



2020 Sponsor Prospectus

FEATURING ALL THINGS BIOMASS IN NASHVILLE




















INTERNATIONAL 13th Annual
BIOMASS
CONFERENCE & EXPO
FEBRUARY
3RD-5TH
2020
Gaylord Opryland Resort
& Convention Center
Nashville, TN

Produced By
BIOMASS
MAGAZINE
a BBI International event

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 #IBCE20 - Follow Us: twitter.com/biomassmagazine

Platinum Level		Sold To
Conference Bag	SOLD	Cintasa Americas
General Session	SOLD	IMS Group USA
Name Badge Lanyard	SOLD	BRUKS Siwertell
Expo Grand Opening & Welcome Reception/ Networking Reception/ Blackout Bingo Sponsor	SOLD	KESCO, Inc.
Hotel Room Key	SOLD	KESCO, Inc.
Registration Desk	SOLD	Air Burners
Gold Level		
Aisle Sponsor		AGRA Industries, Keith Mfg., AGI, Fagus Grecon
Biomass Connect		
Breakfast Sponsor		Dryer One
Industry Tour - Thursday		
Innovation Stage	SOLD	SST Wireless, Inc.
Lunch Sponsor	SOLD	Hurst Boiler, Oxidizers, Inc.
Pocket Agenda	SOLD	Andritz
Recharge Lounge	SOLD	Ballard Spahr, LLP
Refreshment Break Sponsor	SOLD	Bengal Machine, Port of Stockton
Relaxation Station	SOLD	Bliss Industries
Track Sponsor		
Water Station	SOLD	BMH Technology Oy
Wednesday Evening		
Add On See pgs 8-9 for more details		
Room Drop Bag Sponsor		
Program Guide-Full Page		
Program Guide-Half Page		
Floor Direction Decals		
Bingo Card		
Lead Retrieval		

Platinum Level	
	
	
	
	
	
Gold Level	
	
	
	
	
	
	
	

Marketing/Branding Opportunities	Platinum	Gold
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓
You'll be featured in a 2-page story in the Sponsor Profile section of <i>Biomass Magazine</i> . (availability of month is on a first-come, first-served basis)	✓	
One complimentary (10 X 10) premium exhibit space in the Expo	✓	✓
Two e-mail blasts to all conference attendees	✓	
One e-mail blast to all conference attendees		✓
One piece insert in all conference bags	✓	✓
Full page advertisement in onsite program guide	✓	
You will be given a mailing list of all attendees, in an excel spreadsheet	✓	
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	✓	✓
One (1) "Sponsor Spotlight" feature in marketing email to 50,000+	✓	✓
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	✓	✓
Two (2) :30 commercials on two webinars produced by <i>Biomass Magazine</i> in 2019. (you choose the webinars)	✓	
Logo and 50-word description in onsite program guide	✓	✓
One piece insert in all attendee hotel room drop bags	✓	
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓
Complimentary Registrations		
Three complimentary full conference registrations (<i>Exhibitors receive a 40% discount on additional passes.</i>)	✓	
Two complimentary full conference registrations (<i>Exhibitors receive a 40% discount on additional passes.</i>)		✓
Hotel Room Upgrade		
One complimentary hotel room night at the conference hotel	✓	
Executive Boardroom Use		
Executive boardroom available for private meetings	✓	✓

Platinum Level Sponsors

Conference Bag (1 available)

Are you looking for high visibility? This ensures that your company's name stands out at the beginning of the event, all attendees receive it and use it throughout the conference. Your company's brand on every conference show bag is a great investment count.

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

Expo Grand Opening & Welcome Reception/Networking Reception/Blackout Bingo Sponsor (1 available)

An opportunity to meet and mingle with industry representatives, the Grand Opening reception is located at the entryway of the Expo Hall. The receptions are the most exciting and highly attended functions. These sponsorships offer maximum exposure and include prime marketing opportunities at the event and through promotional materials.

As a sponsor, you will get the center of the bingo card and have the opportunity to place your advertisement in the event spots on the bingo card. You'll also have your logo on the BINGO card and all marketing materials. This promotion also includes the BINGO card.

- Recognition at Expo Grand Opening & Welcome Reception**
- Expo ribbon-cutting ceremony and expo welcoming remarks honors
 - Company logo on signage displayed at 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 Biomass Connect
 - Koozies with company logo

- Recognition at Networking Reception**
- Company logo on signage displayed at 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 Biomass Connect
 - Koozies with company logo

- Blackout Bingo Recognition**
- Thousands of conference emails
 - Main page of the conference 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 conference website (attendee and exhibitor sections)

Registration Desk (1 available)

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

- Recognition at Registration Desk**
- Logo included on registration desk
 - Exclusive promotional materials at registration desk

General Session Sponsor (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, anything promoted during the General Session is promoted before, during or after the conference. Through emails, advertisements and mailings, your name and logo will be seen. This sponsorship will allow you to reach a large audience before the event begins.

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

Name Badge Lanyard (1 available)

Get all conference attendees to become walking billboards for your company. By investing in this exclusive sponsorship, your brand will be constantly viewed and literally worn by every person at the event. This is one of the most effective ways to get your company's name viewed throughout the event. It's a tremendous bang for your buck!

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

Hotel Room Key (1 available)

Make your brand inescapable! This is a great sponsorship! Your logo will be seen every time attendees use their hotel room keys when you sponsor this custom-designed key. The key will be distributed at the participating hotel.

- Recognition on Hotel Room Key**
- Company logo printed on conference hotel guest key cards

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 the Wi-Fi connection.

- Recognition with Wi-Fi**
- Signage with required Wi-Fi information at the Wi-Fi connection
 - Wi-Fi information printed on the Wi-Fi connection
 - Wi-Fi password customized with sponsor's name
 - User's browser redirected to your website after connection established.

Gold Level Sponsors

Biomass Connect (1 available)

Biomass Connect is an exclusive online social media site for the International Biomass Conference & Expo and is the perfect sponsorship for a consulting service or supplier to the industry. Attendees visit the site before, during and after the event, so you'll gain maximum exposure with conference goers looking to make connections and find new products and services. Start connecting with the industry, become the exclusive sponsor of Biomass Connect!

- Recognition on Biomass Connect**
- Company logo displayed on Biomass Connect in the header
 - Logo on the online agenda prior to show on Biomass Connect
 - Logo sent in emails promoting Biomass Connect

Industry Tour (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

Lunch Sponsor (2 available)

Tuesday/Wednesday
Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to enjoy the show with great food and a positive experience. Your company logo will be displayed hundreds via signage and napkins.

- Recognition**
- Company logo displayed on transportation to the 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 Biomass Connect

Recharge Lounge (1 available)

Located in a high-traffic area of the expo hall, the recharge lounge is the place where attendees go to recharge their cell phones, notepads, laptops or any other electronic device. The lounge is very popular with attendees, because electronic devices are essential during the show and this lounge provides a dedicated area for recharging. This is a great place where attendees can sit on comfortable seating and make connections with other attendees.

- Recognition**
- Company logo displayed on the actual recharge station
 - Company logo displayed in the lounge
 - Company logo in the program guide listing
 - Option to upgrade and include beverages inside the lounge

Breakfast (2 available)

Tuesday/Wednesday
Start the day 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
 - Logo on agenda online prior to show
 - Option to upgrade to hot breakfast available

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. Exhibitors present their products and services to attendees, and your company's location and promotion by all participants will allow you to gain platinum status.

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

Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees will refer to again throughout the show. Your company logo on the pocket guide will ensure your company is always in the pocket guide. You can also place an advertisement in the pocket guide.

- Recognition**
- Logo on front cover of the pocket guide
 - One page advertisement in pocket guide

Relaxation Station (1 available)

Give your customers the gift of looking sharp and feeling fresh. Relaxation station will consist of a shoe shine service, comfortable seating area, and/or a rejuvenating massage. Your company logo on the shoe shine sign will ensure your company is always in the pocket guide.

- Recognition**
- Hanging signage
 - Recognition on the shoe shine sign
 - Exclusive opportunity to display company information and materials for perusal by visitors
 - Other unique promotional opportunities available

Gold Level Sponsors

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
 - Sponsor logo and link posted on online agenda
 - Opportunity to moderate at least one panel within sponsored track

Refreshment Break (3 available)

As a Refreshment Break sponsor, you'll gain exclusive access 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. **Tuesday PM, Wednesday AM, Wednesday PM**

- Recognition at Refreshment Break**
- 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 Biomass Connect

Water Stations (1 available)

Your current and potential customers will take advantage of the abundance of water cooler stations throughout the expo hall.

- Recognition**
- Logo prominently displayed at water stations
 - Logo on signage displayed at event
 - Opportunity to display company information next to water stations

Aisle Sponsor (6 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 displayed for hundreds of attendees in the expo halls.

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



+Add On FLOOR DIRECTION DECALS 10 available

Increase Traffic to Your Booth

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!

Marketing/Branding Opportunities

- Logo and booth # prominently displayed on five (5) floor decals



+Add On CONFERENCE 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 800+ 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: January 2, 2020**
ARTWORK: January 2, 2020



+Add On HOTEL ROOM BAG SPONSOR

Deliver Your Brand Directly to Each Attendee's Hotel Room*

Conference attendees receive a swag bag, delivered to their hotel rooms. Brand the drop bag with your logo, and insert your company pen, magnet, pamphlet, one-page inserts or any giveaway you have, for attendees to take home with them. Contact your account representative to discuss options and sizes for your insert.

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

DELIVERY DEADLINE December 27, 2019



+Add On BLACKOUT BINGO 25 available

Increase Traffic to Your Booth

Must be an exhibitor to purchase a spot

International Biomass Conference & Expo has developed a unique BLACKOUT BINGO game to help move conference 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 20 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 20 exhibitors will have their company name and booth number on the BINGO card to be viewed by 800+ attendees.

DEADLINE January 15, 2020

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





Increase Your ROI By Using Lead Retrieval Services

International Biomass Conference & Expo

Powered by the **BIOMASS CONNECT APP**

Lead Retrieval 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 Retrieval

Two members of the booth staff have the ability to scan attendee badges using the Biomass 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

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Please contact an account manager for more information:
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