



2012 Sponsor and Exhibitor Information

Deadlines, Table Setup Hours, Display Hours, Shipping Details, etc.

Thank you for your participation in the [2012 E&P Standards Conference on Oilfield Equipment and Materials](#), June 11-15, 2012, at The Westin Westminster in Westminster, Colorado. Your interest and support of our sponsor and exhibitor program is so 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.
- 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 through Wednesday 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 May 11 . Please be sure your company information is provided appropriately as it will be listed as indicated on your application.
Lanyards or registration bags	Artwork due to API by April 27 . Please email in a high resolution <u>JPG file</u> and an <u>EPS file</u> to Arnetta Smith at smitha@api.org . Fax your completed sponsor application and agreement to 202-682-8222 in order for work on the lanyards or bags can begin.
One-page, one-sided, color marketing flyer	Provide in a high resolution PDF file by May 11 . Email to Arnetta Smith at smitha@api.org .
Company logo	Provide in a high resolution JPG file by May 11 . Email to Arnetta Smith at smitha@api.org .
Company URL	Email by June 3 to Arnetta Smith at smitha@api.org .

Exhibitor Set-Up and Exhibitor Hours:

Sunday, June 10	Set-Up	1:00 pm – 4:00 pm
Monday, June 11	Exhibit Hours	7:00 am – 5:00 pm
Tuesday, June 12	Exhibit Hours	7:00 am – 5:00 pm
Wednesday, June 13	Exhibit Hours	7:00 am – 5:00 pm
Wednesday, June 13	Tear-Down	Between 5:00 pm – 6:00 pm

Hotel staff will set up your tables in the afternoon, Sunday, June 10th. You may begin setting up your exhibit table Sunday at 1:00 pm. 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.

Your **exhibit fee covers table set-up, two chairs, and a standard electrical outlet**. If you have additional electrical or audio/visual needs, contact Karen Prazak, 303-410-5028 to make those arrangements at additional costs.

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 Westin Westminster before Thursday, June 6th**. Remember to allow time for your materials to clear customs. You may call the hotel and ask for Shipping and Receiving to verify that your packages have been received. The hotel phone number is 303-410-5000.

Please address packages as follows:

Your Company Representative's Name (Hotel Guest)

The Westin Westminster
10600 Westminster Boulevard
Westminster, Colorado 80020

Hold for Arrival: [Representative's arrival date]

Materials for the API E&P Standards Conference

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 hotel. Be sure to bring your shipping account information if appropriate.

Exhibit Security

You will have access to very limited storage in the API Office where you may secure **small** items such as monitors during the night only, if you wish, or you may take them to your hotel room. However, The Westin Westminster 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 may set up your display.

Exhibitor Raffle

In an effort to encourage networking with attendees and exhibitors, we will hold an afternoon break at 2:30 pm Monday and Tuesday afternoons.

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, June 11 and 12. Value should be less than \$25.

Please contact Arnetta Smith at 202-682-8149 or 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

Arnetta C. Smith, CMP
Senior Events Manager
Global Industry Services
Training & Events
American Petroleum Institute
1220 L Street, NW, 9th Floor
Washington, DC 20005-4070
Tel: 202-682-8149 Fax: 202-682-8222
smitha@api.org
www.api.org/meetings