

# SPONSORSHIP PROSPECTUS



# ALGAE BIOMASS SUMMIT 2020

VIRTUAL CONFERENCE • AUG 12- SEP 30

[www.algaebiomasssummit.org](http://www.algaebiomasssummit.org)

Demonstrate your leadership in the industry and support the Algae Biomass Organization's continued efforts to advocate for algae markets of all types.

**FOOD & NUTRITION  
FEED & AGRICULTURE  
ENERGY & BIOFUELS  
MATERIALS & SERVICES**

# SPONSORSHIP BENEFITS

Each sponsorship level allows you to reach an exclusive audience of algae industry leaders and comes with valuable benefits such as complimentary registrations, a virtual exhibit listing, marketing opportunities and more.

	<b>Partner (\$2,500)</b>	<b>Silver (\$5,000)</b>	<b>Gold (\$7500)</b>	<b>Platinum (\$10,000)</b>
<b>All Sponsors' Benefits</b>				
Complimentary registrations	3	5	7	15
Recognition in Summit email marketing to 15,000 subscribers	Y	Y	Y	Y
Sponsor listing on Summit website	Y	Y	Y	Y
Recognition during each of the Summit's 30+ virtual sessions	Y	Y	Y	Y
Report on Summit engagement statistics (aggregate data only)		Y	Y	Y
Company profile in the ABO newsletter		Y	Y	Y
Exhibitor listing		Y	Y	Y
Sponsorship mentioned by Summit moderators		Y	Y	Y
Opportunity to address attendees during live sessions		Y	Y	Y
Polling and surveying of Summit audience			Y	Y
Summit Adwords marketing with your logo				Y

# Why sponsor the virtual Summit?

**Thought leadership** Engage the Summit audience and craft content that offers your insights during the world's premier event for algae industry professionals.

**Build relationships** Demonstrate a commitment to your partners and customers in this exciting industry, tell your story, and take advantage of digital networking that can identify the most important audience members.

**Brand presence** We will proudly display your logo in our marketing, on our website, and in Whova, the Summit's mobile and desktop app that all attendees will use to access Summit content. We will also share reporting on Summit engagement statistics.

**Long term benefits** With the digital tools we are using at the Summit you will be able to capture leads and engage with attendees weeks before our sessions begin, and for weeks after our programming concludes.

**Engage on a new level** This year will be making all of the Summit's programming available in Whova, a mobile and desktop app that offers sponsors a wide range of options to make connections and build a leadership position in the industry..

In Whova, sponsors and exhibitors can post videos and schedule live streaming to demo their products. They can add promotional offers, product brochures, or photos to their profiles on the Whova app to generate leads. Attendees can also directly contact sponsors/exhibitors to inquire about their product or service.

View a demo of the Whova app and how it can work for sponsors and exhibitors here:

[https://whova.com/portal/webapp/vcde\\_202202/](https://whova.com/portal/webapp/vcde_202202/)

# SPONSORSHIP OPPORTUNITIES

All sponsors get the valuable benefits listed above, as well as a chance to engage with a targeted audience. This year sponsors can associate their sponsorship with specific topical sessions or tracks in our agenda. Select among the sponsorship opportunities below to make the most of your support the this important event.

## Silver Sponsorships

Get exposure to these valuable audiences with all of the silver-level sponsor benefits as well as verbal recognition by moderators, a brief opportunity to make comments at the beginning of each session, and prominent brand visibility on all attendees' screens.

### Track Sponsors (4 Available)

Sponsor a Summit track and gain exposure during seven separate sessions throughout September. Available tracks include:

**Biology Track:** covering topics that include the latest breakthroughs in cultivation strategies, productivity improvements, nutrients and strain characterization, metabolic tools strain improvements, and crop protection. This is where the scientific community is making cutting-edge progress for the algae industry.

**Engineering & Analysis Track:** covering topics that include cultivation systems, water treatment with algae, integrated biorefineries, extraction and conversion methods, carbon capture and utilization, and resource managements. This is where producers and processors are putting the latest tools into practice.

**Products & Commercialization Track,** covering topics that include photobioreactor in algae production, soil amendments from algae, harvesting improvements, nutraceuticals, new products, and macroalgae. This is where product developers and customers engage on the latest possibilities for algae in dozens of markets.

**Finance, Policy & Education Track,** covering topics that include federal regulation, project financing and workforce training. This is where those building the infrastructure of the algae industry connect and plan for the future.

### Virtual Tour Series (1 Available)

The Summit will be featuring four weekly virtual tours of algae industry facilities that will give attendees an inside look at the latest innovations in product development, cultivation, processing and more. Sponsor this series of tours for visibility among those that want to see the algae industry in action.

### Young Innovators Lounge (1 Available)

The Young Innovators Lounges is a four-session series that introduces algae industry leaders to a new generation of students, early-career professional, and anyone looking for employment opportunities in algae. These are the future leaders of the algae industry making connections that will last a lifetime.

## Gold Sponsorships

These opportunities offer the chance to get broad exposure to Summit audiences with all of the gold-level benefits as well as verbal recognition by moderators, a brief opportunity to make comments at the beginning of each session, and prominent brand visibility on all attendees' screens.

### Algae 101(1 Available)

One of the Summit's most popular sessions is back. As a virtual webinar with live Q&A it has the potential to reach more people than ever. Designed to offer insights for industry new-comers as well as expert, Algae 101 is the gateway to the rest of the Summit's program.

### Industry Spotlights (4 Available):

**Algae Based Polymers:** This panel will be an end-to-end exploration of the potential for algae to be a source of advanced polymers in plastics, polymers and other markets. This is widely seen as a new frontier for the algae industry with almost unlimited potential.

**Carbon Utilization:** This panel will outline the enormous opportunity algae can provide when it comes to removing carbon dioxide from industrial emitters or directly from the atmosphere to create valuable products.

**Macroalgae:** This panel will feature leaders in macroalgae production, product development and distribution. Discussion topics can include how, when and where this sector of the industry is advancing.

**Algae for Animal Feeds: Effective Market Entry:** Some of the most exciting developments for algae in the past year has come from aquaculture and animal feed applications. This session will appeal to a wide range of business and product development professional from across the supply chain

## Platinum Sponsorships

Get exposure to these valuable audiences with all of the gold-level sponsor benefits as well as verbal recognition by moderators, a brief opportunity to make comments at the beginning of each session, and prominent brand visibility on all attendees' screens.

### Live Keynotes and Plenaries (3 Available)

**Tuesday, September 8:** with a live keynote and plenary panel exploring algae in food and feed applications.

**Wednesday, September 9,** with a live keynote and plenary panel exploring the potential of algae in ecosystem services and biofoundries

**Thursday, September 10,** with a live keynote and plenary panel exploring algae in biofuels and biomaterials

# Become a sponsor of the world's largest algae conference!

Contact Nate Kommers at [nkommers@algaebiomass.org](mailto:nkommers@algaebiomass.org)  
202-746-4390