

Sponsor/Exhibitor Planner

The Coking & CatCracking Safety Seminar is an annual event which brings to real-time the mission of Coking.com & CatCracking.com:

"We want you to be safe and reliable. We are bringing together the Delayed Coking & FCC operator, mechanical and reliability technicians, maintenance and process engineers, supervisors and vendors to learn from each others' expertise and improve productivity."

This Seminar provides participants the opportunity to come together as a professional community to hear about new technologies, share best practices, learn from others' near misses and mistakes, and network with other national and international Coking & CatCracking professionals involved in every aspect of the process. The Seminar includes an indoor Exhibition Hall for table top displays.

We bring the owners to you.

Vendors will have multiple occasions to interact with participants from Tuesday evening through Friday noon at morning breaks and lunches and during the evening factory tours and dinners.



Who is Coking.com & CatCracking.com?

The Delayed Coker Safety & Communications website "www.coking.com" is the heart of today's coker community. Founded in 1998, Coking.com facilitates coker communications and promotes coker safety and reliability via the internet. Cat-Cracking.com carries on the tradition with the FCCU Community.

These websites, seminars and communities offer:

- contact list of refiners
- discussion forums to explore issues, questions and answers
- coker & FCC news and comment
- products and services referrals
- seminars and training
- site safety audits
- personnel resources
- consulting and job sourcing

Sponsorship and Exhibit Prices



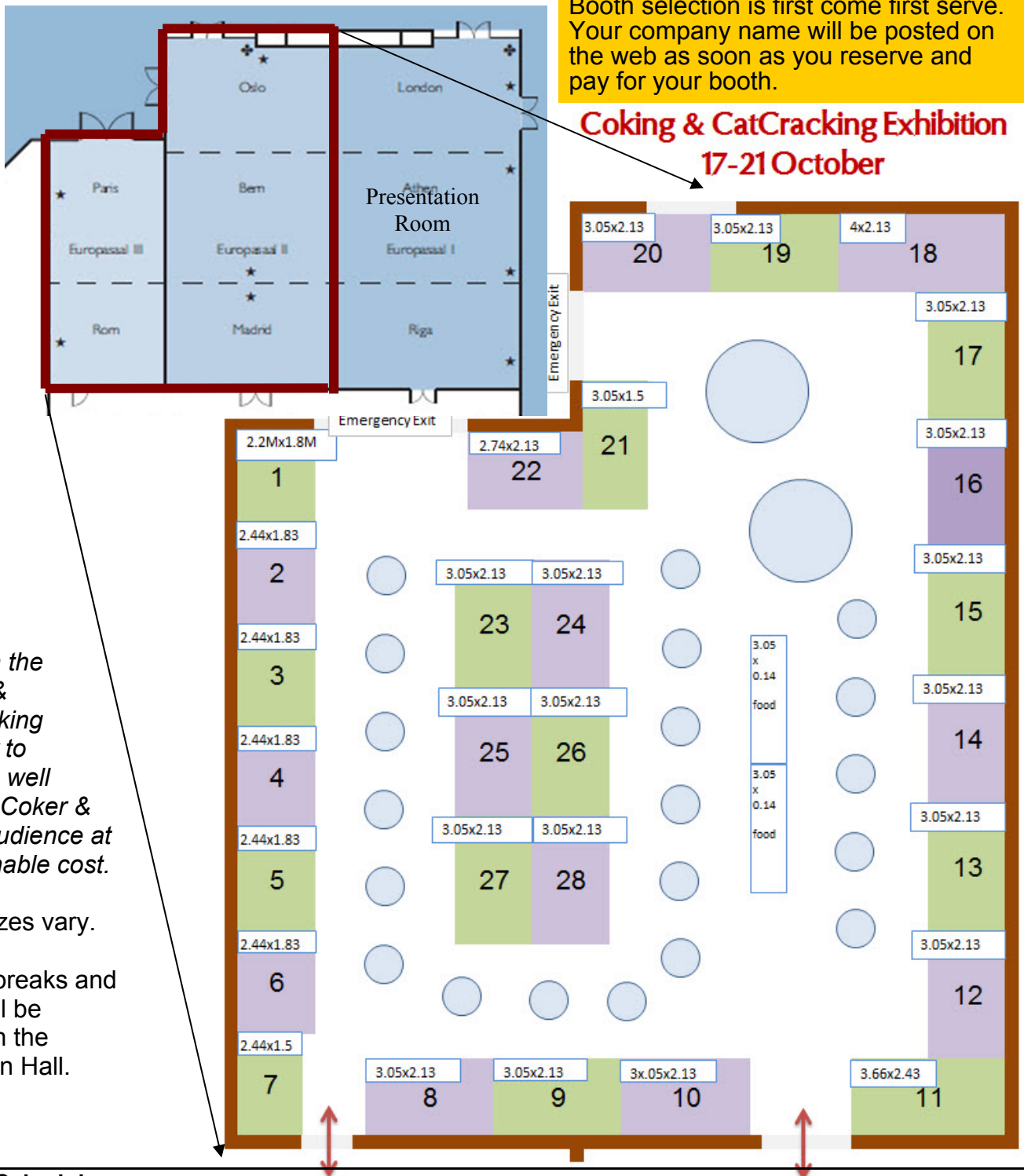
Level and how many are available at that level	Platinum 2	Gold 3	Silver 3	Bronze	Chrome
Sponsorship Fee	€12.900	€9.900	€7.900	€4.400	€2.490
1. Seminar Complimentary Registrations (includes the main exhibitor)	5	4	3	2	1
2. Additional Registration Early/Regular price €1.340/€1.490					
3. Networking Dinner. Sponsorship covers a portion of entertainment, transportation or catering. Event advertised on promotional materials and website with your logo and on a separate full page announcement. Full page announcement in the binder.	Y				
4. Logo on title page in the binder.	Y				
5. Logo on other pages in the binder.	Y	Y			
6. Option to purchase logo spot on the neck wallet name badges.	Y	Y			
7. Logo on scrolling conference slides. Public appreciation.	Y	Y	Y		
8. Option to purchase 1 of 2 logo spots on the conference bag.	Y	Y	Y		
9. Host a Lunch for all attendees on Wed, Thu. or Fri., digital logo on food and beverage tables.		Y			
10. Host a Morning Refreshment & Networking Break on Wed., Thurs, or Friday. Digital logo on food and beverage tables.			Y		
11. Opportunity to give a 2 minute announcement before your morning break/lunch or 3 minute speech during dinner.	Y	Y	Y		
12. Co-Host the Evening Reception and Exhibition on Tuesday night. Scrolling digital logos of sponsors on food tables.				Y	
13. Logo on 2,5m sponsor event signage	Y	Y	Y		
14. Face to Face Meetings (see details on page 7)	Y	Y	Y		
15. Logo on a 2nd marketing material, e.g. brochure, email, or postal mail. The higher level the bigger the logo.	Y	Y	Y		
16. Logo on 1 marketing materials, e.g. brochure, email, or postal mail. The higher level the bigger the logo.	Y	Y	Y	Y	
17. Scrolling logo on Coking.com & CatCracking.com seminar webpages.	Y	Y	Y	Y	
18. Dinner, lunch, breaks & hospitality advertised with your logo on the seminar schedule pages.	Y	Y	Y	Y	
19. Option: Your company's Hospitality Suite with announcement and advertising. You pay room, food & beverage.	Y	Y	Y	Y	
20. Logo on 2.5' exhibitor event signage	Y	Y	Y	Y	
21. Full page color ad in seminar binder	Y	Y	Y	Y	
22. Advanced Contact List, sent the week before the Seminar	Y	Y	Y	Y	
23. Logo on exhibitor webpage	Y	Y	Y	Y	
24. Company name, exhibit description and logo on facebook 	Y	Y	Y	Y	
25. Company name on LinkedIn and facebook 	Y	Y	Y	Y	Y
26. Company sign at your booth	Y	Y	Y	Y	Y
27. Exhibit description on seminar exhibitor web page	Y	Y	Y	Y	Y
28. Logo in seminar binder index	Y	Y	Y	Y	Y
29. Company name and exhibit description in the binder index	Y	Y	Y	Y	Y
30. Exhibit booth space. First booth included, additional space €1.400	Y	Y	Y	Y	Y
Options: Conference announcement emailed from Coking.com & CatCracking.com with your logo and ours inviting your customers—no charge. OR Conference brochures mailed out and co-branded with Coking.com & CatCracking.com logo and your logo inviting your customers. Includes design and lay-up. Shared cost on printing, postage and handling.	Y	Y	Y	Y	Y

Exhibit Areas & Booth Numbers

Booth selection is first come first serve. Your company name will be posted on the web as soon as you reserve and pay for your booth.

Coking & CatCracking Exhibition 17-21 October



You can count on the Coking & CatCracking Seminar to deliver a well focused Coker & FCCU audience at a reasonable cost.

Booth sizes vary.

Coffee, breaks and lunch will be served in the Exhibition Hall.

Exhibit Schedule					
Tue	12:00 - 16:45 17:00 - 19:00	Exhibit Setup SHOW STARTS Exhibits & Welcome Reception	Thur	09:30 - 10:00 12:15 - 13:15 14:00 - 14:30 14:30	Exhibits & Morning Break Exhibits & Lunch Exhibits & Networking Break Factory Tour
Wed	09:30 - 10:00 12:00 - 13:00 14:00 - 14:30 15:00	Exhibits & Morning Break Exhibits & Lunch Exhibits & Networking Break Factory Tour	Fri	09:30 - 10:00 12:00 - 13:00 13:00 - 16:00	Exhibits & Morning Break Exhibits & Lunch Exhibit take down

Exhibitor Arrangements

Display Area

Your assigned booth will be available from Tuesday, 18 October at 12:00 until Friday, 21 October at 17:00.

Electrical/Phone/Internet

Electrical for lights and basic laptop, 110v is included in the Exhibitor fee. Additional power requirements are at the exhibitor's cost. Request a form from Info@coking.com. Internet is available but at the exhibitors' expense.

Safety and Security

The exhibit hall is secured each night, however we suggest you do not leave small, expensive items like laptops at your booth. The hotel and the host (Coking.com and CatCracking.com, hereafter referred to as Coking.com Inc or the Host) are not responsible for any lost, stolen or damaged materials. Safety is the primary issue. As you are setting-up your display areas, please leave clear walkways for participants to move safely between displays.

Catering

Breaks, lunch and receptions are paid for by Coking.com Inc. All other food and beverage requests for your exhibit area and hospitality rooms must be arranged through the catering manager

Technology

Contact the AV department at the hotel for rental LCD monitors, etc.

Furniture & Decorating

Booth sizes vary. The space is carpeted and supplied a 2m x.8m table and one chair at no additional cost

Shipping

Globex Logistics will provide airfreight and trucking services from your door to the show. They have dedicated staff making sure your exhibits and products make the show on time. Please contact them as follows:

Globex Logistics, Inc.
Attn: Ty Warren
Tel: 702-433-1059 USA
Fax: 702-433-2948
Email: twarren@globexlogistics.net

To receive and hold shipments, make arrangements with the decorator.

You will receive a full contract with shipping information 6 weeks prior to the event.



Policy, Rules & Regulations

These policies and regulations, and all text in this Exhibitor Application, are to be construed as part of all exhibit contracts. The Host (Coking.com & CatCracking.com) reserves the right to interpret them as well as to make final decisions on all points which the rules and regulations do not cover.

Payments and Cancellations

Space will be reserved once a 50% deposit is received. Refunds for cancellations will be made only if the space can be resold, according to the following schedule:

- **3 months (18 Jul, 2011)**
- full refund of SRF (space rental fee);
- **10 Weeks (1 Aug, 2011)**
- 90% of SRF;
- **8 Weeks (15 Aug, 2011)**
- 75% of SRF;
- **6 Weeks (29 Aug, 2011)**
- 50% of SRF;
- **after 2 Weeks (3 Oct, 2011) -**
0% of SRF.

Cancellations must be made in writing and forwarded to Marlea Roache at fax number 866.854.6267 or email: Marlea@coking.com or to the company postal address.

Default of Occupancy

If by 12:00 on Tuesday, 19 October, 2011, an exhibitor fails to check-in and occupy any space contracted for but not canceled in writing to Coking.com Inc, Coking.com Inc shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the defaulting exhibitor.

If the display material has been delivered to the exhibit space but has not been assembled, Coking.com Inc reserves the right to remove the material and place it in storage. Coking.com Inc assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of that exhibitor's products in the Seminar Resource Binder, the

Comprehensive Contact List, news releases, or other materials.

Exhibitors will abide by all other provisions of said policies, rules and regulations and with fire regulations and all other regulations of governmental agencies and the hotel.

There will be a €500 fine to any exhibitor who takes down early.

Objectionable Material and Activities

Coking.com Inc reserves the right to require modification of any exhibit it deems questionable for any reason. Exhibitors may not post signs, banners or advertisements outside of their booth without written permission from Coking.com Inc.

Liabilities and Insurance

The exhibitor, by entering into this contract, hereby waives any claim against and shall indemnify, save and hold harmless Coking.com Inc, the hotel, its agents and employees for any damages or injuries to property or persons occasioned by or in connection with the conference unless caused by the willful misconduct of Coking.com Inc, the hotel, its agents or employees. **The exhibitor shall provide a certificate of insurance to Coking.com Inc & the hotel.**

Exhibitor agrees to maintain such insurance that will fully protect Coking.com Inc and the hotel from any claims of any nature, including claims under the Workman's Compensation Act, and for damages for personal

Provide a Certificate of Insurance

injury, including death, which may arise in connection with the presence and/or operation of participant's display. In the event the exhibitor damages the building, or any part thereof, he agrees to reimburse the owner of the building for the cost of repairing such damages to said building, or any part thereof, directly or indirectly.

Coking.com Inc will not be liable for failure to hold the seminar as scheduled. Payments for exhibit space will be returned in that event, less the exhibitor's pro-rata share of all costs and expenses incurred and committed by Coking.com Inc. The exhibitor hereby consents to the jurisdiction of the courts of the State of Washington, USA with respect to any right of action arising under this contract.

Admission

Coking.com Inc will have sole control over admission of all persons. All persons visiting the exhibits will be admitted according to the policies and regulations of the conference as issued or amended by the authorized representative of Coking.com Inc.

All persons in the exhibit area must be registered and wearing the Safety Seminar name badge or Guest Pass at all times. No one under the age of 18 years of age will be allowed in the exhibit area.

NO Suitcasing

"Suitcasing" (promoting your products and services while not being a registered exhibitor) is forbidden and anyone who is found violating said rule is subject to being expelled from the seminar.

Display Configuration

Displays must be less than 3m tall. Exhibits do not have to sit on the table. Freestanding displays placed on the floor are permitted as long as it fits within the designated exhibit space. All display material must be safely supported. No nails, screws or other damaging device may be used. Since this is an indoor exhibit area, the display of heavy equipment is limited. Call first.

Coking.com Inc reserves the right to restrict the use of glaring or irregular lighting effects. Signs or lighting involving the use of neon or similar gases, or flashing electrical signs are

of raffle, drawing or contest. Sales and orders transacted in the exhibit area are permitted.

Exhibitors must confine their activities to the space for which they have contracted, and may not distribute samples or souvenirs except from their exhibit space.

The exhibitor shall be responsible for the safety of all individuals participating in or viewing their display.

Live animals and smoking are not permitted in the exhibit area.

Exhibitors will not be permitted to behave in a manner that is, in the sole discretion of Coking.com Inc, objectionable. Any questions of propriety should be cleared in writing with Coking.com Inc.



not permitted. Loud motors are not permitted. No engines with exhaust are allowed. Coking.com Inc reserves the right to restrict the use of demonstration equipment that produces a noise level objectionable to Coking.com Inc Seminar attendees or neighboring exhibitors. The use of minimal audio-visual equipment will be permitted, subject to written approval of Coking.com Inc.

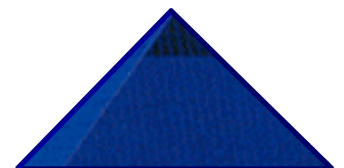
Displays and Conduct

Displays should be directly related to the products and services provided by the exhibitor in the regular course of business. Spouse registrants are permitted to work in the booth, but must be registered for the Seminar or using the Exhibitor Helper pass.

Raffles and fishbowl drawings are permitted at the exhibit. Give-aways are permitted when the item is of minimal value, available to all attendees, and not related to any type

"The seminar overall was very informative. This is the first year Champion has attended Coking.com and we will be back. In future years we plan on having a booth and being more involved. Thank you for your hospitality."

-Doug Meyne



Sponsor/Exhibitor Contract

We require your signature below. For your convenience, select and pay for exhibit space at our websites:
www.Coking.com/SeminarDUS or www.CatCracking.com/SeminarDUS

2011 Coking & CatCracking Safety Seminar 17-21 October, 2011 Radisson Blu Hotel Düsseldorf, Germany

- Complete (print neatly) all of the sections in their entirety and sign.
- Send this contract page with full payment of exhibit fees to Coking.com Inc by fax 866.854.6267, by scanning and emailing to info@coking.com or mail to Coking.com Inc, 1410 Lowe Avenue, Bellingham, WA 98229 USA.
- Phones 360.966.7251 USA; 44.(0)2081.503669 UK; 403.668.7467 Canada.
- A 50% deposit must be received to reserve space. You can pay online at www.Coking.com or www.CatCracking.com
- The sooner you submit, the sooner you get in on the advertising and promotions
- Send us a high quality logo, too!
- Make room reservations at Radisson Blu. Put in the arrival and departure date in the reservation box, enter the group ID Refining Community, or Phone with the group code.

Contact Name (representative handling the registration)	Contact Title ()	
Contact Email	Contact Phone	
Exhibitor Name (if different than registrar)	Exhibitor Email	
Company Name ()	Exhibitor Title ()	
Phone	Fax	
Mailing Address	City	
State/Province	Postal Code	Country
Brief title of exhibit (3 to 6 words): _____		
Longer description of exhibit-used for advertising (5 to 25 words): _____		

Sponsorship Level (silver, etc) _____ and Exhibit space number: ___ 1st ___ 2nd ___ 3rd ___ 4th choice
Our clientele is: ___ Coking, ___ CatCracking, ___ Sulfur-Amine, ___ Other (Specify)

Advance payment for exhibits is required to be included on the seminar web pages and other printed seminar handouts. Additional exhibitors (which includes seminar registration) can be registered and paid (€1.340/€1.490) at your convenience. Use an additional sheet or go online. Use a separate page for each person being registered.

<u>Signature on this form agrees to:</u>	2. Remit the exhibit rental fee to Coking.com Inc. We understand that space cannot be assigned until all exhibit fees have been paid in full to Coking.com Inc.
1. Abide by all the policies, rules and regulations, as stipulated in the Exhibitor Planner and in any exhibitor materials mailed after booths are assigned.	3. Authorizes Coking.com Inc to use photos & comments taken from the seminar or training in future marketing and promotions.

Signature	Printed Name	Date
-----------	--------------	------

Method of Payment Check, Visa, MasterCard, Amex, Bank/Wire Transfer. Amount _____

Credit Card #	3 Digit # Code on back (4 digits on front of AmEx)	Expiration Date
---------------	--	-----------------

Signature of Card Owner	Print Name
-------------------------	------------