Maximizing the Return on Your Sponsorship Investment
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Thank you for Sponsoring ACE 2020!

ACE Sponsors are vital to our ability to continue the now-113 year tradition of providing meaningful and insightful technical programming and networking opportunities for generations of environmental professionals. Your support helps to defray the many costs associated with presenting ACE 2020, enabling advancement of our mission:

To lead in the professional development and critical environmental decision-making of our members, and provide a neutral forum for exchanging information.

The sponsor recognition program at ACE 2020 uses a two-pronged approach designed to meet and support your specific marketing communication needs, and position your organization as a leader in the environmental industry. Thus, we offer a package of Core Benefits and Premium benefits tailored to the level of sponsorship.
Sec. 2

Sponsor Core Benefits: *Brand Visuals*

- Company logo w/hyperlink on the conference website HOME and SPONSORS page(s)
- Company description w/hyperlink on the SPONSOR PROFILES page

ALL SPONSORS RECEIVE A PACKAGE OF Core Benefits

- Company logo in pre-conference communications
- Onsite signage with company logo where applicable

Company logo and brief company description in the printed and digital conference final program
Claiming Sponsorship Core Benefits

- **SUBMIT a High-Resolution digital logo.** Sponsors logo appears on the HOME and SPONSORS page(s) of the conference website (with hyperlink to sponsor website). The format—.eps, .ai; .png, etc.—may vary but must be at least 300 pixels per inch (ppi) for the highest quality image. And, because the logo displays from submission through the end of the conference cycle, sponsors are encouraged to submit their logo early on.

- **SUBMIT a Brief Company Description.** The description, not to exceed 50-words, provides attendees a snapshot of the sponsors history, markets, goods and services. Submission should be arranged as early as possible, although can be edited if necessary until a month or so before the conference when the final program goes to print. The logo, website URL, and description appear in the printed and electronic (PDF) final program.

- Company descriptions may be submitted by email to jschurman@awma.org. The sooner we receive the logo the sooner sponsor core benefits kick in.
Premium Benefits

Complimentary Conference Registrations
Discount on an Exhibit Booth Space
One-page insert in conference bag
Recognition at Sponsored Event or Item of Choice

Final Program Ad
EM Magazine Ad
Recognition at Keynote Session
Recognition at Honors & Awards Ceremony

**BRONZE SPONSORS AND HIGHER RECEIVE ADDITIONAL Premium Benefits**

*Benefits vary by sponsorship level*
### Sponsorship Packages At-a-Glance*

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>General Conference</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost (US Dollars)</strong></td>
<td>Customizable</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$6,500</td>
<td>$4,500</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Core Benefits</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Complimentary Conference Registrations</strong></td>
<td>Customizable</td>
<td>10</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Recognition at Sponsored Event or Item of Your Choice</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Discount on Your Exhibit Booth</strong></td>
<td>Customizable</td>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>One-page insert in conference bag</strong></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Program Ad</strong></td>
<td>Full-Page Color</td>
<td>Full-Page Color</td>
<td>Half-Page Color</td>
<td>Half-Page Color</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EM Magazine Ad</strong></td>
<td>Full-Page Color</td>
<td>Full-Page Color</td>
<td>Half-Page Color</td>
<td>Half-Page Color</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Session and Honors &amp; Awards Recognition</strong></td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Benefits vary by sponsorship level
Claiming Sponsorship Premium Benefits

- Complimentary Conference Registrations
- Recognition at Sponsored Events or Item of Choice
- Discount on Exhibit Booth Space
- One-page Insert in Conference Bag
- Final Program Advertisement
- Advertising Submission Instructions
- EM Magazine Advertisement
- Recognition at Keynote Session and Honors & Awards Ceremony
Complimentary Full-Conference Registrations (Bronze and above)

- Complete and return one (1) Sponsor Complimentary Conference Registration Form for each eligible attendee (available on the Sponsor page). The PDF has form-fill capabilities to minimize duplication of attendee information. Attendee contact information will appear in pre- and post-conference Attendee List(s).
- Attendees may pick up their name badges at the Registration Desk upon arriving at the conference facility.
- Complimentary Registration forms may be submitted by email to jschurman@awma.org or registrar garmstrong@awma.org.
Claiming Premium Benefits (cont.)

Item or Event Sponsorships (Bronze and above)

**Diamond Sponsor**
Honors and Awards Ceremony and Luncheon
Networking Reception in the Exhibit Hall
Or Selection of a Platinum-Bronze Item/Event

**Silver Sponsor**
Critical Review
Student Awards Ceremony
Technical and Student Poster Session
Or Selection of a Bronze Item/Event

**Platinum Sponsor**
Networking Reception in the Exhibit Hall
Conference Proceedings
Attendee Badge Holder
Or Selection of a Gold-Bronze Item/Event

**Bronze Sponsor**
Environmental Challenge (ECi)
Young Professional/Student Social
Student Welcome Reception
Young Professional Mentor Breakfast
Technical Program Session (choice of one)

**Gold Sponsor**
Exhibit Hall Grand Opening Ribbon Cutting
Tuesday or Wednesday Breakfast in the Exhibit Hall
Exhibition Showcard and Booth Crawl
Or Selection of a Silver-Bronze Item/Event

Please email Item/Event Sponsorship selection to jschurman@awma.org
Claiming Premium Benefits (cont.)

Exhibit Booth Space Discount (Silver and above)
- A Chart of Exhibit Space discounts appears nearby.
- To claim the benefit, sponsors may enter the discounted booth space fee in the “Build your booth” section of the same, or separate Sponsor-Exhibitor Agreement form.
- Exhibit space registrations may be submitted by email to jschurman@awma.org.

### Exhibit Space Discount by Sponsorship Level

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Discount Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Customizable</td>
</tr>
<tr>
<td>Diamond</td>
<td>20%</td>
</tr>
<tr>
<td>Platinum</td>
<td>20%</td>
</tr>
<tr>
<td>Gold</td>
<td>10%</td>
</tr>
<tr>
<td>Silver</td>
<td>10%</td>
</tr>
</tbody>
</table>
One-Page Insert in Conference Bag (Silver and above)

- Sponsors are responsible to create, print, and ship their promotional insert supply to the conference venue; do not send materials to the A&WMA staff offices.
- Sponsors are strongly advised to send their shipment to the Fern Advance Warehouse for bulk delivery to the venue. Sponsors are also discouraged from sending literature to the conference facility, as shipping/receiving policies, weekend closures, and other circumstances may result in your literature being delayed or not arriving on site in a timely fashion.
- Literature not delivered prior to the Sunday immediately preceding the start of the conference will arrive too late to be placed in the tote bags. In these instances, the promotional flyer will be placed on the Registration Desk counter.
Final Program Advertisement  (Gold level and above)

• Please notify A&WMA staff at least 60 days prior to the conference that you will be providing artwork for an advertisement. Send notification to the email address below.

• Sponsor may place an advertisement in the Conference Final Program. As with one-page tote bag inserts discussed above, sponsors are responsible to create and digitize their ad artwork.

• Email completed artwork to jschurman@awma.org at least six weeks (6 weeks) prior to the start of the conference. Table 2-4 details the artwork specifications.
Advertising Submission Instructions

URL must accompany all ads. Please supply only a print-ready PDF file.

Submitting files:

• Please submit files using one of the following (2) options: Adobe PDF is the preferred delivery method. If the file is too large, please use Dropbox (yours or ours*) or similar file sharing and storage solution.

• We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded. Do NOT include printer’s marks (crop marks, registration marks, etc.) in the file submission.

• All colors should be RGB. We cannot guarantee an exact color match. If advertiser requires a critical color match, please contact your Traffic Coordinator.

• The publisher is not responsible for publishing errors due to incorrect file preparation. We use an on-screen softproofing process. You are not required to send a printed proof.

*If using your Dropbox, please send email authorizing file sharing access to jschurman@awma.org; if using our Dropbox, send email address requesting an invitation to share file.
Claiming Premium Benefits (cont.)

**EM Magazine Conference-Edition Advertisement** (Gold level and above)

- The EM Magazine advertisement process is the same as the Final Program Advertisement specifications in the nearby subsection with the exception of the submission deadlines below.
- Please notify your A&WMA contact that you will be providing artwork for your EM advertisement no later than March 10.
- Please submit ad artwork no later than April 10.

**Keynote Session and Honors & Awards Ceremony Recognition** (Diamond level and above)

- This benefit applies only to General and Diamond Sponsors, and involves recognition from the podium. No additional sponsor action is required.
Contact for Additional Information:

Jeff Schurman
Business Development Manager

412-904-6003
- or -
jschurman@awma.org