



CAAFI Expo 2014 Commercial Sponsorship, Engagement and Recognition Program

As the alternative aviation fuels industry continues to mature, many fuel producers, feedstock suppliers, research & testing centers, and existing airline fuel suppliers are increasingly looking for ways to convey their unique commercial messages to potential customers and business partners.

We invite you to use the CAAFI Meeting and Expo -- which is attracting the entire global leadership of this new industry, plus the government and private sector decision-makers who will continue to influence its continued growth and development -- to your commercial advantage by acting as a sponsorship partner at the CAAFI Expo 2014.

Our sponsorship program is designed to offer you a wide range of specific ways to engage this influential audience, and increase the return-on-investment you achieve from your marketing budget.

We have a simple, straight-forward, sponsorship package of branding, promotion, recognition and engagement rights and benefits. In addition, we are able to work with you on a one-to-one basis to offer customized elements to more closely support your specific marketing message.

Prime Sponsor

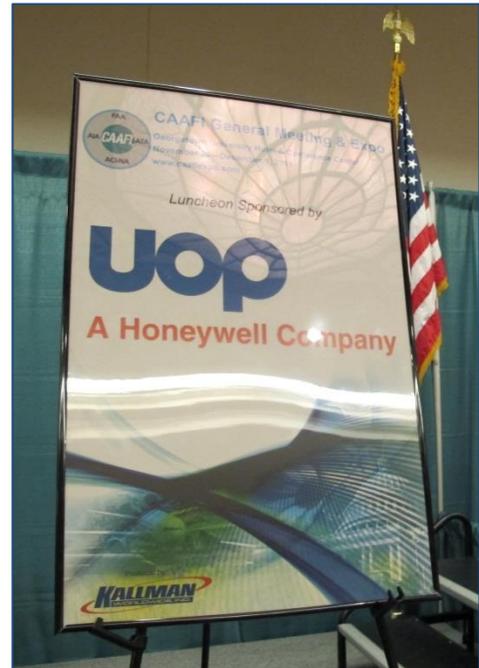
VIP Networking and Visitor Engagement

- **Exhibit Booth:** You will have exclusive use of a prime-location exhibit booth area positioned within the area used for breakfast, coffee breaks and the CAAFI Evening Reception. Your booth will include draped full-height back and half-height side partitions, skirted table with two chairs, electrical power plug, literature display rack, carpeting.
- **VIP Networking:** Your company's designated executive will be invited to join a receiving line and photo opportunity with VIP government and private-sector guests attending the event.
- **Networking Opportunity:** You will receive one complimentary full-registration to the overall CAAFI General Meeting 2014, enabling you to attend the meeting sessions and related social programs and events (a \$450 value).
- **Presentation Area Access:** You will have exclusive use of a 50-person capacity fully-equipped presentation room to invite your customers to a pre-arranged private session to learn about your special commercial capabilities, approaches and growth plans.



Branding and Promotion

- **Website:** Your advertising banner will be displayed in rotation with other sponsors on the homepage of the CAAFI Meeting website in the lead-up to the meeting. This advertising banner will be hyperlinked to your own web site.
- **Plasma Screen Advertising:** You will receive 5 minutes of air time per hour throughout the course of the show on the video screen displayed at the entrance to the CAAFI Meeting and Expo area at the Washington Marriott.
- **Floor Plan Signs:** Your company name, logo will be displayed on the Floor Plan Boards positioned within the rooms used for the CAAFI Meeting Plenary and Breakout Sessions.
- **Print Advertising:** You will receive a complimentary full-page / full-color advertisement in a prominent position in the *CAAFI General Meeting 2014 Guide*.
- **Backdrop of Meeting:** Your logo will appear on the screens erected on either side of the plenary session stage at the start and conclusion of each days activities, as well as between each component session.



Recognition

- **Before the show:** You will be recognized in print and electronic pre-Expo promotional materials mentioning sponsors.
- **Before the show:** We will distribute a pre-show media release thanking you for your support of the CAAFI Meeting and Expo 2014.
- **Before the show:** You will be recognized with your logo on display on the home page of the CAAFI General Meeting and Expo Website..
- **Before the show:** Your name and logo will be displayed on the front cover of the *Guide to the Alternative Aviation Fuels Industry*, distributed before the event in an electronic format to a targeted professional global audience.
- **On Opening Day:** You will be orally acknowledged during the opening remarks.
- **On Opening Day and Throughout the Meeting:** Your logo will be displayed on free standing signage mounted at the entrances to the CAAFI General Meeting Plenary Session.
- **Throughout the Week:** You will be given a full-page editorial write-up in a prominent position in the *Guide to the Alternative Aviation Fuels Industry*.



Your Investment to be appointed a **PRIME SPONSOR** of the CAAFI General Meeting and Expo 2014 and receive the full package of rights and benefits listed above is just \$3,450 (Three Thousand Four Hundred and Fifty Dollars)

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