

SPONSOR PROSPECTUS

A Premiere Sustainable Aviation Fuels Event

NORTH AMERICAN
SAF
CONFERENCE & EXPO

In Collaboration With



2025
September 22-24
Minneapolis Convention Center
Minneapolis, MN



Be involved
STAND OUT IN A CROWD
Sponsor Today!

866-746-8385
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PLATINUM LEVEL SPONSORSHIPS Sponsorship info on next 2 pages

General Session & Main Stage (1 available)	Name Badge Lanyard (1 available)	Registration Desk (1 available)	Tuesday Evening Event & Hotel Social (1 available)
Available	SOLD	Available	Available
Conference Bag (1 available)	reCharge Lounge (1 available)	Hotel Key Card & Decals (1 available)	
Available	Available	Available	

Interested in a sponsorship?

Contact us 866-746-8385 or service@bbiinternational.com

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	✓	

GOLD LEVEL SPONSORSHIPS & ADD-ONS

Social Network & App (1 available)	Expo Map (1 available)	Monday Evening Networking Reception (1 available)	Water & Coffee Stations (1 available)
Available	Available	Available	SOLD
Bingo Card Sponsor (1 available)	Breakfast Sponsor (1 available)	Lunch Sponsor (2 of 3 available)	Refreshment Break (1 available)
Available	Available	Available	Available
			Blackout Bingo Participant (10 available)
Innovation Stage (1 available)	Pocket Guide (1 available)	Ice Cream Social (1 available)	Available
SOLD	Available	Available	Floor Direction Decals (Unlimited)
			Available

<p>PLATINUM General Session & Main Stage (1 available)</p> <p>Your company's name will be displayed during the General Session (GS) 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 GS is promoted 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> <p>Recognition at GS & Main Stage</p> <ul style="list-style-type: none"> • Logo on big screen before the GS and during each presentation • 30-second speaking spot, during the GS to promote your product • Naming rights – example “Your Name GS” • When the GS is promoted in marketing materials, your name will be included 	<p>PLATINUM Conference Bag (1 available)</p> <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> <p>Recognition on Conference Bag</p> <ul style="list-style-type: none"> • Company logo printed on conference bag given to all attendees 	<p>PLATINUM Tuesday Networking Reception & Evening Social Sponsor (1 available)</p> <p>This exclusive sponsorship places your brand in the limelight at the conference hotel bar, where industry professionals gather for a memorable two-hour social gathering. Enhancing the experience are custom coasters at the bar, showcasing your logo and message in the hands of every guest. Distribute giveaway tokens at your booth for complimentary beverages, creating a direct and enjoyable interaction with your brand.</p> <p>Benefits with Sponsorship</p> <ul style="list-style-type: none"> • Signage at the hotel bar entrance • Coasters at bar during event • Giveaway tokens at booth for complimentary beverage • Event and logo posted in the online agenda • Push notification on the conference app 	<p>GOLD Innovation Stage (1 available)</p> <p>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 select exhibitors present their products and services to attendees. Due to the stage's location and promotion by all participating exhibitors, this sponsorship will allow you to gain maximum exposure to a targeted audience.</p> <p>Recognition on Innovation Stage</p> <ul style="list-style-type: none"> • Innovation Stage schedule signage • Logo on stage backdrop • Logo on emails promoting the Innovation Stage 	<p>GOLD Social Network & App (1 available)</p> <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> <p>Recognition on SAF Connect</p> <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
<p>PLATINUM Name Badge Lanyard (1 available)</p> <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> <p>Recognition on Name Badge Lanyard</p> <ul style="list-style-type: none"> • Company logo printed on name badge lanyards for all attendees 	<p>PLATINUM Hotel Room Key & Decals (1 available)</p> <p>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.</p> <p>Recognition on Hotel Room Card</p> <ul style="list-style-type: none"> • Company logo printed on all conference hotel guest key cards • Logo and booth # prominently displayed on ten (10) floor decals 	<p>GOLD Breakfast Sponsor (1 available)</p> <p>Sponsor Both Breakfasts</p> <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> <p>Recognition at Breakfast</p> <ul style="list-style-type: none"> • Tabletop event cards displaying company logo on buffet tables • Napkins with company logo on buffet tables • Company logo on signage displayed at event • Logo on agenda online prior to show 	<p>GOLD Refreshment Break (1 available)</p> <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> <p>Recognition at Refreshment Break</p> <ul style="list-style-type: none"> • Tabletop cards displaying company logo on buffet tables • Napkins with company logo on buffet tables • Company logo on signage at event • Logo on online agenda and on SAF Connect 	<p>GOLD Expo Map (1 available)</p> <p>The Expo Map sponsorship allows you to have your logo placed on all references of the Expo Hall. Your company logo will be placed online and on large Expo Hall signage throughout the event.</p> <p>Recognition on Expo Maps</p> <ul style="list-style-type: none"> • Company logo placed next to Expo Hall Map on the website • Company logo placed next to Expo Hall Map on all signage throughout the Event • Company logo placed next to Expo Hall Map on emails sent during the marketing efforts
<p>PLATINUM reCharge Lounge (1 available)</p> <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> <p>Recognition in the reCharge Lounge</p> <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 	<p>PLATINUM Registration Desk (1 available)</p> <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> <p>Recognition at Registration Desk</p> <ul style="list-style-type: none"> • Logo included on lighted kick panel at desk • Exclusive promotional material at registration desk Note: (Excludes pocket guide) 	<p>GOLD Lunch Sponsor (3 available)</p> <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> <p>Recognition at Lunch</p> <ul style="list-style-type: none"> • Company logo on signage at event • Tabletop event cards with company logo on buffet tables • Napkins with company logo on buffet tables • Verbal recognition during lunch • Opportunity for sponsor representative to address lunch attendees • Logo on agenda online and on SAF Connect 	<p>GOLD Ice Cream Social Break (1 available)</p> <p>This has become one of the most popular breaks during the Summit. You'll gain exclusive recognition with conference attendees as they build their own ice cream sundaes at the ice cream sundae bar and network with exhibitors on the tradeshow floor. Your company logo will be exclusively displayed on buffet tables, napkins and signage during the break.</p> <p>Recognition at Ice Cream Social Break</p> <ul style="list-style-type: none"> • Tabletop cards displaying company logo on buffet tables • Napkins with company logo on buffet tables • Company logo on signage at event 	<p>GOLD Monday Evening Networking Reception (1 available)</p> <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> <p>Recognition at Networking Reception</p> <ul style="list-style-type: none"> • Company logo on signage at event • Tabletop event cards with company logo on buffet tables • Napkins with company logo on buffet tables • Logo on online agenda and on SAF Connect • Koozies with company logo

GOLD
Water & Coffee 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 & Coffee Stations

- 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
Pocket Guide (1 available)

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.

Recognition on Pocket Guide

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

GOLD
Bingo Card 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.

Blackout Bingo Recognition

- Center position on the BINGO card
- Three advertisements on the BINGO card piece (in all attendee bags)
- Logo on Bingo promotions on the conference website
- Opportunity to draw and announce the BINGO winner on the giveaway stage

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 Blackout Bingo Participant (10 available) - **Deadline: August 29th**

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

Become a participant in the BLACKOUT BINGO game, created 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 participating exhibit booths to be entered in the prize drawing. Limited availability – only 10 exhibitors – viewed by 300+ attendees.

