

2022 AFPM
SUMMIT
Excellence in Plant Performance

Partner with AFPM:

Exhibit & Sponsorship Opportunities

October 18 - 20, 2022
Grand Hyatt San Antonio



AFPM

Summit.afpm.org

Experience an

Innovative, Modern Approach to Customer Engagement

The inaugural in-person Summit 2022, Excellence in Plant Performance, is an interactive conference that will provide attendees with tangible takeaways. Themes throughout the conference will highlight emerging technologies, process safety, improved reliability and operations, mechanical integrity, training, leadership, and culture.

This conference is the combination of the best elements of the Reliability and Maintenance Conference, Cat Cracker, and the Operations & Process Technology Summit to create a single conference focused on improving plant performance.

Why You Should Participate

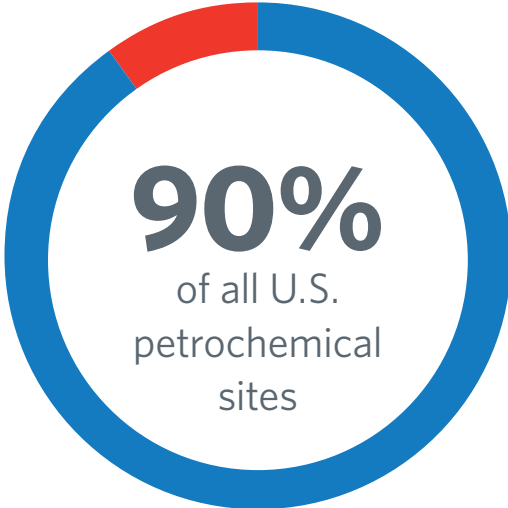
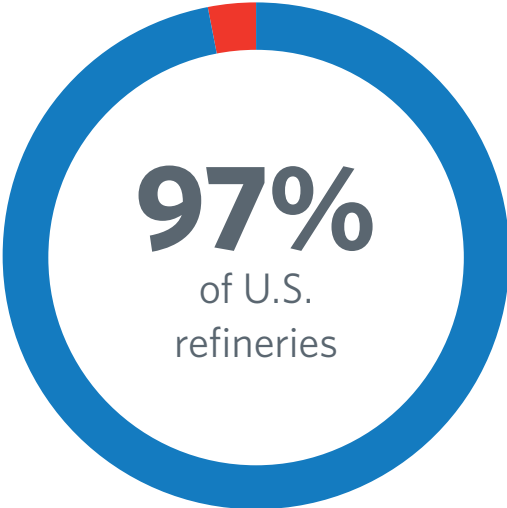
Secure a fantastic return on your investment by connecting with more of the buyers interested in your products and services

- *Connect with key decision-makers*
- *Reinforce your brand influence within the refining and petrochemical manufacturing industries*
- *Collect high-quality leads to bring new business to your company*

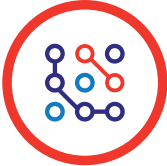
This is the only conference for the petroleum refining and petrochemical industries focused on improving

PLANT-WIDE PERFORMANCE!

AFPM members and event attendees represent:



Business types include:



Process Engineering And Technology

Technology Specialists, Engineers, Experts, Managers, and Directors of Coker, FCC, Heavy Oil Processing, Hydroprocessing, Process Control, Process Engineering, and Technical Services



Turnaround Planning And Management

Project Specialists, Engineers, Managers, and Directors, Operations Supervisors, Engineers, and Managers



Maintenance And Reliability

Specialists, Engineers, Experts, Managers of Rotating Equipment, Fixed Equipment, Inspection, and Corrosion



Digitalization, Artificial Intelligence and Machine Learning

APC Engineer, Optimization, APC Digitalization, Strategic Planning Leader

You bring the solutions!

New event. New opportunity.

We've adopted a new approach to exhibiting, allowing you to get more out of the experience. Each lounge opportunity includes one complimentary registration.

Small Lounge: \$5,000

Hours:

Tuesday, October 18 - All Day

Wednesday, October 19 - Until 1:30 PM

Located in the Hub/Texas BR

Opportunities Available: 50



Large Lounge: \$10,000

Hours:

Tuesday, October 18 - All Day

Wednesday, October 19 - Until 1:30 PM

Located in the Hub/Texas Prefunction

Opportunities Available: 6



Private Lounge: \$5,000 - \$7,500

Hotel Meeting Rooms - [See Availability](#)

Sunday - Thursday

Opportunities Available: 15

Hospitality Suites: \$2,500

Hotel Suites - [See Availability](#)

Sunday - Thursday

Opportunities Available: 10

**Have you signed up to participate in the Customer Appreciation Breakfast?
It is complimentary for current exhibitors and sponsors!
See more information on [page 10](#).**

Prices listed are member prices. Nonmembers should add an additional \$2,500.

Which exhibit opportunity is best for my needs?

Small Lounges – These lounges are our new alternative to the traditional in-line exhibit booth. Spaces are modern, turnkey and promote conversation, education and mini-presentations or video demonstrations and take place in the “Hub”, our central gathering place. Your space consists of a custom backdrop with your logo, a lockable cabinet for materials, a standing cocktail round, three stools, privacy panels and an optional video monitor. All you have to bring is your collateral and staff. We do the rest. No booth shipments, setup or auxiliary services to order. View the layout for the Small Lounges on the previous page.

Large Lounges – These lounges are an upgrade to the small lounges and are located in the area designated as the “Hub.” Again, spaces are modern, turnkey and promote networking in a comfortable “living room” atmosphere in a prime and highly visible location. They are ideal for companies who want a larger presence without the hassle of designing, shipping, and installing a large island booth. Your space will be an approximately 20’ x 20’ fully furnished lounge with a custom branded backdrop. The only upgrade is a video monitor, if desired. All you have to bring is your collateral and staff. View the layout for the Large Lounges on the previous page.

Private Lounges – The Private Lounges are a blank slate. You will be assigned a breakout room at the hotel that is between approximately 600 – 900 square feet to use as most appropriate to suit your needs. The rooms may be used for educational purposes, networking, private meetings, or hospitality functions from Sunday – Thursday. Preferences will be given first to those companies who want to contribute to the educational content of the meeting by offering mini-education sessions, case study presentations, video demonstrations, etc. on Tuesday afternoon to supplement our regular programming. Sessions will be included in the app to promote your lounge. This is your time to shine and promote your latest projects. Furnishings may be requested from the hotel. Audio visual needs are additional. View the floor plans [here](#).

Hospitality Suites – This option consists of hotel suites on the guest room floors. It is a great choice if you want a completely private setting for private meetings or entertaining. At a minimum, all suites have a small sitting area to host an informal meeting with 4-6 participants or a reception for 10-15 people at one time. Some of the larger suites also have a conference/dining table in the suite for up to 8 guests and can hold up to 40 individuals reception style. Hospitality suite hosts are responsible for the hotel room night charge. Please keep in mind, the hotel will not remove furniture from the suite. They will allow you to slightly rearrange the furniture to make the flow better if needed. Check-in is at 4:00 PM and check-out is 11:00 AM for all suites. View the floor plans [here](#).

Exhibition Hours

All opportunities in the Hub will be available to attendees for two days:

Tuesday, October 18 | 11:00 a.m. – 6:30 p.m.

Wednesday, October 19 | 7:30 a.m. – 1:30 p.m.

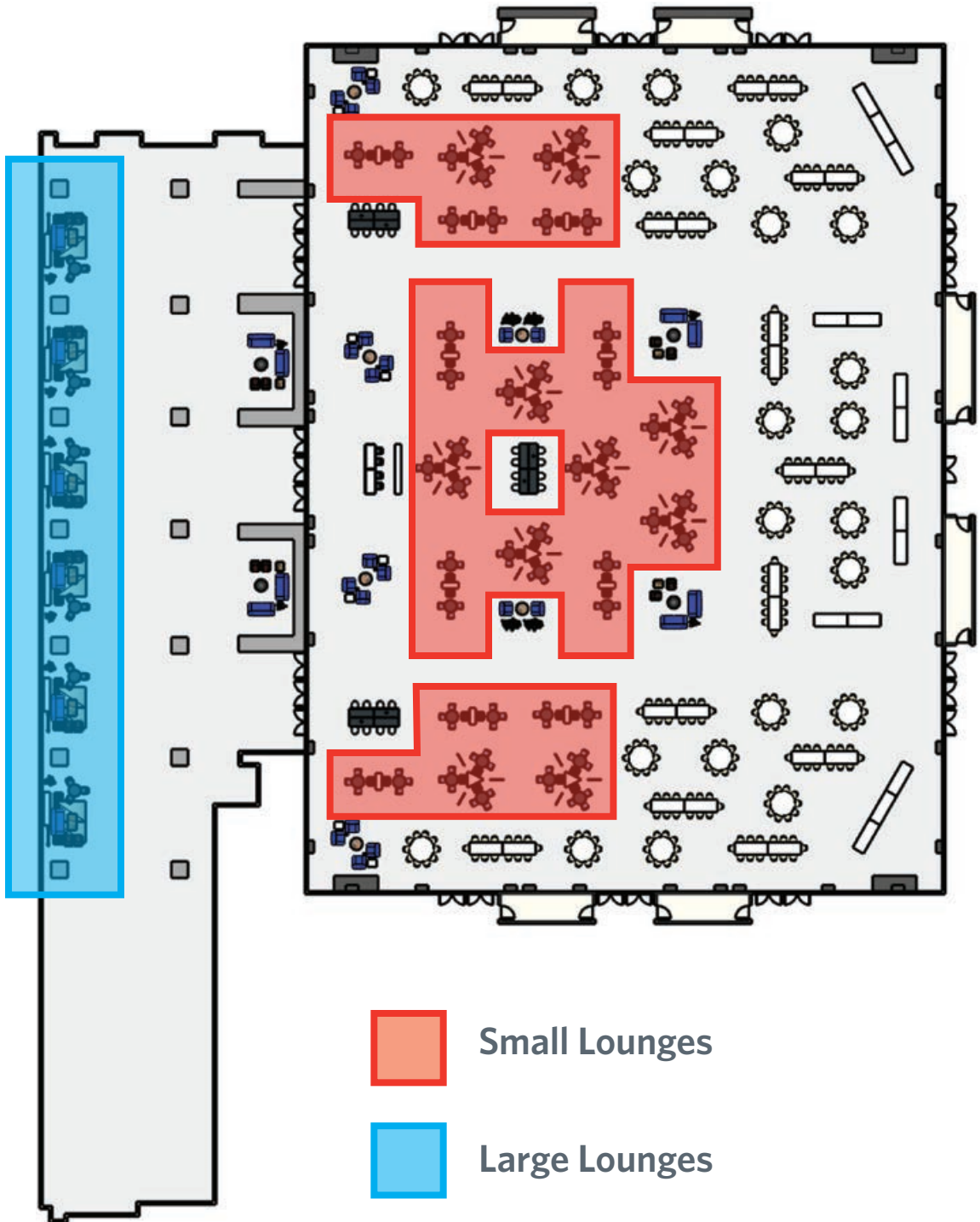
Private Lounges and Hospitality Suites are available outside of these hours. Please note that these hours are subject to change. Please refer to the AFPM website for specific session and scheduling information.

Priority Deadline

July 11, 2022

Spaces will be assigned after this date.

The Hub - Texas Ballroom



 Small Lounges

 Large Lounges

[Click Here to Reserve Your Space Today!](#)

Sponsorship Packages

Interested in an overall elevated presence at the Summit for your company?
Take advantage of one of these high-visibility bundles for your best sponsorship value.

Sponsorship Level	Diamond	Platinum	Gold	Silver	Bronze
Member Rate	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
Non-Member Rate	N/A	\$25,000	\$20,000	\$15,000	\$10,000
Members Only	✓				
Advanced Attendee List Sent 1 Month Out	✓	✓	✓	✓	✓
Post Conference Attendee List	✓	✓	✓	✓	✓
Recognition in the General Session	✓	✓	✓	✓	✓
Sponsor Ribbon on Badges	✓	✓	✓	✓	✓
Sponsor Logo on Signage	✓	✓	✓	✓	✓
Complimentary Registration	✓ (x8)	✓ (x6)	✓ (x4)	✓ (x2)	✓ (x1)
Company Logo with URL Link on Event Website	✓	✓	✓	✓	✓
Digital Ad in the Daily Alert in the 6 Weeks Prior	✓ (x3)	✓ (x3)	✓ (x2)	✓ (x1)	
Onsite Meter Board (3x8) Sign with Company Graphic	✓	✓	✓		
Sponsored Content Posted in the On Demand Section of the Summit Platform	✓	✓	✓		
45 Minute Sponsored Content Session to Run Concurrently with the AFPM Breakout Sessions (in-person)	✓	✓			
Recognition in All Pre-conference Email Communications to Attendees	✓	✓			
Priority Lounge Assignment (if applicable)*	✓	✓			
30 Second Company Video in General Session	✓				
Podcast with Hydrocarbon Processing	✓				
Private Lounge*	✓				
Invitation to Attend an Exclusive AFPM Executive Committee Reception - Date TBD	✓				

*The priority deadline is July 11, 2022. We cannot guarantee lounge availability after this date.

Sponsorships

Gain even more visibility with these high-quality buyers by securing an a la carte sponsorship. All sponsorships include recognition on the event website and signage, one advanced attendee list sent one month before the event, and the post-conference attendee list.

The last date to reserve a sponsorship is September 16, 2022.



Sponsored Content

Cost: Included Benefit of the Diamond and Platinum Sponsorship Packages

Provide an exclusive 45-minute session that is open and advertised to all Summit attendees that will run concurrent with our educational sessions. This session can be on any subject of the company's choosing and is a tremendous opportunity to highlight an emerging technology, process or product. See chart on page 6 for more details.



Old West Welcome Reception

Cost: \$5,000 - \$10,000

Be a part of this energetic social gathering at the Summit. The event will bring together all attendees to mix and mingle on the first evening of the event. AFPM is seeking partners for:

- Photo Booth
- Caricaturist
- Whiskey Tasting
- Music/Entertainment
- Poker
- Bar
- Steak Fry



WIFI

Cost: \$20,000 | 1 Opportunity

Be the company that makes it possible for attendees to access meeting information, presentations, handouts, files, and more. The WIFI password will be your company's name, and users will be redirected to a URL of your choosing.

Prices listed are member prices. Nonmembers should add an additional \$2,500.



Networking Break (Tuesday)

Cost: \$20,000 | 1 Opportunity

In addition to the food & beverages offered, this sponsorship includes a small lounge in the Hub throughout the conference for your company. You may display collateral, provide napkins and utilize branded signage.



Networking Break (Wednesday)

Cost: \$20,000 | 1 Opportunity

In addition to the food & beverages offered, this sponsorship includes the ability to have a 6 ft table display during the day for your company. You may display collateral, provide napkins and utilize branded signage.



Specialty Coffee (Per Day)

Cost: \$5,000 + Costs | 2 Opportunities

Bring an exceptional, engaging and delicious craft coffee experience to the conference. You have the opportunity to brand every cup of coffee with your logo.



Women In Industry Event

Cost: \$15,000 | 1 Opportunity

Be the official sponsor of this highly-anticipated event that brings together women in the refining and petrochemical industry to network and share experiences. Recognition includes branding opportunities such as your logo displayed on all AFPM Women in Industry email communications prior to the event, acknowledgement on the Summit website and a listing in the on-site app. During the event, your logo will be displayed on the screen and your company will be recognized from the mainstage by the host. You will also be given a brief speaking opportunity of limited duration at the event to welcome the group. For additional visibility, you may bring three pull-up banners to place in the room, logoed gifts for each attendee as a memento of the occasion and/or logoed cocktail napkins for the bar. These suggestions are optional and at the discretion of the sponsor.



Emerging Leaders & First Time Attendees Event

Cost: \$10,000 | 1 Opportunity

Be the official sponsor of this important event that brings together our emerging leaders and attendees new to AFPM events and the personnel responsible for building this year's program. You will be given the opportunity to provide a brief welcome at the start of the event.



Session Sponsor

Cost: \$5,000

This highly visible sponsorship directly aligns your company with the goal of providing exceptional education. Your company will enjoy having its logo on branded room signage, the session screens, and in the final program. You will also be given the opportunity to kick off the session with a 30 second video.



Meeting App

Cost: \$15,000 | 1 Opportunity

The mobile app will showcase a photo or video advertisement on the homepage of the app. An opportunity to post an educational session on the on-demand sections of the app is also available. Pre-meeting emails recognizing your company will be sent to attendees to inform them about the app.



Conference Bags

Cost: \$5,000 + Costs | 1 Opportunity

Increase your visibility on a branded bag featuring your company logo and website. This will be available to all attendees who registered for the event. A sponsor may also provide one piece of literature or branded giveaway attendees may take with the bag.

Prices listed are member prices. Nonmembers should add an additional \$2,500.



Charging Station

Cost: \$5,000 | 3 Opportunities

The Hub will feature a number of communal tables that serve as charging stations for our conference attendees. Your logo will be featured on clings at each table, as well as specialty signage highlighting the charging stations.



Hotel Key Cards

Cost: \$15,000 | 1 Opportunity

Be “in the pocket” of every attendee. Hotel key cards provide exposure multiple times a day. They are the first thing attendees receive upon check-in and the last item they use before heading home.



On-site Meter Boards

Cost: \$5,000 | 3 Opportunities

Towering on a completely customizable 3'x8' meter board, your advertisement will be placed in a high-traffic area of the meeting, providing hundreds of daily impressions.



Branded Escalators, Elevators & Window Clings

Cost: \$2,500 Per Cling + Costs

Make a big impact by placing your company- or institution-designed artwork in various prominent areas within AFPM's Summit meeting space.

Prices listed are member prices. Nonmembers should add an additional \$2,500.



Customer Appreciation Breakfast

Cost: Cost of Giveaway | All Exhibitors and Sponsors are Encouraged to Participate

Help us create buzz about this new event. Support our first Customer Appreciation Breakfast. This special addition to the program will be the last opportunity to engage with your customers during the event and also celebrate the inaugural in-person Summit. All exhibitors and sponsors are invited to participate by donating an upgraded item to the swag bag that will be provided to each guest. We are suggesting items like practical gadgetry or higher end merchandise that is not the typical trade show giveaway such as mugs and stress balls. Use your imagination. Suggestions will be provided upon request. A thank you letter with all contributors and contact information will be included in the giveaway bag as well as acknowledgement on signage during the meeting. A plated breakfast will be served and unexpected surprises will surface throughout the brief program.handed out to each attendee. All partners will be listed on overall signage and event signage.

Prices listed are member prices. Nonmembers should add an additional \$2,500.

Questions?

Exhibits

Have additional questions about the exhibits?
Please reach out to summitexhibits@afpm.org.

Sponsorships

Have questions or need more information regarding sponsorships?
Please reach out to sponsorships@afpm.org.

Summit.afpm.org



About AFPM

American Fuel & Petrochemical Manufacturers (AFPM) is the leading trade association representing the makers of the fuels that keep Americans moving and the petrochemicals that are the essential building blocks for modern life.

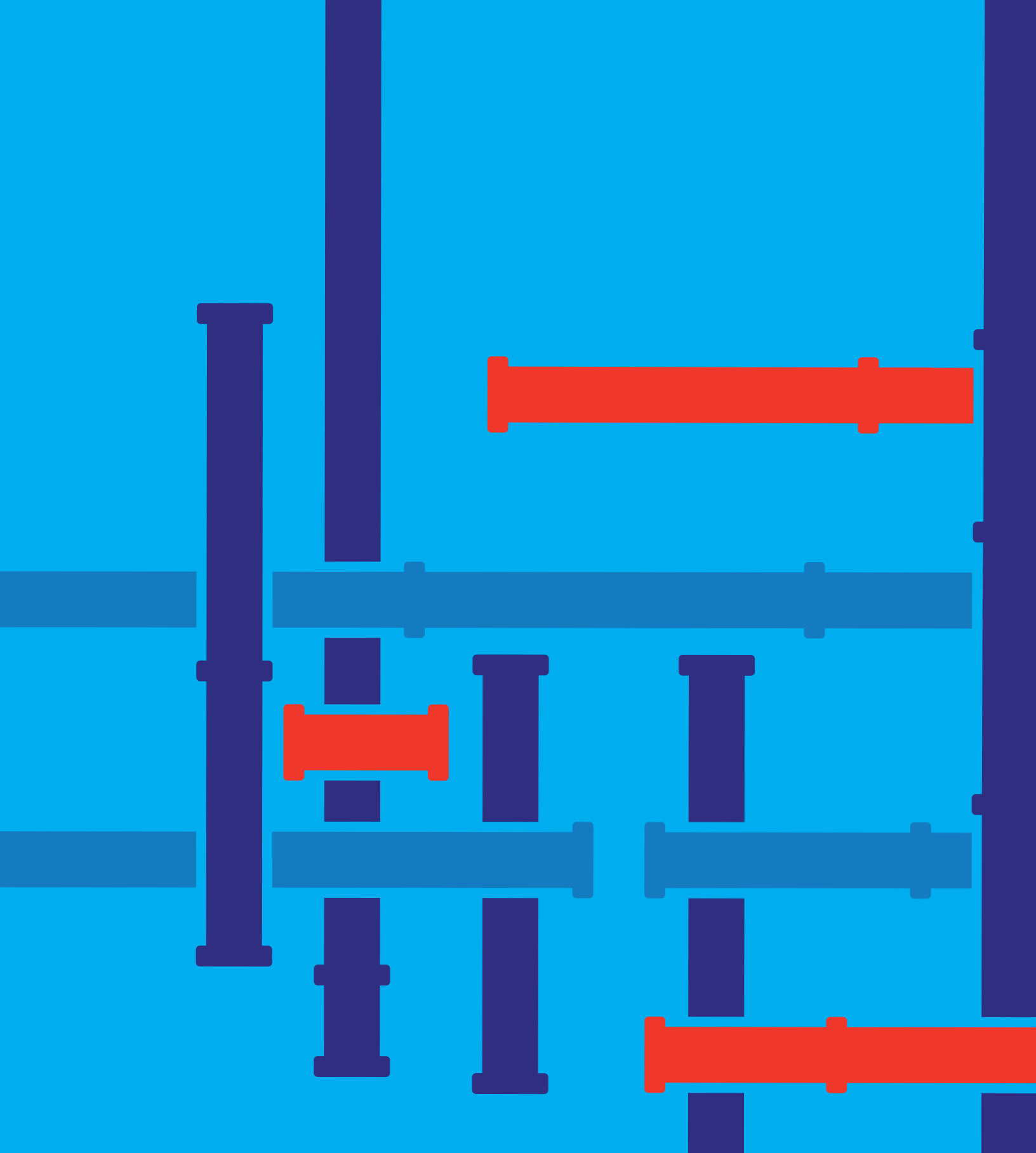
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