



# 2019

## ANNUAL CONFERENCE SPONSOR/EXHIBITOR GUIDE

*June 5-7, 2019  
Hershey Lodge  
Hershey, Pennsylvania*

# What is **PFI** and why would you want to be a sponsor?



*The Pellet Fuels Institute is a non-profit association that serves the pellet industry, which is comprised of pellet mills, pellet appliance manufacturers, and industry suppliers. The Institute is active in educating consumers about the convenience and practicality of using wood pellet fuel in both residential and commercial applications.*

*PFI members represent the broad spectrum of the densified biomass fuel industry. The Pellet Fuels Institute has grown to over 100 members in the U.S., Canada, and Europe.*

*The 2019 PFI Annual Conference highlights the most important issues impacting the pellet industry. Join colleagues from the densified biomass industry, academia, and federal, state, and local governments from North America and beyond for this can't-miss event featuring two days of educational sessions, industry exhibits, and extensive networking opportunities.*

# ▶ Key Sponsorship and Exhibitor Opportunities

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All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

## ▶ Platinum Sponsorship Package *(Limit of 4)*

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### Platinum level sponsors receive the following:

- ▶ One 10x10 booth (preferred space selection)
- ▶ Three conference registrations
- ▶ Opportunity to designate one (1) specific Platinum Level event/activity sponsorship – see page 8
- ▶ Three months complimentary advertising in PFI's weekly *Pellet Wire* email or on the PFI website
- ▶ Mention in print/electronic conference promotions
- ▶ Company logo on PFI website; link to company website
- ▶ Opportunity to place an insert in the conference bags
- ▶ Company logo listed in the conference program
- ▶ Recognition at the conference (signage, verbal recognition)



**Four available.** All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

**PLATINUM SPONSOR**  
*\$4,500 for PFI Members*  
*\$5,500 for Non-Members*

## ▶ Gold Sponsorship Package *(Limit of 3)*

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### Gold sponsors receive the following:

- ▶ One 10x10 booth (preferred space selection)
- ▶ Two complimentary conference registrations
- ▶ Opportunity to designate one (1) specific Gold Level event/activity sponsorship – see page 9
- ▶ One month complimentary advertising in PFI's weekly *Pellet Wire* email or PFI website
- ▶ Company logo on PFI website; link to company website
- ▶ Opportunity to place an insert in the conference bags
- ▶ Company listing in the conference program
- ▶ Recognition at the conference (signage, verbal recognition)



**Three available.** All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

**GOLD SPONSOR**  
\$3,200 for PFI Members  
\$4,200 for Non-Members

## ▶ Silver Sponsorship Package *(Limit of 3)*

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### Silver sponsors receive the following:

- ▶ One 10x10 booth
- ▶ One complimentary conference registration
- ▶ Opportunity to designate one (1) Silver Level event/activity sponsorship – see page 9
- ▶ Company logo on PFI website; link to company website
- ▶ Company listed in the conference program
- ▶ Recognition at the conference (signage, verbal recognition)



**Three available.** All exhibitor/sponsorship packages are offered on a first-come, first-served basis. If you have any questions about sponsorship, contact us at [office@pelletheat.org](mailto:office@pelletheat.org)

**SILVER SPONSOR**  
*\$2,700 for PFI Members*  
*\$3,200 for Non-Members*

## ▶ Bronze Sponsorship Package *(Limited to available space)*

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Bronze (Booth only) sponsors receive the following:

- ▶ One 10x10 booth
- ▶ One complimentary conference registration
- ▶ Company listed in the conference program
- ▶ Recognition at the conference (signage, verbal recognition)



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**BRONZE SPONSOR**

*\$1,900 for PFI Members*

*\$2,400 for Non-Members*

## ▶ Event/Activity Sponsorships

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**Platinum** Sponsors may choose one of the following:

### **Opening Night Welcome Reception**

Opening night reception featuring networking and socializing opportunities amid the exhibits on display. Cash bar and seriously heavy hors d'oeuvres

### **“Heat Local” Reception**

The conference’s evening highlight event features a cash bar and networking dinner

### **Conference Badge/Lanyard**

Holders with attached lanyards for the conference attendees’ identification badges

### **Golf Tournament Food and Beverage Sponsor**

Your company sponsors the pre-golf breakfast and the ever-popular drink cart on the course during the golf tournament. Includes company signage on the cart with two hosted drinks, recognition at the awards ceremony, and other considerations available per course policy



## ▶ Event/Activity Sponsorships

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**Gold** Sponsors may choose one of the following:

**General Session Breakfast**

Buffet breakfast amid the exhibits on display prior to the beginning of the main day's educational sessions

**General Session Lunch**

Enjoy lunch with conference attendees and exhibitors

**Conference Hotel Key Cards**

Get your name at everyone's fingertips, literally!

**Conference Wi-Fi**

Everyone will see your company's name as they connect to the hotel's Wi-Fi

**Conference Transportation**

Enjoy a captive audience? Sponsor the motor coaches transporting golf tournament players and the post-conference tour to Hearth & Home Technologies in Halifax.

## ▶ Event/Activity Sponsorships

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**Silver** Sponsors may choose one of the following:

### **Golf Tournament Merchandise**

Outfit the players' golf carts with any golf merchandise of your choice whether it's hats, golf balls, towels, etc.; you may select and provide any swag you would like, which will feature your company's logo or name. Requires a minimum purchase of 40 items each

### **General Session Morning Coffee Break**

Mid-morning coffee and stretch break during Monday's educational sessions

### **General Session Afternoon Refreshment Break**

Held in the conference tradeshow area, the break will feature snacks and beverages

### **PFI Tailgate Merchandise**

As part of the "Heat Local" reception, your company will sponsor the tailgate area, including a custom set of cornhole boards featuring your company's logo that you can keep, and the evening's entertainment

## ▶ Advertising Opportunities

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### Pellet Wire: PFI e-newsletter

Ads run for 6 months; no less than 2 issues per month

Ad size is 470 x 60 pixels – JPEG preferred

- ▶ **Top Placement:**  
\$500/members; \$750/non-members
- ▶ **Middle Placement:**  
\$300/members; \$450/non-members
- ▶ **Bottom Placement:**  
\$250/members; \$375/non-members

### Website Advertising

Ad size is 210 x 210 pixels – JPEG preferred

- ▶ **Sidebar Ad:** Rotating sidebar ad viewable on most pages, ads rotate every 5 seconds, limited to 10 advertisers  
\$360/members; \$540/non-members

