room*

You can now place your company pen, magnet, pamphlet, one-page inserts or any giveaway you have into the bag being delivered to FEW attendees' hotel rooms. This is one of the most cost-effective marketing add-ons for exhibitors and sponsors. Contact your account representative to discuss options and sizes for your insert. Only a limited number are still available, so email or calls us now.

*Bag size: 9" w x 15"h. Only attendees at the official conference hotels will receive the bag and insert.

DELIVERY DEADLINE **May 22, 2020**
Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.



+Add On Blackout Bingo 30 available

Increase Traffic to Your Booth

Must be an exhibitor to purchase a spot

The FEW has developed a unique BLACKOUT BINGO game to help move conference attendees around the FEW exhibit hall. Each attendee will receive a BLACKOUT BINGO card upon check-in and must visit and receive a stamp from all 30 participating exhibit booths to be entered in the prize drawing. The grand prize is to be announced and other prizes may be added as we get closer to the show.

As an exhibitor, you have the opportunity to purchase a BINGO square and increase traffic to your booth. Become a participating booth by sponsoring a BINGO square. Limited availability – Only 30 exhibitors will have their company name and booth number on the BINGO card to be viewed by 2,000+ FEW attendees.

DEADLINE **May 14, 2020**
Exhibitors committing after this date may not be included in the Program Guide, onsite signage or in the BLACKOUT BINGO Card.



+Add On Hotel Bar Coasters 1 available

Many of the attendees network afterhours in the hotel bars. Having coasters created and displayed during the conference is a great way to gain additional brand recognition. Make sure your company is top of mind while business deals are happening, become the Hotel Bar Coaster sponsor today. For more information contact your account manager.



Sponsors Get Noticed. Stand Out in the Crowd. Lock-in Your Sponsorship Today!



+Add On Lead Capture Service



36th ANNUAL INTERNATIONAL FEW FUEL ETHANOL WORKSHOP® & EXPO

Increase Your ROI By Using **Lead Capture Services**

2020 International Fuel Ethanol Workshop & Expo
Powered by the **ETHANOL CONNECT APP**

Lead Capture Benefits

- Generate more leads from event
- More face-to-face conversations
- Higher return on your investment
- Rate your leads and form a strong pipeline
- Add notes about your lead for more accurate follow up

How It Works

Onsite Booth Lead Capture
Two members of the booth staff have the ability to scan attendee badges using the Ethanol Connect app on their smartphones. Additional users are only $145 each. (Available at App Store and Google Play)

Active Internet Connection Not Necessary
Lead scanning app works offline or online

Activity Report
Admin can see which staff member scanned a specific badge

Please contact an account manager for more information:

Marty Steen: msteen@bbiinternational.com
Andrea Anderson: aanderson@bbiinternational.com
Bob Brown: bbrown@bbiinternational.com

Call: 866-746-8385