



# SPONSORSHIP OPPORTUNITIES

## 2014 AIChE ANNUAL MEETING November 16–21, 2014

Atlanta Marriott Marquis & Hilton Atlanta • Atlanta, GA

### REACH THE BIGGEST AUDIENCE IN CHEMICAL ENGINEERING R&D

With an expected attendance of 5,000 chemical engineers working in all aspects of R&D, the 2014 AIChE Annual Meeting is the best way to reach this exclusive audience.

Capture the decision makers and potential buyers your business seeks at a time when they are focused on discovering the latest developments, products and services they need to succeed. You'll find them here at one venue practically designed to convey your marketing message.

#### REACH THE AUDIENCE YOU'RE LOOKING FOR:

- Over 90% of attendees work in R&D — reach both academic and industrial R&D professionals
- Over 75% of attendees are repeat attendees — the AIChE Annual Meeting is a must-attend conference
- 1 in 5 attendees is from outside the U.S. — expand your sales geography without leaving the U.S.

  
**14AIChE**  
Annual Meeting, Atlanta, GA

# Why Should Your Firm be a Conference Sponsor?

## Sponsorship Delivers Big Rewards

Sponsorship of AIChE conferences provides you with an easy, cost-effective forum to network with and educate R&D experts. You'll gain valuable face time with the people who matter to your business, chemical engineering R&D professionals who want and need what your firm has to offer.

## A Wide Choice of Sponsorship Options Provides Everything You Need To:

- Keep your brand front and center – stand out from the competition while you raise brand awareness and reinforce preference
- Support relationships with current and prospective clients by showing support for ongoing professional development
- Interact face-to-face with influencers and potential buyers
- Secure qualified leads to pave the way for new business

## Choose from Sponsorship Options that Best Meet Your Needs

AIChE offers a wide array of exclusive and general sponsorship options. Exclusive options mean you will be the only sponsor of a particular portion of the event – giving your company the spotlight – and include many of the benefits of general sponsorship options. General sponsorship options are open to multiple sponsors and give your company broad visibility.

Don't delay if you want to reserve an exclusive option as these limited opportunities are available on a first-come, first-serve basis.

# 2014 AIChE Annual Meeting

## Sponsorship Benefits At-a-Glance

Sponsorship, Price and Availability	Complimentary Registrations	Exhibit Space	Advertisement in Conference Program Book	Mailing List of Conference Attendees	Logo Recognition in Promotional Emails	Exclusive Sponsorship Benefits
RECEPTION, LUNCHEON AND DINNER SPONSORSHIPS						
Opening Reception – \$35,000	4	✓	Full page	✓	✓	<ul style="list-style-type: none"><li>• Sponsor recognition at reception entrance</li><li>• Sponsor logo on beverage/snack napkins</li><li>• Exclusive sponsor logo slide during reception</li></ul>
Plenary Session and Special Event Sponsorships <i>Contact a sales representative for available times and cost.</i>	TBD			✓	TBD	<ul style="list-style-type: none"><li>• Signage during plenary session or special event</li><li>• Opportunity to provide refreshments to attendees</li></ul>
EVENT AND PREMIUM-BASED SPONSORSHIPS						
Meeting Lanyards – \$15,000	2		Half page	✓	✓	<ul style="list-style-type: none"><li>• Sponsor logo on lanyards distributed to 5,000 attendees</li></ul>
Padfolios (lots of 2,000) – \$12,000 (Multiple Available)				✓	✓	<ul style="list-style-type: none"><li>• Sponsor logo on padfolios (lots of 2,000)</li></ul>
Plasma Screen up to \$10,000 (Multiple Available)	1			✓	✓	<ul style="list-style-type: none"><li>• Sponsor slide in rotation on plasma screen</li></ul>
Wireless Hotspot up to \$10,000 (Multiple Available)	1			✓	✓	<ul style="list-style-type: none"><li>• Sponsor recognition (screen wallpaper) on log-in page and wireless area signage</li></ul>
Electronic Poster Kiosks – \$7,500 Each (4 Available)	1					<ul style="list-style-type: none"><li>• Exclusive signage of one electronic poster session kiosk during all electronic poster sessions for the week</li></ul>
Visual Billboard – \$5,000 per Day (Multiple Days Available Upon Request)						<ul style="list-style-type: none"><li>• Full day inclusion in Visual Billboard display on Marquis Level of Marriott hotel (<i>please contact sales representative for more details</i>)</li></ul>
Premium Ad Space in Conference Program Book – \$5,000 Each (2 Available)			Full page			<ul style="list-style-type: none"><li>• Sponsor company's full page (4 color) ad in interior cover of conference program book</li></ul>
Email – \$3,500 Each (2 Available)						<ul style="list-style-type: none"><li>• Sponsor banner in one of 2 emails sent to all attendees: Special Annual Meeting AIChExchange and badge notification email</li></ul>
Meeting App Sponsorship – \$3,000 Each (3 Available)						<ul style="list-style-type: none"><li>• Appearance on official meeting app landing page and link to corporate website – persists until next year's meeting app goes live</li></ul>
GENERAL SPONSORSHIPS						
Titanium – \$20,000	6	✓	Full page	✓	✓	<ul style="list-style-type: none"><li>• Full-page ad in Annual Meeting preview section of in AIChE's flagship magazine, <i>Chemical Engineering Progress</i></li></ul>
Platinum – \$15,000	4	✓	Full page	✓	✓	
Gold – \$10,000	2	✓	Half page	✓	✓	
Silver – \$5,000	1			✓		
Bronze – \$2,500	Core Benefits					
ALL SPONSORSHIPS INCLUDE THESE CORE BENEFITS:						
<ul style="list-style-type: none"><li>• Recognition on AIChE's high-traffic website, aiche.org</li><li>• Recognition on signage at the Annual Meeting</li><li>• Recognition in onsite conference program book sponsor listing</li><li>• Recognition on slide show at Opening Reception</li></ul>						

# Exclusive Sponsorship Opportunities

## CORE BENEFITS – INCLUDED WITH ALL SPONSORSHIP OPTIONS:

- Recognition on AIChE's high-traffic website, aiche.org
- Recognition on signage at the Annual Meeting
- Recognition in onsite conference program book sponsor listing
- Recognition on slide show at Opening Reception

Sponsors will be recognized on general signage based on the level of giving. Levels are as follows:

<b>Titanium:</b>	\$20,000+
<b>Platinum:</b>	\$15,000 - \$19,999
<b>Gold:</b>	\$10,000 – \$14,999
<b>Silver:</b>	\$5,000 – \$9,999
<b>Bronze:</b>	\$2,500 – \$4,999

## RECEPTION, LUNCHEON AND DINNER SPONSORSHIPS

### Opening Reception \$35,000

#### Core Benefits, plus:

- Sponsor recognition at reception entrance
- Sponsors logos on beverage/snack napkins
- Exclusive sponsor logos slide during reception
- Full page (Black and White) ad in onsite conference program book
- Four (4) complimentary full meeting registrations
- Exhibit space during conference — 6' draped tabletop
- Mailing list of conference attendees
- Recognition in conference promotional emails

### Plenary Session and Special Event Sponsorships

#### Core Benefits, plus:

- Signage during plenary session or special event
  - Opportunity to provide refreshments to attendees
  - Mailing list of conference attendees
- Contact a sales representative for available times and cost.*

## EVENT AND PREMIUM-BASED SPONSORSHIPS

### Meeting Lanyards (5,000) \$15,000

#### Core Benefits, plus:

- Sponsor logo on lanyards distributed to 5,000 attendees of the AIChE Annual Meeting
- Half page (Black and White) ad in onsite conference program book
- Two (2) complimentary full meeting registrations
- Mailing list of conference attendees
- Recognition in promotional emails

### Padfolios (lots of 2,000) \$12,000 (Multiple Available)

#### Core Benefits, plus:

- Sponsor logos on padfolios in sets or lots of 2,000
- Mailing list of conference attendees
- Recognition in promotional emails

### Plasma Screen up to \$10,000 (Multiple Available)

#### Core Benefits, plus:

- Sponsor slide in rotation on plasma screen
- One (1) complimentary full meeting registration
- Mailing list of conference attendees
- Recognition in promotional emails

### Wireless Hot Spot up to \$10,000 (Multiple Available)

#### Core Benefits, plus:

- Sponsor recognition (screen wallpaper) on sign-on page and wireless area signage
- One (1) complimentary full meeting registration
- Mailing list of conference attendees
- Recognition in promotional emails

**Electronic Poster Kiosks****\$7,500 each**

(4 Available)

**Core benefits, plus:**

- Exclusive signage of one electronic poster session kiosk during all electronic poster sessions for the week
- One (1) complimentary full meeting registration

**Visual Billboard****\$5,000 per day** (multiple days available upon request)**Core Benefits, plus:**

- Full day inclusion in Visual Billboard display on Marquis Level of Marriott hotel (*please contact sales representative for more details*)

**Premium Ad Space in Conference Program Book****\$5,000 each**

(2 Available)

**Core Benefits, plus:**

- Sponsor company's full page ad (4 color) in interior cover of conference program book

**Email Sponsorships****\$3,500 each**

(2 Available)

**Core Benefits, plus:**

- Sponsor banner in one of 2 emails sent to all attendees: Special 2014 Annual Meeting Edition of AIChExchange or badge notification email

**Meeting App Sponsorships****\$3,000 each**

(3 Available)

**Core benefits, plus:**

- Appearance on official meeting app with app landing page and link to corporate website — persists until next year's meeting app goes live
- Mailing list of conference attendees

## General Sponsorships Opportunities

**Titanium****\$20,000****Core Benefits, plus:**

- Six (6) complimentary full meeting registrations
- Full page ad (Black and White) in onsite conference program book
- Full-page ad in Annual Meeting preview section of AIChE's flagship magazine, *Chemical Engineering Progress*
- Exhibit space during conference – 6' draped table top
- Mailing list of conference attendees
- Recognition in conference promotional emails

**Platinum****\$15,000****Core Benefits, plus:**

- Four (4) complimentary full meeting registrations
- Full-page ad (Black & White) in onsite conference program book
- Exhibit space during conference – 6' draped table top
- Mailing list of conference attendees
- Recognition in conference promotional emails

**Gold****\$10,000****Core Benefits, plus:**

- Two (2) complimentary full meeting registrations
- Half-page ad (Black and White) in onsite conference program book
- Exhibit space during conference – 6' draped table top
- Mailing list of conference attendees
- Recognition in conference promotional emails

**Silver****\$5,000****Core benefits, plus:**

- One (1) complimentary full meeting registration
- Mailing list of conference attendees

**Bronze****\$2,500**

(Core Benefits)

- Recognition on AIChE Website
- Recognition on signage at the conference
- Recognition in onsite conference program book listing
- Recognition on slide show at Opening Reception

For questions or additional information, please email [ianse@aiche.org](mailto:ianse@aiche.org)  
Subject to Terms and Conditions listed on the page 7 of this prospectus.

# 2014 AIChE ANNUAL MEETING

## November 16–21, 2014

Atlanta Marriott Marquis & Hilton Atlanta • Atlanta, GA



### SPONSORSHIP RESERVATION FORM

Please tell us the individual responsible for sponsor details and logistics. All further communications, including the invoice or receipt for your sponsorship, will be sent to this contact.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name (as you wish it to appear): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

Signature Required: ☐ I have read and agree to abide by the terms and conditions enclosed in this sponsorship prospectus.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Sponsorship Level** (please select one):

#### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

##### Reception, Luncheon and Dinner Sponsorships

- ☐ Opening Reception – \$35,000
- ☐ Plenary Session and Special Events Sponsorships  
(Contact sales representative for available times and cost)

##### Event and Premium-based Sponsorships

- ☐ Meeting Lanyards – \$15,000
- ☐ Padfolios (lots of 2,000) – \$12,000
- ☐ Plasma Screen – up to \$10,000 (Multiple Available)
- ☐ Wireless Hot Spot – up to \$10,000 (Multiple Available)
- ☐ Electronic Poster Kiosks – \$7,500 Each (4 Available)
- ☐ Visual Billboard – \$5,000 per Day (Multiple Days Available Upon Request)
- ☐ Premium Ad Space in Conference Program Book – \$5,000 each (2 Available)
- ☐ Email Sponsorships – \$3,500 Each (2 Available)
- ☐ Meeting App Sponsorship – \$3,000 Each (3 Available)

#### GENERAL SPONSORSHIP OPPORTUNITIES

- ☐ Titanium – \$20,000
- ☐ Platinum – \$15,000
- ☐ Gold – \$10,000
- ☐ Silver – \$5,000
- ☐ Bronze – \$2,500

**Method of Payment** (please check choice of payment):

- ☐ American Express
- ☐ Visa
- ☐ Discover
- ☐ MasterCard
- ☐ Diner's Club
- ☐ Check or Money Order Payable to AIChE / Please Invoice

Total Amount Enclosed \$ \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature & Date \_\_\_\_\_

#### Credit Card and Check Payments:

Return this form with credit card information or checks made payable to AIChE to:

**American Institute of Chemical Engineers, 120 Wall Street, 23rd Floor, New York, NY 10005**

Attn: Leila M. Mendoza, AIChE Finance Dept. • Phone: 646.495.1356 • Fax: 646.495.1501 • Email: leilm@aiche.org

# 2014 AIChE ANNUAL MEETING

November 16–21, 2014

Atlanta Marriott Marquis & Hilton Atlanta • Atlanta, GA



## SPONSOR TERMS AND CONDITIONS

### Sponsorship Packages

Standard sponsorship package details can be found in the meeting sponsorship prospectus. Any custom sponsorship packages will be agreed to in writing between the American Institute of Chemical Engineers (AIChE) and Sponsor.

### Payment

Full payment must accompany sponsorship registration unless a special payment arrangement has been approved by AIChE and attached to this agreement. Payments should be remitted directly to AIChE by wire transfer, check, cash or credit card.

### Eligibility

Only the Sponsor named on this contract will be used in sponsorship recognition opportunities by AIChE. No subsidiaries or secondary company units will be permitted in the same contract.

### Marketing / Promotions

AIChE has authorization to use Sponsor company logo and/or images for marketing purposes in all media.

Company logos must be submitted in a timely manner (based on marketing deadlines).

Logos will be used as submitted by Sponsor. Any additions or changes must be added to the logo file by Sponsor.

AIChE reserves the right to refuse placement of any graphic and/or image that it believes to be objectionable for any reason.

### Cancellation by Sponsor

There are no refunds or credits for sponsorship cancellations once payment has been received.

### Cancellation or Postponement of Event by AIChE

AIChE may decide to cancel or postpone the event, in its sole discretion.

If AIChE postpones said event, sponsorship funds will be carried forward to the rescheduled event.

If AIChE cancels said event, AIChE will consider a refund on a case-by-case basis depending on a number of factors including the sponsor-related expenses already incurred by AIChE and the already accrued visibility of the sponsorship.

### Limitation on Liability

Sponsor agrees to indemnify, defend and hold harmless AIChE, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the Sponsor company, its employees, agents, licensees, contractors or customers.

### Resolution of Disputes

If a dispute or disagreement arises between Sponsor and AIChE or between two or more Sponsors, such dispute will be reviewed by AIChE. To address such dispute, the Sponsor(s) must present a document in writing to AIChE stating the dispute in detail. AIChE will take immediate action to review the dispute, evaluate its merit and make a ruling.

All decisions made by AIChE are final.

### Exclusivity

AIChE events are offered to all potential sponsors without exclusivity.

### Acceptance

All terms and conditions are in effect once the Sponsor signs this agreement. This agreement shall not be binding on AIChE until received and accepted by AIChE.

### Miscellaneous

This Agreement supersedes any prior oral or written understanding between AIChE and Sponsor, and may not be amended or modified except in writing signed by both parties.

This Agreement shall be governed by and construed in accordance with the laws of the State of New York.