



Thank you for your participation in the **2018 Spring Refining and Equipment Standards Meeting, April 16-20, 2018**, at the Sheraton Seattle. 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. **(See ad specs.)**
- Customized sign with the company name at the sponsored function.
- If reception sponsorship is chosen, your company logo will also be displayed electronically during the reception.
- Use of a display table during the Monday night Welcome Reception, if desired.
- Your company listed as a sponsor on the API website with a link to your website.
- One (1) complimentary registration with a \$2,000 or larger sponsorship. Complete a separate registration form for this person and reference this sponsorship benefit.
- A "Sponsor" badge for easy identification.

As an **Exhibitor**, your company is entitled to:

- A six-foot, tabletop exhibit space near the registration area to display company products and/or services Monday and Tuesday. (Setup 1:00 pm – 5:00 pm)
- Wi-Fi access at your display table.
- All coffee/refreshment breaks during the day; special networking break, 2:30 pm – 3:00 pm, Monday and Tuesday.
- Printed acknowledgement of the exhibit display in the on-site program; featured one-page, color marketing flyer about your company with marketing contact information. **(See ad specs.)**
- Your company listed as an exhibitor on the API website with a link to your company's website.
- An "Exhibitor" badge for easy identification.
- Welcome breakfast (general session), reception, and coffee/refreshment breaks for one company representative.

**Important Requirements and Deadlines for Sponsors and Exhibitors:**

<b>Sponsor and exhibitor applications and agreements</b>	Fax 202-682-8222 by <b>March 16, 2018</b> . Please be sure your company information is provided appropriately as it will be listed in the program as indicated on your application.
<b>One-page, color marketing flyer</b>	Provide an <u>one-page, color marketing flyer</u> about the company in a <b>high quality PDF</b> file. Please see attached ad specs. Flyer is due by <b>March 16, 2018</b> . Email to Marshall Raiskin at <a href="mailto:raiskinm@api.org">raiskinm@api.org</a> .
<b>Company logo</b>	Provide a <u>high quality JPEG</u> file by <b>March 16 2018</b> . Email to Marshall Raiskin at <a href="mailto:raiskinm@api.org">raiskinm@api.org</a> .
<b>Company URL</b>	Email by <b>March 16, 2018</b> to Marshall Raiskin at <a href="mailto:raiskinm@api.org">raiskinm@api.org</a> .
<b>Lanyards, registration bags, or portable power packs</b>  <i>In order to produce these items in time to be shipped, the application and agreement, along with artwork, marketing flyers and logo are due <u>March 9, 2018</u>.</i>	Application and Agreement, along with the <u>artwork in both JPEG and EPS files (with vector art)</u> due to API by <b>March 9, 2018</b> . Please email files to Marshall Raiskin at <a href="mailto:raiskinm@api.org">raiskinm@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.
<b>On-site program two-page insert</b>  <i>In order to produce the on-site program in time to be shipped, the application and agreement, along with the 2-page layout and logo are due <u>March 9, 2018</u>.</i>	Application and Agreement, along with the <u>2-page layout in a high quality PDF file</u> due to API by <b>March 9, 2018</b> . Please email files to Marshall Raiskin at <a href="mailto:raiskinm@api.org">raiskinm@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.



### Exhibitor Set-Up and Exhibitor Hours:

Sponsor and exhibitor table setup will begin at 1:00 pm on Sunday, April 15<sup>th</sup>.

API will post the name of your company on your tables for identification. Please look for your table when you arrive. You will have 6-ft. table, draped, and two chairs. **Please do not move the location of your table.** *Should you have questions or concerns about where your table is located, please see Arnetta Smith or Lynne Collins with API.*

Sunday, April 15	Set-Up (unless otherwise specified)	1:00 pm – 5:00 pm
Monday, April 16	Exhibit Hours	7:00 am – 5:00 pm
Tuesday, April 17	Exhibit Hours	7:00 am – 5:00 pm
Tuesday, April 17	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, but not before 3:00 pm. However, the displays must be removed no later 6:00 pm on Tuesday.*

### Sponsor/Exhibitor Shipping and Receiving Information

Below are some general guidelines for shipping packages to and from the hotel.

Labeling on packages should include:

**Hold for: On-Site Guest Name, Arrival date (include month, day, and year), Company**

Sheraton Seattle Hotel  
1400 Sixth Avenue  
Seattle, Washington 98101

**Materials for the API Spring Refining and Equipment Standards Meeting**

**Box \_\_\_\_ of \_\_\_\_**

The main hotel number is 206-621-9000

We recommend that you have a packing slip both inside and outside of each package. In addition, please send all packages prepaid, and make sure to record and bring with you the air bill or tracking numbers for all packages shipped to the hotel.

### Afternoon Networking Breaks and Drawings:

There will be an afternoon networking break on Monday and Tuesday afternoons, 2:30 pm – 3:00 pm. The purpose is to encourage attendees to take some time to visit with you and learn about your company, products, and services. You are encouraged to bring four items (two for each day) to donate for the drawings. The value of each item should be no more than \$25.00. At approximately 2:45 pm, the drawing will be conducted.

### Sponsor/Exhibitor Hours:

Sunday, April 15, 2018                      1:00 pm – 5:00 pm (Setup)

Monday, April 16, 2018                    7:00 am – 5:00 pm

Tuesday, April 1, 2018                    7:00 am – 5:00 pm

*(Your display must be broken down by 6:00 pm and removed by 6:00 pm; however, you may do so before 5:00 pm if you wish, but not before 3:00 pm.)*



AMERICAN  
PETROLEUM  
INSTITUTE

# Sponsor/Exhibitor Information

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

---

## 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 **Sheraton Seattle 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 loading dock area, be sure that they can be secured safely until you will need them for return shipment.

**NOTE:** Your signed Exhibitor Agreement is required by API before you may 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 C. Smith, CMP  
Senior Events Manager, Events and Marketing  
API Global | 1220 L Street, NW | Washington, DC 20005-4070 | 202-682-8149  
Phone: 202.682.8149 | Fax: 202.682.8222 | [smitha@api.org](mailto:smitha@api.org)