

Conference Sponsorship and Exhibit Opportunities

September 1-2, 2015

Atlanta, Georgia



A Steel Summit Conference sponsorship provides the opportunity for exposure to senior executives in the steel, manufacturing, and distribution industries. Enhance your brand, develop leads, and increase awareness with more than 300 conference attendees as well as in *Steel Market Update*, which reaches more than 10,000 people each week.

Sponsorships and exhibit opportunities are available in a range of price levels. All sponsors and exhibitors receive brand and company exposure on signage, big screen displays in the general sessions, the conference program, the SMU webpage, and more. And, there are numerous networking opportunities throughout the conference to engage buyers and develop leads.



Sponsorship Levels

CONFERENCE PARTNER

The conference partner can utilize the conference as a personal platform without the effort needed to organize and staff an event. A full range of benefits is offered, including the most prominent signage at the conference, complimentary display space, and on screen recognition throughout the event. Your logo is included on all conference materials, e-marketing about the conference, the SMU conference webpage, and on screen during the conference. With partnership you receive a full-page ad in the conference program, a 560x120 pixel banner ad in the *Steel Market Update* newsletter for the month leading up to the conference, and the opportunity to include program inserts featuring your company. Also included are two complimentary passes to the conference and a unique opportunity for lunch with keynote speaker Alan Beaulieu from the Institute of Trend Research.

NETWORKING RECEPTION SPONSOR

Become the only company hosting the Networking / Cocktail Reception and use this opportunity to meet and greet conference attendees and develop leads. Included are a half-page ad in the conference program and a 220x160 pixel ad in the *Steel Market Update* newsletter for the month leading up to the conference. Additional marketing opportunities include special signage at the networking reception, your company logo on conference materials and related e-marketing about the conference, on the SMU conference webpage, and on screen during the event. You can work with the SMU team to develop program inserts to distribute to all conference guests. One complimentary pass to the conference is included.

PLATINUM SPONSOR – LUNCH

The Platinum (lunch) sponsor will be the designated host for that day's luncheon with signage prominently displayed throughout the lunch area as well as on screen. A half-page ad in the conference program and a 220x160 pixel ad in the *Steel Market Update* newsletter for the month leading up to the conference are included. Your company logo will be displayed on all conference materials, related e-marketing about the conference, and on the SMU conference webpage. Special signage will recognize your company as the lunch host. One complimentary pass to the conference is included, and platinum sponsors have the opportunity to develop program inserts for distribution to all conference guests.

GOLD SPONSOR – COFFEE

Use this sponsorship as your opportunity to have your company prominently represented at the coffee areas continuously throughout the day. Included is a quarter-page ad in the conference brochure, a 220x160 pixel ad in the *Steel Market Update* newsletter for the month leading up to the conference, special signage at the coffee area, and your company logo displayed on conference materials, related e-marketing about the conference and on the conference webpage. Gold sponsors also have the opportunity to develop program inserts for distribution to all conference guests.

SILVER SPONSOR – BREAKS

Your company name and logo will be on screen before the breaks and displayed at the break area outside of the meeting rooms. Included is a quarter-page ad in the conference brochure and a 220x160 pixel ad in the *Steel Market Update* newsletter for the month leading up to the conference. Your company logo will be displayed on all conference materials, on related e-marketing about the conference, the conference webpage, and signage during the breaks. Silver sponsors can also take advantage of the opportunity to use program inserts for distribution to all conference guests.

COMPANY PROMOTIONAL TABLES

Do you want to have the opportunity to personally represent your company and distribute your materials at the Steel Summit? A limited number of promotional tables or spaces (eight foot) are available in the reception area outside of the meeting rooms. Breaks will also be centered in this area. Take advantage of this opportunity and you will receive a free quarter-page ad in the conference program and your company logo will be represented on conference materials, related e-marketing about the conference, and on the conference webpage. Also included is one complimentary pass to the conference.

2015 SPONSORSHIP OPPORTUNITIES



CONFERENCE PARTNER	NETWORKING RECEPTION	PLATINUM SPONSOR (LUNCH)	GOLD SPONSOR (COFFEE)	SILVER SPONSOR (BREAK)
Full participating conference partner	Host Day 1 networking reception	Host lunch on designated day	Host coffee on designated day	Host the break on designated day

Private Lunch with Keynote Speaker Private lunch for you and your guests on day 2 with Alan Beaulieu, Institute for Trend Research	For the host and their guests				
Complimentary Tickets Full access to all conference events	Two Complimentary Passes	One Complimentary Pass	One Complimentary Pass		
Company Display Space Display space provided in conference gallery or hallway (eight feet)	Most Prominent	Optional			
Complimentary Marketing Your logo posted on all conference materials with recognition as a corporate sponsor, included on all e-marketing pieces about the conference and on the SMU webpage describing the conference.	Most Prominent	Prominent	Included	Included	Included
Special signage	Throughout the Conference	At the Networking Reception	At Lunch on host day	At the coffee area on host day	At the break area on host day
Ad in the conference program with company name, company description & logo	Full page	Half page	Half page	Quarter page	Quarter page
Ad on the home page of the SMU website and in the newsletter for the month of August, leading to the conference	560 x 120 Banner ad	220 x 160 pixels	220 x 160 pixels	220 x 160 pixels	220 x 160 pixels
Recognition during the conference as a sponsor	Included	Included	Included	Included	Included
Company Logo and Tag Line on screen visuals in-between sessions	Included	Included	Included	Included	Included
Option to provide program inserts	Included	Included	Included	Included	Included

\$10,000	\$4,000	\$3,500	\$2,000	\$1,500
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Company Promotional Tables Eight foot promotional tables or booth spaces are available in the reception area outside of the meeting rooms to display your company information. Internet and electrical hook-ups are available when requested in advance of the conference	Included	\$2,500 Includes a quarter-page ad in the conference brochure, a 220 x 160 pixel ad in the <i>Steel Market Update</i> newsletter for the month leading up to the conference, and your company logo displayed on conference materials, related e-marketing about the conference and on the conference webpage. One complimentary pass to the conference is also included.			
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