

SPONSOR AND EXHIBITOR APPLICATION

Application Submission Deadline:

February 15, 2021

Email to registrar@api.org

Name (Company Representative)

Job Title

Company/Organization

Subsidiary/Division

Mailing Address

City

State/Province

Zip/Postal Code

Country

Phone

Fax

*E-mail (Required)

Company URL

Virtual Sponsor and Exhibitor Benefits

All sponsorships and exhibits include the following:

- A Virtual Exhibit Booth, *(included with sponsorship of \$3,000+, Gold, Silver, or Bronze Booth only)*, featuring your corporate logo, link to your corporate website, and introductory paragraph, etc. *(See attached).*
- 2 complimentary registrations *(only with sponsorships and booths \$1,500 and up).*
- Ability to include an embedded video, marketing collateral, and external links on your dedicated page *(not included with Silver and Bronze)*
- Individual Contact Form *(not included with Bronze)*
- Meeting Scheduler *(not included with Silver and Bronze)*
- Your Company Listed on API Website
- Dedicated Technical Support Team for Setup and Execution
- Private Virtual Meeting Room administrated by you, using your own links *(No Additional Cost)*
- Private Virtual Meeting Room and Other Optional Services administrated by Encore *(Additional Cost)*
- Push notifications, created by you, sent twice a day (morning and afternoon) to help draw attendees to your booths or virtual meeting rooms. *(Final push notification content subject to approval by API.)*

Virtual Sponsor and Exhibitor Opportunities

Virtual Meeting Home Page Sponsor (SOLD) ☐ \$3,500

Receive the listed benefits **PLUS** your logo featured on the meeting home page.

Schedule Page Sponsor (SOLD) ☐ \$3,000

Receive the listed benefits **PLUS** your corporate logo and link to your website featured on the Schedule.

Exhibit Hall Page Sponsor (1 available) ☐ \$3,000
March 8-11, 2021 and March 15-18, 2021

Receive the listed benefits **PLUS** your corporate logo and link to your website featured on the Exhibit Hall page.

Meeting Contributor ☐ \$500

Your company listed on the API website, linked to your site, and marketing information on a Meeting Contributor tab on the Chime Live platform.

Virtual Exhibit Booths

Platinum ☐ \$2,500

Gold ☐ \$1,500

Silver ☐ \$1,000

Bronze ☐ \$500

Virtual Booth Process, Payment, and Technical Support

Upon receipt of your application, you will be contacted by the API Registrar to confirm your application, method of payment, and the names of your complimentary registrants.

Your information will be provided to Encore's Technical Support Team who will contact you directly to provide full guidance and support for your virtual booth setup, as well as sponsor banner/logo creation requirements for sponsor opportunities listed above. **Applications are due February 15, 2021. Full Payment must be received by API on or before February 22, 2021. Payment must be finalized before you are granted access to your virtual exhibit booth.**

SPONSOR AND EXHIBITOR TERMS AND CONDITIONS

1. **Payments:** All checks are to be made payable to the American Petroleum Institute, P.O. Box 1425, Merrifield, VA 22116-1425, USA. **Reference your invoice number on the check so that payment can be applied appropriately.** Checks must be in U.S. currency, drawn on a U.S. bank. A \$25.00 transaction fee will be due on each Wire Transfer received as payment, if not sent as U.S. currency. Please add this amount to your original payment. Credit cards are also accepted for payment.

Applications are due on or before **February 15, 2021**. **Full payment** is due on or before **February 22, 2021**. Access to the Virtual Exhibit Booth will not be granted until API has received payment in full.

2. **Cancellation:** An exhibitor may cancel or withdraw from the show subject to the following conditions and restrictions:
 - a. The exhibitor shall give API notice in writing of its intention to cancel or withdraw from the show.
 - b. In the event the said notice is received **on or before February 26, 2021**, the exhibitor shall be obligated and agrees to pay a cancellation penalty of **50%** of the contract value.
 - c. In the event the said notice is received **after February 26, 2021**, the exhibitor shall be obligated and agrees to pay **70%** of the contract value.
 - d. If unusual circumstances prevail, and the event is cancelled, a full refund of the sponsor and exhibitor fee will be made. Sponsor and exhibitor waive all claims that may be made against API, its employees, agents and assigns, except the right to a refund of the sponsor or exhibitor fee.
 - e. All refunds due will be paid to sponsor or exhibitor no later than sixty (60) days after the close of the meeting.
3. **Right of Refusal:** API reserves the right to refuse creation of virtual display space to any company whose display of goods, service or machinery is not, in the opinion of API, compatible with the general character and objectives of the Exhibition.
4. **Subletting of Virtual Space:** The exhibitor agrees not to assign, sublet or apportion space or any part thereof contracted for, nor to exhibit, advertise or offer for sale merchandise or services other than those manufactured or sold by exhibitor company in the regular course of business. Exhibitors may not permit non-exhibiting company representatives to work in their booths except their own dealers and representatives.
5. **Virtual Exhibit Hours:** Exhibitors are required to keep at least one attendant in their virtual booth during official Exhibit Hall hours, subject to removal of their exhibit from the show at the company's expense.
6. **Assignment:** Neither API nor the sponsor or exhibitor may assign their rights under this Agreement without the express written consent of the other party. API is unable to sign counter-agreements or third-party agreements.

Terms and Conditions

We have read and agree to abide by the attached terms and conditions and will brief our representatives accordingly.

Authorized Company Representative (Please print): _____

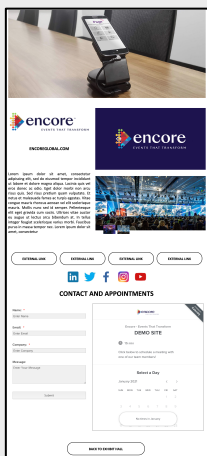
Signature: _____

Date: _____



Virtual Exhibit Hall

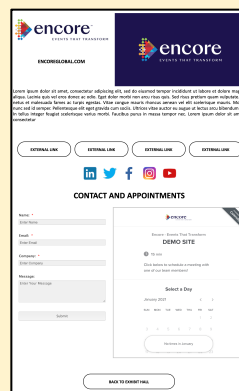
A virtual space for your exhibitors to showcase their products and meet virtually with attendees



Platinum

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph
- Embedded Video
- Contact Form
- Meeting Scheduler
- External Links
- Chat
- Image Gallery
- Rotating Banner

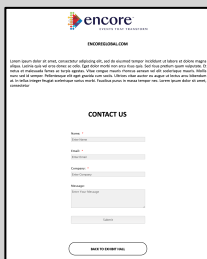
Total \$2,500.00



Gold

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph
- Embedded Video
- Contact Form
- Meeting Scheduler
- External Links

Total \$1,500.00



Silver

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph
- Contact Form

Total \$1,000.00



Bronze

- Exhibitor Logo
- Exhibitor Weblink
- Introductory Paragraph

Total \$500.00

Optional Add-on for all tiers: Private Virtual Meeting Room - \$500.00

Encore Administrated Virtual Room with link on the exhibitor's page.

*Exhibitors may provide their own virtual meeting room (i.e. Teams or Zoom), embedded by encore at no additional cost.



Virtual Exhibit Booth Demos

View demos for each booth category. Once your application has been processed, you will be connected with the Encore Technical Support Team to review the exhibit booth setup process and explain options for each.

[Encore Platinum Demo Video](#)

[Encore Gold Demo Video](#)

[Encore Silver Demo Video](#)

[Encore Bronze Demo Video](#)

Booth Elements

Layout and placement on following pages

Rotating Banner

Format: Landscape

Pixel Count: 1000px X 425px

Size: 2MB maximum per image

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Best Practice: Center text to accommodate scaling

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Format: Exhibitor provides link and display text

Video

Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

Image Gallery

Format: Landscape

Size: 2MB maximum per image

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Introductory Paragraph

Word Limit: 150 words

Product / Demo Links

Character Limit: 20 / (**Custom button Filetype:** .png .jpg .eps / **Custom button size:** 225px X 65px)

Meeting Scheduler

Format: Exhibitor will setup an account and schedule on <https://calendly.com/> and provide Encore with an embed code

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields. One (1) custom field can be added.

Chat

Format: Exhibitor will setup an account and customize their chat on <https://www.tawk.to/> and provide Encore with an embed code.

Platinum Booth Elements

Rotating Banner

Format: Landscape

Size: 2MB maximum

Pixel Count: 1000px X 425px

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Best Practice: Center text to accommodate scaling

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Video

Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

Introductory Paragraph

Word Limit: 150 words

Image Gallery

Format: Landscape

Size: 2MB maximum

Pixel Count: Image will scale to size

Filetype: .png .jpg .eps

Maximum Number of Images: 6

Product / Demo Links

Character Limit: 20 / **Custom button Filetype:** .png .jpg .eps / **Custom button size:** 225px X 65px

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields.
One (1) custom field can be added.

Meeting Scheduler

Format: Exhibitor will setup an account and schedule on <https://calendly.com/> and provide Encore with an embed code

Chat

Format: Exhibitor will setup an account customize their chat on <https://www.tawk.to/> and provide Encore with an embed code

Gold Booth Elements

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Video

Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

Introductory Paragraph

Word Limit: 150 words

Product / Demo Links

Character Limit: 20 / (**Custom button Filetype:** .png .jpg .eps / **Custom button size:** 225px X 65px)

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields.
One (1) custom field can be added.

Meeting Scheduler

Format: Exhibitor will setup an account and schedule on <https://calendly.com/> and provide Encore with an embed code

Silver Booth Elements

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Introductory Paragraph

Word Limit: 150 words

Form Submission

Required for contact: email

Name, Email, Company, and Message are standard fields.
One (1) custom field can be added.

Bronze Booth Elements

Exhibitor Logo

Size: 250px X 250px minimum

Filetype: .png .jpg .eps

Exhibitor Weblink

Introductory Paragraph

Word Limit: 150 words