BIOGAS AMERICAS

POWERED BY **ABC**

SPONSORSHIP GUIDE

MAY 13-16, 2024
SAVANNAH, GA

QUESTIONS? EMAIL US
BAILEY@AMERICANBIOGASCOUNCIL.ORG

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Sponsorship Packages

TITLE SPONSOR - SOLD OUT

limit 1

- (5) Registrants
- 20x20 booth space (in a premium location)
- Title logo: Partner logo presented in lock-up with BIOGAS AMERICAS 2024 logo.
  - This logo is used throughout the year in email marketing, signage, website integration, etc.
- Sponsor logo and link on biogasamericas.com home page and sponsor page
- Complimentary suite upgrade at the hotel
- Master of Ceremonies opening the 2024 event at the Opening Keynote Session
- Joint press release to the industry announcing title partner
- Signage in the registration area
- Dedicated marketing email announcing title sponsorship
- (4) Twitter posts and (1) LinkedIn post
- About Title Sponsor page on biogasamericas.org page and in the event app. Can either be a page hosted on biogasamericas.org or link directly to your About page on your website
- Opportunity to distribute marketing materials at registration desk
- Full page color advertisement in conference brochure either on inner cover or back page

ELITE SPONSOR $29,000

limit 6

- (4) Registrants
- 10x20 booth space
- (4) Twitter posts including sponsor logo
- 3' x 7' sign onsite in a prominent location
- Full page color advertisement in BIOGAS AMERICAS conference brochure
- Inclusion on the two 3×7 sponsor recognition signs in the meeting area public space
- Virtual booth space event app
- Opportunity to distribute marketing materials at registration desk
- Logo and link on biogasamericas.com and in marketing emails

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Sponsorship Packages

PRIME SPONSOR $14,000

limit 12

- (3) Registrants
- 10x10 booth space in an upgraded location
- Logo recognition on PowerPoint slides
- (2) Twitter post including sponsor logo & link
- ½ page color advertisement in BIOGAS AMERICAS conference brochure
- Sponsor logo and link on biogasamericas.com and in marketing emails
- Logo in conference brochure

SUPPORT SPONSOR $9,000

limit 20

- (2) conference registrations
- 10×10 exhibit space
- Virtual booth space event app
- Sponsor logo and link on biogasamericas.com and in marketing emails
- Logo in conference brochure
- Logo recognition on PowerPoint slides

EXHIBIT SPACE PRICING

TIER	SIZE	SQ FT	CONF REG	COST
1	20X20	400	5	**$18,000**
2	10X30	300	4	**$12,550**
3	10X20	200	3	**$8,600**
4	10X10	100	2	**$4,750**

Includes: Virtual presence on event app, and company name and link on biogasamericas.com and all marketing emails. ABC Members receive 10% off exhibit only opportunities.

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Networking Events

Tuesday Exhibit Hall Happy Hour

Location: Exhibit Hall
Details: Treat attendees to complimentary drinks at this kickoff event. Includes (1) conference registration, logo inclusion on a sign, sponsor toast, half-page ad in conference brochure, logo signage at the bar and on biogasamericas.com.
Cost: $12,000 (limit 3)

Biogas Industry Mixer (Wednesday)

Location: Exhibit Hall
Details: Treat attendees to complimentary drinks at this popular networking event. Includes (1) conference registration, logo inclusion on a sign, sponsor toast, half-page ad in conference brochure, logo signage at the bar and on biogasamericas.com.
Cost: **$12,000** (limit 3)

Riverboat Cruise - SOLD OUT

Location: Pick up & drop off from the Westin
Details: Present the Riverboat Cruise Networking Event. Receive 36 VIP tickets for a private VIP room and provide food and drinks to guests. Signage and branded items included. Sponsor will give a toast before departure.
Cost: **$25,000** (limit 1)

Dink & Drink Pickleball Networking Event - SOLD OUT

Location: Tennis Courts at the Westin
Details: Present the Pickleball Skills Clinic. Logo on souvenir paddle boards for guests. Signage around the courts. (4) free registrants. Logo inclusion on all marketing.
Cost: $5,000

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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Meal Sponsorship Opportunities

Morning Starter Sponsor - SOLD OUT

Details: Logo on coffee station and event website. Receive a 3x7 sign and a 1/2 page brochure ad. Includes (1) conference registration.

Cost: $5,000 (1)

Coffee Break Sponsor - SOLD OUT

Details: Logo on coffee station and event website. Receive a 3x7 sign and a 1/2 page brochure ad. Includes (1) conference registration.

Cost: $5,000 (2)

Lunch Sponsor

Details: Logo on lunch buffet and event website. Receive a 3x7 sign and a 1/2 page brochure ad. Includes (1) conference registration.

Cost: $10,000 (2)

Women in Biogas Luncheon Presenting Sponsor - SOLD OUT

Details: Receive (1) conference registration, (4) reserved seats at luncheon, 1/2 page brochure ad, signage, logo on event website, table top recognition and speaker opportunity.

Cost: $7,500 (1)

Women in Biogas Luncheon Support Sponsor

Details: Logo in brochure, on event website, on slides at luncheon, (1) reserved seat at luncheon.

Cost: $750

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Advertising Opportunities

Full Page Color Ad

Details: Full page color ad featured in conference brochure. Sponsor provides final artwork.
Cost: $3,250 *(limit 4)*

Half Page Color Ad

Details: Half Page color ad featured in conference brochure. Sponsor provides final artwork.
Cost: $1,800 *(limit 4)*

Quarter Page Color Ad

Details: Quarter page color ad featured in conference brochure. Sponsor provides final artwork.
Cost: $900 *(limit 8)*

Banner Ad on Event App

Location: Mobile Event App
Details: Your ad rotates with others in Event App, includes link. Sponsor provides final artwork.
Cost: $900 *(limit 4)*

Website Banner

Location: Biogas Americas Event Webpage
Details: Your banner featured on biogasamericas.com, includes link. Sponsor provides final artwork.
Cost: $900 *(limit 4)*

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Biogas Golf Open Opportunities

Presenting Sponsor

Details: Golf for four, half page ad, multiple branding opportunities onsite (golf balls, towel, windshield sticker), on biogasamericas.com, email banners, and the chance to address the golfers at shotgun start.
Cost: $7,500 *(limit 1)*

Golfer Lunch Sponsor

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

Cooler Sponsor - SOLD OUT

Details: Golf for one, (2) branded coolers filled with non-alcoholic beverages on each cart. Cooler will be golfer's souvenir.
Cost: $2,500 *(limit 1)*

Beverage Cart Sponsor - SOLD OUT

Details: Golf for two, provide two drinks per golfer, multiple branding opportunities onsite and on biogasamericas.com.
Cost: $4,500 *(limit 1)*

Competition Hole Sponsor - SOLD OUT

Details: Golf for two, branded award presented to the winner, yard sign at hole. Choice of Longest Putt, Longest Drive and Closest to the Pin.
Cost: $1,500

Putting Contest Sponsor

Details: Golf for one, yard sign at practice green, $500 prize awarded to the winner. Logo on website.
Cost: $1,500

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Onsite Opportunities

WiFi Sponsor

Location: Mobile Event App
Details: Connect with attendees with app/signage recognition, custom password includes sponsor name
Cost: $15,000 *(limit 1)*

Meterboard Signage

Location: Multiple
Details: Sponsor message on 3' x 7' signage in high traffic areas
Cost: $1,500 *(limit 6)*

Lanyard Sponsor - SOLD OUT

Location: Handed out at registration
Details: Logo integration on the conference lanyard
Cost: $5,000

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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 2024 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 2024 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

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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.

◆ Shepard
Vector Logo at 100% scale.

Shen?
Vector Logo at 200% scale.

◆ Shepard
Raster Logo at 100% scale.

Shen?
Raster Logo at 200% scale.

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.