

# 2022 API STORAGE TANK CONFERENCE & EXPO

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October 10-13, 2022 | Marriott Marquis, San Diego, Marina & California

Sponsorship  
and Exhibit  
Prospectus



American  
Petroleum  
Institute





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



Dear Sponsor/Exhibitor,

Thank you for your interest in the 2022 API Storage Tank Conference & Expo.

The program Planning Committee has been hard at work developing a fantastic program for 2022, and we are excited to see everyone in-person this October.

We are pleased to provide 2022 sponsor/exhibitor information below. The 2022 Conference and Exhibition will follow the October 10<sup>th</sup>-11<sup>th</sup> API-NFPA Safe Tank Entry Workshop, and the October 11<sup>th</sup> 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 **March 25, 2022**.

**If you are a returning exhibitor**, you purchase your exhibit booth online **June 3, 2022**.

**If you are a new exhibitor**, you can purchase your exhibit booth online **June 17, 2022**.

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](http://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

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- 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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## Post-Event Marketing Opportunities

- Logo in Post-Event Attendee Surveys
- Logo in Post-event content promotion
- Early access to 2023 Sponsor and Exhibitor opportunities