

Sponsor Prospectus

Largest Biomass Event in North America

INTERNATIONAL 16th Annual
BIOMASS
CONFERENCE & EXPO

Feb. 28 - Mar. 2, 2023
Cobb Galleria Centre
ATLANTA

Interested in a sponsorship?

Contact us 866-746-8385, service@bbiinternational.com

Platinum Level Sponsorships

Gold Level Sponsorships

+Add Ons

Sponsorship info on next 2 pages

General Session (1 available)	Wi-Fi (1 available)
Available	Available
Hotel Room Key (1 available)	Conference Bag (1 available)
Available	Available
Name Badge Lanyard (1 available)	Registration Desk (1 available)
Available	Available
Expo Grand Opening/ Welcome Reception & Networking Reception/ Bingo (1 available)	Water Stations (1 available)
	Available
Available	+Add Ons (page 4)
	Hotel Drop Bag Sponsor
	Program Guide-Full Pg
	Program Guide-Half Pg
	Floor Direction Decals
	Bingo Card
Lead Retrieval	

Pocket Guide (1 available)	Relaxation Station (1 available)	Innovation Stage (1 available)
Available	Available	Available
Refreshment Break (1 available)	Industry Tour (1 available)	Golf (1 available)
Available	Available	Available
Breakfast (1 available)	reCharge Lounge (1 available)	Biomass Connect (1 available)
Available	Available	Available
Lunch (2 available)	Aisle (6 available)	
Available	Available	
Track/Room (4 available)		
Available		

Marketing Opportunities	Platinum	Gold
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓
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 (1) podcast interview recorded and distributed to <i>Biomass Magazine's</i> marketing list before the conference.	✓	
Full-page advertisement in onsite program guide	✓	
One-piece insert in all conference bags	✓	✓
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 the "Sponsor Spotlight" 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	✓	✓
One-piece insert in all attendee hotel room drop bags	✓	
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		
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>		✓
Executive Boardroom Use		
Executive boardroom for private meetings (limited availability, reservations required)	✓	✓
Hotel Room		
One complimentary hotel room night at the conference hotel	✓	

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 <ul style="list-style-type: none"> 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 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 conference website.	Recognition at Expo Grand Opening & Welcome Reception and Networking Reception <ul style="list-style-type: none"> Expo ribbon-cutting ceremony and expo welcoming remarks honors (<i>Expo Grand Opening & Welcome Reception Only</i>) 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 <ul style="list-style-type: none"> 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
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, 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 at General Session <ul style="list-style-type: none"> 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 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
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 Key <ul style="list-style-type: none"> Company logo printed on all conference hotel guest key cards
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 Holder & Lanyard <ul style="list-style-type: none"> Company logo printed on name badge lanyards for all attendees
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 <ul style="list-style-type: none"> Logo included on lighted kick panel at desk Exclusive promotional material at registration desk
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 <ul style="list-style-type: none"> 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.

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 <ul style="list-style-type: none"> Company logo prominently displayed over the expo floor beneath the aisle signage on the expo floor.
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 <ul style="list-style-type: none"> 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
Breakfast (1 available)	Sponsor Both Breakfasts 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 <ul style="list-style-type: none"> 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
Industry Tour (1 available)	Recognition on Tour <ul style="list-style-type: none"> Company logo displayed on transportation to the event Company logo on signage displayed at event Logo on agenda online prior to show 	
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 <ul style="list-style-type: none"> Onsite Signage Innovation Stage schedule signage Logo in program guide schedule Logo on stage backdrop Logo on emails promoting the Innovation Stage
Lunch Sponsor (2 available)	Day 2 or Day 3 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.	Recognition at Lunch <ul style="list-style-type: none"> 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 Biomass Connect
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 with the Pocket Agenda <ul style="list-style-type: none"> Logo on front page of pocket guide One-page ad placement within 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 chairs, a 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 <ul style="list-style-type: none"> Hanging sign with logo Recognition on all Relaxation Station signage Exclusive opportunity to place company information and materials for perusal by visitors Other unique promotional opportunities available

INTERNATIONAL
BIOMASS
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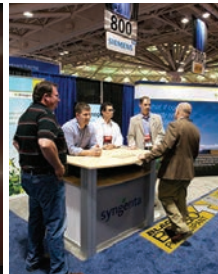
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Recharge Lounge (1 available)	Located in a high-traffic area of the expo hall, the recharge lounge is the place where attendees go to recharge their cellphones, notepads, laptops or any other electronic device. The lounge is extremely popular with attendees, because electronic devices are heavily used during the show and this lounge provides a comfortable area on the expo hall floor where attendees can sit on comfortable chairs, have engaging conversations with other attendees and recharge their devices.	Recognition for Recharge Lounge <ul style="list-style-type: none"> • Company logo and information wrapped on the actual recharge station • Company logo on signage in the lounge • Company logo on the program guide listing • Option to upgrade and include beverages inside the lounge
Refreshment Break (1 available)	Sponsor All Refreshment Breaks 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.	Recognition at Refreshment Break <ul style="list-style-type: none"> • 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

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 <ul style="list-style-type: none"> • Visual and verbal recognition at the start of each panel discussion within designated track • Your logo will be featured on Panel Preview emails* sent out before the conference. • Your logo will be displayed and company mentioned during a podcast sent to 50,000+ industry contacts each week leading up to the event in our Panel Preview emails, where we will interview a speaker from a specific session. • 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 <i>*(Panel Preview emails start roughly eight (8) weeks prior to the event. Your logo will be displayed with panels that are associated with your track sponsor.)</i>
Water Stations (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 <ul style="list-style-type: none"> • Logo prominently displayed on all water cooler stations • Logo on all water cooler cups • Opportunity to display/distribute company information next to water stations

+Add On Options



Increase Your ROI By Using Lead Retrieval Services



INTERNATIONAL BIOMASS CONFERENCE & EXPO
Powered by the **BIOMASS CONNECT APP**

Floor 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 <ul style="list-style-type: none"> • Logo and booth # prominently displayed on five (5) floor decals
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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 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 27, 2023 ARTWORK: January 27, 2023
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Hotel Room Bag Sponsor (1 available)	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.	DELIVERY DEADLINE February 3, 2023 <i>*Bag size: 9" w x 15"h. Only attendees at the official conference hotels will receive the bag and insert.</i>
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Blackout Bingo Participant (20 available)	Increase Traffic to Your Booth - Must be an exhibitor to purchase a spot Int'l 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 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 February 7, 2023 Exhibitors committing after this date may not be included in the Program Guide, onsite signage or in the BLACKOUT BINGO Card.
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Lead Retrieval Services	Lead Retrieval Benefits <ul style="list-style-type: none"> • Generate more leads from the 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 - One member of the booth staff has the ability to scan attendee badges using the Biomass Connect app on their smartphones. Additional users are only \$145 each. <i>(Available at App Store and Google Play)</i> 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 info: Call: 866-746-8385 Marty Steen: msteen@bbiinternational.com Andrea Anderson: aanderson@bbiinternational.com
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