

5TH ANNUAL



# CONNECTED PLANT CONFERENCE

Harnessing Digital Tools to Drive Success

**May 18-20, 2021 • Renaissance Austin Hotel • Austin, TX**

## Real-world digital execution without the hype.

The Connected Plant Conference is the ONLY event covering digital transformation/digitalization for the power and chemical process industries. Get in front of the leaders you need to see!



“There’s some really good technical conversations and there’s some really good philosophical conversations - how people drove change, how they manage change, how they got other people to start changing direction of path and purpose.”

*Ben Blanchette, Georgia-Pacific, LLC*

**EXCLUSIVE**  
Exclusive  
discounts end  
December 31, 2020  
Reserve your  
space today!

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LIVE: MAY 18-20 AUSTIN, TX | RENAISSANCE AUSTIN HOTEL

VIRTUAL: January 1, 2021 - May 20, 2021 (desktop & mobile app)

## 2020 EVENT HIGHLIGHTS



341 REGISTRATIONS



13 COUNTRIES



65 INDUSTRY SPEAKERS



15 CONFERENCE SESSIONS



TOUR OF GE'S M&D CENTER



DIGITAL SHOWCASE — BUILDING  
BLOCKS OF A CONNECTED PLANT

50%

of Connected Plant Conference attendees are end users - electricity providers or CPI owner/operators.

96.3%

of post-event survey respondents said the quality of the program met or exceeded their expectations.

92.9%

of respondents said the speakers' knowledge of topics was very good or excellent.

96.2%

of respondents said the event was a good investment of their time and money.

100%

of respondents said the networking events met or exceeded their expectations.

Presented by: **POWER**  **CHEMICAL  
ENGINEERING**

Host Utility  
Partner:



Host CPI Partner:



The people that are attending are aspirational. They looking for that next thing. The reason they are here is to change.

*Chris Benson, Principal Artificial Intelligence Strategist, Lockheed Martin*



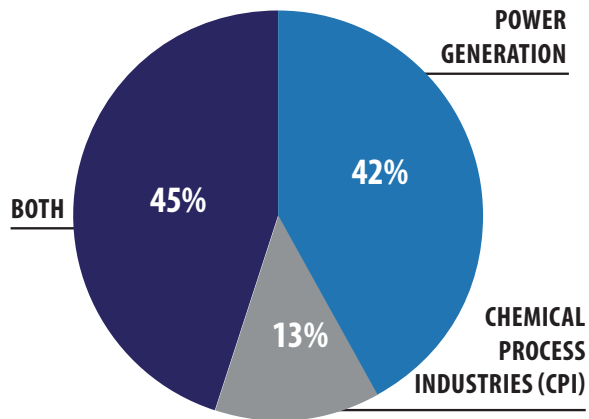
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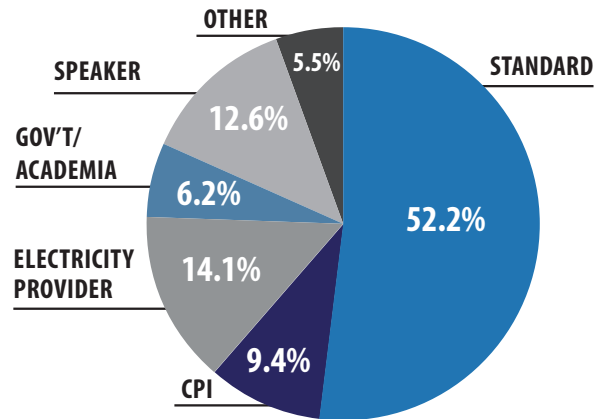


## ATTENDEE DEMOGRAPHICS

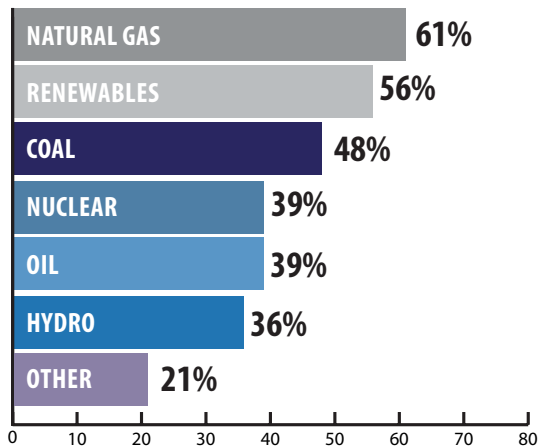
### ATTENDANCE BY TRACK



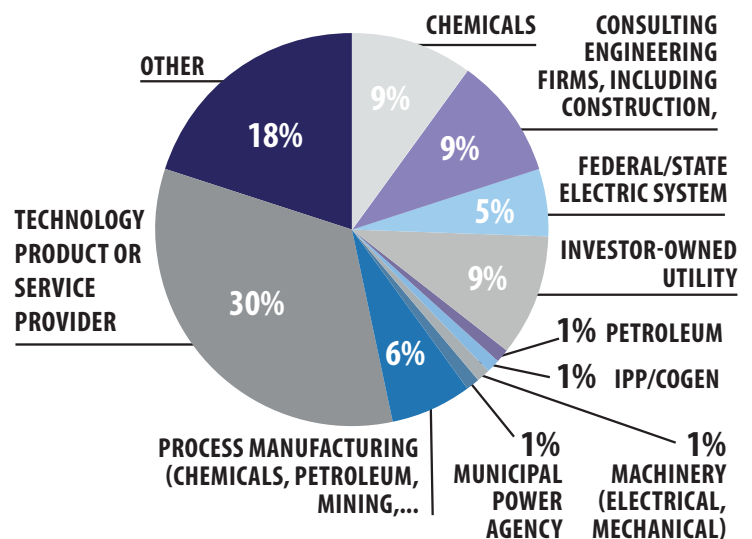
### ATTENDEE CATEGORIES



### TYPE OF POWER USED (PRODUCERS) OR INTERESTED IN (NON-PRODUCERS)



### COMPANY TYPES



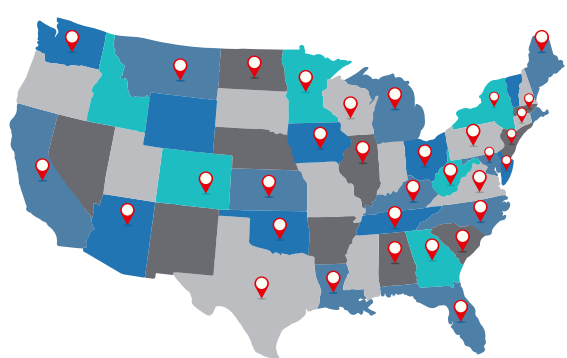
### COUNTRIES REPRESENTED

341 ATTENDEES FROM 13 COUNTRIES



### STATES REPRESENTED

92% OF ATTENDEES FROM THE U.S. REPRESENTING 33 STATES



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## GET CONNECTED IN THE "TECH HILLS" OF AUSTIN

The Connected Plant Conference at The Renaissance Austin Hotel is ideally situated in North Austin near The Arboretum, and overlooks the incredible beauty of Texas Hill Country. Make yourself at home in the well-designed rooms and suites boasting artwork from local Austin talent, pillowtop bedding, sleek bathrooms and high-speed internet access.

Explore Austin, TX, from our venue, located just minutes from The Domain, the Austin Arboretum and the University of Texas at Austin. A refreshing hotel experience awaits you at Renaissance Austin Hotel.



{map of show floor}

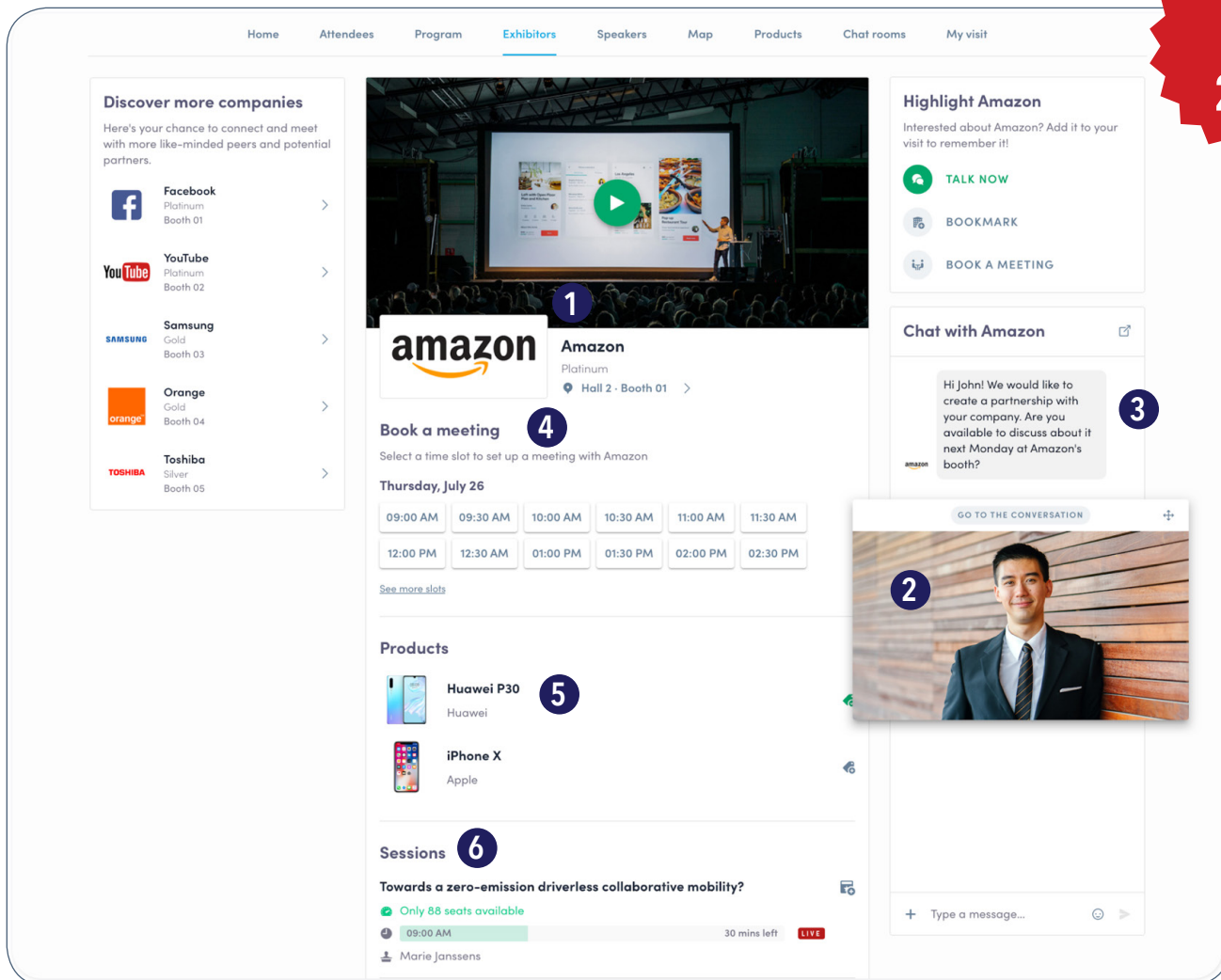
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## EXCLUSIVE VIRTUAL BOOTH PLATFORM

New  
for  
2021



**1** Present your company video and collateral

**2** 1:1 instant video calls with lead scoring

**3** Attendees LIVE CHAT with your staff

**4** Attendees can schedule "inbound" meetings with your team

**5** Showcase your products

**6** Stream LIVE DEMOS with Q&A functionality

## PLUS ... YOU HAVE ACCESS TO ADDITIONAL VIRTUAL FEATURES INCLUDING:

- Banner advertising throughout the platform
- Email messaging and push notifications to attendees
- Branding throughout our platform
- Real-time analytics dashboard
- POWER Product Gallery

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## ATTENDEES FROM THE FOLLOWING COMPANIES WERE REPRESENTED.



BLACK & VEATCH



BURNS  
McDONNELL



Capital Power  
Corporation



Celanese  
The chemistry inside innovation™



ChemTreat



CUTSFORTH  
THE POWER OF INNOVATION™



Dominion  
Energy



DUKE  
ENERGY



The results of insight™



EMERSON



EPRI | ELECTRIC POWER  
RESEARCH INSTITUTE



FLINT HILLS  
resources™



FPL



Georgia-Pacific



GP  
STRATEGIES®



Honeywell

JAYHAWK  
Fine Chemicals Corporation



KOCH



KROHNE



LCRA  
ENERGY • WATER • COMMUNITY SERVICES



LOCKHEED MARTIN



Lonza



MARATHON

McKinsey & Company



MHPS



NATIONAL  
ENERGY  
TECHNOLOGY  
LABORATORY



NIH | National Institutes of Health  
Turning Discovery Into Health



NEXTERA  
ENERGY



North American  
Dismantling Corp.  
In Pursuit of Progress



NY Power  
Authority



ONTARIO POWER  
GENERATION



PEPPERL+FUCHS



P&G



PHILLIPS  
66



Nova Scotia  
POWER  
An Emera Company



PQ Corporation



RA Rockwell  
Automation



Sargent & Lundy



Schneider  
Electric



Seeq



Shepherd  
Since 1916



SIEMENS  
Ingenuity for life



Southern Company



SPG  
DRY  
COOLING



stellarenergy



TECO  
AN EMERA COMPANY



TEP  
Tucson Electric Power



TOSHIBA



TRAX<sub>LLC</sub> ENERGY SOLUTIONS



TVA



xerox™



Xmplr

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## CONNECT IN AUSTIN AND VIRTUALLY WITH THESE EXCLUSIVE SPONSOR OPPORTUNITIES

### Diamond – \$55,000

- One (1) speaking position
- Thought leadership opportunity to **speak/moderate in available conference session** of your choice (subject to availability at time of signing)
- Complimentary speaker registration
- Exclusive Opening Keynote Sponsorship Opening remarks at the conference
- Two sponsored PPT slides in walk-in loop
- Literature distribution to all attendees
- One (1) Advisory Board position
  - Complimentary Advisory Board registration
- Meeting room set boardroom style for private meetings during event
- Tier 1 Creative Space Display with furniture, custom reboard, 2 monitors, electric and logo on counter in Digital Arena.
- Two (2) email blasts to all registered attendees
- Two (2) full page ads in POWER magazine or *Chemical Engineering*
- Two (2) E-newsletter text ads
- One (1) 300x250 banner ad on powermag.com or chemengonline.com
- Three (4) complimentary passes for sponsoring company
- Three (2) complimentary passes for clients
- Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- **Virtual platform**
  - Prominent branding as Diamond Sponsor in virtual platform (desktop & mobile, Iphone and Android)
  - AI driven matchmaking
  - Virtual 1:1 meetings
  - Connect and engage with event attendees before, during and after live event
  - Custom push notifications
  - Virtual booth with connections to your documents and links to your sites
- **Marketing promotion**
  - Sponsor recognized on:
    - ◆ Full page ads promoting the conference in POWER magazine and *Chemical Engineering* (as soon as contract is signed until May 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo

### Gold – \$35,000

- One (1) speaking position
- Thought leadership opportunity for one speaker on a conference panel session
  - Complimentary speaker registration
- Breakfast or Lunch Sponsorship Signage showcasing sponsoring company as the Breakfast or Lunch Sponsor
- Sponsoring company's logo branded on tent cards on each table in breakfast/ lunch room
- Promotional material of sponsoring company's choice to be placed on each lunch or breakfast seat
- Sponsoring company's logo on coffee sleeves in breakfast area \*breakfast sponsorship only\*
- One (1) Advisory Board position Complimentary Advisory Board registration
- Tier 2 Creative Space Display with furniture, 1 monitor, electric and logo in Digital Arena

- One (1) complimentary pass for a client
- Two (2) complimentary passes for sponsoring company
- Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- **Virtual platform**
  - Prominent branding as Gold Sponsor in virtual platform (desktop & mobile, Iphone and Android)
  - AI driven matchmaking
  - Virtual 1:1 meetings
  - Connect and engage with event attendees before, during and after live event
  - Custom push notifications
  - Virtual booth with connections to your documents and links to your sites
- **Marketing promotion**
  - Sponsor recognized on: Full page ads promoting the conference in POWER magazine and *Chemical Engineering* (as soon as contract is signed until May 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo

### Silver – \$25,000

- Networking Break Sponsorship
  - Signage showcasing sponsoring company as a Networking Break sponsor
  - Promotional material of sponsoring company's choice on table in networking break area (optional)
- One (5-minute) presentation on sponsoring company's technology prior to a session including introduction of conference session and speakers
- Complimentary speaker registration
- Tier 3 Creative Space Display with furniture, 1 monitor, electric and logo in Digital Arena
- One (1) complimentary pass for a client
  - Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- Three (3) complimentary passes for sponsoring company
- **Virtual platform**
  - Prominent branding as Silver Sponsor in virtual platform (desktop & mobile, Iphone and Android)
  - AI driven matchmaking
  - Virtual 1:1 meetings
  - Connect and engage with event attendees before, during and after live event
  - Custom push notifications
  - Virtual booth with connections to your documents and links to your sites
- **Marketing promotion**
  - Sponsor recognized on full page ads promoting the conference in POWER magazine and *Chemical Engineering* (as soon as contract is signed until Feb. 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo





## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

### Site tour sponsorship – \$15,000

- Sponsored tour to sponsoring company's facility or a client's facility showcasing products and solutions
  - Opportunity to place collateral giveaway item on seats of bus
- Registration for tour managed by Connected Plant Conference Team
- One (1) complimentary pass for sponsoring company
- One (1) complimentary pass for a client
  - Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- **Marketing promotion**
  - Sponsor recognized in full page ads promoting the conference in POWER magazine and Chemical Engineering (as soon as contract is signed until May 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo

### Game Changer Awards sponsorship – \$25,000 (exclusive)

- Exclusive sponsorship of the 2021 Game Changer Awards presentation during the conference - highlight your company's winning project!
- Sponsoring company recognized on signage throughout award presentation venue
- Sponsor branding on all presentations and pre-recorded video
- Opportunity to place literature out during the awards or a giveaway item
- Ten (10) passes to awards ceremony
- Two (2) complimentary full conference passes for sponsoring company
- One (2) complimentary full conference passes for a client
  - Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- Reserved table at front of venue
- **Virtual platform**
  - Prominent branding as Game Changer Awards sponsor in virtual platform (desktop & mobile, Iphone and Android)
  - AI driven matchmaking
  - Virtual 1:1 meetings
  - Connect and engage with event attendees before, during and after live event
  - Custom push notifications
  - Virtual booth with connections to your documents and links to your sites
- **Marketing promotion**
  - Sponsor recognized on full page ads promoting the conference in POWER magazine and Chemical Engineering (as soon as contract is signed until Feb. 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo

### Networking reception – \$12,000 or \$35,000 (exclusive)

- Logo on beverage napkins (shared with other sponsors' logos)
- Sponsoring company recognized on signage throughout reception
- Opportunity to place literature out during the reception or a giveaway item
- One (1) complimentary pass for sponsoring company

- One (1) complimentary pass for a client
  - Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- **Virtual platform**
  - Prominent branding as reception sponsor in virtual platform (desktop & mobile, Iphone and Android)
  - AI driven matchmaking
  - Virtual 1:1 meetings
  - Connect and engage with event attendees before, during and after live event
  - Custom push notifications
  - Virtual booth with connections to your documents and links to your sites
- **Marketing promotion**
  - Sponsor recognized on full page ads promoting the conference in POWER magazine and Chemical Engineering (as soon as contract is signed until Feb. 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo
- Exclusive package includes Creative Space Display (Tier 3) in Digital Arena

### Product Showcase Sponsor – \$6,000

- Virtual session sponsorship (webinar) - moderated by our award-winning editors, this is an opportunity to connect directly with the Experience POWER community and thousands of generating company executives.
  - 10 Minutes to showcase your projects, brand, case studies, products, services, and/or technology
  - Followed by 10 minutes of Q&A
  - Moderated by our award-winning editors
  - Receive all attendee leads

### Video brand package – \$2,500

- Recording and editing (maximum) of 2 minute high-res video
  - Record video onsite at sponsors' creative space display with "eeporter" from POWER editorial team
- Includes sponsor branding (lower 3rd graphics) in video

### Lanyard, badge or notebook sponsor – \$5,000+ the cost of the item (exclusive)

- Sponsoring company's logo on attendee item for all registrants Notebook (branding on front)
- Badge (branding on front and back)
- Lanyard
- One (1) complimentary pass for sponsoring company
  - Discounted registration pricing for additional sponsor personnel 20% discount at time of registration
- **Marketing promotion**
  - Sponsor recognized in full page ads promoting the conference in POWER magazine and Chemical Engineering (as soon as contract is signed until May 2021)
  - Promotional conference e-mail blasts
  - On-site signage and program agenda at the conference
  - Event website—sponsoring company's description and logo







## CREATIVE SPACES IN DIGITAL ARENA

Sponsoring companies are encouraged to bring their latest products and technologies, and to use the turnkey booth footprint to think outside the traditional conference display.



Skip the handouts & lean in for a truly technological conference with pre-built, branded booths in 2021

### Tier 1 - \$15,000

- 20 ft x 20 ft space includes furniture, 2 monitors, electric and logo in Digital Arena.
- Premium spot on the show floor on a first come first served basis. One of the 20x20 locations will be included with the Diamond Sponsorship.
- Two (2) complimentary passes for sponsoring company

### Tier 2 - \$8,500

- Space is first come, first served
- 8 ft x 10 ft space includes furniture, 1 monitor, electric and logo in Digital Arena.
- Two (2) complimentary passes for sponsoring company

### Tier 3 - \$5,500

- Space is first come, first served
- 8 ft x 6 ft space includes furniture, monitor, electric and logo in Digital Arena.
- Two (2) complimentary passes for sponsoring company

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**START GETTING CONNECTED NOW ... TALK TO YOUR REPRESENTATIVE TODAY**

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