

2016 SPONSOR PROSPECTUS

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2016

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32nd ANNUAL
INTERNATIONAL

FEW[®]

FUEL ETHANOL
WORKSHOP[®] & EXPO

NATIONAL
Advanced Biofuels
CONFERENCE & EXPO

ethanol101
KNOWING THE INDUSTRY YOU SERVE

Co-located with the **National Advanced Biofuels Conference** is the world's largest ethanol conference, the 32nd annual **International Fuel Ethanol Workshop & Expo (FEW)**. As an event sponsor of dynamic duo event, 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.

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866-746-8385 | service@bbiinternational.com  #FEW16 @ethanolmagazine

Produced By **Ethanol**  **BBI**
PRODUCER MAGAZINE

WHERE PRODUCERS MEET

June 20-23, 2016 Milwaukee, WI www.FuelEthanolWorkshop.com

See Our Sponsorship Opportunities

Sponsorships Cultivate Strong ROI

Becoming a sponsor at the 32nd annual International Fuel Ethanol Workshop & Expo is one of the most effective ways you can connect your business with ethanol decision-makers. With a wide range of highly-visible sponsorship packages, partnering with the International Fuel Ethanol Workshop & Expo is a valuable opportunity to promote your organization.

As a sponsor, you have the opportunity to:

1. Enhance your brand image and industry position
2. Broker new business with prospective partners
3. Spotlight key executives
4. Amplify your presence and credibility as a leader in ethanol research, manufacturing, law, financial services, or consulting
5. Opportunity to present at the Innovation Stage

The 2016 International Fuel Ethanol Workshop & Expo brings together leaders in the academic, government and private sectors. Sponsorship opportunities can be designed to fit every business plan and budget. Packages can be tailored to achieve your business goals and help establish a stronger presence within the industry.

+ADDON

Floor Direction Decals	Page 12
Conference Program Guide Ad	Page 12
Hotel Room Bag Delivery	Page 13
Lead Retrieval Service	Page 13
Blackout Bingo	Page 14

Contact Us:
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www.FuelEthanolWorkshop.com

Platinum Level		SOLD TO
Name Badge Lanyard	SOLD	DuPont Industrial Biosciences
Hotel Room Key	SOLD	POET
Coffee Lounge	SOLD	Novozymes
Grand Opening & Welcome Reception	SOLD	Cellerate
Pocket Agenda	SOLD	BetaTec Hop Products
Craft Beer & Cigar Lounge	SOLD	New Age Cryo
Registration Desk	SOLD	Syngenta: Enogen
Conference Bag	SOLD	Solenis LLC
General Session	SOLD	Leaf - Lesaffre Advanced Fermentations
Relaxtion Station	SOLD	Phibro Ethanol Performance Group
City Map	SOLD	Hydro-Klean, LLC
Blackout Bingo	SOLD	North American Industrial Services
Gold Level		
Networking Reception		
Preferred Partner		
reCharge Lounge	SOLD	Arisdyne Systems
Lunch Sponsor - Day 2	SOLD	Lallemand Biofuels & Distilled Spirits
Lunch Sponsor - Day 3	SOLD	POET-DSM Advanced Biofuels
Breakfast Sponsor - Tuesday	SOLD	Tranter, Inc.
Breakfast Sponsor - Wednesday	SOLD	Fagen, Inc.
Ethanol Connect	SOLD	Growth Energy
Water Cooler	SOLD	U.S. Water
Internet Lounge	SOLD	ICM, Inc.
Innovation Stage	SOLD	Fluid Quip Process Technologies, LLC
Hospitality Suite Sponsor - NEW SPONSOR		
Silver Level		
Track Sponsor - Track 1 - Production	SOLD	KATZEN International, Inc.
Track Sponsor - Track 2 - Financial Management		
Track Sponsor - Track 3 - Coproducts	SOLD	Butamax Advanced Biofuels LLC
Track Sponsor - Track 4 - Infrastructure and Market Development		
Ethanol 101 Pre-Con		
Aisle Sponsor		Fremont Industries, Premium Plant Services, ACE, RFA, Nelson Engineering, Rotary Airlock, Ederiq, Westmor Industries, Andritz, Bracco, Valicor
Premier Partner		Arkema, Inc.
Refreshment Break - Tuesday PM	SOLD	Cereal Process Technologies
Refreshment Break - Wednesday AM	SOLD	CTE Global
Refreshment Break - Wednesday PM	SOLD	Kelvion
Industry Tour - Thursday		
Golf	SOLD	Buckman
Hospitality Suite Sponsor - NEW SPONSOR		

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See Our Current List of Sponsors

Platinum Level



Gold Level



Silver Level



WHERE PRODUCERS MEET

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Platinum Level Sponsors (1 of 3)

Name Badge Lanyard (1 available)

Get all conference attendees to know your company. By investing in this exclusive sponsorship, your name will be constantly viewed and literally worn around the neck of every attendee at the event. This is one of the best ways to keep your name in front of attendees throughout ALL areas of the conference. The lanyard will be visible throughout the event.

Recognition on Name Badge Lanyard

- Company logo printed on name badge lanyards for all attendees

SOLD

Conference Bag (1 available)

Are you looking for high visibility? This sponsorship ensures that your company's name stands out at the conference. All attendees receive a show bag at the beginning of the event, and all attendees receive a show bag at the end of the conference. We've even discovered that many attendees keep their show bags after the conference has ended. Put your company name on the show bag and make your investment count.

Recognition on Conference Bag

- Company logo printed on conference bag given to all attendees

SOLD

Coffee Lounge (1 available)

One thing is for certain, attendees like coffee. Investing in this sponsorship, you'll have thousands view your logo on coffee mugs, coffee clutches, table top cards and hanging signage.

Recognition at Coffee Lounge

- Company name and logo on coffee mugs and lounge area
- Table top cards with logo displayed on tables and bars
- Company logo on coffee clutches
- Large sign with logo displayed from ceiling
- Marketing opportunities such as: Cups with logo, branded coffee

SOLD

Grand Opening & Welcome Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Grand Opening reception is located at the entryway of the Expo Hall and is one of the most exciting and highly attended receptions. This sponsorship offers maximum exposure and includes prime marketing opportunities at the start of the event and through promotional materials.

Recognition at Evening Reception

- Expo ribbon-cutting ceremony and expo welcoming remarks honors
- 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 ETHANOL Connect
- Koozie with Logo

Hotel Room Key (1 available)

Make your brand inescapable at the event. Your logo will be seen every time attendees enter the hotel. Sponsor this custom-designed, hotel room key for the participating hotel only.

Recognition on Hotel Room Key

- Company logo printed on hotel guest key cards

SOLD

Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees refer to throughout the conference. In addition to placing your logo on the agenda, you will also have an opportunity to place your logo on the back of the agenda.

Recognition in Pocket Agenda

- Logo on back page of agenda
- One page ad placed in pocket guide

SOLD

Craft Beer & Cigar Lounge (1 available)

Last year the Craft Beer Lounge was one of the most popular spots for attendees to mingle on the tradeshow floor. We have four to eight locally brewed beer companies distributing their beer to attendees during the evening receptions. In addition to the craft beer, attendees will be able to receive a wrapped cigar with your logo. This sponsorship will also include a large hanging sign and two floor signs around the lounge. All signage will feature your logo. This sponsorship also includes naming rights to the lounge. Any signage mentioned, your name will be placed in front of it.

Recognition in Craft Beer & Cigar Lounge

- All Platinum Level benefits
- Naming rights to the event, including on website and program guide
- Name on signage in expo hall
- Name on cigars

SOLD

Relaxation Station (1 available)

Give your customers the gift of looking good. Relaxation Station will consist of one shoe shine station, one massage chair and comfortable seating area. Attendees will be able to get a free professional shoe shine and/or a massage.

Recognition in Relaxation Station

- Recognition on all Relaxation Station signage
- Exclusive opportunity to provide information and materials for perusal by visitors
- Other unique promotional opportunities available
- Hanging sign over area

SOLD

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Platinum Level Sponsors (2 of 3)

City Map (1 available)

The best things to do, see and experience in Milwaukee... all color-coded for easy reference and pinpointed on the City Map. Optimize the City Map with your marketing information. Add information on new products and services, as you desire.

Recognition on City Map

- Company logo printed on map for all registered attendees

SOLD

Registration Desk (1 available)

Every attendee needs to register. By sponsoring 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 promotional materials that will be handed out at the registration desk.

Recognition at Registration Desk

- Logo included on registration desk
 - Exclusive promotional materials at registration desk
- Note: (Excludes promotional materials)*

SOLD

General Session (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 allows you to reach a large number of people, even before the event.

Recognition in General Session

- Notebooks & pens with your logo
- Logo on big screen during General Session
- Table tents with your logo around the General Session tables
- 30 second spot on the big screen during the general session to promote your product
- Naming rights: "Your Name General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included

SOLD

Blackout Bingo Sponsor (1 available)

As a sponsor, will you get the center spot of the bingo card and have the opportunity to place your advertisements in two other spots on the bingo card. You'll also have your logo placed on the BINGO card and all marketing materials produced for the conference. This promotion also includes the main page of the conference program.

Blackout Bingo Recognition

- Thousands of conference attendees
- Main page of the FEW program (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 FEW website (attendee and exhibitor sections)

SOLD

Blackout Bingo Sponsor (1 available)

As a sponsor, will you get the center spot of the bingo card and have the opportunity to place your advertisements in two other spots on the bingo card. You'll also have your logo placed on the BINGO card and all marketing materials produced for the conference. This promotion also includes the main page of the conference program.

Blackout Bingo Recognition

- Thousands of conference attendees
- Main page of the FEW program (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 FEW website (attendee and exhibitor sections)

SOLD

Platinum Level Sponsor Benefits (3 of 3)



Namebadge



Hotel Room Key



Grand Opening & Welcome Reception

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (10 X 10) premium exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense	✓	✓	
One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense			✓
Two e-mail blasts to all conference attendees	✓	✓	
Full-page advertisement in onsite program guide	✓		
One piece insert in all conference bags. Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.	✓	✓	✓
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Innovation Stage: Opportunity to present at the Innovation Stage on the expo floor.	✓	✓	✓
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	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations (<i>Exhibitors receive a 42% discount on additional passes.</i>)	✓		
Three complimentary full conference registrations (<i>Exhibitors receive a 42% discount on additional passes.</i>)		✓	
Two complimentary full conference registrations (<i>Exhibitors receive a 42% discount on additional passes.</i>)			✓
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	
Hotel Room			
One complimentary hotel room night at the conference hotel	✓		

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Gold Level Sponsors (1 of 3)

Preferred Partner (2 available)

As a Preferred Partner you have the ability to get an exhibit booth, insert a marketing piece in all conference bags, receive two free complimentary full-conference registrations and gain thousands of impressions through emails, onsite conference signage and the conference website. This is one of the best bangs for your buck!

Preferred Partner Recognition

- Thousands of conference emails, before the event
- Onsite signage with company logo prominently displayed
- Premium exhibit space
- Two full conference registrations

Breakfast Sponsor - Tuesday (1 available)

Give your company's brand an early start by becoming a breakfast sponsor. Be the first logo displayed to attendees as they wake up and start their day at the show. As a breakfast sponsor your company logo will be on the buffet tables, napkins and onsite signage. Don't pass up this sponsorship opportunity, only two are available.

Includes: Breakfast Breakfast Sponsorship (Branded separately)

Recognition at Event

- 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

SOLD

Breakfast Sponsor - Wednesday (1 available)

Give your company's brand an early start by becoming a breakfast sponsor. Be the first logo displayed to attendees as they wake up and start their day at the show. As a breakfast sponsor your company logo will be on the buffet tables, napkins and onsite signage. Don't pass up this sponsorship opportunity, only two are available.

Includes: Breakfast Breakfast Sponsorship (Branded separately)

Recognition at Event

- 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

SOLD

reCharge Lounge (1 available)

Give your company's brand an early start by becoming the reCharge Lounge sponsor. A self-service mobile device charging station equipped with multiple charging tips, and company tablet for attendees to interact with your messaging and advertising. It is located in the reCharge Lounge.

Recognition at Event

- Recognition on agenda online prior to show
- Hanging signage in reCharge Lounge
- Exclusive opportunity to display company information and materials in the lounge area for perusal by visitors
- Table graphics provided by sponsor promoting company/services

SOLD

Networking Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Networking Reception is a highly attended event and provides sponsors high visibility. Sponsors will gain maximum exposure at the start of the reception and through promotional materials throughout the conference.

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 ETHANOL Connect
- Koozie with Logo

Lunch Sponsor - Day 2 (1 available)

Regarded as one of the most coveted sponsorships available, the lunch sponsorships allow attendees to associate your brand with great food and a positive experience. Your company logo will be on the buffet tables via signage and napkins. Make sure your brand is the first logo displayed to attendees of two lunches available.

Recognition at Event

- 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 "ETHANOL Connect"

SOLD

Lunch Sponsor - Day 3 (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 the first logo displayed via signage and napkins. Make sure your brand is the first logo displayed to attendees of two lunches available.

Recognition at Event

- 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 "ETHANOL Connect"

SOLD

ETHANOL Connect (1 available)

By investing in becoming the ETHANOL Connect sponsor, your company name will be one of the first and last to be seen by conference goers. As soon as they register for the event, your company logo will be the first opportunity to connect with other attendees, plan meetings, and communicate throughout the event. This is a great opportunity for your company to be in front of attendees throughout the conference.

Recognition on Website

- Leaderboard advertisement on ETHANOL Connect website
- Name on Ethanol Connect link on FEW event site
- Recognition on header on Ethanol Connect website

SOLD

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Gold Level Sponsors (2 of 3)

Water Coolers (1 available)

Your current and potential customers will benefit from the abundance of water cooler stations generously provided throughout the exhibit hall.

Recognition at Water Coolers

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

SOLD

Internet Lounge (1 available)

By investing in this sponsorship, you'll have thousands view your logo on computer screens and hanging signs. In addition, each computer screen's landing page will be set to your company's home page.

Recognition in the Internet Lounge

- Recognition of your company on computer screens
- Exclusive opportunity to display information and materials in the lounge area for perusal by visitors
- Table top cards to be displayed on tables and computer stations
- Each computer screen's landing page set to sponsor's home page
- Company logo on the computer's "wallpaper"
- Large sign with logo hanging from ceiling

SOLD

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 well as on the backdrop of the stage. Promote your products and services to attendees. Due to the high visibility of this stage, it is an excellent promotion by all participating exhibitors to gain platinum and gold level exposure.

Recognition on Innovation Stage

- Onsite Signage
- Innovation Stage schedule
- Logo in program guide/schedule
- Logo on stage backdrop
- Logo on emails promoting the Innovation Stage

SOLD

Hospitality Suite Sponsor

Let the conference staff at the FEW take care of the details at your private networking event. Designed for 80-120 guests, as a Hospitality Suite Sponsor, your company will have the ability to invite select guests to your very own VIP party at the conference hotel. Many of the FEW attendees are looking for an "after-party," and this event provides the perfect opportunity better connect with your customers. The room is available from 8 p.m. to midnight on Tuesday June 21st and additional details can be discussed and planned with the FEW event staff.

Additional Benefits

- Room at the conference hotel for 80-120 people
- Appetizers*
- Top-shelf beverages with bar*
- Large sign provided for in/or outside room
- Tabletop cards on tables
- Two (2) email invites sent to select attendees
- Gold level premium booth space on tradeshow floor
- Background music

*Sponsoring company is responsible for any additional food and beverage exceeding \$4,000.



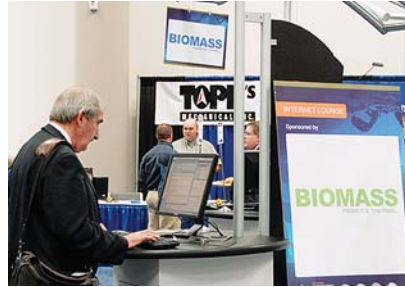
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Gold Level Sponsor Benefits (3 of 3)



Lunch



Internet Lounge



Water Station

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (10 X 10) premium exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense	✓	✓	
One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense			✓
Two e-mail blasts to all conference attendees	✓	✓	
Full-page advertisement in onsite program guide	✓		
One piece insert in all conference bags. Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.	✓	✓	✓
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Innovation Stage: Opportunity to present at the Innovation Stage on the expo floor.	✓	✓	✓
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	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	
Hotel Room			
One complimentary hotel room night at the conference hotel	✓		

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Silver Level Sponsors (1 of 2)

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! Check out the agenda for the track that best fits your company.

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

Aisle Sponsor (8 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 laid at the feet of your customers – literally. Aisle sponsors will have their logo conspicuously displayed as floor signage on the trade show floor.

Recognition on Aisle Signage

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

Premier Partner (4 available)

Maximize your exposure before and during the conference. A Premier Partner Sponsorship spotlights your company through thousands of conference emails, onsite event signage and the conference website. In addition, you'll have the opportunity to get a great booth location on the trade show floor.

Premier Partner Recognition

- Thousands of conference emails, before the event
- Onsite signage with company logo prominently displayed
- Premium exhibit space
- Two full conference registrations

Industry Tour - Thursday (1 available)

Recognition on Tour

- Company logo displayed on transportation to the event
- Company logo on signage displayed at event
- Logo on agenda online prior to show and on "ETHANOL Connect"

Ethanol 101 Pre-Con (1 available)

This sponsorship is designed to help you engage attendees who are focused on a specific topic that is being showcased at the preconference seminar or workshop. In addition to all the branding opportunities during the pre-conference, your sponsorship included all the benefits of a full conference Platinum Level sponsorship.

Recognition at the Seminar

- Logo on lanyard
- Logo on tables during breakfast
- Logos on tables during lunch
- Logo displayed during breaks
- Logo displayed on opening and closing presentation slides

Hospitality Suite Sponsor

Let the conference staff at the FEW take care of the details at your private networking event. Designed for 30-40 guests, as a Hospitality Suite Sponsor, your company will have the ability to invite select guests to your very own VIP party at the conference hotel. Many of the FEW attendees are looking for an "after-party," and this event provides the perfect opportunity better connect with your customers. The room is available from 8 p.m. to midnight on Tuesday June 21st and additional details can be discussed and planned with the FEW event staff.

Recognition at the Seminar

- Room at the conference hotel for 30-40 people
- Appetizers*
- Top-shelf beverages with bar*
- Large sign provided for in/or outside room
- Tabletop cards on tables
- Two (2) email invites sent to select attendees
- Silver level premium booth space on tradeshow floor
- Background music

**Sponsoring company is responsible for any additional food and beverage exceeding \$1,500.*

Refreshment Break (1 available per time)

Tues. PM, Wed. AM
Wed. PM

As a Refreshment Break sponsor, you will receive access to conference attendees as they network and reflect on the sessions they just attended. Your logo will be prominently displayed on buffet tables, napkins, and more. Only three available.

Recognition at the Break

- Tabletop cards displaying your 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 "ETHANOL Connect"

Golf Sponsor (1 available)

Recognition

- Company logo on signage, on golf, and beverage carts, and during breakfast
- One promotional item (by sponsor) in all golf goodie bags

Silver Level Sponsor Benefits (2 of 2)



Aisle Sponsor



Refreshment Break



Track Sponsor

Marketing/Branding Opportunities	Platinum	Gold	Silver
One complimentary (10 X 10) premium exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense	✓	✓	
One complimentary (10 X 10) inline exhibit space in the expo, includes one mailing* per exhibitor through RR Donnelley (our conference printer) *Printing at exhibitor's expense			✓
Two e-mail blasts to all conference attendees	✓	✓	
Full-page advertisement in onsite program guide	✓		
One piece insert in all conference bags. Insert items must be pre-approved and are on a first come – first serve basis. No duplicates.	✓	✓	✓
Two time use of conference mailing list	✓	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓	✓
Innovation Stage: Opportunity to present at the Innovation Stage on the expo floor.	✓	✓	✓
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	✓	✓	✓
Complimentary Registrations			
Five complimentary full conference registrations	✓		
Three complimentary full conference registrations		✓	
Two complimentary full conference registrations			✓
Executive Boardroom Use			
Executive boardroom available for private meetings	✓	✓	
Hotel Room			
One complimentary hotel room night at the conference hotel	✓		

+ ADDON

Floor Direction Decals (20 available)

Enhance your visibility and drive attendees to your booth at the International Fuel Ethanol Workshop & Expo

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.

Recognition on Floor Direction Decals

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

For more info:

service@bbiinternational.com

866-746-8385



+ ADDON

Conference Program Guide Ad

Enhance your visibility and drive attendees to your booth at the International Fuel Ethanol Workshop & Expo

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 2,000 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 - May 19, 2016

Artwork - May 26, 2016

For more info:

service@bbiinternational.com

866-746-8385



WHERE PRODUCERS MEET

June 20-23, 2016 Milwaukee, WI www.FuelEthanolWorkshop.com

+Add Ons

+ ADDON

Hotel Room Bag Delivery

Deliver Your Brand Directly to Each FEW Attendees' Hotel Room*

You can now place your company pen, magnet, pamphlet, one-page inserts or any giveaway you have into the bag being delivered to FEW attendees' hotel rooms. This is one of the most cost-effective marketing add-ons for exhibitors and sponsors. Contact your account representative to discuss options and sizes for your insert. Only a limited number are still available, so email or calls us now.

***Bag size: 9" w x 15"h.** Only attendees at the official conference hotels will receive the bag and insert.

Delivery Deadline:
May 20, 2016

Insert items must be pre-approved and are on a first come - first serve basis. No duplicates.

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



WISCONSIN
CORN
PROMOTION
BOARD, INC.



Hotel Room Bag sponsor example

Hotel Room Bag Insert examples

+ ADDON

Lead Retrieval Service 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 Ethanol Connect app.
- Virtual Booth Lead Retrieval: We'll add a "Request Information" button to your listing to encourage attendees to reach out pro-actively for meetings at the event. You'll be notified by email automatically whenever 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 Ethanol Connect.
- All leads are easy to view, sort and export via your virtual booth.

LEAD RETRIEVAL

SCAN TO REQUEST
EXHIBITOR INFORMATION



CONFERENCE
APP
AVAILABLE



For more information contact:
Tami Vigness at tvigness@bbiinternational.com
or 701-738-4977

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+Add Ons

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Blackout Bingo

Increase Traffic to Your Booth
Must be an exhibitor to purchase a spot

The FEW has developed a unique BLACKOUT BINGO game to help move conference attendees around the FEW exhibit hall. Each attendee will receive a BLACKOUT BINGO card upon check-in and must visit and receive a stamp from all 30 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 2,000+ FEW attendees.

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

Availability is limited and will sell out fast!
Only \$1,250 per spot.

SOLD

Important Deadline:
May 20, 2016

Sponsors committing after this date may not be included in the FEW Program Guide or onsite signage



**BLACKOUT
BINGO
PARTICIPANT**



32nd ANNUAL
INTERNATIONAL
FEW[®]
FUEL ETHANOL
WORKSHOP & EXPO
JUNE 9-12, 2016
Indiana Convention Center, Indianapolis, IN



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