

SPONSORSHIP OPPORTUNITIES

2012

The Largest Algal Biomass Conference in the World

Connect with Your Prospects Again in Denver

Next year's 2012 Algae Biomass Summit located in Denver, CO is expected to be even larger than this year's event. Make sure you have your premium booth space now. Once this year's conference is finished, we will open premium booth space to the general public.



ALGAE BIOMASS SUMMIT

Sheraton Denver Downtown Hotel
Denver, Colorado

Advancing Technologies and Markets Derived from Algae



September 24-27, 2012
 Sheraton Denver Downtown Hotel
 Denver, Colorado

ALGAE BIOMASS SUMMIT



September 24-27, 2012
 Sheraton Denver Downtown Hotel
 Denver, Colorado

ALGAE BIOMASS SUMMIT

Sponsorships Cultivate Strong ROI

Becoming a sponsor at the 6th annual Algae Biomass Summit (ABS) is one of the most effective ways you can connect your business with biotech decision-makers. With a wide range of highly-visible sponsorship packages, partnering with the ABS 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 biotech research, manufacturing, law, financial services, or consulting

The 2012 Algae Biomass 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.

Contact Us:

P: 866-746-8385 | E: service@algaebiomass.org
 www.algaebiomasssummit.org

Platinum Level		SOLD TO
Name Badge Lanyard	SOLD	Heliae
Conference Bag		
Lunch - Tuesday	SOLD	Sapphire Energy
Lunch - Wednesday		
Grand Opening Reception		
"Cultivating Relationships" Networking Reception		
Gold Level		
Tuesday - Evening Poster Reception		
Track Sponsor		
Hotel Room Key	SOLD	The Boeing Company
Pocket Agenda	SOLD	Faegre Baker Daniels
Company Pen		
City Map		
Aisle Sponsor		
Silver Level		
Social Networking		
VIP Dinner		
Internet Cafe	SOLD	Alfa Laval, Inc.
Breakfast - Tuesday		
Breakfast - Wednesday	SOLD	Applied Chemical Technology
Breakfast - Thursday		
Energy Break		SCHOTT North America Life Technologies

Platinum Level	
 	
Gold Level	
 	
Silver Level	
   	



Platinum Level

Name Badge Lanyard (1 available)

Get all conference attendees to know your company. By investing in advertising, your brand will be constantly in front of the neck of every attendee. The best ways to have your name in ALL areas of the conference are name badge lanyards!

Recognition on Conference Bag

- Company logo printed on conference show bag given to all attendees

Grand Opening Reception (1 available)

Make your presence known from the beginning, by being the first to present your brand to a large gathering of attendees at the conference. When you shake hands with industry professionals throughout the conference, your name will be recognized and well respected. The Grand Opening Reception is located in the trade show and is highly attended. This sponsorship offers maximum exposure and includes prime marketing opportunities through highly-visible promotional materials.

Recognition at Evening Reception

- Trade show ribbon-cutting ceremony and trade show welcoming remarks honors
Signage with company logo prominently displayed throughout the area during reception
Tabletop event cards displaying company logo on buffet tables
Company logo on napkins displayed on buffet tables

"Cultivating Relationships"

Networking Reception (1 available)

Bringing industry professionals together is one of the reasons this conference is successful. By becoming the networking reception sponsor you'll be a part of that success. You'll bring the industry together, cultivate strong relationships and allow conference goers to connect with your brand and company name. The Networking Reception is located in the trade show area and follows an active day of the conference. This investment allows you to gain exclusive exposure and targeted marketing opportunities.

Recognition at Evening Reception

- Welcome message and exclusive trade show networking toast honors
Signage with company logo prominently displayed throughout the area during reception
Tabletop event cards displaying company logo on buffet tables
Company logo on napkins displayed on buffet tables

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 show bag given to all attendees

Lunch - Tuesday (1 available)

Capture the exclusive attention of all the conference attendees by investing in a lunch sponsorship. Your sponsorship to this event will allow you to stay top of mind with the attendees as they sit, relax and enjoy a high-quality lunch provided by the chefs and catering team at the Sheraton Denver. You'll have premier signage placement, including tabletop cards to make a great way to showcase your brand.

Recognition at Lunch

- Signage with company logo prominently displayed throughout the area during seated luncheon
Tabletop event cards displaying company logo on buffet tables
Verbal and visual recognition during lunch
Company logo on napkins displayed on each table

Lunch - Wednesday (1 available)

Regarded as one of the most coveted sponsorships available, the Wednesday luncheon sponsorship allows attendees to associate your brand with great food and a positive experience. Your company will be promoted to hundreds via signage and verbal recognition. In addition, attendees will be your captive audience, focused and engaged on your brand. Your sponsorship will allow attendees to enjoy a seated, first-class dining experience prepared by the Sheraton Denver's top chefs, along with entertainment provided by a world renowned speaker.

Recognition at Lunch

- Signage with company logo prominently displayed throughout the area during seated luncheon
Tabletop event cards displaying company logo on each table
Verbal and visual recognition during lunch

Table with 4 columns: Marketing/Branding Opportunities, Platinum, Gold, Silver. Rows include items like 'One complimentary (8 X 10) premium exhibit space', 'Two e-mail blasts', 'Full page advertisement', 'Complimentary Registrations', and 'Hotel Room Upgrade'.



Gold Level

Tuesday Evening Poster Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Tuesday evening reception will feature the poster sessions in the trade show. This sponsorship offers maximum exposure at this highly attended event and includes prime marketing opportunities at the event and through promotional materials.

Recognition at Evening Reception

- Signage with company logo prominently displayed throughout the area during reception
• Tabletop event cards displaying company logo on buffet tables
• Company logo on napkins displayed on buffet tables

Pocket Agenda (1 available)

Keep your company in the pocket agenda. This is a highly sought after guide that is used again and again throughout the conference. Place your logo on the pocket guide and place an advertisement in the pocket guide.

Recognition

- Logo on back of pocket agenda
• One page advertisement within pocket guide



City Map (1 available)

Your customers may want to take the opportunity to explore Denver, CO. As a sponsor of the City Map you can send your message and brand with them! The map will highlight the best attractions to do and see, all color-coded for easy reference. You can use an advertisement, welcome letter, information on new products and services, or other custom content you desire.

Recognition on City Map

- Company logo and message printed on City Maps given to all registered attendees

Hotel Room Key (1 available)

Make your brand in the spotlight with a sponsorship! Your logo will be seen on the key for all hotel rooms when you sponsor the key. Keys will be distributed to all guests. Two keys per guest.

Recognition on Key Card

- Company logo on conference hotel guest key cards



Track Sponsor (4 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!

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

Company Pen (1 available)

Place your company's brand directly into the hands of each and every conference attendee. In addition to the highly valuable benefits below, the official conference pen will be placed in each attendee's conference bag. To ensure your satisfaction, you will have input on the type and style of pen selected.

Recognition on Company Pen

- Logo on each company pen distributed to all attendees

Aisle Sponsor (1 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 on the floor of the trade show hall in each aisle

Table with 4 columns: Marketing/Branding Opportunities, Platinum, Gold, Silver. Rows include items like 'One complimentary (8 X 10) premium exhibit space', 'Two e-mail blasts to all conference attendees', 'Company logo and link to company website', etc.



ALGAE BIOMASS SUMMIT

September 24-27, 2012
Sheraton Denver Downtown Hotel
Denver, Colorado



ALGAE BIOMASS SUMMIT

September 24-27, 2012
Sheraton Denver Downtown Hotel
Denver, Colorado

Silver Level

Water Cooler (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

- Company logo prominently displayed on all water cooler stations
- Company logo on all water cooler cups (environmentally friendly cups)
- Opportunity to display/distribute company information next to water stations

Social Networking (1 available)

By investing in becoming a social networking 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 Social Networking

- Company logo prominently displayed on social networking site

VIP Dinner (1 available)

Make sure your company name is recognized by industry decision makers. An opportunity to meet and mingle with industry VIP's, this special event is by invitation only and is attended by the most important people in the industry. This sponsorship offers maximum exposure to industry movers and shakers.

Recognition at VIP Dinner

- Verbal and visual recognition during VIP dinner
- Signage with company logo prominently displayed during dinner
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on tables

Internet Lounge (1 available)

More than simply a place to get online and check email – the internet lounge is an area in the trade show hall where people congregate, meet and discuss issues important to their business. We provide comfortable seating and computers to access and download the latest information. Place your company logo in front of these decision makers.

Recognition

- Recognition at the event
- Exclusive opportunity to display company information and materials in the lounge
- Table top cards displaying company logo to be displayed on tables and computer stations
- Each computer screen landing page set to sponsor's home page
- Company logo on the computer's "wallpaper"

Breakfast - Tuesday (1 available)

Start Tuesday off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

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

Breakfast - Wednesday (1 available)

Start Wednesday off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

Recognition

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event

Breakfast - Thursday (1 available)

Start Thursday off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

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

Energy Break (5 available)

Conference attendees need to take a breather from the breakout sessions to refresh and energize. By sponsoring an energy break, your signs will be placed at the serving areas to make your company top of mind with attendees as they recharge. This sponsorship opportunity is a valuable way to increase company name recognition.

Recognition at Energy Break

- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Company logo on signage displayed at event

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (8 X 10) premium exhibit space in the trade show	✓	✓	
One complimentary (8 X 10) inline exhibit space in the trade show			✓
Two e-mail blasts to all conference attendees	✓		
One piece insert in all conference bags	✓	✓	✓
Full page advertisement in onsite program guide	✓		
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
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			✓
Hotel Room Upgrade			
Complimentary suite upgrade at the conference hotel	✓		
One complimentary hotel room night at the conference hotel	✓		
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	✓