

## SPONSORSHIP INFORMATION PACKET



 **Polyurethanes**  
TECHNICAL CONFERENCE

Join us on  
October 5-7, 2021  
Denver, CO

#PolyCon21

OCTOBER 5-7, 2021 | DENVER, COLORADO, USA | GAYLORD ROCKIES RESORT & CONVENTION CENTER

[americanchemistry.com/polyurethane](https://americanchemistry.com/polyurethane)



# Polyurethanes

## TECHNICAL CONFERENCE

October 5-7, 2021 • Gaylord Rockies Resort & Convention Center • Denver, Colorado

### SPONSOR APPLICATION

Send all sponsorship materials to:  
Novack Management, Inc.  
164-24 97<sup>th</sup> Street  
Howard Beach, NY 11414  
Tel: 718-578-4658 Fax: 718-848-5095  
mary@novackmanagement.com

### SPONSOR INFORMATION

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### SPONSORSHIPS (please circle the sponsorship(s) you would like to reserve)

- ☐ **OPENING SESSION** (two opportunities) \$25,000 each
- ☐ **TECHNOLOGY PACKAGE** (exclusive) \$25,000
- ☐ **AWARDS LUNCHEON** (two opportunities) \$18,000 each
- ☐ **CONFERENCE LANYARDS** (exclusive) \$18,000
- ☐ **CONFERENCE HOTEL ROOM KEYCARD** (exclusive) \$18,000 **SOLD**
- ☐ **INNOVATION AWARD** (exclusive) \$18,000
- ☐ **ESCALATOR GLASS HEADERS/CLINGS** (exclusive) \$18,000 **SOLD**
- ☐ **NETWORKING BREAKS** (two opportunities) \$13,000 each
- ☐ **INDUSTRY RECEPTION** (multiple opportunities) \$13,000 each
- ☐ **CONFERENCE PROCEEDINGS WEBPAGE** (exclusive) \$13,000
- ☐ **ESCALATOR DECAL** (two opportunities) \$13,000 each
- ☐ **ELEVATOR DECAL** (exclusive) \$5,000 **SOLD**
- ☐ **POSTER SESSION** (exclusive all 3 days) \$5,000
- ☐ **CPI SCHOLARS PROGRAM** (four opportunities) \$5,000 each
- ☐ **TECHNICAL / ISSUES SESSIONS** multiple opportunities \$5,000 each (session topics subject to change)
  - Automotive VOC* **SOLD**                      *EH&S*                      *Rigid Construction* **SOLD**
  - Blowing Agents* **SOLD**                      *Flexible Foams* **SOLD**                      *Spray Foam* **SOLD**
  - CASE: Coatings*                      *Global Automotive Panel 1*                      *Sustainability – End of Life*
  - CASE: Elastomers and Binders* **SOLD**                      *Global Automotive Panel 2*                      *Sustainability – Raw Materials* **SOLD**
  - Chemistry & Fundamentals*                      *Global Regulatory Roundtable*
  - Digitalization*                      *Innovations in Automotive PU*
- ☐ **FEATURED SPONSOR EMAIL BLAST** multiple opportunities \$1,500 per email

### SIGNATURE OF INTENT

#### SPONSOR HAS RECEIVED AND READ THE FULL SPONSORSHIP INFORMATION PACKET.

Sponsor understands this application is a notice of intent to sponsor at the 2021 Polyurethane Technical Conference. This is not a legal binding agreement between the American Chemistry Council (ACC) and Sponsor. ACC, the Center for Polyurethanes Industry (CPI) of ACC, and Conference Management will attempt to honor your selection; however, opportunities are limited and final decisions regarding assignment and sponsorship are at the sole discretion of ACC and CPI. Upon approval of your application, a sponsorship agreement, benefit summary and invoice will be sent to the contact listed at the top of this page.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please print): \_\_\_\_\_ Phone: \_\_\_\_\_

Conference Management: \_\_\_\_\_ Date: \_\_\_\_\_

## 2021 CPI SPONSORSHIP OPPORTUNITIES

<b><i>SPONSORSHIP BENEFITS*</i></b>	<b>Platinum \$25,000</b>	<b>Gold \$18,000</b>	<b>Silver \$13,000</b>	<b>Bronze \$5,000</b>	<b>Copper \$1,500</b>
<b>PRE-EVENT RECOGNITION</b>					
Logo and/or Company Name on Conference Website*	●	●	●	●	
Acknowledgement on Social Media	●	●			
Link to Company Website on Conference Website	●	●			
<b>ON-SITE RECOGNITION</b>					
Logo in Electronic Program and Mobile App*	●	●	●	●	●
Link to Download Conference Proceedings	●	●	●	●	●
Logo on Signage at Conference*	●	●	●		
Logo on Thank You Slide During the Opening Session	●	●	●		
Single Full Page Ad in Electronic Program	●	●	●		
One Complimentary Full-Conference Registration	●	●	●		
One Complimentary Technical Session Sponsorship	●	●			
Logo on Conference Program Board (located in registration area)	●	●			
One Table Top Exhibit (includes two full-conference registrations)	●	●			
Verbal Acknowledgement/Thank You During Opening Remarks at Opening Session	●				
<b>POST-EVENT RECOGNITION</b>					
Thank You on Post Conference Evaluation Email	●	●	●	●	●
Final Conference Attendee Roster	●	●	●	●	●
Logo on Post Conference Evaluation Email	●	●			

ADDITIONAL SPONSORSHIP BENEFITS APPLY. FULL DESCRIPTIONS OF EACH SPONSORSHIP CAN BE FOUND ON THE SPONSORSHIP OPPORTUNITIES PAGE ATTACHED.

*\*Where Appropriate*

# 2021 CPI SPONSORSHIP OPPORTUNITIES

## PLATINUM LEVEL SPONSORSHIPS \$25,000

### Opening Session (*two opportunities*)

- Platinum level pre-event, on-site and post-event recognition
- Two (2) dedicated social media posts before/during conference (Facebook, Twitter, LinkedIn)
- Logo on Tuesday Morning coffee station

### Technology Package (*exclusive*)

- Platinum level pre-event, on-site and post-event recognition
  - Logo on:
    - Two (2) charging stations in the exhibit hall
    - Log-in instructions that will be distributed to all attendees
    - Exhibit Hall entrance unit
  - Customized splash and landing page, Wi-Fi network and login password
  - Tables provided near charging stations for sponsor giveaways
- \*Giveaway must be approved by ACC prior to the Conference*

## GOLD LEVEL SPONSORSHIPS \$18,000

### Awards Luncheon (*two opportunities*)

- Gold level pre-event, on-site and post-event recognition
- Verbal acknowledgment in closing remarks at Awards Luncheon
- Logo on signage for Awards Luncheon and Conference Program Board located in registration area
- Logo on multimedia opener or first slide at Awards Luncheon
- Reserved table near stage

### Conference Lanyard (*exclusive*)

- Gold level pre-event, on-site and post-event recognition
- Name/logo on badge lanyard distributed to attendees at registration

### Conference Hotel Key Cards (*exclusive*)

- Gold level pre-event, on-site and post-event recognition
- Logo on Conference hotel keycard

### Innovation Award (*exclusive*)

- Gold level pre-event, on-site and post-event recognition
  - Logo on Innovation Award onsite signage
  - Logo on Innovation Award voting platform via the event app., where appropriate
  - Verbal thank you in Opening session and Awards Luncheon remarks
- \*companies that submit an application for the Innovation Award are not eligible for this sponsorship*

*(Gold Level continued on page 3)*

# 2021 CPI SPONSORSHIP OPPORTUNITIES

## GOLD LEVEL SPONSORSHIPS \$18,000 (continued)

### Escalator Glass Headers/Clings (*exclusive*)

- Gold level pre-event, on-site and post-event recognition
- Customized double-sided artwork on outer-side of conference floor escalator from October 5-7, 2021

## SILVER LEVEL SPONSORSHIPS \$13,000

### Networking Break (*two opportunities*)

- Silver level pre-event, on-site and post-event recognition
- Signage at Refreshment Break Stations (Tuesday afternoon & Thursday morning OR all day Wednesday)

### Industry Reception (*multiple opportunities*)

- Silver level pre-event, on-site and post-event recognition
- Logo on:
  - Conference website and mobile app where appropriate
  - Signage for Industry Reception and onsite Conference Program Board
  - Reception décor (if applicable and determined by ACC)
  - Option to provide additional enhancements at sponsor's expense (i.e.: cocktail napkins)
- Tables provided at reception exit for sponsor giveaways  
*\*giveaways (provided by sponsor) must be approved by ACC prior to the Conference*

### Conference Proceedings Webpage (*exclusive*)

- Silver level pre-event, on-site and post-event recognition
- Custom landing page on proceedings and presentation website
- Logo on log-in instruction card that will be distributed to all attendees via email
- Verbal thank you in Awards Luncheon remarks

### Escalator Decal (*two opportunities*)

- Silver level pre-event, on-site and post-event recognition
- Customized double-sided artwork on one conference floor escalator rail from October 5-7, 2021

## BRONZE LEVEL SPONSORSHIPS \$5,000

### Elevator Decal (*exclusive*)

- Bronze level pre-event, on-site and post-event recognition
- Customized artwork on 2 conference area elevators from October 5-7, 2021

*(Bronze Level continued on page 4)*

# 2021 CPI SPONSORSHIP OPPORTUNITIES

## BRONZE LEVEL SPONSORSHIPS \$5,000 (continued)

### Technical Sessions (multiple opportunities)

- Bronze level pre-event, on-site and post-event recognition
- Opportunity to distribute giveaways on provided table at the back of the session room  
*\*giveaway must be approved by ACC prior to the Conference*
- Logo on signage for specific session at Conference
- Logo on first slide introducing session
- One complimentary full-conference registration

### Poster Session (exclusive - all 3 days)

- Bronze level pre-event, on-site and post-event recognition
- Logo on signage where appropriate

### CPI Scholars Program (four opportunities) **\*NEW THIS YEAR\***

*Foster future talent as a CPI Scholar Sponsor! The CPI Scholar Program provides financial support through a travel honoraria to students pursuing their Masters or PhD in a relevant scientific discipline to attend and present their research at the 2021 Polyurethanes Technical Conference.*

- Bronze level pre-event, on-site and post-event recognition
- Invitation for one company representative to attend Wednesday Speaker Breakfast
- Verbal thank you at the Opening Session, Wednesday Speaker Breakfast and Awards Luncheon remarks
- Pre conference introduction to your scholar in August facilitated by CPI Staff

## COPPER LEVEL SPONSORSHIP \$1,500

### Featured Sponsor in Conference Email Blast (\$1,500 per email)

- Copper level pre-event, on-site and post-event recognition
- Logo and brief message at the bottom of a selected conference promotional email blast  
*\*contact Mary Novack ([mary@novackmanagement.com](mailto:mary@novackmanagement.com)) for email blast schedule*

**SPONSORSHIP SALES WILL BE OPEN TO ALL CPI MEMBERS STARTING  
MONDAY, APRIL 5, 2021 AT 12:00 NOON (EST).**

**OPPORTUNITIES ARE OFFERED TO CPI MEMBERS EXCLUSIVELY UNTIL MONDAY, MAY 10, 2021.  
AFTER THAT, ALL OPPORTUNITIES WILL BE AVAILABLE TO BOTH CPI MEMBERS AND NON-  
MEMBER COMPANIES.**