


2021 API STORAGE TANK CONFERENCE & EXPO

October 11-14, 2021 | Grand Hyatt Nashville, Nashville, Tennessee

Sponsorship
and Exhibit
Prospectus





The work of the problem-solvers
of our industry is never done.



Dear Sponsor/Exhibitor,

Thank you for your interest in the 2021 API Storage Tank Conference & Expo.

The program Planning Committee has been hard at work developing a fantastic program for 2021, and we are excited to see everyone in-person this October.

We are pleased to provide 2021 sponsor/exhibitor information below. The 2021 Conference and Exhibition will follow the October 11th-12th API-NFPA Safe Tank Entry Workshop, and the October 13th STI-API Course.

NOTE THAT ALL SPONSORSHIPS INCLUDE AN EXHIBIT BOOTH.
PRIME BOOTH LOCATIONS ARE RESERVED FOR SPONSORS AND
NOTED ON THE CONFERENCE WEBSITE.

If you are a returning sponsor, you can purchase your sponsorship online immediately.

If you are a new sponsor, you can purchase your sponsorship online July 16, 2021.

If you are a returning exhibitor, you purchase your exhibit booth online July 23, 2021.

If you are a new exhibitor, you can purchase your exhibit booth online July 30, 2021.

As you are aware, the API is not a “trade show company”, and this conference prides itself in being “conference first”, with a program targeted to high-level tank professionals. As result, each year we limit the total number of booths to 40 exhibitors. We find that this ratio of exhibitors to attendees is the “sweet spot” for both audiences.

Because all sponsorships include an exhibit booth, the number of exhibitor only booths available is dependent on the number of sponsors

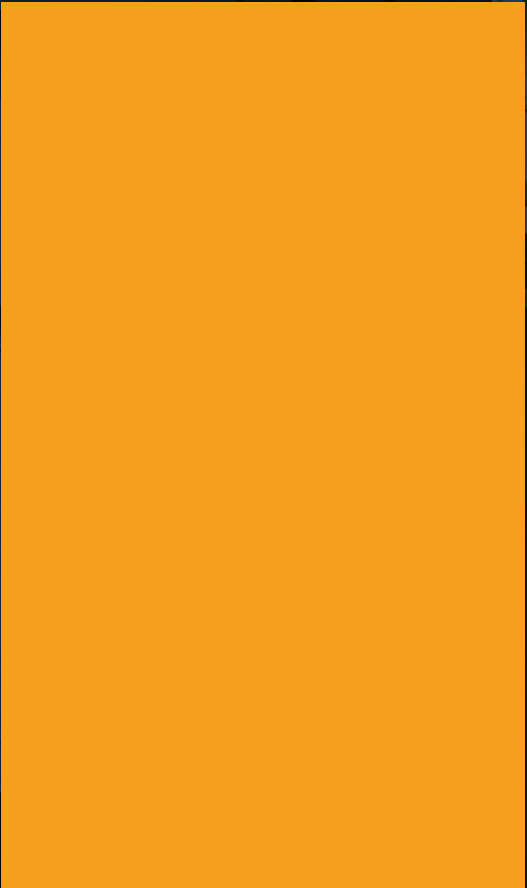
Please check www.api.org/storagetank for sponsorship and booth availability and purchase.

Matthew Cunningham
Senior Events Manager
American Petroleum Institute

Storage Tank Sponsor & Exhibitor Benefits

\$6K

\$3K



Pre-Event Marketing Opportunities

- Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address)
- Company name on the Conference website Exhibitors page with booth number and link to your corporate website
- Company logo on Conference website Sponsors page with a link to your corporate website
- Company logo in Pre-Event Registration Email Blasts
- Company logo on banner on online registration site

- Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address)
- Company name on the Conference website Exhibitors page with link to your corporate website

Exhibit Hall Opportunities

- First choice of booth location (API will contact you with booth selection closer to the event)
- 10x10 booth
- Company name sign above booth
- Table, Chairs, Carpet, Electricity, WiFi
- Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees
- Company logo on signage located next to all break and coffee stations

- Second choice of booth location (API will contact you with booth selection closer to the event)
- 10x10 booth
- Company name sign above booth
- Table, Chairs, Carpet, Electricity, WiFi
- Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees

In-Person Opportunities

- One complimentary registration (after one, each additional registrant pays a discounted registration fee of \$395)
- Admission to all Conference sessions
- Admission to all food functions, including lunches and Opening Reception
- Special recognition from Conference Co-Chairs during the opening session
- Company logo on signage throughout the venue
- Logo on Lanyard
- Logo on Badge
- A “Special Thanks to Sponsors” section in the Conference Program distributed to all attendees. Includes logo, company description, and full contact information
- Inclusion of one promotional piece to be inserted in the conference bag
- Conference Program Advertisement – One full-page, four-color advertisement

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- Company logo on signage throughout the venue

Post-Event Marketing Opportunities

- Logo in Post-Event Attendee Surveys
- Logo in Post-event content promotion
- Early access to 2022 Sponsor and Exhibitor opportunities