

# Cologne Coker Conference Sponsor/Exhibitor Prospectus

The Coking.com Seminar for Delayed Coker Safety, Environment, Operations Optimization & Technology brings to real-time the mission of Coking.com:

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

Our seminar provides participants the opportunity to come together as a professional community to share best practices, learn from others' near misses and mistakes, and network with other national and international coking professionals involved in every aspect of the coking processes. The 2007 seminar in Texas was **more than half** refiners.

**WE BRING THE OWNERS TO YOU.**

50% of last year's attendees were refiners!

325 attended in 2008. 230 attended the first annual Calgary seminar. Vendors will have numerous occasions to interact with participants at breakfast, breaks and lunches on 3 days and beforehand, during the initial 2 hour exhibition which features hors d'oeuvres and an open bar.

The Coking.com Cologne Coker Conference includes a Coker Exhibition for table top displays.

## WHO IS COKING.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.

Coking.com offers:

- coker contact list of refiners
- discussion forum to explore issues, questions and answers
- coker news and comment
- products and services referrals
- seminars and training
- site safety audits
- Coker consulting

**Coking.com<sup>®</sup>**  
**MORE PRODUCTION - LESS RISK!**

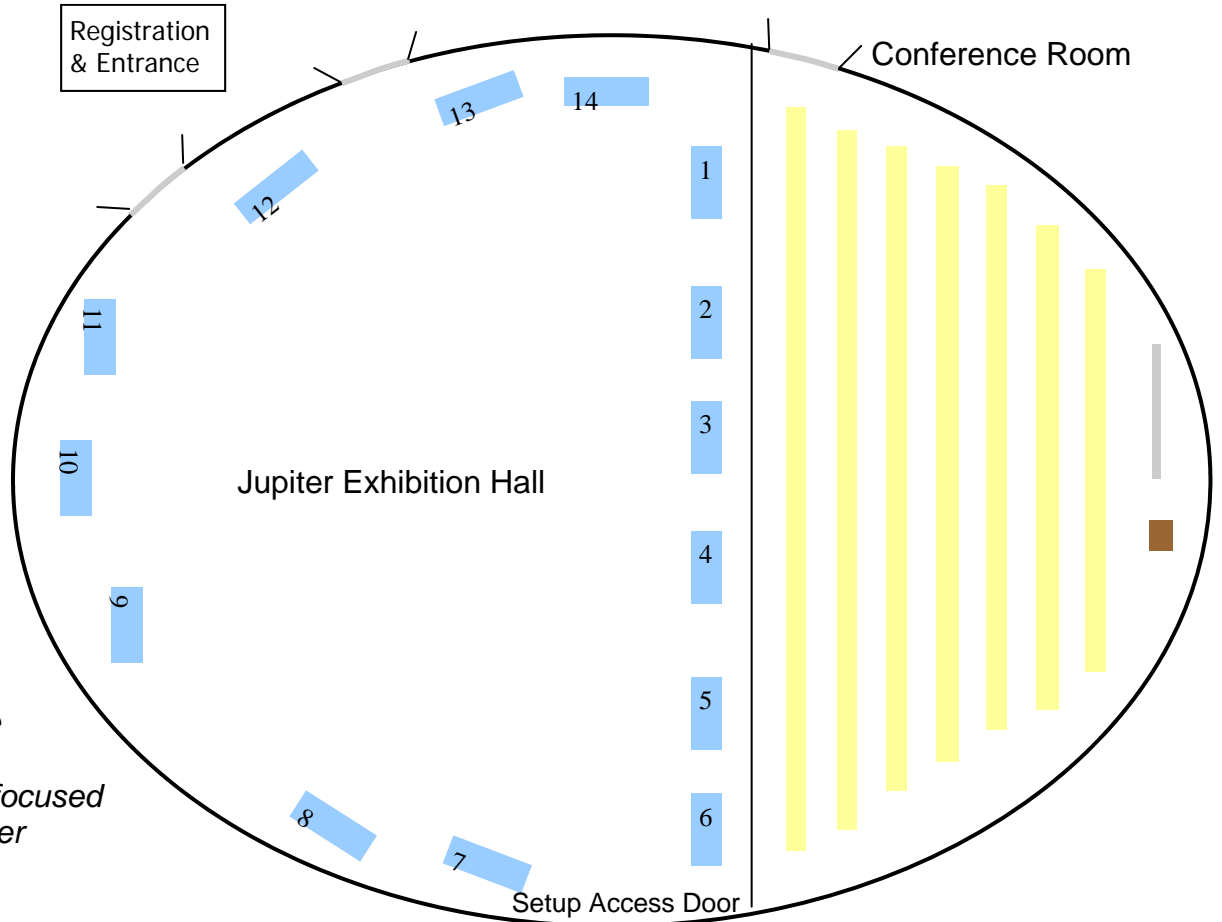
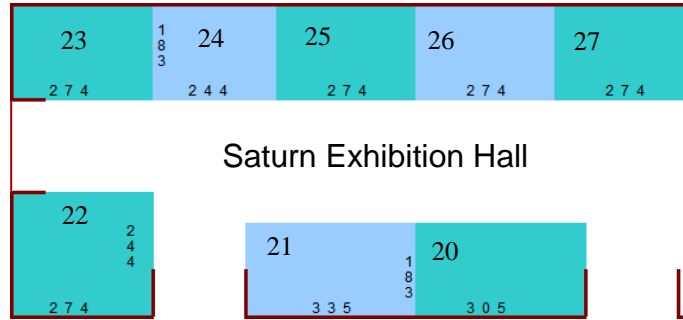
# SPONSORSHIPS

Level	Platinum	Gold	Silver	Bronze	Chrome
€ Euros	€ 8995	€ 7495	€ 5695	€ 3975	€ 1845
Seminar Complimentary Registrations (includes the main exhibitor)	5	4	3	2	1
Training Complimentary Registrations	1	1	1	1	
Additional Exhibitor/Seminar Registration €1050/1200					
Option: Your company's Hospitality Suite with announcement and advertising by Coking.com. You pay room, food & beverage.	Y	Y	Y	Y	
Passport Program giveaways for Hospitality Suites	Y	Y	Y	Y	
Logo on various conference introductory slides.	Y				
Logo on various pages in the binder	Y				
Logo on Coking.com main Seminar webpage	Y				
1. Evening Reception. Advertised on marketing materials and website with your logo. Opportunity to address the guests at the event. Zimmermann & Jansen hosts the Tuesday Factory Tour and dinner. RuhRPumpen hosts the Wednesday Factory Tour and dinner.	Y	Choose one food event. Platinum choose from 4 events, Gold from 3, Silver from 2, Bronze from 1.			
2. Lunch for all attendees on Mon, Tue, Wed or Thu. Tent card with logo on all food and beverage tables.	Y	Y			
3. Morning Refreshment & Networking Break on Mon, Tue, Wed or Thu. Tent card with logo on all food and beverage tables.	Y	Y	Y		
Opportunity to give a 3 minute announcement before or during your lunch, break or reception. Food and beverage costs are paid.	Y	Y	Y		
4. Lunch or breaks any day. Tent card with logo on all food and beverage tables.	Y	Y	Y	Y	
Greet attendees as they come into your food event.	Y	Y	Y	Y	
Logo on marketing materials, e.g. brochure, email, or postal mail	Y	Y			
Logo on Coking.com Seminar sponsors webpage	Y	Y	Y		
Reception, lunch, breaks & breakfast advertised with your logo on Coking.com Seminar Schedule pages.	Y	Y	Y	Y	
Logo on 8' (2.43M) event signage	Y	Y	Y	Y	
Full page color ad in seminar binder	Y	Y	Y	Y	
Advanced Contact List, sent one week before the Seminar	Y	Y	Y	Y	
Logo on Exhibitor webpage	Y	Y	Y	Y	
Exhibit Description on seminar exhibitor web page	Y	Y	Y	Y	
Exhibit Table Top 1.8M x .6M (6 feet x 2 feet) draped table	Y	Y	Y	Y	Y
All logos on one exhibitors' page in the seminar binder	Y	Y	Y	Y	Y
In the Exhibit Index in Binder	Y	Y	Y	Y	Y
Company sign at your booth	Y	Y	Y	Y	Y
Options: Conference announcement emailed from Coking.com with your logo and ours inviting your customers.	Y	Y	Y	Y	
Conference brochures mailed out and co-branded with Coking.com logo and your logo inviting your customers. Includes design and lay-up. Does not include printing, postage and handling.	Y	Y	Y	Y	
Contact us for Additional Options like a full page ad on the back cover of the conference binder, logo on the conference CD, or sponsoring Internet Service, or your idea, etc	Y	Y	Y	Y	

Seminar.Attendee = If he/she is registered and paid for the 3-day Seminar, he/she can help exhibit at no charge. This registration is not transferable. All participants and exhibitors must be registered and wear a badge. There are no part time, transferable or one day registrations.

# EXHIBIT AREA

Cologne Hilton Meeting Rooms



You can count on the Coking.com to deliver a focused delayed coker audience.

Exhibit and Presentation Schedule	
<p><b>Mon</b> 12:00 pm—4:00 pm - Exhibit setup                      8:00 am - 5:00 pm – Coker Process Training                      5:00 pm - 7:00 pm - Exhibition, Cocktail Reception                      7:00 pm-10:30 pm-Hospitality Suites</p> <p><b>Tues</b> 8:00 am-6:30 pm - Seminar                      7:00 am – 8:00 am - Exhibits &amp; Breakfast                      9:30 am – 10:00 am - Exhibits &amp; Networking Break                      12:00 pm – 1:00 pm - Exhibits &amp; Lunch</p>	<p><b>Wed</b> 8:00 am - 6:30 pm - Seminar                      7:00 am – 8:00 am - Exhibits &amp; Breakfast                      9:30 am – 10:00 am - Exhibits &amp; Networking Break                      12:00 pm – 1:30 pm - Exhibits &amp; Lunch</p> <p><b>Thu</b> 8:00 am-12:00 pm-Seminar                      7:00 am – 8:00 am - Exhibits &amp; Breakfast                      9:45 am – 10:15 am - Exhibits &amp; Networking Break                      12:00—1:00 Lunch                      12:30 pm - Exhibits take down</p>

Assignment of exhibit space is based on sponsorship level and prior years of participation. No space will be assigned without receipt of payment. You may register for a tabletop display using the form at the end of this document or online at [www.coking.com/SeminarEUR/ExhibitorsForm.html](http://www.coking.com/SeminarEUR/ExhibitorsForm.html)

# EXHIBITOR ARRANGEMENTS

## Display Area

Your assigned booth will be available from Monday, Sep 29th at 12 noon through Thursday, Oct 2nd at 12:30pm.

## Furniture

Exhibit space includes a draped 6 feet x 2 feet (1.82M x .6M) table and chair.

## Electrical/Phone/Internet

Electrical for lights and basic laptop. Additional power requirements are at the exhibitor's cost. We will supply you with a form.

## Safety and Security

The hotel provides limited security; however, each exhibitor is responsible for their own equipment and supplies. Do not leave small, expensive items like laptops at your booth. The hotel and Coking.com 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

On Monday evening, Coking.com will host the open bar and hors d'oeuvres for all. 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 for rental LCD monitors, etc.

## Shipping / Material Handling

GlobeX Logistics, Inc. has been designated as the appointed freight forwarder / customs broker for shipments to our event in Calgary. They can effectively handle shipments from your door to your booth including all customs clearance assistance. Please direct all of your shipping inquiries to them.

All shipments should be directed to the GlobeX warehouse prior to the event as follows:

GlobeX Logistics, Inc.  
Attn: Mr. Chris Ray  
Tel: (702) 433-1059  
Email: [cray@globexlogistics.net](mailto:cray@globexlogistics.net)



# POLICY, RULES & REGULATIONS

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

## Payments and Cancellations

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

- **3 months (27 Jun, 2008)**  
-full refund of SRF (space rental fee);
- **10 Weeks (21 Jul, 2008)**  
- 90% of SRF;
- **8 Weeks (4 Aug, 2008)**  
- 75% of SRF;
- **6 Weeks (18 Aug, 2008)**  
- 50% of SRF;
- **after 2 Weeks (15 Sep, 2008) -**  
0% of SRF.

Cancellations must be made in writing and forwarded to Marlea Roache at fax number 1.866.854.6267 or email: [Marlea@coking.com](mailto:Marlea@coking.com) or to the company postal address.

## Default of Occupancy

If by 3 pm on Monday, Sep 29, 2008, an exhibitor fails to register and occupy any space contracted for but not canceled in writing to Coking.com, Coking.com 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 reserves the right to remove the material and place it in storage. Coking.com assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of that exhibitor's products in the Seminar Coking 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 Cologne Hilton Hotel.

## Objectionable Material and Activities

Coking.com 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.

## Liabilities and Insurance

The exhibitor, by entering into this contract, hereby waives any claim against and shall indemnify, save and hold harmless Coking.com, LLC the Hilton Cologne 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, the Hilton Cologne Hotel, its agents or employees. **The exhibitor shall provide a certificate of insurance to Coking.com & the hotel.**

Exhibitor agrees to maintain such insurance that will fully protect Coking.com and the Cologne Hilton Hotel from any claims of any nature, including claims under the Workman's

## PROVIDE A CERTIFICATE OF INSURANCE

Compensation Act, and for damages for personal 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 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.

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 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.

All persons in the exhibit area must be registered and wearing the Coking.com 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 10' tall. Exhibits do not have to sit on the table. Freestanding displays placed on the floor are permitted. 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 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 not permitted. Loud motors are not permitted. No engines with exhaust are allowed. Coking.com reserves the right to restrict the use of demonstration equipment that produces a noise level objectionable to Coking.com Seminar attendees or neighboring exhibitors. The use of minimal audio-visual equipment will be permitted, subject to written approval of Coking.com.

## 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 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.

Only the contracted exhibitor can display material and work the booth.

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, objectionable. Any questions of propriety should be cleared in writing with Coking.com.



# SPONSOR/EXHIBITOR APPLICATION

We require your signature below, but you may find it convenient to complete and submit the application at our website:

[www.Coking.com/SeminarEUR/ExhibitorsForm.html](http://www.Coking.com/SeminarEUR/ExhibitorsForm.html)

Also for your convenience, select and pay for exhibit space at our website: [www.Coking.com/SeminarEUR/Floorplan.asp](http://www.Coking.com/SeminarEUR/Floorplan.asp)

## 2008 Coking.com Cologne Coker Conference September 29 — October 2, 2008 Hilton Hotel in Cologne, Germany

- Complete (print neatly) all of the sections in their entirety and sign.
- Send this form with full payment of exhibit fees to Coking.com by fax 1.866.854.6267, scanning and emailing to [info@coking.com](mailto:info@coking.com) or mail to Coking.com, 1410 Lowe Avenue, Bellingham, WA 98229 USA. Full payment must be received to reserve space. You can pay online at [www.coking.com/store](http://www.coking.com/store) or phone 360.966.7251 USA 403.668.7467 Canada 44.02081.503669 UK
- 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 Cologne Hilton Hotel, [www.Hilton.com](http://www.Hilton.com). Select Cologne and Germany. Click Find It. Enter and your check-in and check-out dates. Use the Group/Convention Code: GDESA  
Phone +49 (0) 221-13071 2300 and give the booking code "coking.com"

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 for advertising (5 to 25 words): \_\_\_\_\_

Sponsorship Level (silver, etc) \_\_\_\_\_ and Exhibit space number: \_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th choice  
Indicate Competitors you wish to be separated from (by company, not category). Booth separation is not guaranteed. \_\_\_\_\_

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 (€1050/1200) at your convenience. Use an additional sheet or go online.

Use a separate page for each person being registered. Signature on this form agrees to:

1. abide by all the policies, rules and regulations, as stipulated in the Exhibitor Prospectus and in any exhibitor materials mailed after booths are assigned.
2. remit full exhibit rental fee to Coking.com. We understand that space cannot be assigned until all exhibit fees have been paid in full to Coking.com.
3. authorizes Coking.com LLC 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. Currency: \$USD\_\_ or €EURO\_\_ Amount \_\_\_\_\_

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

Signature of Card Owner \_\_\_\_\_ Print Name \_\_\_\_\_