

## 2013 Sponsor and Exhibitor Information

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

Thank you for your participation in the [2013 Spring Refining and Equipment Standards Meeting, April 22-24, 2013](#), at Caesars Palace Las Vegas, Las Vegas, Nevada. 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.
- Distribution only, through the meeting website, of invitations to off-site, meeting related, educational activities that are planned and sponsored by your company where RSVP's are needed before the meeting. Must meet API guidelines for outside activities.
- 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 only, where you will have direct exposure to a targeted audience. All coffee/refreshment breaks will be set up in the same area as exhibitors.
- Table and 3 chairs to meet and talk with your customers and other participants of the targeted audience at this meeting.
- Internet access Monday and Tuesday at your display table *if requested*.
- 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>March 29, 2013</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>March 15, 2013</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>March 29, 2013</b> . Email to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> .
PDF of invitation to a sponsored Meeting Related, Educational Activity  <b><u>SPONSORS ONLY</u></b>	Distribution only, through the meeting website, of invitations to off-site, meeting related, educational activities that are planned and sponsored by your company where RSVP's are needed before the meeting. Must meet API guidelines for outside activities. Email PDF file to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> by <b>March 29, 2013</b> , or sooner based on when you require responses. API assumes no responsibility for the performance of your event based on receipt of these invitations.
Company logo	Provide in a high resolution JPG file by <b>March 29, 2013</b> . Email to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> .
Company URL	Email by <b>March 29, 2013</b> to Arnetta Smith at <a href="mailto:smitha@api.org">smitha@api.org</a> .

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

Sunday, April 21	Set-Up (unless otherwise specified)	1:00 pm - 5:00 pm
Monday, April 22	Exhibit Hours	7:00 am - 5:00 pm
Tuesday, April 23	Exhibit Hours	7:00 am - 4:00 pm
Tuesday, April 24	Tear down your exhibit table display	At 5:00 pm

*Note: You may take down your exhibit table prior to 5:00 pm if you wish. However, the displays must be removed by 6:00 pm on Tuesday.*

Hotel staff will set up your tables in the afternoon, Sunday, April 20<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.

Tables will be identified with the company name. If you have questions regarding the location of your table, please talk with Arnetta Smith on-site.

Your **exhibit fee covers table set-up, two chairs, and a standard electrical outlet**. If you have additional electrical or audio/visual needs, contact Michael Karpanty, Catering and Conference Services Manager, at **702.866.1162** or [mkarpanty@caesars.com](mailto:mkarpanty@caesars.com) to make those arrangements at your own 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, April 22 and 23.

## 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 packages to arrive at the hotel before Thursday, April 16<sup>th</sup> as they could be misplaced.** You may call the hotel and ask for Shipping and Receiving to verify that your packages have been received. The hotel phone number is 702-731-7110.

Please address packages as follows:

Company Representative's Name (**Hotel Guest**)  
Hold for Arrival [**Representative's arrival date**]  
Caesars Palace Las Vegas  
3570 Las Vegas Boulevard, South  
Las Vegas, Nevada 89109  
702-731-7110

### **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 Caesars Palace Las Vegas. 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, if you wish, or you may take them to your hotel room. However, the Caesars Palace Las Vegas 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 display.

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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