

THE PREMIER BIOFUELS FINANCIAL EVENT OF THE YEAR

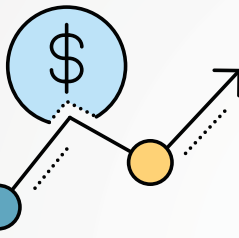
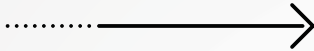
# SPONSOR PROSPECTUS

INCREASE EXPOSURE - STANDOUT IN A CROWD

ECONOMIC



PROFIT

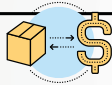


ASSETS

MAXIMIZE  
PROFITABILITY

ENSURING  
FUTURE  
STABILITY

FINANCIAL  
PLANNING



TRADE

INVESTMENT

## Sponsorships Cultivate Strong ROI

As a sponsor of the 2017 Christianson PLLP's Biofuels Financial Conference, 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).

CHRISTIANSON'S  
**BIOFUELS FINANCIAL**  
CONFERENCE

**SEPTEMBER 27-28, 2017**

RADISSON BLU MINNEAPOLIS DOWNTOWN,  
MINNEAPOLIS, MN

[BIOFUELSFINANCIALCONFERENCE.COM](http://BIOFUELSFINANCIALCONFERENCE.COM)

Organized by  
CHRISTIANSON  
CPA & CONSULTANTS

Produced by  
BBI  
INTERNATIONAL



Platinum Level		Sold To
Name Badge Lanyard / General Session		
Wi-Fi Sponsor		
Evening Dinner & Entertainment		
Conference Bag		
Hotel Room Key		
Expo Sponsor		
Breakout Sponsor		
Gold Level		
Connect		
Lunch Sponsor		
Water Station		
Breakfast Sponsor		
Refreshment Break		

Platinum Level

Gold Level



<b>Marketing/Branding Opportunities</b>	<b>Platinum</b>	<b>Gold</b>
One complimentary (8 X 10) premium exhibit space in the expo	✓	✓
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	✓	✓
<b>Complimentary Registrations</b>		
Two complimentary full conference registrations	✓	
One complimentary full conference registrations		✓
<b>Hotel Room Upgrade</b>		
Complimentary room upgrade at the conference hotel	✓	
One complimentary hotel room night at the conference hotel	✓	
<b>Executive Boardroom Use</b>		
Executive boardroom available for private meetings	✓	

## Platinum Level Sponsors

### Name Badge Lanyard / General Session (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

- Company logo printed on name badge lanyards for all attendees

#### Recognition in General Session

- 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 speaking spot, during the general session to promote your product
- Naming rights – example "Your Name General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included

### 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

- 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.

### Evening Dinner & Entertainment (1 available)

Showcase your company's service or product during the evening dinner that includes live entertainment. All attendees will be attending this event, creating the perfect opportunity for you to have the attention exclusively given to your company. The sponsor of this event will have the opportunity to say a few words during the evening dinner.

#### Recognition at Evening Dinner & Entertainment

- Speak to guests during the dinner (roughly 1-2 minutes)
- 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 Biofuels Connect
- Koozies with company logo

### Breakout Sponsor (1 available)

By sponsoring the breakout sessions, 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! Check out the agenda for more details.

#### Breakout 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

### Expo 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 displayed for hundreds of attendees in the Expo hall.

#### Recognition on Expo Signage

- Company logo prominently displayed over the Expo floor beneath the aisle signage on the Expo floor.

### 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

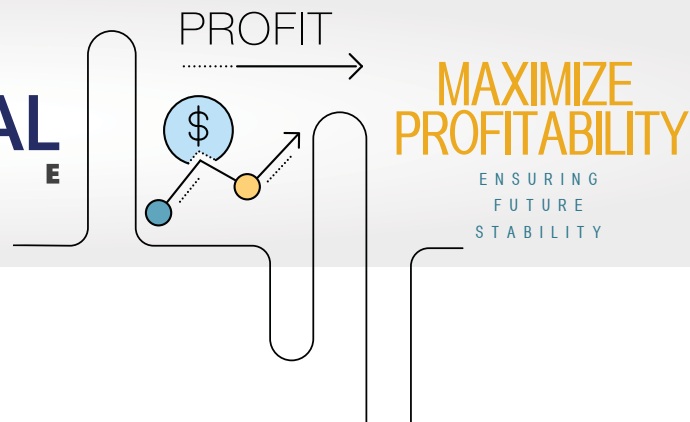
- Company logo printed on all conference hotel guest key cards

### 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 bag given to all attendees



## Gold Level Sponsors

### Breakfast (1 available)

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.

**Available: Tuesday, Wednesday**

#### 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

### Refreshment Break (2 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.

**Available: Tuesday AM, Tuesday PM, Wednesday AM**

#### 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 Biofuels Connect

### 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

- Logo prominently displayed on all water cooler stations
- Logo on all water cooler cups
- Opportunity to display/distribute company information next to water stations

### Lunch Sponsor (1 available)

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.

**Available: Tuesday**

#### Recognition at Lunch

- 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 Biofuels Connect

### Connect (1 available)

Connect is an exclusive online social media site for the Biofuels Financial Conference 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 Connect!

#### Recognition on Connect

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

**+Add On**

Lead Retrieval Services



Increase Your ROI By Using  
**Lead Retrieval Services**

2017 Christianson's Biofuels Financial Conference

Powered by the **BIOFUELS FINANCIAL 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**

Unlimited number of Booth staff can scan the badge of an attendee using the Biofuels Financial Connect app on their smartphone. (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

**Investment: Only \$300.00**

To get started, please contact Marla DeFoe at mdefoe@bbiinternational.com or 701.738.4960