

# 2022 Sponsorship Prospectus

As a sponsor of the 2022 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).

Click the buttons below to view the different level of sponsorships



Co-located Event



## 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

## 3rd Annual **BIODIESEL** & Renewable Diesel Summit

MINNEAPOLIS 2022  
June 13-15

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June 13-15

Interested in a sponsorship?  
Contact us 866-746-8385  
service@bbiinternational.com

## Platinum Level Sponsorship

### Platinum 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

**Platinum Sponsors**

Click the buttons below to view the different level of sponsorships

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 summit printer) *Printing at exhibitor's expense, sent to Biodiesel & Renewable Diesel Summit attendees only	✓		
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		✓	
25% discount on 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			✓
Access to FEW silver level booth in the Expo hall	✓		
Flyer in Biodiesel Summit room drop (session room)	✓		
Two e-mail blasts to all summit attendees	✓	✓	
One e-mail blast to all summit attendees			✓
1/4-page advertisement in onsite program guide	✓	✓	
Two-time use of summit mailing list	✓	✓	
One-time use of summit mailing list			✓
Digital Press Release to the <i>Biodiesel Magazine</i> news feed	✓		
Larger logo displayed in the track room backdrop	✓		
Company logo 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 on the "Sponsor Spotlight" of 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	✓	✓	✓
Opportunity to promote separate side event to summit attendees through the summit website	✓	✓	✓
<b>Complimentary Registrations</b>			
Two complimentary full-summit registrations (Exhibitors receive a 42% discount on additional passes.)	✓	✓	
One complimentary full-summit registration (Exhibitors receive a 42% discount on additional passes.)			✓

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## Gold Level Sponsorship

### 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



Gold Sponsors

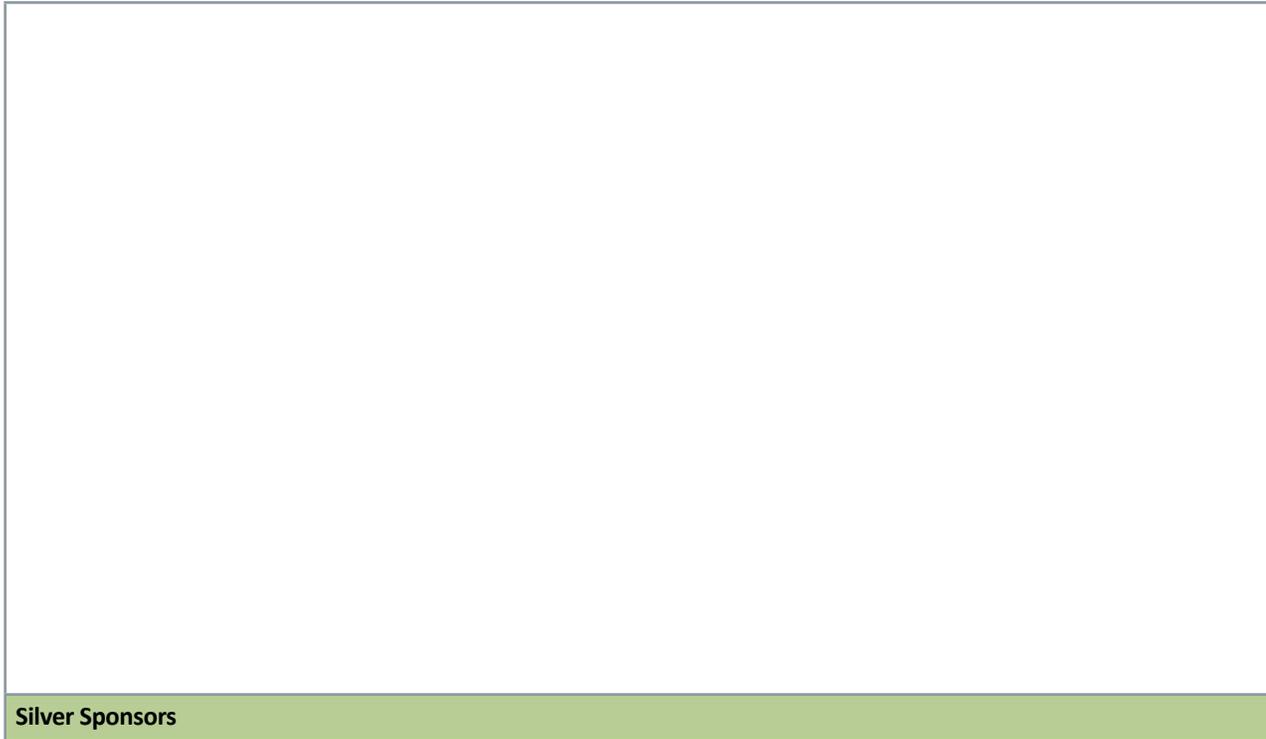
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Marketing/Branding Opportunities	Platinum	Gold	Silver
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25% discount on one complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our summit printer) *Printing at exhibitor's expense			✓
Access to FEW silver level booth in the Expo hall	✓		
Flyer in Biodiesel Summit room drop (session room)	✓		
Two e-mail blasts to all summit attendees	✓	✓	
One e-mail blast to all summit attendees			✓
1/4-page advertisement in onsite program guide	✓	✓	
Two-time use of summit mailing list	✓	✓	
One-time use of summit mailing list			✓
Digital Press Release to the <i>Biodiesel Magazine</i> news feed	✓		
Larger logo displayed in the track room backdrop	✓		
Company logo 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 on the "Sponsor Spotlight" of 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	✓	✓	✓
Opportunity to promote separate side event to summit attendees through the summit website	✓	✓	✓
<b>Complimentary Registrations</b>			
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## Silver Level Sponsorship

### Silver 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



Silver Sponsors

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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 summit printer) *Printing at exhibitor's expense, sent to Biodiesel & Renewable Diesel Summit attendees only	✓		
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		✓	
25% discount on 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			✓
Access to FEW silver level booth in the Expo hall	✓		
Flyer in Biodiesel Summit room drop (session room)	✓		
Two e-mail blasts to all summit attendees	✓	✓	
One e-mail blast to all summit attendees			✓
1/4-page advertisement in onsite program guide	✓	✓	
Two-time use of summit mailing list	✓	✓	
One-time use of summit mailing list			✓
Digital Press Release to the <i>Biodiesel Magazine</i> news feed	✓		
Larger logo displayed in the track room backdrop	✓		
Company logo 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 on the "Sponsor Spotlight" of 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	✓	✓	✓
Opportunity to promote separate side event to summit attendees through the summit website	✓	✓	✓
<b>Complimentary Registrations</b>			
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## Add Ons



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### 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!

#### Floor Direction Decal Recognition

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



### Hotel Bar Coasters (1 available)

Many of the attendees network after hours 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.

### Onsite 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 conference, but throughout the year, which gives your advertisement repeated exposure. Exclusive only to exhibitors, sponsors, and supporting organizations.

**DEADLINE**  
**INSERTION/ARTWORK: May 13, 2022**

### Hotel Room Bag Delivery (10 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 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 available, so email or call 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 23, 2022**  
*Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.*

### 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 13, 2022**

## Lead Capture Service

### Increase Your ROI By Using Lead Capture Services

International Fuel Ethanol Workshop & Expo  
Powered by  
**Ethanol Connect**

#### 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



Please contact an account manager  
for more information:  
Call: 866-746-8385

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

### How It Works

**Onsite Booth Lead Capture**  
One member of the booth staff has the ability to scan attendee badges using the Ethanol Connect app on their smartphone. 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

(5) BiodieselSummit.com  
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