

2023 AFPM  
**SUMMIT**  
Excellence in Plant Performance

Partner with AFPM:

## **Exhibit & Sponsorship Opportunities**

October 3 - 5, 2023  
Gaylord Texan



**AFPM**

[Summit.afpm.org](https://Summit.afpm.org)

# Experience a Convenient, Modern Approach to Customer Engagement

The 2023 AFPM Summit, Excellence in Plant Performance, is an interactive conference that will provide attendees with tangible takeaways. Themes throughout the conference will highlight emerging technologies, sustainability, process safety, process technology, reliability and maintenance, operations, training, leadership, and digital transformation. This conference is focused on improving plant performance.

We stepped away from the traditional tradeshow experience in 2022 by creating "The Hub," a place where a limited number of exhibitors could invite the operating company attendees into their lounge spaces for engaging conversations to network and collaborate.

We also offered exhibitors alternative activation opportunities where they were able to host educational sessions in individual meeting rooms or host evening hospitality events in hotel meeting rooms or suites.

The format was well-received in 2022 and we will continue to build on this success by offering exhibitors similar exclusive opportunities in 2023.

## Why You Should Participate

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

- *Reinforce and strengthen your brand influence within the refining and petrochemical manufacturing industries.*
- *Build lasting relationships within the AFPM Summit community.*
- *Connect directly with key decision-makers.*
- *Collect high-quality leads to bring new business to your company.*
- *Showcase new products, services, or case studies.*
- *Collaborate with over 1300 total attendees to solve business challenges.*

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## 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

# An Innovative Approach to Exhibiting

We've adopted a new turn-key approach to exhibiting, allowing you to get more out of the experience without the lengthy, time-consuming, and costly process of shipping, installing, and dismantling your own booth. Your lounge is in the center of all the action. Education sessions, meals, and breaks are just steps away from your lounge. Attendees will pass by your lounge many times throughout the day. No more waiting for a potential customer to find your booth. We are putting your lounge in the pathway of the attendees. Opportunities are limited so please act fast to secure your space. Member companies receive priority status prior to June 23, 2023.

Priority Member Deadline:  
**June 23, 2023**



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

**PLANT-WIDE PERFORMANCE!**

## Hub Lounge: \$10,000 Member/ \$12,500 Non-member

The Hub Lounges are our 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. Each lounge includes a custom logo back wall, lockable cabinet, standing cocktail round with two stools, two comfortable soft seating chairs, one side table, a 55" monitor, power, and one complimentary registration. No other display materials are needed or permitted. All you have to bring is your collateral and staff. We do the rest. No booth shipments, setup, dismantle, or auxiliary services to order. View the layout for the Hub Lounge below.

Add On Feature: custom cabinet cling (**Cost: \$200**)

### Hours:

Tuesday, October 3 : 8:00 am – 6:00 pm

Wednesday, October 4 : 8:00 am – 4:00 pm

Thursday, October 5 : 8:00 am – 12:00 pm

### Location:

The Hub in the  
Texas Pre-Function,  
Center Pre-Function,  
and City Pre-function

Opportunities Available: 30

Priority Member Deadline: June 23, 2023

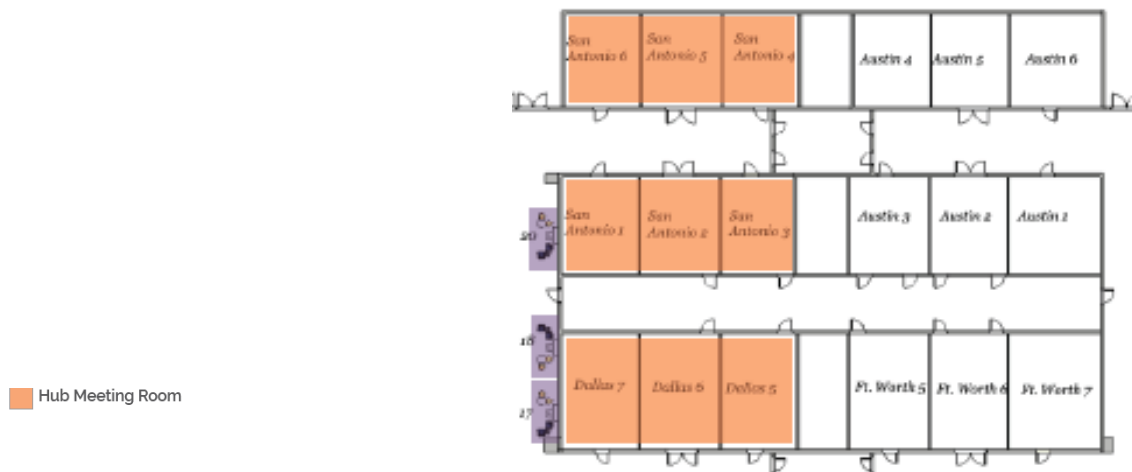


## Hub Meeting Room: \$7,500 Member/ \$10,000 Non-member

The Hub Meeting Rooms are located on the same floor as The Hub and the AFPM educational sessions. You will be assigned a breakout room that is between approximately 600 – 840 square feet to use as most appropriate to suit your needs. Companies who wish to obtain a Hub Meeting Room must contribute to the educational content of the meeting by offering mini-education sessions, case study presentations, video demonstrations, etc. on Tuesday afternoon beginning at the top of the hour from 1:00 pm to 4:00 pm, regardless of presentation length, to supplement our regular programming. Sessions will be included in the on-site program and app to promote your lounge. This is your time to shine and promote your latest projects. Additionally, the rooms may be used for networking, private meetings, or hospitality functions from Monday to Thursday. One complimentary registration is included. Furnishings may be requested from the hotel. Audio visual needs are additional. See orange highlighted rooms below. View the floor plans [here](#).

Opportunities Available: 9

Priority Member Deadline: June 23, 2023



## Hospitality Suites: \$2,500 Member/ \$5,000 Non-member + Nightly Hotel Room Rental Rate

This option consists of hotel suites on the guest room floors and includes one complimentary registration. It is a great choice if you want a completely private setting for private meetings or entertaining. The hotel suites are approximately 730 -1,500 square feet. 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](#).

Availability Monday - Thursday

Opportunities Available: 10

Priority Member Deadline: June 23, 2023

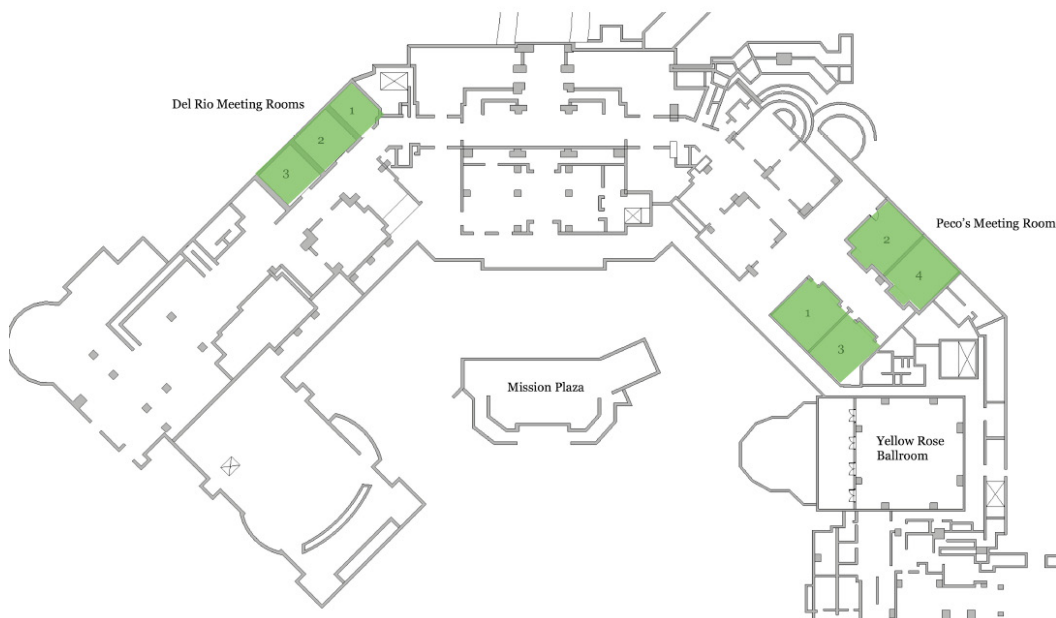
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## Hospitality Meeting Room: \$7,500 Member/ \$10,000 Non-member

The Hospitality Meeting Rooms are suitable for companies who plan to host evening hospitality events and/or need space for private client meetings. These rooms are located a short walk from the meeting space at the entrance to the convention center on the ground floor of the hotel and are therefore NOT recommended for educational content due to the distance from the other session meeting rooms. One complimentary registration is included. You will be assigned a breakout room at the hotel that is between approximately 368 - 700 square feet. See green highlighted rooms below. View the floor plans [here](#).

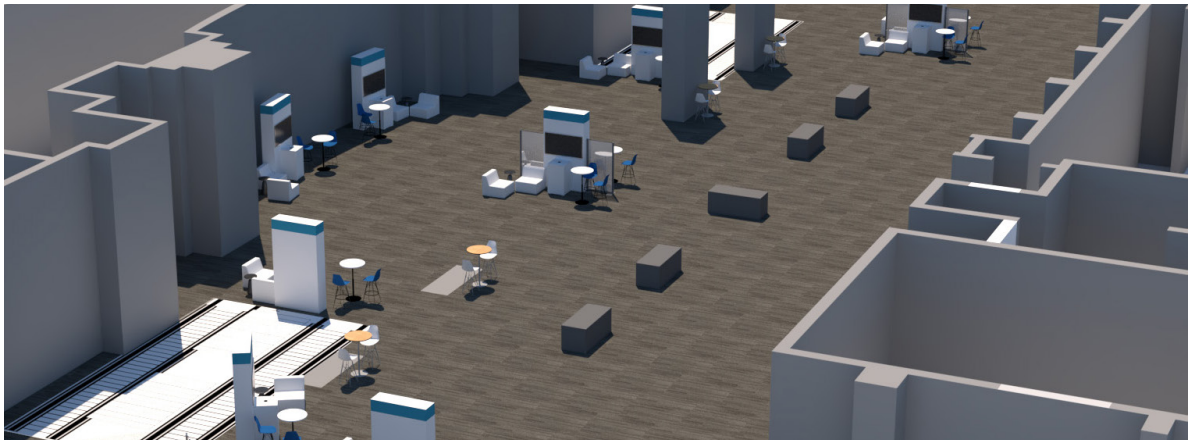
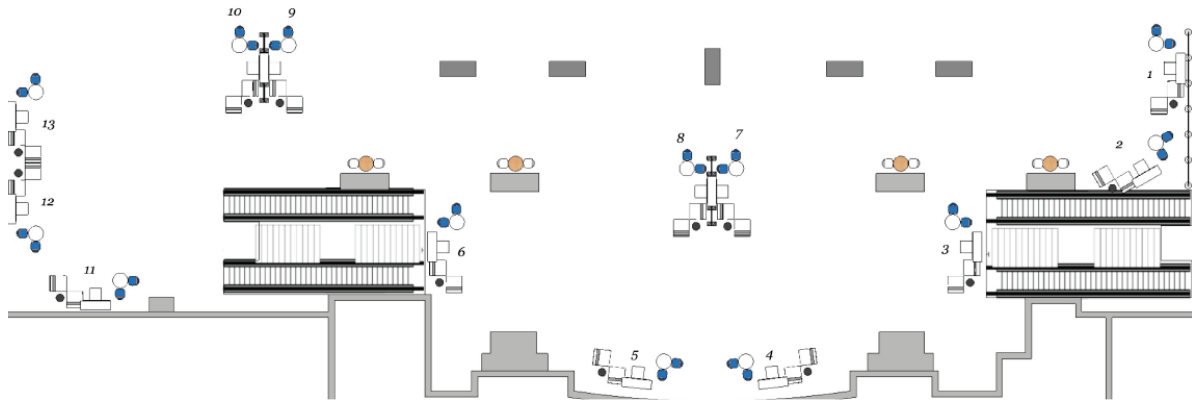
Opportunities Available: 7

Priority Member Deadline: June 23, 2023

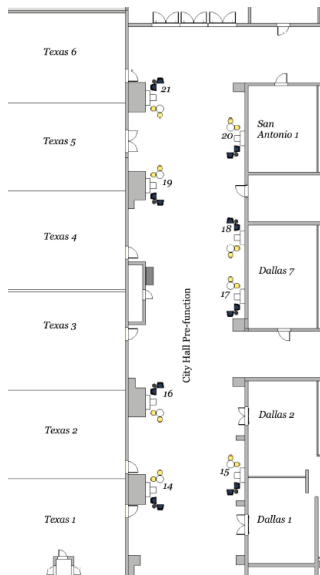


# The Hub Lounges

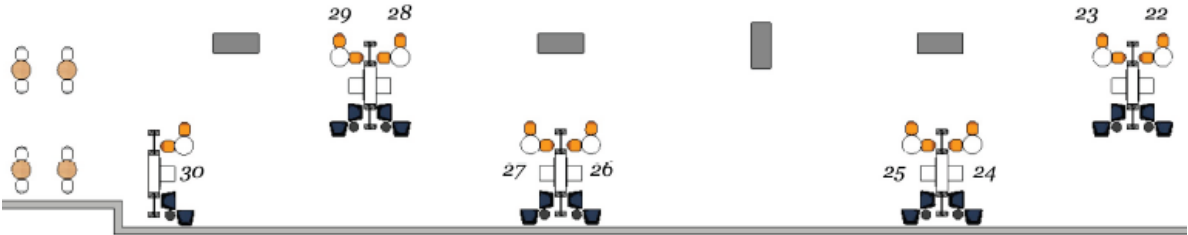
## Center Pre-function (Lounges 1 - 13)



## City Hall Pre-function (Lounges 14 - 21)



Texas Ballroom Pre-function (Lounges 22 - 30)



[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.

The last date to reserve a sponsorship is **August 15, 2023** to allow for all promised benefits to be applied. The earlier a sponsorship is secured, the more time your company will be promoted.

## Discounts and Bundles

1. Previous sponsors at the 2022 Summit will receive a \$5,000 discount on the silver, gold, or diamond package if confirmed and paid by **June 23**.
2. Ask about our bundled discounts for sponsorships confirmed and paid by **June 23**.

Sponsorship Level	Diamond	Gold	Silver
Member Rate	\$45,000	\$30,000	\$15,000
Non-Member Rate	N/A	\$40,000	\$25,000
Members Only	✓		
Advanced Attendee Lists Sent at 2 and 4 Weeks Out	✓	✓	✓
Post Conference Attendee List	✓	✓	✓
Recognition in the General Session	✓	✓	✓
Sponsor Ribbon on Badges	✓	✓	✓
Sponsor Logo on Signage	✓	✓	✓
Complimentary Registration	✓ (x6)	✓ (x4)	✓ (x2)
Company Logo with URL Link on Event Website	✓	✓	✓
Digital Ad in the Daily Alert prior to the Summit Exact date(s) TBD	✓ (x3)	✓ (x2)	✓ (x1)
Recognition via AFPM social channels	✓	✓	✓
Recognition in AFPM App	✓	✓	✓
Recognition in upgraded on-site branding signage	✓	✓	
45 Minute Sponsored Content Session to Run Concurrently with the AFPM Breakout Sessions	✓	✓	
Recognition in All Pre-conference Email Communications to Attendees	✓		
30 Second Company Video in General Session	✓		
Podcast with Hydrocarbon Processing	✓		
Invitation to Attend an Exclusive AFPM Executive Reception - Date TBD	✓		



# Individual Sponsorships

Gain even more visibility with these high-quality buyers by securing one of the following individual sponsorship opportunities. All sponsorships include recognition on the event website, event app, and on-site signage, one advance attendee list sent one month before the event, and the post-conference attendee list. Prices listed are member prices. Non-members are an additional \$2,500. The last date to reserve a sponsorship is **August 15, 2023**.



## Sponsored Content

**Cost:** Included as an exclusive benefit of the Diamond and Gold Sponsorship Packages only.

Provide a 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 8 for more details.



## Podcast

**Cost:** Included as an exclusive benefit of the Diamond Sponsorship Package only.

Choose your topic and subject matter expert and your podcast will be recorded live from the Summit Hub to create in-person attention as well as post-conference interest. Hydrocarbon Processing has again partnered with AFPM to bring you this popular industry feature. See chart on page 8 for more details.



## Welcome Reception at the Glass Cactus

**Cost:** \$35,000 | 1 Opportunity

Be a part of this energetic social gathering at the Summit. The event will bring together all attendees to mix and mingle on the opening evening of the event at a popular venue on the Gaylord Texan property, with beautiful views of Lake Grapevine. In addition to the regular benefits, additional benefits include signage on the on-property shuttles, a welcome sign at the venue, and 5 complimentary registrations. Optional add-on features include additional branding at the venue, custom napkins or plastic cups, welcome-branded giveaways, etc. at the sponsor's expense.



## Emerging Leaders Reception

**Cost:** \$10,000 | 1 Opportunity

Be the official sponsor of this important event that brings together our industry's emerging leaders and the leadership responsible for building this year's program. It will be held in a special location at the Glass Cactus prior to the Welcome Reception. In addition to the regular benefits, you will be given the opportunity to provide a brief welcome at the start of the event as well as 1 complimentary registration.



## 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 custom landing page at the URL of your choosing. In addition to the regular benefits, you will receive 3 complimentary registrations and your logo will appear in the final program next to the network and password instructions as well as on a number of signs throughout the meeting with the same information.



## Networking Break (Per Day)

**Cost: \$20,000 | 2 Opportunities**

Be the host of refreshments throughout the day. In addition to the regular benefits, tent cards acknowledging your participation will be placed on all beverage stations and you will receive 3 complimentary registrations. You may also provide optional napkins, disposable cups, and pull-up banners to be placed near the beverage stations at your additional expense.



## Specialty Coffee Bar (Per Day)

**Cost: \$5,000 + Coffee Costs to outside vendor | 2 Opportunities**

Bring an exceptional, engaging and delicious craft coffee experience to the conference. Included with this sponsorship is the opportunity to brand every cup of coffee with your logo, a custom "storefront" sign in the coffee bar and 1 complimentary registration.



## Women In Industry Event

**Cost: \$20,000 | 1 Opportunity**

Be the official sponsor of this highly acclaimed event that brings together women in the refining and petrochemical industry to network and share experiences. In addition to the regular benefits, your logo will be displayed on all AFPM Women in Industry email communications prior to the event and on the screen during the event; your company will be recognized from the main stage by the host; you will be given a brief speaking opportunity to welcome the group; and 3 complimentary registrations are included. For additional optional 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 at the sponsor's expense.



## First-Time Attendee Lounge

Cost: \$15,000 | 1 Opportunity

We do not assume everyone knows the basics of conference survival or event networking. Be the official sponsor of this high visibility lounge to help our First-Time attendees become a part of the Summit community and gather tips about everything from session selection to networking and career development. In addition to the regular benefits, this sponsorship also includes your logo on the First-Time Attendee Lounge entrance wall in the Hub and the video monitor, an opportunity to provide a brief “mini-session” during the coffee breaks on a “soft-science topic” to aid professional or personal development, and 2 complimentary registrations. You may also provide an optional logoed gift for each attendee as a memento of their experience.



## Session Sponsor

Cost: \$7,500

This highly visible sponsorship directly aligns your company with the goal of providing exceptional education. In addition to the regular benefits, your company logo will appear on branded room signage, the session screens, and in the final program. You will also receive 1 complimentary registration and be given the optional opportunity to kick off the session with a 30-second video, provided by the sponsor.



## Meeting App

Cost: \$15,000 | 1 Opportunity

AFPM's new Meeting App provides an invaluable tool for all attendees to access the agenda, room locations, presentations, polls, surveys, hospitality locations, Hub lounge hosts, registration list, and even message fellow attendees. In addition to the regular benefits, this opportunity includes a highly visible banner ad seen by all attendees who access the app, and 2 complimentary registrations.



## Charging Station

Cost: \$10,000 | 1 Opportunity

The Hub will feature communal tables that serve as charging stations for our conference attendees. In addition to the regular benefits, this sponsorship also includes your logo featured on clings at each table and 1 complimentary registration.



## Branded Escalators, Window/Floor Clings, and Bridge Banners

Cost: \$2,500 Per Cling sponsorship fee + Cost of cling /banner production, installation, and dismantle, and hotel service fee.

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



## Hotel Key Cards

Cost: \$10,000 + cost of custom key card production.

Place your custom artwork on the hotel room keycard that all guests will receive at check-in. In addition to the regular benefits, you will receive 1 complimentary registration.



## Customer Appreciation Breakfast

Cost: Cost of a single raffle giveaway item.

All Exhibitors and Sponsors are invited and encouraged to participate by donating a unique raffle item which will be advertised in advance to create buzz about the event. Breakfast will be served and the raffle conducted afterward. This special addition to the program will be the draw to keep attendees' participation on the final day of the Summit and also the last opportunity to engage with your customers during the event. All partners will be listed on custom table signs.

# Questions?

## Exhibits

Have additional questions about the exhibits? Please reach out to Katharine Nesslage at [summitexhibits@afpm.org](mailto:summitexhibits@afpm.org) or (202)457-0480. Apply [here](#).

## Sponsorships

Have questions or need more information regarding sponsorships? Please reach out to LaToya Britt at [sponsorships@afpm.org](mailto:sponsorships@afpm.org) or (202)457-0480. Apply [here](#).

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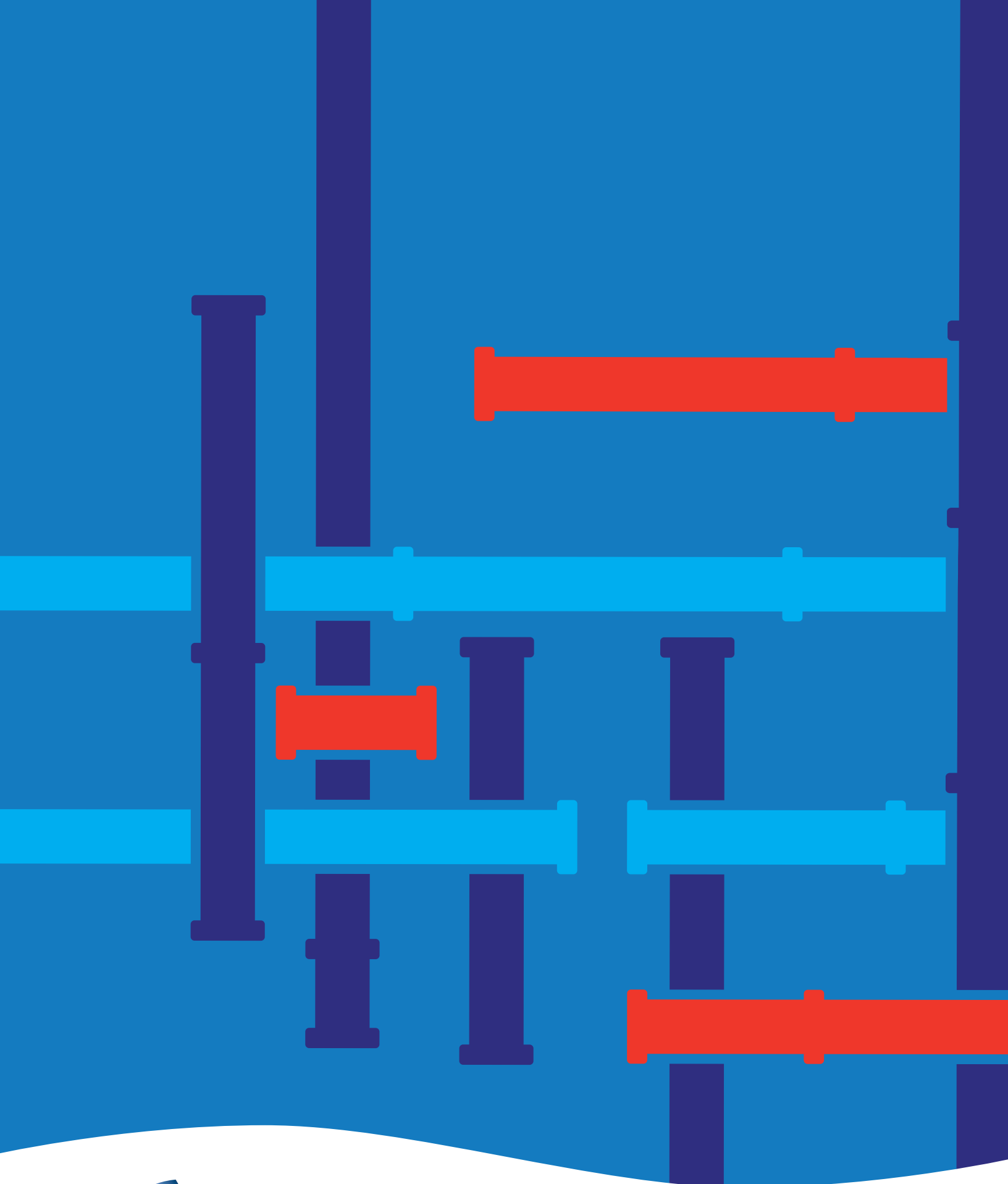
## About AFPM



# 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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