

## 2009 Sponsor and Exhibitor Information

### Deadlines, Setup and Display Hours, Shipping Details, etc.

Thank you for your participation in the **2009 Fall Refining and Equipment Standards Meeting**, November 9-11, 2009, at the Hyatt Regency Dallas, Dallas, Texas. Your interest and support of our sponsor and exhibitor program is greatly appreciated.

Please read the following information carefully and note the important deadlines below:

As a **Sponsor**, your company is entitled to:

- Printed acknowledgement of the sponsorship in the on-site program, featuring a one-page, color marketing flyer with information about the company and listing a marketing representative and contact information.
- Customized sign with the company name at the sponsored function.
- Your company listed as a sponsor on the API website with a link to your company website.
- Use of a "Sponsors Only Table" (shared table) in our registration area for distribution of company literature and hospitality invitations.
- Use of a display table during the Monday night Welcome Reception
- One (1) complimentary registration with a \$1,500 sponsorship.
- A "Sponsor" ribbon affixed to the company representative's badge for easy identification.

As an **Exhibitor**, your company is entitled to:

- A six-foot, tabletop exhibit space in the registration area to display company products and/or services Monday and Tuesday where you will have direct exposure to a targeted audience. All coffee/refreshment breaks will be set up in the same area as exhibitors.
- Printed acknowledgement of your exhibit in the on-site program, featuring a one-page, color marketing flyer with information about the company and listing a marketing representative and contact information.
- Your company listed as an exhibitor on the API website with a link to your company website.
- An "Exhibitor" ribbon affixed to the company representative's badge for easy identification.
- Welcome breakfast, reception, and coffee/refreshment breaks for one company representative. *The fee for Additional Representatives is \$75 for food and beverage functions. (See Exhibitor Application)*

As a **Meeting Contributor**, your company is entitled to:

- Printed acknowledgement of your contribution in the on-site program with a brief description of what your company does.
- Use of "Sponsors Only Table" (shared table) in the registration area for distribution of company materials.
- A "Meeting Contributor" ribbon affixed to the company representative's badge for easy identification.

**Important Requirements and Deadlines for Sponsors and Exhibitors:**

Sponsor and exhibitor applications and agreements	Fax 202-682-8222 by <b>October 2</b> . Please be sure your company information is provided appropriately as it will be listed as indicated on your application.
Lanyards or registration bags	Artwork in JPG <u>and</u> EPS files due to API by <b>September 25</b> . Please email files to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> . Fax your completed sponsor application and agreement to 202-682-8222 in order for work on the lanyards or bags to begin.
One-page, color marketing flyer	Provide in a high resolution JPG or PDF file by <b>October 2</b> . Email to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> .
Company logo	Provide in a high resolution JPG file by <b>October 2</b> . Email to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> .
Company URL	Email by <b>October 2</b> to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> .

**Exhibitor Set-Up and Exhibitor Hours:**

Sunday, November 8	Set-Up (unless otherwise specified)	1:00 pm – 4:00 pm
Monday, November 9	Exhibit Hours	7:00 am – 5:00 pm
Tuesday, November 10	Exhibit Hours	7:00 am – 5:00 pm
Tuesday, November 10	Tear down your exhibit table display	Between 5:00 pm – 6:00 pm

Hotel staff will set up your tables in the afternoon, Sunday, November 9<sup>th</sup>. You may begin setting up your exhibit table Sunday at 1:00 pm, unless otherwise specified. It would be helpful to set up on Sunday, if possible, so that if you need any assistance, the hotel staff can help. Sunday afternoon will be less busy than Monday morning since most people will be arriving on Monday.

Table selection will be made on a first-come, first-served basis. If you have questions regarding the location of your table before then, contact Arnetta Smith at 202-682-8149 or [smitha@api.org](mailto:smitha@api.org).

Your **exhibit fee covers table set-up, two chairs, and a standard electrical outlet**. If you have additional electrical or audio/visual needs, contact Rizwan Naqvi, CMP, LES, Catering/Convention Services at 214-712-7252 to make those arrangements at your expense.

**Exhibitor Raffle**

In an effort to encourage attendees to visit with exhibitors, a special break will be held 2:30 pm – 3:00 pm on Monday and Tuesday. We've found this to be a great way for exhibitors to meet many of the attendees. All exhibitors are encouraged to bring at least 2 prizes (one for each day's drawing) for donation to the Registration Desk no later than 12:00 noon on Monday and Tuesday, November 9 and 10.

## Shipping Information

Come prepared with enough materials about your company to distribute to attendees. You may ship materials ahead of your arrival. **Please do not ship them to arrive at the Hyatt Regency Dallas before Thursday, November 5<sup>th</sup>.** You may call the hotel and ask for Shipping and Receiving to verify that your packages have been received. The hotel phone number is 214-651-1234.

Please address packages as follows:

### **Company Representative's Name (Hotel Guest)**

Hyatt Regency Dallas  
300 Reunion Boulevard  
Dallas, Texas 75207

**Hold for Arrival: [Representative's arrival date]**

**Materials for the API Spring Refining and Equipment Standards Meeting**

Please be aware that you will also be responsible for any package handling fees associated with the delivery of your items once they arrive at the hotel. You will also be responsible for the return shipment of your exhibits. You may make arrangements with Shipping and Receiving at the Hyatt Regency Dallas. Be sure to bring your shipping account information if appropriate.

### **Exhibit Security**

You will have access to limited storage in the API Office where you may secure **small** items such as monitors during the night, if you wish, or you may take them to your hotel room. However, the Hyatt Regency Dallas and API cannot be responsible for your items in case of theft, loss or damage in any way. You are responsible for the security of your materials and products at all times. If you need to leave shipping crates in the hotel's loading dock area, be sure that they can be secured safely until you will need them for return shipment.

Hotel security personnel will insist that you safeguard laptops, computers, other valuable equipment, etc. Please do not leave them unattended at any time.

**NOTE:** Your signed Exhibitor Agreement is required by API before you can set up your exhibit.

Please contact Arnetta Smith at 202-682-8149 or [smitha@api.org](mailto:smitha@api.org) if there are any questions regarding the above information.

Thank you for your participation. We look forward to seeing you soon!

*Arnetta*

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