

2021 Sponsor Prospectus

# BIODIESEL & Renewable Diesel Summit

a *Biodiesel Magazine* event

at the International Fuel Ethanol Workshop & Expo

As a sponsor of the 2021 Biodiesel & Renewable Diesel Summit, 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](mailto:service@bbiinternational.com).

Where Producers Meet  
& Business Happens



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# BIODIESEL & Renewable Diesel Summit

at the International Fuel Ethanol Workshop & Expo

July 13-15, 2021 Des Moines, Iowa



## Sponsorships Cultivate Strong ROI

Becoming a sponsor at the Biodiesel & Renewable Diesel Summit is one of the most effective ways you can connect your business with biodiesel decision-makers. With a wide range of highly-visible sponsorship packages, partnering with the Biodiesel & Renewable Diesel Summit 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 biodiesel research, manufacturing, law, financial services, or consulting
5. Opportunity to present at the Innovation Stage

The 2021 Biodiesel & Renewable Diesel Summit 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.

# Gold Level Sponsor

### Gold Level Sponsor Recognition

- Visual recognition at the start of the day's opening session
- Larger sponsor logo printed in event guide, online and on hallway signage
- Sponsor logo and link posted on online agenda
- Opportunity to moderate at least one panel within sponsored session

Sponsored by:



### Marketing/Branding Opportunities

One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing\* per exhibitor through RR Donnelley (our summit printer) \*Printing at exhibitor's expense, sent to Biodiesel & Renewable Diesel Summit attendees only

Two e-mail blasts to all Biodiesel & Renewable Diesel Summit attendees

1/4-page advertisement printed in the on-site program guide

Two-time use of summit mailing list

Company logo and link to company website on every page of the summit 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 summit website

Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 200,000 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 summit attendees through the summit website

### Complimentary Registrations

Two complimentary full-summit registrations (*Exhibitors receive a 40% discount on additional passes.*)

### +ADDON

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Contact Us:

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www.BiodieselTechnologySummit.com

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# Silver Level Sponsor

## Gold Level Sponsor Recognition

- Visual recognition at the start of the day's opening session
- Sponsor logo printed in event guide, online and on hallway signage
- Sponsor logo and link posted on online agenda

Sponsored by:



## Marketing/Branding Opportunities

One e-mail blast to all Biodiesel & Renewable Diesel Summit attendees
One-time use of summit mailing list
Company logo and link to company website on every page of the summit website
<b>Innovation Stage:</b> Opportunity to present at the Innovation Stage on the expo floor
<b>Sponsor Spotlight:</b> Company logo and 50-word description featured in "Sponsor Spotlight" on the summit website
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 200,000 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

## Complimentary Registrations

One complimentary full-summit registrations (*Exhibitors receive a 40% discount on additional passes.*)

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## +Add On Floor Direction Decals 10 available

### Enhance your visibility and drive attendees to your booth in the Expo Hall

Follow your floor decal road! Two-foot diameter floor decals with your booth number and logo leading the way to all Summit 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 Summit 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 summit by inviting attendees to your booth through the use of an advertisement in the summit program guide. The program guide is given to all biofuels 2,000+ attendees at registration and includes the summit 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, and supporting organizations.

**DEADLINES INSERTION/ARTWORK: June 11, 2021**



## +Add On Hotel Room Bag Delivery 10 Inserts available

### Deliver Your Brand Directly to Each Attendee's 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 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 call us now.

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

**DELIVERY DEADLINE June 25, 2021**

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

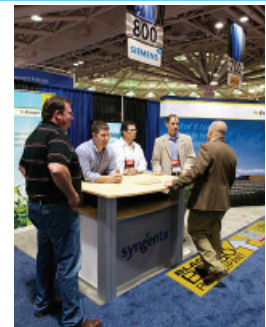
#### Must be an exhibitor to purchase a spot

Become a BLACKOUT BINGO participant to help move summit attendees around the 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+ biofuels attendees.

**DEADLINE June 11, 2021**

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 after hours in the hotel bars. Having coasters created and displayed during the summit 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.



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+Add On Lead Capture Service



## Increase Your ROI By Using Lead Capture Services

2021 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

One member of the booth staff have the ability to scan attendee badges using the Ethanol Connect app on their smartphones.

Additional users are only \$199 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](mailto:msteen@bbiinternational.com)  
Andrea Anderson: [aanderson@bbiinternational.com](mailto:aanderson@bbiinternational.com)  
Bob Brown: [bbrown@bbiinternational.com](mailto:bbrown@bbiinternational.com)