

## SPONSORING AND ADVERTISING INFORMATION

### GENERATE BRAND AWARENESS, NEW LEADS AND MARKET LEADERSHIP AT CLEAN WATERWAYS

Improve brand awareness to the inland rivers spill response community with a sponsorship or advertising opportunity at **CLEAN WATERWAYS**. CLEAN WATERWAYS sponsorships are packaged to provide you with more benefits, increased exposure, prominent recognition and unmatched value to connect with influential industry and government professionals. You can make no better investment to reach spill prevention and response prospects for inland regions.

#### HOST OPERATOR SPONSORSHIP

**\$15,000 (EXCLUSIVE)**

##### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- Company recognition/logo prominently placed in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Rotating ad on CLEAN WATERWAYS website homepage – sponsor to provide artwork for ad
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.
- Co-branded pre-show email blast with CLEAN WATERWAYS recognizing sponsor as the host operator sponsor of CLEAN WATERWAYS

##### CONFERENCE & EXHIBITION PRESENCE:

- Prominent branding onsite:
  - » Company recognition/logo on entrance unit to the exhibit hall
  - » Company logo in prominent position on signage throughout the event space, identifying as the Host Operator Sponsor
  - » Company recognition/logo on podium signs in conference session rooms
  - » Company branding incorporated with CLEAN WATERWAYS branding and show-look in registration or conference high-traffic areas (signage type and placement is contingent on hotel setup and rules, i.e., foyer space, escalators, elevators, etc.)
- Company recognition in the show guide: logo, contact information and 50-word description
- Full page ad in the show guide – sponsor to provide artwork for ad
- Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.
- Option to submit (5) power point slides that will run during the breaks in the conference sessions
- Option to give a 5-minute introduction or video to Keynote or first session
- Company will be recognized, and thanked, during the opening remarks of the Keynote Address or first session

##### RELATIONSHIP BUILDING:

- 5 complimentary conference passes
- Reduced rate for additional conference passes purchased

#### CORPORATE SPONSORSHIP

**\$10,000**

##### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- Company recognition/logo prominently placed in sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

##### CONFERENCE & EXHIBITION PRESENCE:

- Prominent branding onsite:
  - » Company recognition/logo on entrance unit to the exhibit hall
  - » Company recognition/logo on signage throughout event space, identifying as Corporate Sponsor
  - » Company recognition/logo on podium signs in conference session rooms
- Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.
- Company recognition in the show guide: logo, contact information and 50-word description
- Option to submit (5) power point slides that will run during the breaks in the conference sessions
- Company will be recognized, and thanked, during the opening remarks of the Keynote Address or first session
- Half-page ad in the show guide – sponsor to provide artwork for ad

##### RELATIONSHIP BUILDING:

- 5 complimentary conference passes
- Reduced rate for additional conference passes purchased