

# SPONSORSHIP INFORMATION



California Independent Petroleum Association

## 2022 ANNUAL MEETING

June 9-12 | Carlsbad, California

### Sponsorship Deadline: May 2, 2022

All Sponsors receive the following benefits:

- Sponsor Privileges at Welcome Reception
- Special Designation on Name Badge
- Recognition on Signage at Registration Desk
- Recognition in CIPA's Monday Morning Report (MMR) newsletter
- Recognition at the Function of your Choice (based on availability)
- Full Color Company Logo on Sponsor Signage

#### **Diamond Sponsor \$25,000**

Includes the following additional benefits:

- Three complimentary registrations
- Three complimentary spouse registrations
- Three complimentary golf tournament slots
- Three complimentary sleeping rooms for three nights each
- One sleeping room upgrade
- Preferred seating for 10 people at Gala Dinner
- Opportunity for CIPA Solutions presentation\*
- Virtual and/or Tabletop Trade Show Space\*\*
- Full-Page ad in the front of the Annual Meeting Edition of the MMR

#### **Gold Star Sponsor \$10,000**

Includes the following additional benefits:

- Two complimentary registrations
- Two complimentary spouse registrations
- Two complimentary golf tournament slots
- One sleeping room upgrade
- Preferred seating for 10 people at Gala Dinner
- Opportunity for CIPA Solutions presentation\*
- Virtual and/or Tabletop Trade Show Space\*\*
- Full-Page ad in the Annual Meeting Edition of the MMR

*(Options continue on next page)*

# SPONSORSHIP INFORMATION

(Continued)

## Silver Star Sponsor **\$5,000**

Includes the following additional benefits:

- Two complimentary spouse registrations
- Preferred seating for 6 people at Gala Dinner
- Opportunity for CIPA Solutions presentation\*
- Virtual and/or Tabletop Trade Show Space\*\*
- Full-Page ad in the Annual Meeting Edition of the MMR

## Five Star Sponsor **\$3,000**

Includes the following additional benefits:

- Preferred seating for 4 people at Gala Dinner
- Virtual and/or Tabletop Trade Show Space\*\*
- Full-Page ad in the Annual Meeting Edition of the MMR

## Four Star Sponsor **\$2,000**

Includes the following additional benefits:

- Virtual and/or Tabletop Trade Show Space\*\*
- Half-Page ad in the Annual Meeting Edition of the MMR

## Three Star Sponsor **\$1,000**

Includes the following additional benefit:

- Quarter-Page ad in the Annual Meeting Edition of the MMR

## Two Star Sponsor **\$500**

Includes the following additional benefit:

- Business card-size ad in the Annual Meeting Edition of the MMR

**FOR MORE INFORMATION, CONTACT  
LAURA WILKIN AT  
(916) 447-1177 OR LWILKIN@CIPA.ORG**

## CIPA Solutions\*

Requires Silver Star or higher sponsorship

CIPA Solutions are 5-minute live or pre-recorded video presentations by the sponsors during the General Sessions on Friday or Saturday, June 10 or 11, 2022. Each presentation is limited to no longer than 5 minutes exactly and may include a PowerPoint deck set to a 5-minute timer.

There will be no more than THREE total CIPA Solutions presented at AM22, first come, first served. Additional details apply and are available at [www.cipa.org](http://www.cipa.org).

## Virtual and Tabletop Trade Shows\*\*

Requires Four Star or higher sponsorship

For the virtual trade show, sponsors may submit a 60-second pre-recorded video to be played during one of the General Sessions on Friday and Saturday. Videos must be submitted by Friday, May 27.

For the tabletop trade show, exhibit hours are in conjunction with breakfast and breaks on Saturday from 7:30 a.m. to 3:00 p.m. outside the General Session. Each exhibiting sponsor will have a draped 6-foot table and two chairs; other services (such as power or wi-fi) can be arranged at an additional charge.

Note that representatives working at the trade show tables must register to attend the Annual Meeting; registration is not included.

# SPONSORSHIP DETAILS

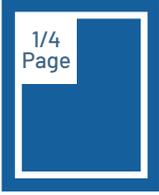


## Payments: due by May 2, 2022

Payments are due within 30 days of registration and no later than May 2, 2022 for the sponsor to appear in the Annual Meeting Edition of the MMR and the AM22 program book.

## Program Ads: due by May 2, 2022

The Annual Meeting Edition of the MMR (Monday Morning Report) is a special advertising section of the AM22 program book. Ad sizes are based on the sponsorship level:

			Diamond, Gold, Silver, and Five Star Sponsors:
Two Star Sponsors: Business card ad	Three Star Sponsors: 1/4-page ad	Four Star Sponsors: 1/2-page ad	Full-page ad
			
3½" wide x 2" long or provide a business card	3½" wide x 4½" long	7½" wide x 4½" long	7½" wide x 9½" long

- All ads are black and white. Please provide clean, clear, high resolution art in black and white only. No bleeds.
- If you would like CIPA to design a simple ad for you, please provide your company logo in a high-resolution electronic format and any additional text you would like to include.
- Logos must be in high-resolution formats, ideally vector-based EPS, PDF, or high-resolution JPG with 300 dpi and at least 10" wide.
- Email your ad and your hi-res logo to [lwilkin@cipa.org](mailto:lwilkin@cipa.org). Two Star sponsors may mail a clean business card (no staples or paperclips) to CIPA at the address below, but a digital ad is preferred and will look cleaner in the book.

**FOR MORE INFORMATION, CONTACT LAURA WILKIN AT  
(916) 447-1177 OR [LWILKIN@CIPA.ORG](mailto:LWILKIN@CIPA.ORG)  
1001 K STREET, 6TH FLOOR, SACRAMENTO, CA 95814**

# CIPA SOLUTIONS



California Independent Petroleum Association  
**2022 ANNUAL MEETING**  
June 9-12 | Carlsbad, California

## WHAT ARE CIPA SOLUTIONS?

CIPA Solutions are a "bonus" opportunity for service and supply companies that sponsor the 2022 Annual Meeting at the \$5,000/Silver Star level or higher.

- Each opportunity will consist of a 5-minute live or prerecorded video presentation on stage at the General Session on either Friday or Saturday, June 10 or 11, 2022, highlighting the sponsor's unique product, service, or value proposition.
- The key point is that the presentation, whether live or prerecorded, must be no longer than exactly 5 minutes. PowerPoint presentations, if used, must be set to a timer no longer than 5 minutes.
- When the timer ends, the speaker's time is up. No more talking; no Q&A.

There will be no more than THREE total CIPA Solutions presented at AM22.

## HOW DO WE PARTICIPATE?

Associate Members (service and supply companies) must sponsor AM22 at the \$5,000/Silver Star level or higher and be one of the first three companies to select the "CIPA Solutions" option when registering.

- Your sponsorship must be PAID in full within 30 days and no later than May 2 (whichever comes first) to confirm your CIPA Solutions spot.
- Your company must be an Associate Member of CIPA in good standing at the time of the Annual Meeting.
- If your company participates in a CIPA Solutions opportunity, your presenter must still register and pay to attend AM22 as usual. Beyond that, there is no additional fee or cost to participate.
- You still get all of the other benefits that come with your level of sponsorship.

## IF WE SECURE A CIPA SOLUTIONS SPOT, THEN WHAT?

- Decide whether you want to present in person or by prerecorded video.
- Prepare your presentation: create your visuals, practice your delivery, rehearse your timing
- Record it on video (iPhone is fine), if you do not plan to present it live.
- Email either your FINAL PPT FILE with your timed slides OR your PRERECORDED VIDEO to Laura Wilkin by noon on FRIDAY, MAY 29.
- We will have your presentation queued up and ready for the assigned General Session.

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