2023 Sponsorship Guide

MAY 15-18, 2023 | CHICAGO, IL

BIOGAS AMERICAS

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Sponsorship Packages

TITLE SPONSOR — SOLD OUT

- Title logo: Partner logo presented in lock-up with BIOGAS AMERICAS 2023 logo. Sponsor logo and link on biogasamericas.com home page and sponsor page
- Complimentary suite upgrade at the hotel
- Master of Ceremonies opening the 2023 event at the Opening Keynote Session
- Joint press release to the industry announcing title partner
- 3×7 sponsor sign in the meeting area
- Dedicated marketing email announcing title sponsorship
- (4) Twitter posts including sponsor logo and (1) LinkedIn post
- About Title Sponsor page on biogasamericas.org page and in event app. Can either be a page hosted on biogasamericas.org or link directly to your About page on your website!
- Sponsor logo on all podium signs in the education rooms
- Full page color advertisement in conference brochure either on inner cover or back page
- Everything included in the Elite sponsorship package

ELITE SPONSOR — $20,000

- (2) additional conference registrations with badge ribbon recognition (4 total)
- (4) Twitter posts including sponsor logo
- Pull-up banner onsite in prominent location
- Full page color advertisement in BIOGAS AMERICAS conference brochure
- Inclusion on two 3×7 support recognition signs in the meeting area public space
- Opportunity to distribute marketing materials at registration desk
- Everything in Prime sponsorship package

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Sponsorship Packages

PRIME SPONSOR $10,000

- (2) conference registrations with badge ribbon recognition
- Video conference room in the event app
- Twitter posts including sponsor logo & link
- Half-page color advertisement in BIOGAS AMERICAS conference brochure
- Everything in the Support sponsorship package

SUPPORT SPONSOR $6,000

- (2) conference registrations with badge ribbon recognition
- Virtual presence on event app
- Sponsor logo and link on biogasamericas.com
- Logo in conference brochure
- PowerPoint recognition in each education session

EXHIBITOR ONLY (10X20) SOLD OUT

- (1) conference registration
- (1) 10×20 exhibit space. All 10×20 booths are in a premium location.
- Virtual presence on event app
- Company name and link on biogasamericas.com

EXHIBITOR ONLY (10X10) SOLD OUT

- (1) conference registration
- (1) 10×10 exhibit space
- Virtual presence on event app
- Company name and link on biogasamericas.com

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Networking Events

Tuesday Exhibit Hall Happy Hour

Location: Exhibit Hall
Details: Treat attendees to their first drink! Includes sponsor toast, half-page ad in conference brochure, logo signage at bar (2) and on biogasamericas.com.
Cost: $10,000

Wednesday Morning Coffee Break

Location: Exhibit Hall
Details: Jump start attendees with a sponsored break. Sponsor logo displayed.
Cost: **$7,000**

Wednesday Afternoon Coffee Break

Location: Exhibit Hall
Details: Perk up attendees with a sponsored break. Sponsor logo displayed.
Cost: **$8,000**

Thursday Morning Coffee Break

Location: Exhibit Hall
Details: Jump start attendees with a sponsored break. Sponsor logo displayed.
Cost: $7,000

Women in Biogas - RNG Luncheon

Location: TBA
Details: Multiple opportunities to sponsor this inaugural event. Sponsor logo featured onsite and at biogasamericas.com.
Cost: **$500**

All networking event sponsorships include the opportunity for literature and/or swag handout by your company rep at a table during the event.

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Presentation Opportunities

Wednesday LUNCH Podium Time

Details: Marketing recognition and 10 minute sponsor presentation opportunity

Cost: $7,500 (4)

Thursday LUNCH Podium Time

Details: Marketing recognition and 10 minute sponsor presentation opportunity

Cost: $3,500 (4)

Wednesday BREAKFAST Podium Time

Details: Marketing recognition and 10 minute sponsor presentation opportunity

Cost: $2,500 (4)

Thursday BREAKFAST Podium Time

Details: Marketing recognition and 10 minute sponsor presentation opportunity

Cost: $2,500 (4)

All presentations will take place on the Keynote stage, will be simulcast to the overflow areas, recorded and featured on the event app.

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Advertising Opportunities

Full Page Color Ad

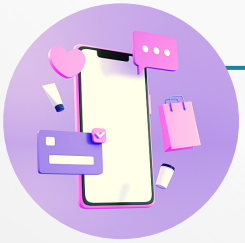
Details: Full page color ad featured in conference brochure. Sponsor provides final artwork.
Cost: $2,500

Half Page Color Ad

Details: Half Page color ad featured in conference brochure. Sponsor provides final artwork.
Cost: $1,400

Quarter Page Color Ad

Details: Quarter page color ad featured in conference brochure. Sponsor provides final artwork.
Cost: $800



Banner Ad on Event App

Location: Mobile Event App
Details: Your ad rotates with others in Event App, includes link.
Cost: $800

Website Banner

Location: Biogas Americas Event Webpage
Details: Your banner featured on biogasamericas.com, includes link. Sponsor provides final artwork.
Cost: $750

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Golf Outing Opportunities

Presenting Sponsor

Details: Golf for four, half page ad, multiple branding opportunities onsite, on biogasamericas.com, email banners, and the chance to address the golfers at shotgun start.
Cost: SOLD OUT

Golfer Lunch Sponsor

Details: Golf for two, welcome card advertisement, multiple branding opportunities onsite and on biogasamericas.com.
Cost: $4,000

Transportation Sponsor

Details: Golf for two, the chance to address golfers and provide collateral at departure, multiple branding opportunities onsite and on biogasamericas.com
Cost: $3,000

Beverage Cart Sponsor

Details: Golf for two, provide two drinks per golfer, multiple branding opportunities onsite and on biogasamericas.com.
SOLD OUT

Longest Putt Competition Sponsor

Details: Golf for two, branding and presentation opportunities onsite and on biogasamericas.com
Cost: $1,000

Closest to the Pin Competition Sponsor

Details: Golf for two, branding and presentation opportunities onsite and on biogasamericas.com.
SOLD OUT

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Onsite Opportunities

Chi Bar Banner

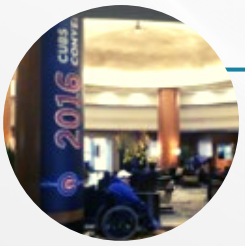
Location: Lobby Level 3 [3CBB]
Details: Attract attendees in high traffic bar area
Cost: $6,000 (2)

Lobby/Valet Entrance Banner

Location: Lobby Level 3 [3LVEB]
Details: Welcome attendees with your branding
Cost: Upon Request

Lobby/Valet Entrance Cling

Location: Lobby Level 3 [3LVEC]
Details: Greet attendees with impactful messaging
Cost: Upon Request



Lobby Pillars

Location: Lobby Level 3 at Hotel Registration [3LP]
Details: Feature your company on prominent signage
Cost: $8,500 (4)

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Onsite Opportunities

Registration Area Hanging Banner

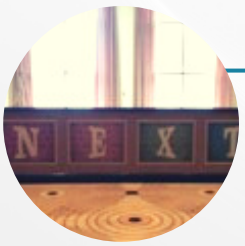
Location: Ballroom Promenade Level 4 [4RHB]
Details: Drive traffic to your booth with a prominent banner
Cost: $10,000 (2)

Registration Desk Full Wrap

Location: Ballroom Promenade Level 4, East and West [4RDW]
Details: Impressive signage promotes your brand and presence
Cost: $8,500 (2)

Window Clings

Location: Ballroom Promenade Level 4 [4WC]
Details: Dynamic window graphics for maximum exposure
Cost: $6,000 (4)



Registration Desk Rectangles

Location: Ballroom Promenade Level 4, East and West [4RDR]
Details: Showcase your company with four graphics at registration
Cost: $2,000 (2)

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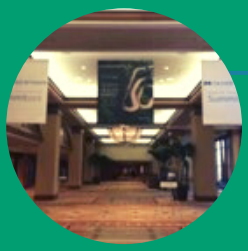
Onsite Opportunities

Midpoint Banner

Location: Ballroom Promenade Level 4 [4MPB]
Details: Highly visible banner in center of promenade
Cost: $7,500 (Exclusive)

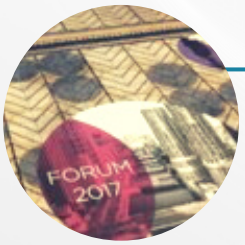
Circles

Location: Ballroom Level 4 Entrance Doors [4BEC]
Details: Highlight your company with this innovative graphic set
Cost: $8,000 (Exclusive)



Midpoint Three Banners

Location: Ballroom Promenade Level 4 [4MPT]
Details: One of three double-sided banners promote your presence
Cost: $3,500 (3)



Floor Clings

Location: Level 1 and Level 4 Escalator Banks [FC]
Details: Lead the way with can't miss graphics
Cost: $1,500 (6)

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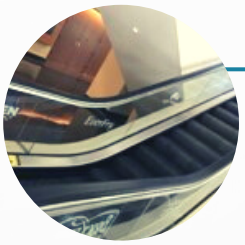
Onsite Opportunities

Escalator Railing Graphics

Location: Ballroom Level 4 [4ERG]
Details: Prominent graphics affixed to metal railing of escalator
Cost: $7,500 (4)



Escalator Panel Cling

Location: Ballroom Level 4 [4EPC]
Details: Company branding affixed to escalator glass panels
Cost: $1,500 (8)

Elevator Graphics

Location: West Elevator Bank [4EG]
Details: Impactful graphics affixed to outside elevator doors
Cost: $1,800 (10)

Meterboard Signage

Location: Exhibits Level 1 and Ballroom Level 4 [MBSS]
Details: Sponsor message on 3' x 7' signage in high traffic areas
Cost: $4,000 (26)

WiFi Sponsor

Location: Mobile Event App
Details: Connect with attendees with app/signage recognition, custom password includes sponsor name
Cost: $10,000 (Exclusive)

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Become a Sponsor

Sponsorship increases the show experience for attendees and key decision makers through multiple channels throughout the exhibition, conferences, and special events. The BIOGAS AMERICAS 2023 event provides the ideal platform to think outside your booth and showcase your brand. Several opportunities are available to help you achieve your specific objectives and enhance your outreach at this international event.

About BIOGAS AMERICAS

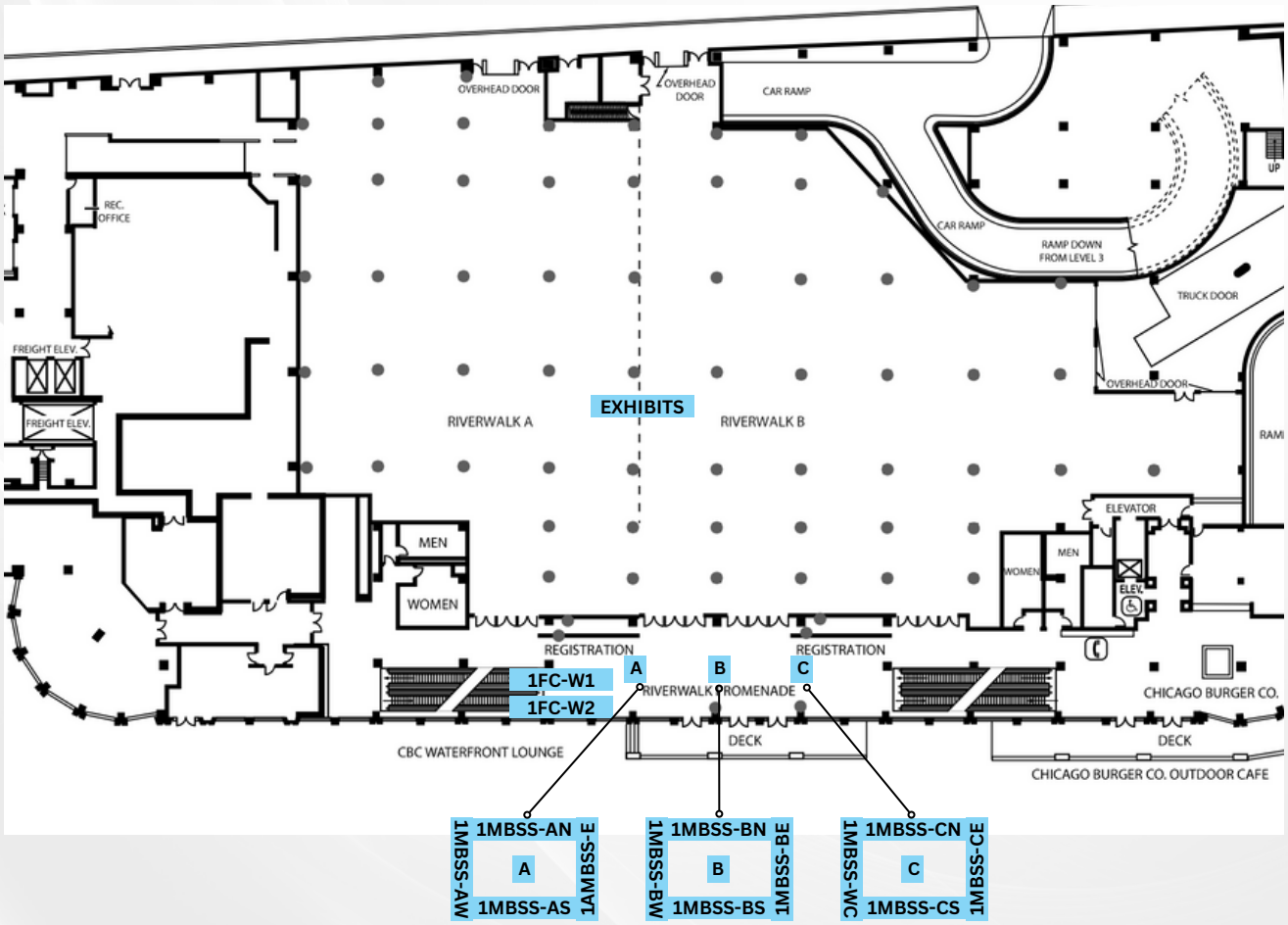
BIOGAS AMERICAS 2023 is the biggest gathering of the US biogas industry and the annual conference of the American Biogas Council. This is a “must attend” event for anyone in the business of biogas – a place to meet with like-minded professionals and leadership across the industry. With a focus on growing the biogas market through informing, training and networking with potential clients, vendors and industry champions, being part of this event is not an expense, it’s an investment.

Contact

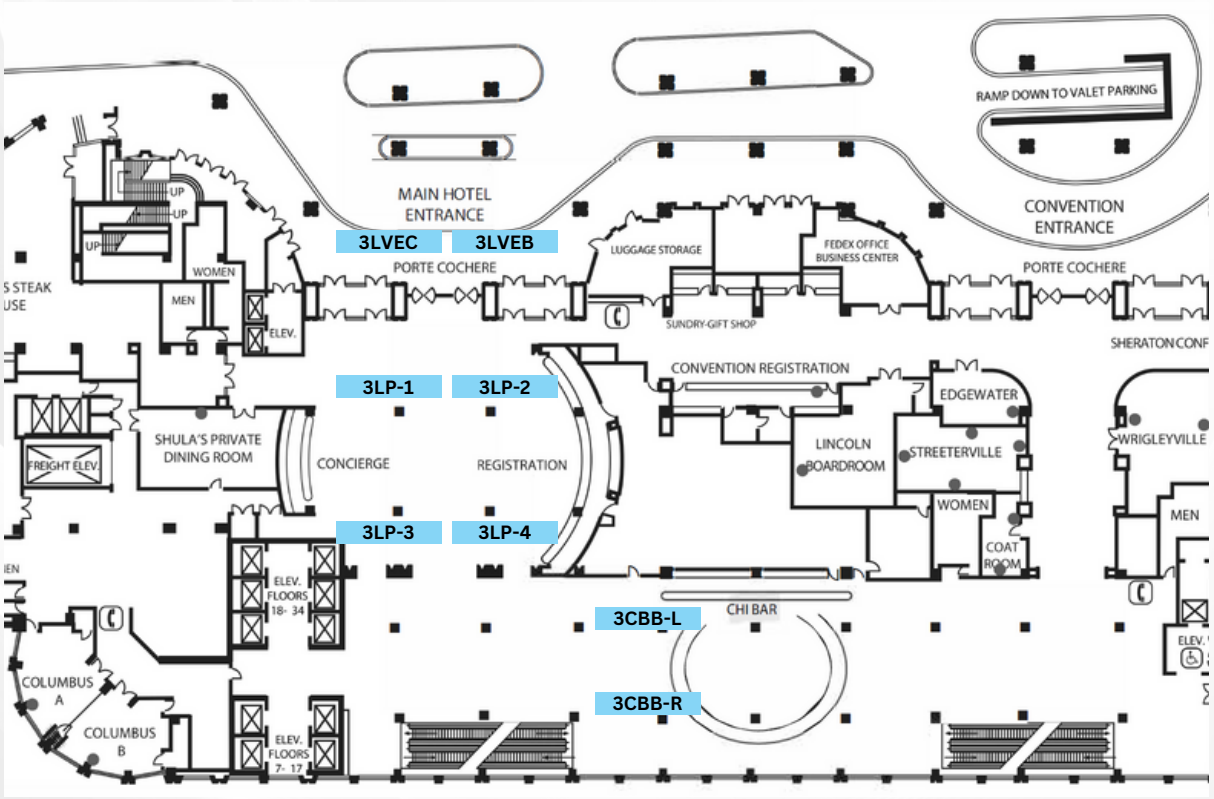
Bailey Shore, Event Coordinator
American Biogas Council
(269) 841.6577
bailey@americanbiogascouncil.org

RESERVE 2024 BOOTH SPACE NOW!

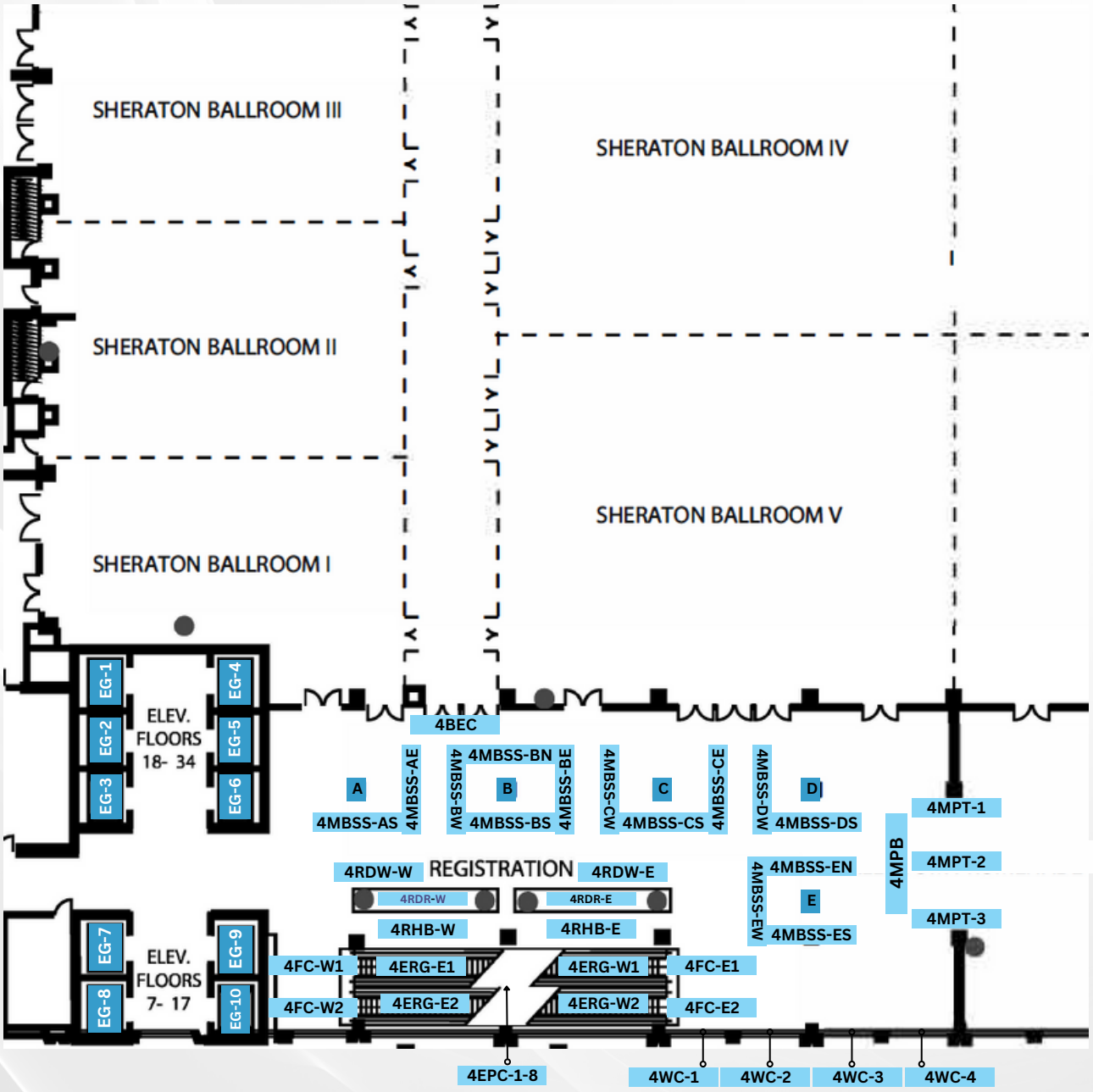
LEVEL 1


OVERHEAD DOOR
OVERHEAD DOOR
CAR RAMP
REC. OFFICE
CAR RAMP
RAMP DOWN FROM LEVEL 3
UP
TRUCK DOOR
FREIGHT ELEV.
FREIGHT ELEV.
OVERHEAD DOOR
RIVERWALK A
EXHIBITS
RIVERWALK B
ELEVATOR
MEN
WOMEN
MEN
WOMEN
ELEV.
REGISTRATION
REGISTRATION
A
B
C
1FC-W1
1FC-W2
RIVERWALK PROMENADE
CHICAGO BURGER CO.
CBC WATERFRONT LOUNGE
DECK
DECK
CHICAGO BURGER CO. OUTDOOR CAFE
1MBSS-AW
1MBSS-AN
A
1MBSS-AS
1AMBSS-E
1MBSS-BW
1MBSS-BN
B
1MBSS-BS
1MBSS-BE
1MBSS-WC
1MBSS-CN
C
1MBSS-CS
1MBSS-CE

LEVEL 3


RAMP DOWN TO VALET PARKING
MAIN HOTEL ENTRANCE
CONVENTION ENTRANCE
3LVEC
3LVEB
PORTE COCHERE
LUGGAGE STORAGE
FEDEX OFFICE BUSINESS CENTER
SUNDRY-GIFT SHOP
PORTE COCHERE
SHERATON CONF
UP
UP
UP
WOMEN
MEN
ELEV.
3LP-1
3LP-2
CONVENTION REGISTRATION
EDGEWATER
SHULA'S PRIVATE DINING ROOM
FREIGHT ELEV.
CONCIERGE
REGISTRATION
LINCOLN BOARDROOM
STREETERVILLE
WOMEN
COAT ROOM
WRIGLEYVILLE
MEN
3LP-3
3LP-4
ELEV. FLOORS 18- 34
3CBB-L
CHI BAR
3CBB-R
COLUMBUS A
COLUMBUS B
ELEV. FLOORS 7- 17

LEVEL 4


SHERATON BALLROOM III
SHERATON BALLROOM IV
SHERATON BALLROOM II
SHERATON BALLROOM V
SHERATON BALLROOM I
EG-1
EG-2
EG-3
ELEV. FLOORS 18- 34
EG-4
EG-5
EG-6
4BEC
A
4MBSS-AE
4MBSS-BN
B
4MBSS-BE
4MBSS-CW
C
4MBSS-CE
4MBSS-DW
D
4MBSS-AS
4MBSS-BW
4MBSS-BS
4MBSS-CS
4MBSS-DS
4MPT-1
4MPB
4MPT-2
4MPT-3
4RDW-W
REGISTRATION
4RDW-E
4RDR-W
4RDR-E
4MBSS-EN
4MBSS-EW
E
4MBSS-ES
4RHB-W
4RHB-E
EG-7
EG-8
ELEV. FLOORS 7- 17
EG-9
EG-10
4FC-W1
4ERG-E1
4ERG-W1
4FC-E1
4FC-W2
4ERG-E2
4ERG-W2
4FC-E2
4EPC-1-8
4WC-1
4WC-2
4WC-3
4WC-4

BIOGAS AMERICAS GRAPHIC GUIDELINES

DOCUMENT SIZE & SPECS

•All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format.
examples: 50% at 300 dpi OR 25% at 600 dpi
•Please mark artwork size if scaled down.
example: DESIGNED AT 50%
•All content should be kept within the live area, leave approximately 2” all the way around artwork to ensure sign holder or structure metal does not cut off content.
•When working between Adobe programs, DO NOT copy & paste objects from Illustrator to InDesign files. This causes objects to not print correctly. Save elements from Illustrator and place them in InDesign.

ACCEPTABLE FILE FORMATS

Shepard uses the most current version of Adobe Creative Cloud®. If providing native files from another version, please also provide an .idml file. **WE DO NOT ACCEPT**: Microsoft® Word®, Excel®, or PowerPoint® files.

PROGRAM	FILE EXTENSION	SPECIAL CONSIDERATIONS
Acrobat	.pdf	Must be high resolution with fonts embedded.
InDesign	.indd or .idml	Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
Illustrator	.ai or .eps	Vector artwork. Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
Photoshop	.psd | .tiff .jpeg | .eps	Raster artwork. Must be built in CMYK color space.

COLOR

•Artwork must be created in the CMYK color space.
•If PMS color matching is required during the printing process, please use Pantone®+ Solid Coated swatches in your artwork.
•Converting color from RGB to CMYK will change the vibrancy and the look of some effects, DO NOT design artwork in RGB. Colors may vary due to output devices.

RGB Color Space.

CMYK Color Space.

FONTS & LINKS

If creating artwork in Adobe® InDesign® or Illustrator® there are two options when supplying fonts.

•Change fonts to outlines. This prevents fonts defaulting or being substituted throughout the layout and production process. REMEMBER: if creating outlines, text is no longer editable.
•Package the fonts. From InDesign or Illustrator select File ➔ Package ➔ Check “Copy Fonts” and submit PC format TTF fonts or OTF fonts with your artwork.
•Package the links. From InDesign or Illustrator select File ➔ Package ➔ Check “Copy Linked Graphics” and submit all images with your artwork.

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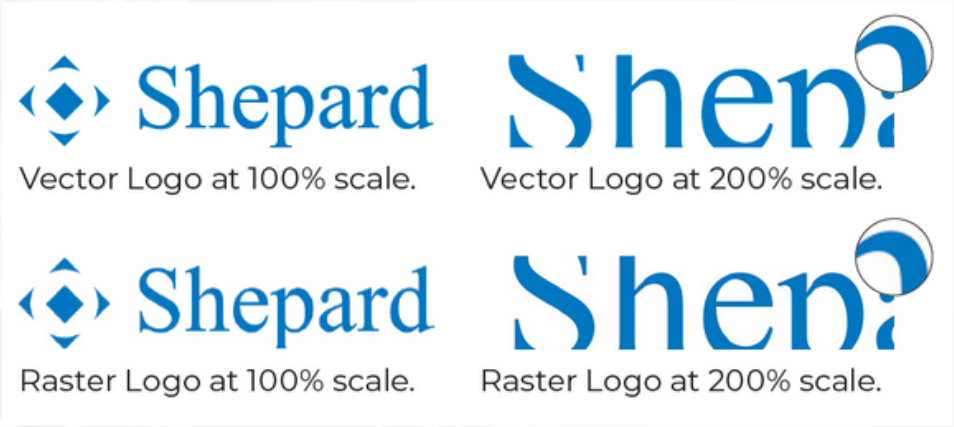
Artwork can be created in several ways. Here are some things to consider.

VECTOR

•Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality.
•This is the preferred file type and is most often created in Illustrator and used for creation of logos and icons.

RASTER

•Raster-based artwork is resolution dependent and will reproduce poorly if the appropriate file resolution is not supplied correctly.
•If supplying raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150 dpi or higher. Lower resolutions (1MB or smaller) will result in reduced image quality. File size should not exceed 200MB (if possible).
•Raster images are most often created in Photoshop and is most often used for photographic images.



RESOLUTION

•Artwork should scale to 150 dpi at 100% scale to ensure the artwork remains high resolution when printed at full size. See examples and samples below.
examples: 1:1 or 100% - resolution no less than 150 dpi
2:1 or 50% - resolution no less than 300 dpi
4:1 or 25% - resolution no less than 600 dpi
•Images pulled from the Internet are NOT suitable for high quality, large format printing. These images are low resolution and will not reproduce well.
•Verify resolution by viewing artwork on the screen at full size in high definition. Observe image from different distances away, artwork is typically viewed from a couple feet away.

BEFORE SENDING FILES

•Please name your files appropriately for easy identification examples:
Poster_22x28.pdf Panel A_1920x898_Qty3.pdf Shepard_Booth1905_Panel A.pdf
•Clients should compress information that they transfer electronically (.zip).

NOTE: Please provide a JPEG thumbnail or low resolution PDF of the graphic for the Account Executive to view, this helps when creating/entering orders in our system.

SUBMITTING YOUR FILES

•Email Attachment. MAXIMUM SIZE: 10MB
•Large File Transfer Sites: DropBox, YouSendIt, WeTransfer, Hightail, etc.