



SPONSORSHIP OPPORTUNITIES

Corporate sponsors are those companies whose marketing goals go that extra mile to gain visibility and leadership status. With a corporate sponsorship, you gain global recognition as an industry leader and generate goodwill.

To discuss available sponsorship opportunities, contact Liz Barrett, Advertising/Exhibit Sales, at +1 301-215-6710 x 114 or email: ebarrett@townsend-group.com.

BUSINESS LUNCHEON AND KEYNOTE ADDRESS **US \$15,000/opportunity**

New to Monday’s Annual Meeting Schedule—the AOCS Business Meeting and Luncheon with Keynote Address. Following The Forum on Emerging Technologies, AOCS will host a luncheon featuring the society’s 103rd annual business meeting and passing of the gavel when the new AOCS President is inducted. Lunch will be followed by an influential keynote address. (Two opportunities available)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> • Banner advertisement (provided by sponsor) on the Annual Meeting home page • Corporate logo featured in the Corporate Sponsor banner ad • Corporate logo used with any mention of the Business Luncheon and Keynote Address in print and online promotion • Acknowledgement using corporate logo on the Corporate Sponsor web page • Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo • Access to pre-meeting registration mailing list
Registrations	<ul style="list-style-type: none"> • Four complimentary full registrations
Annual Meeting Printed Program	<ul style="list-style-type: none"> • Full page, four-color advertisement in the printed program • Acknowledgement in a special corporate sponsor advertisement in the program • Corporate logo used with any mention of the Business Luncheon and Keynote Address
Other	<ul style="list-style-type: none"> • Ten complimentary luncheon tickets • Reserved seating in the VIP area • Corporate logo used on Business Luncheon and Keynote Address event signs • Opportunity to place a table favor at each delegate’s place setting (sponsor would have to supply the table favor) • Access to the final registration mailing list

PEN & LINK — SPONSORED BY VERENIUM CORPORATION

Give meeting attendees a free link to the web by sponsoring the wireless internet access in the Expo Hall, the networking hub for the Annual Meeting. In addition, get your company’s logo and web address in every delegate’s hand when they write with the Annual Meeting pen.

YOUR LOGO IS A WALKING BILLBOARD

US \$12,500

Have your corporate logo seen a thousand-times over in the Long Beach Convention Center when you sponsor the Annual Meeting's portfolio bag. Each meeting attendee receives a portfolio bag containing the Annual Meeting Program and other meeting-related materials. (One opportunity available)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> Banner advertisement (provided by sponsor) on the Annual Meeting Registration page Corporate logo featured in the Corporate Sponsor banner ad Acknowledgement using corporate logo on the Corporate Sponsor web page Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo Access to pre-meeting registration mailing list
Registrations	<ul style="list-style-type: none"> Three complimentary full registrations
Annual Meeting Printed Program	<ul style="list-style-type: none"> Half page, full color advertisements in the printed program Acknowledgement in a special Corporate Sponsor advertisement in the program
Other	<ul style="list-style-type: none"> Corporate logo used on the portfolio bags given to each delegate Access to the final registration mailing list

SOCIAL NETWORKING—REAL TIME AND VIRTUAL

US \$10,000/opportunity

When surveyed, past AOCs Annual Meeting attendees have stated the networking events are excellent. The attendee also wants to stay connected to their virtual world of emails and social networking. Many do so by using the Email Stations in the Expo Hall. Branding one of these vital events and email services put your company's name in front of attendees all meeting long. Become a Social Networking co-sponsor for one of the following:

- Opening Mixer and Email Stations Co-Sponsor (two opportunities)
- Monday Dedicated Poster Viewing/Expo Reception and Email Stations Co-Sponsor (two opportunities)
- Tuesday Dedicated Poster Viewing/Expo Reception and Email Stations Co-Sponsor (two opportunities)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> Banner advertisement (provided by sponsor) on the Annual Meeting Networking page Corporate logo featured in the Corporate Sponsor banner ad Corporate logo used with any mention of the sponsored networking event in print and online promotion Acknowledgement using corporate logo at the Corporate Sponsor web page Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo Access to pre-meeting registration mailing list
Registrations	<ul style="list-style-type: none"> Two complimentary full registrations
Annual Meeting Printed Program	<ul style="list-style-type: none"> Acknowledgement in a special Corporate Sponsor advertisement in the program Corporate logo used with any mention of the sponsored networking event
Networking Event	<ul style="list-style-type: none"> Corporate logo used on napkins used at the bars and food stations Corporate logo used on the signs for the sponsored networking event
Email Station	<p>At the sponsored email station:</p> <ul style="list-style-type: none"> Corporate logo used in email station décor Corporate logo used on a specially-designed screen background Email station internet will open to sponsor's website Printer will be loaded with special paper containing the sponsor's logo, name, address, and web address
Other	<ul style="list-style-type: none"> Access to the final registration mailing list.

ON THE WAY TO THE FORUM

US \$10,000/opportunity

Be a Co-Sponsor of The Forum on Emerging Technologies— *What's on the Horizon for the Fats and Oils Industries*. The attendee's first morning at the Annual Meeting will begin with Expo Express Breakfast, a continental breakfast served in the Expo Hall. Then it's on to The Forum for a morning of global discussions on matters that affect the future of our industries. As a co-sponsor of The Forum and the continental breakfast, you place your corporate identity with the future of the fats and oils industries and in the mind of the attendee. (Four co-sponsor opportunities available)



Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> • Banner advertisement (provided by sponsor) on the Annual Meeting's Forum page • Corporate logo featured in the Corporate Sponsor banner ad • Corporate logo used with any mention of The Forum in print and online promotion • Acknowledgement using corporate logo at the Corporate Sponsor web page • Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo • Access to pre-meeting registration mailing list
Registrations	<ul style="list-style-type: none"> • Two complimentary full registrations
Annual Meeting Printed Program	<ul style="list-style-type: none"> • Acknowledgement in a special corporate sponsor advertisement in the program • Corporate logo used with any mention of The Forum
Continental Breakfast	<ul style="list-style-type: none"> • Corporate logo used on napkins and take-out coffee cups • Corporate logo used on the signs for the continental breakfast
The Forum	<ul style="list-style-type: none"> • Corporate logo used on the signs outside of each Forum session
Other	<ul style="list-style-type: none"> • Access to the final registration mailing list

RECHARGE AND REFRESH

US \$10,000/opportunity

Have you ever been at a meeting when your mobile battery is running low and there's no place to recharge anywhere? Become the champion of Annual Meeting attendees as the co-sponsor of the Expo Hall Recharging Stations. In addition, with this sponsorship, your company would be a co-sponsor of the Tuesday afternoon Networking Break. (Two opportunities available)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> • Corporate logo featured in the Corporate Sponsor banner ad • Corporate logo used with any mention of the sponsored refreshment break and charging stations in print and online promotion • Acknowledgement using corporate logo on the Corporate Sponsor web page • Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo • Access to pre-meeting registration mailing list
Registrations	<ul style="list-style-type: none"> • Two complimentary full registrations
Annual Meeting Printed Program	<ul style="list-style-type: none"> • Acknowledgement in a special Corporate Sponsor advertisement in the program • Corporate logo used with any mention of the sponsored networking event
Tuesday Refreshment Break	<ul style="list-style-type: none"> • Corporate logo used on napkins used at the bars and food stations • Corporate logo used on the signs for the sponsored networking event
Charging Station	<ul style="list-style-type: none"> • Corporate logo used on charging station décor
Other	<ul style="list-style-type: none"> • Access to the final registration mailing list

NEWCOMER NETWORKING

US \$7,500

After successful inaugural events in 2011, the Newcomer Networking Events will be held on Sunday and Monday of the Annual Meeting. On Sunday, the Newcomer Networking Hour features speed networking— a fun, fast-paced way for new attendees to meet AOCS members. The Newcomer Networking Breakfast features roundtable discussions where the newcomer can learn more about how to maneuver the Annual Meeting schedule. (One opportunity available)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> • Corporate logo featured in the Corporate Sponsor banner ad • Corporate logo used with any mention of Newcomer Networking events in print and online promotion • Acknowledgement using corporate logo on the Corporate Sponsor web page • Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo • Access to pre-meeting registration mailing list
Annual Meeting Printed Program	<ul style="list-style-type: none"> • Acknowledgement in a special Corporate Sponsor advertisement in the program • Corporate logo used with any mention of the Newcomer Networking events
Registrations	<ul style="list-style-type: none"> • One complimentary full registration
Newcomer Networking Events	<ul style="list-style-type: none"> • Corporate logo used on the signs for the Newcomer Networking events
Other	<ul style="list-style-type: none"> • Access to the final registration mailing list

TECHNOLOGY BROUGHT TO YOU BY...

US \$5,000

The technology to support this session is underwritten in part by (insert your company's name and logo here). Have your company's brand in every technical session room by becoming a technology underwriter for the Annual Meeting. Five session opportunities are available: Monday afternoon, Tuesday morning, Tuesday afternoon, Wednesday morning, and Wednesday afternoon. (Five opportunities available)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> • Corporate logo featured in the Corporate Sponsor banner ad • Acknowledgement using corporate logo on the Corporate Sponsor web page • Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo • Access to pre-meeting registration mailing list
Annual Meeting Printed Program	<ul style="list-style-type: none"> • Acknowledgement in a special Corporate Sponsor advertisement in the program
Presentation Sessions	<ul style="list-style-type: none"> • Corporate logo used on the signs outside of each presentation rooms (12) during particular session sponsored
Other	<ul style="list-style-type: none"> • Access to the final registration mailing list

NOTEPADS

US \$3,000

Every Annual Meeting attendee receives a notepad in their registration materials. (One opportunity available)

Benefits:	
Pre-Annual Meeting Promotion	<ul style="list-style-type: none"> • Corporate logo featured in the Corporate Sponsor banner ad • Acknowledgement using corporate logo at the Corporate Sponsor web page • Acknowledgement in the Annual Meeting issue of <i>inform</i> using corporate logo • Access to pre-meeting registration mailing list
Annual Meeting Printed Program	<ul style="list-style-type: none"> • Acknowledgement in a special corporate sponsor advertisement in the program
Presentation Sessions	<ul style="list-style-type: none"> • Corporate logo and information used on the notepads
Other	<ul style="list-style-type: none"> • Access to the final registration mailing list