

2016 SPONSOR PROSPECTUS

 LARGEST BIOMASS
CONFERENCE IN THE WORLD

INTERNATIONAL
BIOMASS
CONFERENCE & EXPO
a BBI International event

April 11-14, 2016

Charlotte, North Carolina
www.BiomassConference.com

WHERE PRODUCERS MEET

Sponsorships Cultivate Strong ROI

As a sponsor of the 2016 International Biomass Conference & Expo, 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.



**ALL
THINGS
BIOMASS**



| Platinum Level | | SOLD TO |
|---|-------------|--|
| Name Badge Lanyard | SOLD | AGCO Corporation |
| Conference Bag | SOLD | Permastore |
| Hotel Room Key | | |
| Grand Opening Reception | SOLD | New Holland Agriculture |
| Network Reception | SOLD | Hurst Boiler & Welding Co., Inc. |
| Registration Desk Sponsor | | |
| General Session Sponsor | SOLD | CPM Roskamp Champion |
| Blackout Bingo Sponsor | | |
| Gold Level | | |
| NASCAR Hall of Fame Wednesday Evening Event | | |
| Biomass/On-Site Connect Sponsor | | |
| Pocket Guide | SOLD | Morbark, Inc. |
| Internet Lounge | SOLD | Shell Lubricants |
| Recharge Lounge | | |
| Lunch Sponsor | SOLD | Forest2Market, Hallco Industries |
| Relaxation Station | SOLD | 4B Components, Ltd. |
| Track Sponsor - 2 Left | | Andritz, US Dept. of Energy, Bioenergy Technologies Office |
| Water Stations | SOLD | Amandus Kahl USA Corp. |
| Aisle Sponsor - 1 Left | | TRAMCO, AGRA Industries, Valmet, Komptech Americas |
| Breakfast Sponsor | | |
| Refreshment Break - 3 Left | | Keith Mfg. Co. |
| Industry Tour | SOLD | AUSTEP USA Inc |
| Add On | | |
| Floor Direction Decals | | |
| Bingo Spot | | |
| Lead Retrieval | | |

Platinum Level



GLOBAL
BIOMASS GROUP
Your Partner in Productivity



Gold Level



FOREST2MARKET



KEITH



| Marketing/Branding Opportunities | Platinum | Gold |
|---|----------|------|
| Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation | ✓ | ✓ |
| You'll be featured in a 2-page story in the Sponsor Profile section of <i>Biomass Magazine</i> . (availability of month is on a first-come, first-served basis) | ✓ | |
| One complimentary (10 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 | ✓ | |
| 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 "Sponsor Spotlight" on the home page of the conference website | ✓ | ✓ |
| One (1) "Sponsor Spotlight" feature in marketing email to 50,000+ | ✓ | ✓ |
| 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 | ✓ | ✓ |
| Two (2) :30 commercials on two webinars produced by <i>Biomass Magazine</i> in 2015. (you choose the webinars) | ✓ | |
| Logo and 50-word description in onsite program guide | ✓ | ✓ |
| Opportunity to promote separate side event to conference attendees through the conference website | ✓ | ✓ |
| Complimentary Registrations | | |
| Five complimentary full conference registrations (<i>Exhibitors receive a 40% discount on additional passes.</i>) | ✓ | |
| Three complimentary full conference registrations (<i>Exhibitors receive a 40% discount on additional passes.</i>) | | ✓ |
| Hotel Room Upgrade | | |
| Complimentary suite upgrade at the conference hotel | ✓ | |
| One complimentary hotel room night at the conference hotel | ✓ | |
| Executive Boardroom Use | | |
| Executive boardroom available for private meetings | ✓ | |



Platinum Level Sponsors

Name Badge Lanyard (1 available)

Get all conference attendees to be your walking billboard for your company. By investing in this advertising, your brand will be constantly viewed as you walk the neck of every person at the event. They will have your company's name viewed through the conference. Tremendous bang for your buck!

SOLD

Recognition on Name Badge Holder & Lanyard

- Company logo printed on name badge lanyards for all attendees

Conference Bag (1 available)

Are you looking for high visibility? This investment ensures that your company's name stands out. Distributed at the beginning of the event, all attendees will have a bag and use it throughout the conference. Many attendees use it long after the conference. Your company's brand on every conference bag is a great investment count.

SOLD

Recognition on Conference Bag

- Company logo printed on conference bag given to all attendees

Grand Opening Welcome Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Grand Opening reception is the entryway of the Expo Hall and is one of the most attended receptions. This sponsorship offers maximum prime marketing opportunities at the event. Promotional materials.

SOLD

Recognition on Grand Opening Welcome Reception

- Expo ribbon with company name and expo welcoming remarks honors
- Company logo 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/On-Site Connect
- Koozies with company logo

General Session Sponsor (1 available)

Your company's name will be displayed during the General Session. It is the largest congregation of attendees. The most anticipated part of the conference. In addition, your company is promoted before, during or after the session. Promotional materials and advertisements and mailings, your name will be included. Sponsorship will allow you to reach a large number of attendees before the event begins.

SOLD

Recognition on 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

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

Blackout Bingo Sponsor (1 available)

As a sponsor, will you 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.

Blackout Bingo Recognition

- 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 (attendee and exhibitor sections)

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

- Logo included on lighted kick panel at desk
- Exclusive promotional material at registration desk

Evening Networking Reception (1 available)

An opportunity to meet and mingle with industry representatives, the evening receptions are located in the highly attended. These sponsorships offer maximum prime marketing opportunities at the event. Promotional materials.

SOLD

Recognition at Evening Networking Reception

- Company logo printed on event materials
- 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/On-Site Connect
- Koozies with company logo



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Gold Level Sponsors

Breakfast -Tuesday / Wednesday (2 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.

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

Relaxation Station (1 available)

Give your customers the gift of looking sharp and feeling fresh. Relaxation station will consist of two shoe shine stations, massage chairs and comfortable seating area. Your company will receive a free professional shoe shine and/or a rejuvenating massage.

Recognition in the

- Hanging sign with company logo
- Recognition on all Relaxation Station signage
- Exclusive opportunity to place company information and materials for perusal by visitors
- Other unique promotional opportunities available

Internet Lounge (1 available)

More than simply a place to get online and check email - the internet lounge is an area in the expo hall where attendees can relax, meet and discuss issues important to their business. The lounge features comfortable seating and space to relax and download information. Your company's brand in front of the attendees.

Recognition in Internet Lounge

- Hanging sign with company logo
- Recognition on all Internet Lounge signage
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Table top cards with company logo to be displayed on tables and computer stations
- Each computer screen landing page set to sponsor's home page
- Company logo on the computer's "wallpaper"
- Option to upgrade to Coffee and Internet Lounge available

Lunch Sponsor - Tuesday / Wednesday

Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to associate your company with great food and a positive experience. Your company's brand is displayed to hundreds via signage and napkins.

Recognition at Lunch

- Company logo on all lunch signage
- Tabletop event cards displaying company logo on buffet tables
- Company logo on all lunch napkins
- Verbal recognition of company name at lunch
- Opportunity for sponsor representative to address lunch attendees
- Logo on agenda online prior to show and on Biomass/On-Site Connect

Aisle Sponsor (5 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

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

Biomass/On-Site Connect (1 available)

Biomass/On-Site 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/On-Site Connect!

Recognition on Biomass/On-Site Connect

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



Gold Level Sponsors

Refreshment Break (3 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. Only four available.

Tuesday AM, Tuesday PM, Wednesday AM, Wednesday PM

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 Biomass/On-Site 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 water stations
- Logo on all signage
- Opportunity to display company information next to water stations

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

- 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

Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees refer to again and again throughout the conference. By placing your logo on the pocket guide, you will ensure maximum exposure. Only one available. Place an advertisement in the pocket guide.

Recognition with the Pocket Agenda

- Logo on front page of pocket guide
- One page ad placement within pocket guide

Track Sponsor (2 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

- 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

Industry Tour (1 available)

Recognition on Tour

- Company logo displayed on tour materials
- Company logo on signage at event
- Logo on agenda online prior to show

NASCAR Hall of Fame Wednesday Evening Event (1 available)

The NASCAR Hall of Fame is an interactive, entertainment attraction honoring the history and heritage of NASCAR. The high-tech venue, designed to educate and entertain race fans and non-fans alike, opened May 11, 2010 and includes artifacts, interactive exhibits, and a 278-person state-of-the-art theater. The goal of the facility is to honor NASCAR icons and create an enduring tribute to the drivers, crew members, team owners and others that have impacted the sport in the past, present and future.

Recognition at Evening Reception

- 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
- Logo displayed on the big screen in the main auditorium (where food is served)
- Logo displayed in between the five minute movie in the theater
- Logo displayed on three signs when entering and exiting the NASCAR Hall of Fame



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+Add On

Floor Direction Deals (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.

Marketing/Branding Opportunities

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

For more info: service@bbiinternational.com | 866-746-8385

Availability is limited and will sell out fast!

+Add On

Conference Guide Advertising

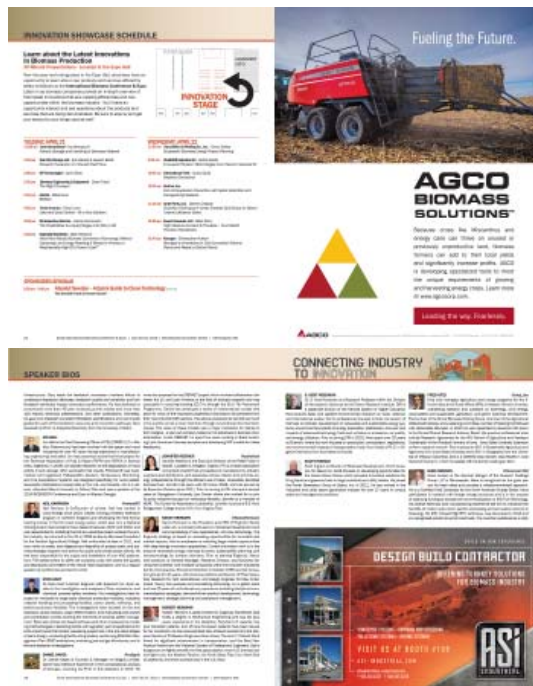
Enhance Visibility and Drive Attendees to Your Booth

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 1,300 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.

For more info: service@bbiinternational.com | 866-746-8385

Insertion: March 10, 2016

Artwork: March 16, 2016





+Add On

Blackout Bingo (25 available)

Increase Traffic to Your Booth

Must be an exhibitor to purchase a spot

International 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 25 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 25 exhibitors will have their company name and booth number on the BINGO card to be viewed by 1,500+ attendees.

For more info:
service@bbiinternational.com
 866-746-8385

Availability is limited and will sell out fast!

Only \$500 per spot.

Important Deadline:
March 16, 2016

Exhibitors committing after this date may not be included in the Program Guide, onsite signage or in the BLACKOUT BINGO Card.

+Add On

Lead Retrieval Services Available

Lead Retrieval Benefits:

- **Generate more leads**
- **Increase booth traffic**
- **More face-to-face conversations**
- **Higher return on your investment**

Upgrade Your Virtual Booth to Include Lead Retrieval.

Just click the "Upgrade Now" button at your virtual booth.

This will give you full access to attendees contact information.

How it Works:

- Onsite Booth Lead Retrieval:** Booth staff can scan badge of attendee or attendee can scan booth QR code using the Biomass/On-Site Connect app.
- Virtual Booth Lead Retrieval:** We'll add a "Request Information" button to your listing to encourage attendees to reach out proactively for meetings at the event. You'll be notified by email automatically when ever someone responds, 24 hours a day, 7 days a week. Includes all available contact information for the attendee.
- Passive Leads List:** Afraid your leads are being shy? Find out who has visited your exhibitor page, which ones have downloaded your collateral and how often they've visited. Includes ability to contact each lead directly through Biomass/On-Site Connect.
- All leads are easy to view, sort and export via your virtual booth.

For more information contact:

Tami Vigness at tvigness@bbiinternational.com or 701-738-4977



Gold Level Sponsorship

\$7,500

NASCAR Hall of Fame
Wednesday, April 13
6:30 pm – 9:30 pm

Promote your company to attendees during an evening of food, drinks, and networking at the **NASCAR Hall of Fame**.

The NASCAR Hall of Fame is an interactive, entertainment attraction honoring the history and heritage of NASCAR. The high-tech venue, designed to educate and entertain race fans and non-fans alike, opened May 11, 2010 and includes artifacts, interactive exhibits, and a 278-person state-of-the-art theater. The goal of the facility is to honor NASCAR icons and create an enduring tribute to the drivers, crew members, team owners and others that have impacted the sport in the past, present and future.

Recognition at Evening Reception

- 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
- Logo displayed on the big screen in the main auditorium (where food is served)
- Logo displayed in between the five minute movie in the theater.
- Logo displayed on three signs when entering and exiting the NASCAR Hall of Fame

