

. RAISE YOUR PROFILE .

2023

SPONSORSHIP & ADVERTISING

GUIDE



YOUR TARGET MARKET, OUR LOYAL MEMBERS.



The people who attend ACE events and read Ethanol Today are engaged and informed. They recognize a trustworthy brand when they see one. They reward industry participation and support.

Elevating your brand by sponsoring and advertising with ACE allows your company to leverage our well-woven web of print, electronic, and social media. A variety of platforms will deliver your company imagery and message directly to your target audience.

WASHINGTON, D.C. FLY-IN

MARCH 29-30, 2023

Washington, D.C.

This D.C. lobbying event draws industry leaders of the highest caliber. Plant owners, managers, employees, corn growers, fuel retailers, ethanol industry suppliers, and others rally together for this two-day event on Capitol Hill, taking hundreds of meetings with members of Congress and sessions with key Administration officials.

www.ethanol.org/events/fly-in

ACE CONFERENCE

AUGUST 23-25, 2023

Minneapolis, MN

The ACE Conference is a must-attend event for industry leadership. Relaying timely updates on public policy, market development, board of director training, and much more, this event combines the detail of high-level training courses with all the fun of a family reunion.

www.ethanol.org/events/conference

DEVELOP BRAND RECOGNITION

INCREASE PRODUCT VISIBILITY

BUILD LOYALTY

TAP NEW MARKETS

BE VIEWED AS AN INDUSTRY LEADER

**TAKE ADVANTAGE OF AFFORDABLE,
STRATEGIC MARKETING
OPPORTUNITIES**

**GET YOUR MESSAGE IN FRONT OF
ETHANOL PLANT DECISION-
MAKERS AT ALL LEVELS**

"This was an excellent conference to get together with colleagues and learn about new topics and technologies that are helping to improve the industry as we move into the next stage of development."

**- Ryan Brock, Lallemand Biofuels & Distilled Spirits,
2022 ACE Conference Attendee**

"I always look forward to this conference as it focuses on the decision-makers from each company coming together in a networking friendly environment that ACE creates for us."

- Natalie Mason, Gevo, 2022 ACE Conference Attendee

MAXIMUM REACH. MINIMUM EXPENSE.

SPONSOR + ADVERTISE = SAVE

| | |
|--|-------------------------------------|
| Sponsor one event | Price listed |
| Sponsor two events | 10% discount on both sponsorships |
| Advertise in Ethanol Today | Prices listed |
| Sponsor AND advertise in Ethanol Today | 10% discount on ads and sponsorship |

FLY-IN SPONSORSHIPS

| | |
|-------------------------|---------|
| Breakfast (2 available) | \$3,500 |
| Lunch | \$5,000 |
| Capitol Hill Reception | \$8,000 |
| Coffee Break | \$2,500 |
| Pens/Notepads | \$5,000 |
| WIFI | \$5,000 |
| Media Underwriter | \$5,000 |
| Supporting Sponsor | \$2,500 |

Contact Anna Carpenter at
acarpenter@ethanol.org or
 605-306-6142 with questions or to
 reserve your sponsorship and ad space.

CONFERENCE SPONSORSHIPS

| | |
|---------------------------------|---------------------------------|
| Welcome Reception | \$8,000 |
| Networking Reception | \$6,000 |
| Lunch | \$7,500 |
| Refreshment Break (3 available) | \$3,500 |
| Breakfast (2 available) | \$5,000 |
| Name Badge Lanyards | \$7,500 |
| Notebooks & Pens | \$5,000 |
| Tote Bags | \$5,000 |
| Pocket Agenda | \$5,000 |
| General Session WIFI | \$5,000 |
| Platinum/Gold/Silver/Bronze | \$5,000/\$4,000/\$3,000/\$2,500 |

DISPLAY BOOTH ONLY \$2,000



SPONSORSHIP BENEFITS

- 1 One complimentary conference registration per \$2,000 spent
- 2 Complimentary ad in conference guide (third page for sponsorships under \$5,000, full page for \$5,000 and over)
- 3 Company flyer, brochure or giveaway item in all ACE conference tote bags
- 4 Company logo on event signage
- 5 Logo and company contact information in event publication
- 6 Space and table for company display at ACE Conference (for \$5,000 packages and higher)
- 7 Verbal recognition at event
- 8 Company logo on ACE website
- 9 Recognition in email marketing of the event
- 10 List of conference attendees post-event

ETHANOL TODAY ADVERTISING

Ethanol Today magazine is respected in the industry as a leading source of timely, in-depth information about the people, policies and issues driving ethanol production and use in America. It's published six times per year and the print edition has a circulation of around 2,000 per issue, including delivery to all U.S. ethanol production plants, all ACE members, industry friends, and all members of Congress, not to mention a wide variety of industry events throughout the year. *Ethanol Today* is also available in a fully-integrated digital format to the public at www.ethanoltoday.com.

ISSUE THEMES*

| Jan/Feb | Mar/April | May/June | July/Aug | Sept/Oct | Nov/Dec |
|---------------------------------|---|-----------------------|---|---|-----------------|
| Plant Innovation & Optimization | New Markets & Uses for Ethanol & Coproducts | Carbon Collaborations | E15 & Higher Ethanol Blends Market Development & Infrastructure | Clean Fuel Policy & Ethanol on Capitol Hill | Exports Outlook |

*Contact Katie Muckenhirn for the 2023 Editorial Calendar

PRINT RATE CARD AND SIZES

All prices are net. Members of the American Coalition for Ethanol (ACE) at the Associate or Voting levels qualify for the Member advertising rate.

| | | | | | | |
|---|-----------|----------------------|-----------|----------------------|-----------|----------------------|
| COVER RATES <i>(Premium Placement)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color | \$2,850 | \$3,420 | \$2,100 | \$2,520 | \$1,725 | \$2,070 |
| DOUBLE-TRUCK SPREAD <i>(Bleeds & no bleeds)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 17 x 11 in., 16 x 10 in. | \$4,000 | \$4,800 | \$2,800 | \$3,360 | \$2,400 | \$2,880 |
| HALF-PAGE SPREAD <i>(Bleeds & no bleeds)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 17 x 5 in., 16 x 5 in. | \$2,500 | \$3,000 | \$1,750 | \$2,100 | \$1,500 | \$1,800 |
| FULL PAGE <i>(Bleeds & no bleeds)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 8.5 x 11 in., 7.5 x 10.5 in. | \$2,500 | \$3,000 | \$1,750 | \$2,100 | \$1,500 | \$1,800 |
| 2/3 PAGE <i>(Horizontal, Vertical)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 7.5 x 6.5 in., 5 x 10 in. | \$1,750 | \$2,100 | \$1,225 | \$1,470 | \$1,050 | \$1,260 |
| 1/2 PAGE <i>(Horizontal)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 7.5 x 5 in. | \$1,325 | \$1,590 | \$925 | \$1,110 | \$795 | \$954 |
| 1/3 PAGE <i>(Horizontal, Vertical)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 7.5 x 3.3 in., 2.5 x 10 in. | \$875 | \$1,050 | \$625 | \$750 | \$525 | \$630 |
| MARKETPLACE <i>(Vertical)</i> | 1x | 1x Non-Member | 3x | 3x Non-Member | 6x | 6x Non-Member |
| Four Color 2.125 x 2.8 in. | \$375 | \$500 | \$220 | \$325 | \$155 | \$250 |