

SPONSOR PROSPECTUS



NATIONAL
SAF
CONFERENCE & EXPO
Serving the Global Sustainable Aviation Fuel Industry

AUG
29-30
2023
MINNEAPOLIS
MINNESOTA

THE INDUSTRY
IS CHANGING

BE INVOLVED
STAND OUT IN A CROWD
Sponsor Today!

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MEDIA & EVENTS

PLATINUM LEVEL SPONSORSHIPS Sponsorship info on next 2 pages

Event Partner (1 available)	General Session & Main Stage (1 available)	Name Badge Lanyard (1 available)	Registration Desk (1 available)	Conference Bag (1 available)
Available	Available	Available	Available	Available

GOLD LEVEL SPONSORSHIPS

Social Network & App (1 available)	Expo Map (1 available)	Tuesday Evening Networking Reception (1 available)	Water & Coffee Stations (1 available)	Pocket Guide (1 available)
Available	Available	Available	Available	Available
WiFi Sponsor (1 available)	reCharge Lounge (1 available)	Breakfast Sponsor (1 available)	Lunch Sponsor (2 available)	Refreshment Break (1 available)
Available	Available	Available	Available	Available

Sustainable Skies Sponsor (6 available) Commercial Airlines Only*
Available

Ice Cream Social (1 available)
Available

+Add Ons	
Floor Direction Decals	
Lead Retrieval	

Marketing/Branding Opportunities	Platinum	Gold
One complimentary (10 X 10) premium exhibit space in the expo	✓	✓
Two e-mail blasts to all conference attendees	✓	✓
One-piece marketing material distributed at the event	✓	✓
Two-time use of conference mailing list	✓	✓
Top placement of company logo and link to company website on every page of the conference website	✓	
Company logo and link to company website on every page of the conference website		✓
Sponsor Spotlight: Company logo and 50-word description featured on the "Sponsor Spotlight" page on the conference website	✓	✓
Company logo (linked to company URL) 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	✓	✓
Top placement and visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	
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		✓
Executive Boardroom Use		
Executive boardroom available for private meetings	✓	

PLATINUM General Session & Main Stage <small>(1 available)</small>	<p>Your company's name will be displayed during the General Session and during all the presentations at the conference. This sponsorship allows you to take advantage of 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 will allow you to reach a large number of people, even before the event begins.</p>	Recognition at General Session & Main Stage <ul style="list-style-type: none"> • Logo on big screen before and after the general session and during each presentation • 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 	GOLD Social Network & App <small>(1 available)</small>	<p>SAF Connect is an exclusive online social media site for the Conference 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 SAF Connect!</p>	Recognition on SAF Connect <ul style="list-style-type: none"> • Company logo displayed on SAF Connect in the header • Logo on online agenda prior to show on SAF Connect • Logo sent in emails promoting SAF Connect
PLATINUM Conference Bag <small>(1 available)</small>	<p>Are you looking for high visibility? This investment ensures that your company's name stands out at the conference. Distributed at the beginning of the event, all attendees receive a show bag and use it throughout the conference. We've even discovered that many attendees use it long after the conference has ended. Put your company's brand on every conference show bag and make your investment count.</p>	Recognition on Conference Bag <ul style="list-style-type: none"> • Company logo printed on conference bag given to all attendees 			
PLATINUM Name Badge Lanyard <small>(1 available)</small>	<p>Get all conference attendees to become a walking billboard for your company. By investing in this exclusive advertising, your brand will be constantly viewed and literally worn around the neck of every person at the event. This is one of the best ways to have your company's name viewed throughout ALL areas of the conference. Tremendous bang for your buck!</p>	Recognition on Name Badge Lanyard <ul style="list-style-type: none"> • Company logo printed on name badge lanyards for all attendees 			
PLATINUM Registration Desk <small>(1 available)</small>	<p>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.</p>	Recognition at Registration Desk <ul style="list-style-type: none"> • Logo included on lighted kick panel at desk • Exclusive promotional material at registration desk Note: (Excludes pocket guide) 			
GOLD Tuesday Evening Networking Reception <small>(1 available)</small>	<p>An opportunity to meet and mingle with industry representatives, the evening receptions are located in the Expo and are highly attended. These sponsorships offer maximum exposure and include prime marketing opportunities at the event and through promotional materials.</p>	Recognition at Networking Reception <ul style="list-style-type: none"> • 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 SAF Connect • Koozies with company logo 			
GOLD Pocket Guide <small>(1 available)</small>	<p>Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees reference again and again throughout the conference. In addition to placing your logo on the pocket guide, you will also have an opportunity to place an advertisement in one section of the piece.</p>	Recognition on Pocket Guide <ul style="list-style-type: none"> • Logo on front page of pocket guide • One-page ad placement within pocket guide 			
GOLD Breakfast Sponsor <small>(1 available)</small>	Sponsor Both Breakfasts <p>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.</p>	Recognition at Breakfast <ul style="list-style-type: none"> • 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 			
			GOLD Lunch Sponsor <small>(2 available)</small>	Sponsor Both Lunches <p>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 promoted to hundreds via signage and napkins.</p>	Recognition at Lunch <ul style="list-style-type: none"> • 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 SAF Connect
			GOLD WiFi Sponsor <small>(1 available)</small>	<p>This may be one of the best sponsorships available to companies looking to drive people to their website and build recognition. Your brand and company name will be displayed to conference attendees every time they log in to the internet provided by you.</p>	Recognition on WiFi Sponsor <ul style="list-style-type: none"> • Signage with required password throughout the expo hall. Attendees will need the password to use the Wi-Fi connection • User's browser redirected to your website after connection established. An example of this would be when you connect to Internet in hotel room
			GOLD Water & Coffee Stations <small>(1 available)</small>	<p>Your current and potential customers will appreciate the abundance of water cooler stations generously distributed throughout the Expo Hall.</p>	Recognition at Water & Coffee Stations <ul style="list-style-type: none"> • Logo prominently displayed on all water cooler stations • Logo on all water cooler cups • Opportunity to display/distribute company information next to water & coffee stations
			GOLD reCharge Lounge <small>(1 available)</small>	<p>Give your company's brand a boost by becoming the reCharge Lounge sponsor. A self-service mobile device charging kiosk located in the heart of the Expo Hall.</p>	Recognition in the reCharge Lounge <ul style="list-style-type: none"> • Recognition on all reCharge Lounge signage • Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors • Graphics provided by sponsor promoting company/services
			GOLD Refreshment Break <small>(1 available)</small>	Sponsor All Refreshment Breaks <p>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.</p>	Recognition at Refreshment Break <ul style="list-style-type: none"> • 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 SAF Connect

Sustainable Skies Sponsor
(6 available)
Commercial Airlines Only

The Sustainable Skies sponsorship is designated specifically for airline companies focused on promoting and adopting the use of sustainable aviation fuel (SAF) within its fuel supply. As a sponsor you can raise awareness about the benefits of renewable fuels, encourage the adoption within the aviation industry, and most importantly have an opportunity to tell your company's story and vision for building a cleaner future through the use of SAF.

Airline companies who qualify for this sponsorship, must be focused on the reducing the carbon footprint of the aviation industry, mitigating the impact of air travel on the environment, and promoting sustainable development through the use of SAF.

In addition, your company will have the ability to communicate it's future plans during the General Session. Leaders from each sponsoring company will be invited to a panel discussion during the first day of the National SAF Conference & Expo.

Your logo will be displayed on signage within the room, as well prior to the panel discussion.

Be a part of shaping the future of SAF and sponsor and become a Sustainable Skies sponsor today.
*Reserved only for commercial airline companies.

Sustainable Skies Sponsor Benefits include:

- Opportunity to join the General Session panel discussion
- One 10x10 inline booth
- Two (2) full conference registrations
- Ability to disseminate literature and information on the sponsor table
- Allowed to place one item within the conference bag, to all attendees
- Visual recognition at the start of the day's opening session
- Larger sponsor logo printed in event guide, online and on hallway signage
- Sponsor logo and link posted on online agenda
- Opportunity to moderate at least one panel during the event

For additional information, please contact your BBI International Account Executive at (866) 746-8385 or service@bbiinternational.com.



AddOn Floor Direction Decals (5 available)

Increase Traffic to Your Booth - Limited Availability

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 Opportunities

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

AddOn Lead Retrieval Services

Lead Retrieval Benefits

- Generate more leads from the event
- Rate your leads and form a strong pipeline
- More face-to-face conversations
- Add notes about your lead for more accurate follow up
- Higher return on your investment

How it Works:

Onsite Booth Lead Retrieval - All booth staff has the ability to scan attendee badges using the SAF Connect app on their smartphones. (Available at Apple Store and Google Play)

Activity Report - Admin can see which staff member scanned a specific badge

Please contact an account manager for more info: **Call: 866-746-8385**

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