



HYDROCARBON PROCESSING<sup>®</sup>

# IRPC 2012

MILAN, ITALY | 12-14 JUNE

## *Hydrocarbon Processing's* Third Annual International Refining and Petrochemical Conference

*Hydrocarbon Processing's* International Refining and Petrochemical Conference (IRPC) is a market-leading technical conference, providing a forum within which industry leaders can share knowledge and ideas relating to the refining and petrochemical industries. IRPC emphasizes the latest technological and operational advances from both a local and global perspective, and is attended by project engineers, process engineers and hydrocarbon processing industry (HPI) management officials from around the world.

In today's increasingly competitive HPI, managers and engineers are actively seeking information and solutions to make their companies more efficient and profitable. This is your chance to take part in the discussion. IRPC offers an intimate, thought-provoking work environment in which attendees will meet and network with industry leaders and key decision-makers who will explore how technological and operating advances can benefit their organizations and assets.

For more information on the conference, please visit:  
[www.HPIRPC.com](http://www.HPIRPC.com)

Event Host Sponsor:





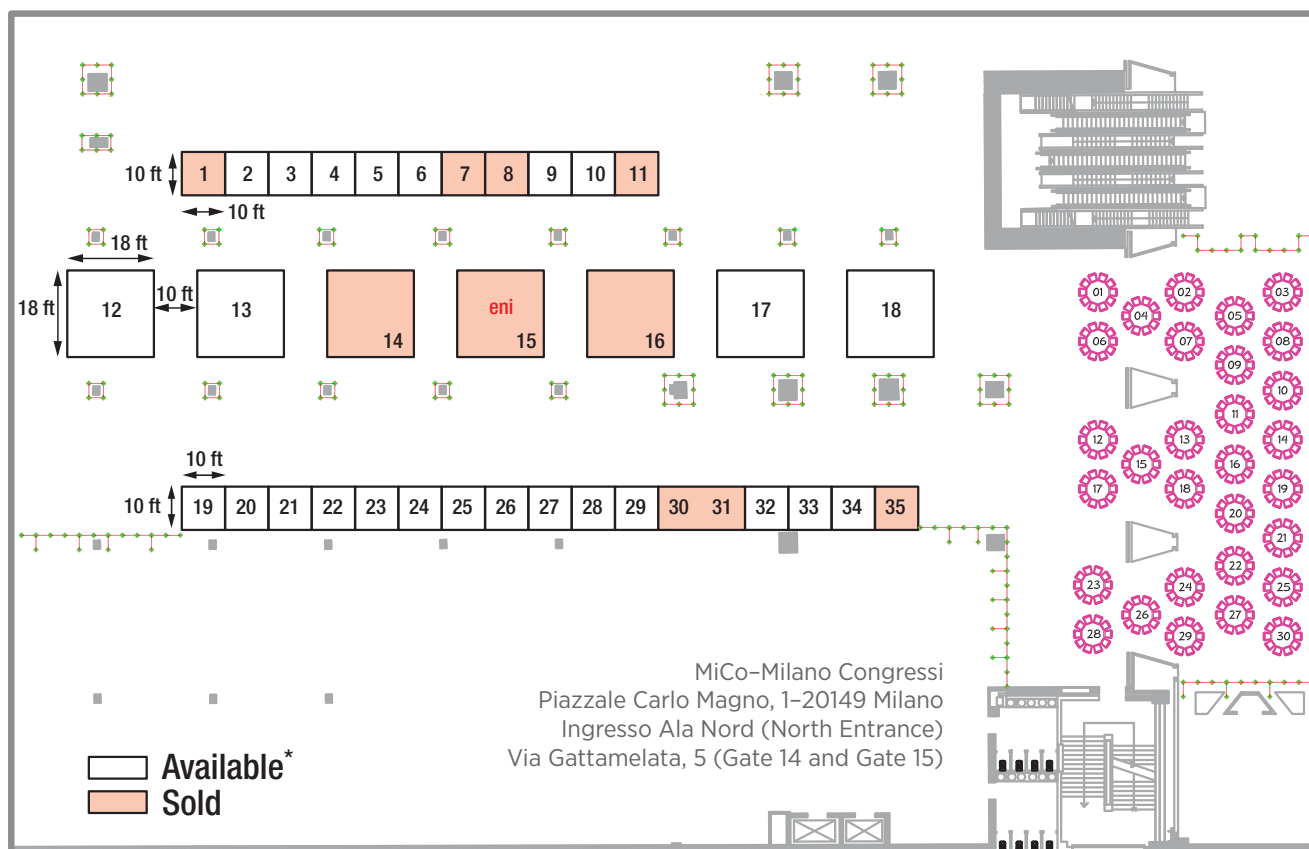
As major restructure forces are reshaping the HPI, management officials are making substantial investments to improve plant reliability and safety, while manufacturing petrochemical products and transportation fuels to meet consumer and market demands. This year's IRPC theme will be Heavy Oil Conversions and Unconventional Feedstocks. Other industry topics to be explored during the two-day event include, but are not limited to, the following:

- Energy policy
- Profitability
- Clean fuels
- Plant and refinery sustainability
- Effluence management (water, air, solid waste)
- Gas treatment technologies
- Rotating equipment
- Refinery and petrochemical integration
- Bio-based petrochemicals/chemicals
- Maintenance and reliability

For a full list of topics, please visit [www.HPIRPC.com](http://www.HPIRPC.com).

Past events have been attended by executives and technical experts from across the globe, and featured representatives from market leaders like ExxonMobil, Saudi Aramco, Chevron, BP, eni, Indian Oil Corporation and Shell Global Solutions, as well as mid-sized and smaller companies. All come together to share information, network and explore how they can apply technological and operating advancements at their facilities and refineries.

### Conference Exhibit Floor at MiCo–Milano Congressi in Milan, Italy:



\* Availability is subject to change

# Sponsorship Opportunities\*\*

## Event Host Sponsor

eni S.p.A.

## Gold Sponsorship

Walter Tosto S.p.A.

- Limited to one
- Seat on advisory board
- Underwriter and sole sponsor of the technical conference first day (13 June) lunch
- Opportunity to provide welcoming remarks at lunch
- Reserved table at lunch on both days (13-14 June)
- Logo on conference lanyards
- Recognition in all conference marketing materials, including conference advertisements in *Hydrocarbon Processing*, promotional brochure, e-mails and web site (sponsor logo and link), and onsite program guide
- Opportunity to include 1 full page ad in conference program
- Two (2) foam core signs including your corporate logo will viewable throughout entire conference
- Opportunity to include a corporate giveaway in conference bag\*
- Ten (10) delegate passes to the conference
- Four (4) passes to work exhibitor booth
- 15% discount on all additional seats outside of complimentary passes
- 3m x 6m booth space in front of exhibitor hall

## Silver Sponsorship

USD \$30,000  
ABB

- Limited to two (one remaining)
- (Co)Sponsor of networking lunch on day two (14 June)
- Reserved table at sponsored lunch
- Recognition in all conference marketing materials, including conference advertisements in *Hydrocarbon Processing* promotional brochure, e-mails and web site (sponsor logo and link), and onsite program guide
- One (1) Foam core sign including your corporate logo will be placed at the lunch entrance
- Opportunity to include a corporate giveaway in conference bag\*
- Five (5) delegate passes to the event
- Four (4) passes to work exhibitor booth
- 10% discount on all additional delegates outside of complimentary passes
- 3m x 6m booth space in front of exhibitor hall

## Closing Reception Sponsorship

USD \$23,575

- Recognition as sponsor of closing reception (14 June)
- Recognition in all conference marketing materials, including advertisements in *Hydrocarbon Processing*, promotional brochure, e-mails and web site (sponsor logo and link), and onsite program guide
- One (1) Foam core sign including your corporate logo will be placed at reception entrance
- Opportunity to include a corporate giveaway in conference bag\*
- Three (3) delegate passes to the conference
- Two (2) passes to work exhibitor booth
- 10% discount on all additional seats outside of complimentary passes
- 3m x 3m booth space in exhibitor hall

## Morning Coffee Break Sponsor

USD \$17,825

- Sponsorship of a conference refreshment breaks, one each day of the conference
- Coffee mugs or tumblers with company logo given to each attendee to keep provided by Gulf Publishing Company
- Recognition in all conference marketing materials, including advertisements in *Hydrocarbon Processing*, promotional brochure, e-mails and web site (sponsor logo and link), and onsite program guide
- Foam core sign including your corporate logo will be placed at break entrance on both days
- Two (2) delegate passes to conference
- Two (2) pass to work exhibitor booth
- 10% discount on all additional seats outside of complimentary passes
- 3m x 3m booth space in exhibitor hall

## Afternoon Refreshment Break Sponsor

USD \$17,825

- Sponsorship of a conference refreshment breaks, one each day of the conference
- Beverage bottles with your company logo given to each attendee to keep provided by Gulf Publishing Company
- Recognition in all conference marketing materials, including advertisements in *Hydrocarbon Processing*, promotional brochure, e-mails and web site (sponsor logo and link), and onsite program guide
- Foam core sign including your corporate logo will be placed at break entrance on both days
- Two (2) delegate passes to conference
- Two (2) pass to work exhibitor booth
- 10% discount on all additional seats outside of complimentary passes
- 3m x 3m booth space in exhibitor hall

## Technical Program Sponsorship

USD \$16,675

- Folio for each delegate seat with company and conference logo embossed and provided by Gulf Publishing Company
- Recognition as the technical conference sponsor in conference onsite program and logo and link on conference website
- Company information included in on-site program guide
- One (1) foam core sign including your corporate logo will be placed near the registration table next to the programs
- Two (2) delegate passes to the conference
- Two (2) pass to work exhibitor booth
- 10% discount on all additional seats outside of complimentary passes
- 3m x 3m booth space in exhibitor hall

## Conference Delegate Bag Sponsor

Curtiss-Wright

- Underwriting sponsor of the conference bag to be given to each attendee at registration
- Company logo alongside conference logo printed on the conference bag
- One (1) foam core sign including your corporate logo will be placed near registration table with the bags
- Recognition in online marketing (website / emails)
- Company information included in on-site program guide
- Opportunity to include a corporate giveaway in conference bag
- Two (2) delegate passes to event
- Two (2) pass to work exhibitor booth
- 10% discount on all additional seats outside of complimentary passes
- 3m x 3m booth space in exhibitor hall

## The Program Print Sponsorship

USD \$13,225

- Underwriting sponsor of the conference program
- Recognition as the program print sponsor in conference program
- One (1) foam core sign including your corporate logo will be placed near the registration table
- Company information included in on-site program
- Opportunity to include a corporate giveaway in conference bag\*
- Two (2) delegate passes to the conference
- Two (2) pass to work the exhibitor booth
- USD \$100 discount on all additional seats outside of complimentary passes
- 3m x 3m booth space in the exhibitor hall

## Continental Breakfast Sponsor

USD \$10,925/ day

- Sponsorship of a conference continental breakfast
- Napkins with your company logo used at the breakfast
- Name on signage and pre-event on-line marketing (website and emails)
- One (1) foam core sign including your corporate logo will be placed at breakfast entrance
- Company information included in on-site program guide
- One (1) delegate pass to conference
- USD \$100 discount on all additional seats outside of complimentary pass

## The Speaker Gift Sponsor

USD \$8,625

- Recognized as underwriting sponsor of gifts given to speakers
- Logo on gift or company brochure included with gift
- Company information included in on-site program guide
- One (1) delegate pass to conference
- USD \$100 discount on all additional seats outside of complimentary pass

## Exhibitor Rates (\$450/sq m plus \$140/sq m for Shell scheme)

- Company information included in on-site program guide
- USD \$100 discount on all additional seats outside of complimentary passes
- Shell scheme includes: stand walls, fascia with company name, carpet, table (1 for 3mx3m / 2 for 3mx6m / 3 for 6mx6m), chairs (3 for 3mx3m / 5 for 3mx6m / 6 for 6mx6m), spotlights(3 for 3mx3m / 4 for 3mx6m / 6 for 6mx6m), wastebasket (1 for 3mx3m / 1 for 3mx6m / 2 for 6mx6m) / use of electrical outlet

## 3m x 3m USD \$4050 + Shell Scheme USD \$5,310

- One (1) delegate pass to conference
- Two (2) pass to work exhibitor booth

## 3m x 6m USD \$8,100 + Shell Scheme USD \$10,620

- One (1) delegate pass to conference
- Three (3) pass to work exhibitor booth

## 6m x 6m USD \$16,200 + Shell Scheme USD \$21,240

- Two (2) delegate pass to conference
- Four (4) pass to work exhibitor booth

\*\*Conference bag pursuant to sponsor confirmation

\*\*For pricing in Euros, please contact your *Hydrocarbon Processing* sales representative

\*\*\*Other sponsorships are available. Consult with your salesperson for additional marketing opportunities.

# HYDROCARBON PROCESSING®

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# IRPC 2012

## Make your plans for IRPC 2012.

**General inquiries:** Events@GulfPub.com or +1 (713) 520-4402

**Exhibit or sponsor:** Contact your local *Hydrocarbon Processing* sales representative.

**Attend:** www.HPIRPC.com

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