

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 a large, indoor Exhibition Hall for booths and heavy equipment.

We bring the owners to you.

Vendors will have multiple occasions to interact with participants from Tuesday evening through Thursday evening at morning and afternoon breaks and lunches and during the evening exhibitions which feature hors d'oeuvres and an open bar.



1 Refiner to 1.6 Vendors

**2011 Attendance
Exceeded 350!**

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. CatCracking.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

Premier Sponsorships (2)

\$12,000

- Choose 1. Logo on conference lanyards and Underwriter of Thursday lunch or
2. Logo on conference bags and Underwriter of Wednesday lunch

- Digital logo on food and beverage tables; advertised in the on-line and printed seminar schedule.
- Opportunity to give an announcement before your lunch.
- Logo on scrolling conference slides, and public acknowledgement.
- In the printed program: Logo on the title page and index page. Logo, company name and exhibit description on the exhibitor page. Company profile.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Logo on 1 marketing materials, e.g. brochure, email, and postal mail. The higher level the bigger the logo.
- Logo on additional marketing materials.
- Full page color ad in seminar printed program.
- Online on the Coking and CatCracking web pages: Scrolling logo, product description and logo on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name, exhibit description and logo on Facebook
- Company name and exhibit description on Linked In
- 5 Complimentary Registrations
- \$100 off additional registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity

Morning Coffee Break Sponsorships (3)

\$9,500

- Choose 1. Host a Morning Coffee Break on Wednesday or
2. Host a Morning Coffee Break on Thursday or
3. Host a Morning Coffee Break on Friday.

- Logo on mug or tumbler for every delegate.
- Digital logo on food and beverage tables; logo advertised on the seminar schedule on-line and printed pages.
- Logo on scrolling conference slides, and public acknowledgement
- In the printed program: Logo on the index page. Logo, company and description on exhibitor page. Company profile.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Logo on 1 marketing materials, e.g. brochure, email, or postal mail. The higher level the bigger the logo.
- Logo on additional marketing material, e.g. brochure, email, or postal mail.
- Full page color ad in seminar printed program.
- Online on the Coking and CatCracking web pages: Scrolling logo, product description and logo on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name, exhibit description and logo on Facebook
- Company name and exhibit description on Linked In
- 4 Complimentary Registrations
- \$100 off additional registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity

Technical Program Sponsorship (1)

\$9,500

- Folio for each delegate with company and conference logo embossed
- Recognition as the technical conference sponsor in the printed program
- Logo on scrolling conference slides, and public acknowledgement
- In the printed program: Logo on the index page and exhibitor page. Company name and exhibit description. Company profile.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Logo on 1 marketing materials, e.g. brochure, email, or postal mail.
- Full page color ad in seminar printed program (otherwise available for purchase at \$700)
- Online on the Coking and CatCracking web pages: Scrolling logo, product description and logo on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name, exhibit description and logo on Facebook
- Company name and exhibit description on Linked In
- 3 Complimentary Registrations
- \$100 off additional registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity

Refreshment Break Sponsorship (2)

\$7,000

- Choose 1. Host the Wednesday Afternoon Break or
2. Host the Thursday Afternoon Break

- Logo on a beverage bottle or glass
- Digital logo on food and beverage tables; logo advertised on the seminar schedule on-line and printed pages.
- Logo on scrolling conference slides and public acknowledgement
- In the printed program: Logo on the index page and exhibitor page. Company name and exhibit description. Company profile.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Logo on 1 marketing materials, e.g. brochure, email, or postal mail.
- Logo on additional marketing material, e.g. brochure, email, or postal mail. The higher level the bigger the logo.
- Full page color ad in seminar printed program (otherwise available for purchase at \$700)
- Online on the Coking and CatCracking web pages: Scrolling logo, product description and logo on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name, exhibit description and logo on Facebook
- Company name and exhibit description on Linked In
- 3 Complimentary Registrations
- \$100 off additional registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity



Sponsorship and Exhibit Prices

Breakfast Sponsorship (3)

\$5,000

- Choose 1. Host the Wednesday Breakfast or
2. Host the Thursday Breakfast or
3. Host the Friday Breakfast

- Logo on napkins, coaster, mints, lip balm, or sanitizer
- Digital logo on food and beverage tables; also advertised with your logo on the seminar schedule on-line and printed pages.
- Logo on scrolling conference slides
- In the printed program: Logo on the index page and exhibitor page. Company name and exhibit description. Company profile.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Logo on 1 marketing materials, e.g. brochure, email, or postal mail.
- Logo on additional marketing material, e.g. brochure, email, or postal mail. The higher level the bigger the logo.
- Full page color ad in seminar printed program (otherwise available for purchase at \$700)
- Online on the Coking and CatCracking web pages: Scrolling logo, product description and logo on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name, exhibit description and logo on Facebook
- Company name and exhibit description on Linked In
- 2 Complimentary Registrations
- \$100 off additional registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity



Friday Lunch Sponsorship (1)

\$5,000

- Host the Friday lunch
- Digital logo on food and beverage tables; also advertised with your logo on the seminar schedule on-line and printed pages.
- Logo on scrolling conference slides
- In the printed program: Logo on the index page and exhibitor page. Company name and exhibit description. Company profile.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Logo on 1 marketing materials, e.g. brochure, email, or postal mail.
- Logo on additional marketing material, e.g. brochure, email, or postal mail. The higher level the bigger the logo.
- Full page color ad in seminar printed program (otherwise available for purchase at \$700)
- Online on the Coking and CatCracking web pages: Scrolling logo, product description and logo on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name, exhibit description and logo on Facebook
- Company name and exhibit description on Linked In
- 2 Complimentary Registrations
- \$100 off additional registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, and electricity

Evening Reception Sponsorship

\$4,500

Multiple suppliers co-sponsorship an evening cocktail reception

- Choose 1. Tuesday evening reception and exhibition or
2. Wednesday evening reception and exhibition or
3. Thursday evening reception and exhibition

- Logo on scrolling conference slides
- In the printed program: Logo on the exhibitor page. Company name and exhibit description.
- Half page color ad in the seminar printed program.
- Logo on event signage: 8' sponsor sign and 8' exhibitor sign
- Online on the Coking and CatCracking web pages: product description and company name on exhibitor webpage
- Company sign at your booth
- Advanced Contact List, sent the week before the Seminar
- Company name and logo on Facebook
- Company name on Linked In
- 2 Complimentary Registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity

The Technical Program and Exhibition are closely integrated so all sponsors/exhibitors are welcomed into all presentations, workgroups and events.

Exhibitor

\$2,100

- In the printed program: logo on the exhibitor page. Company name and exhibit description.
- Company name on 8' exhibitor sign
- Online on the Coking and CatCracking web pages: product description and company name on exhibitor webpage
- Company sign at your booth
- 1 Complimentary Registrations
- 10' x 10' booth with draped table, chair, pipe & drape stand, carpet, electricity

Truck & Trailer pricing

11' to 29' \$2,600
30' to 49' \$3,200
50' and longer \$3,800

Options available to all exhibitors:

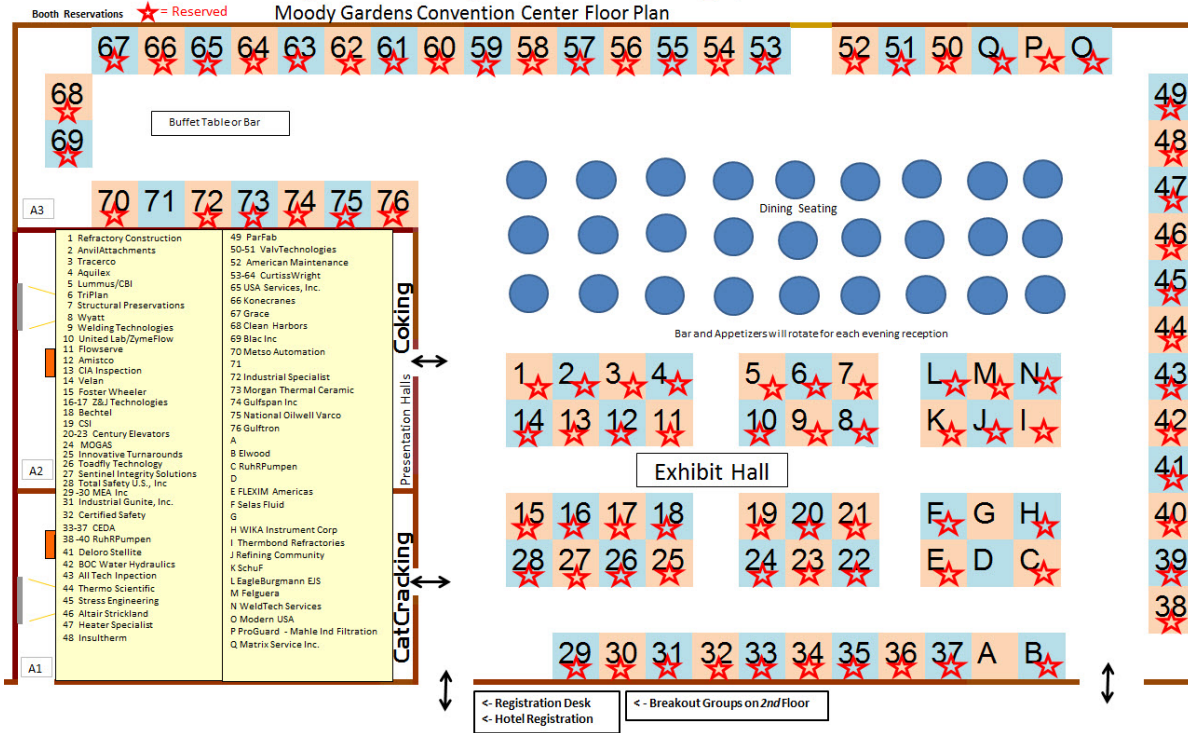
*Hospitality Suite host available to all exhibitors. Food and Beverage up to the host.

*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.

Exhibit Areas & Booth Numbers

Coking & CatCracking Exhibition May 1-May 3, 2012

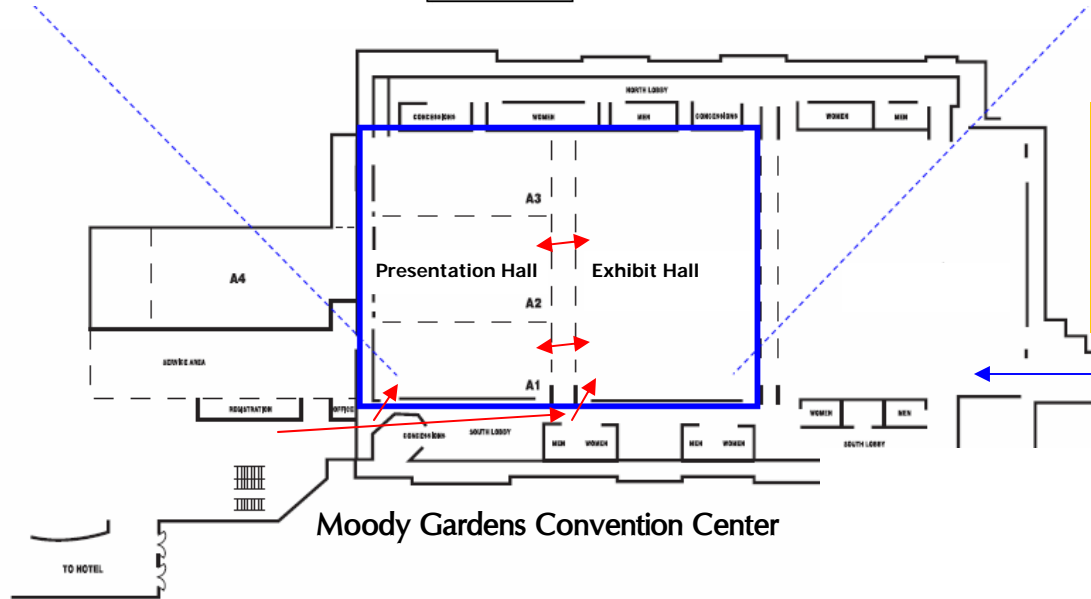
Moody Gardens Convention Center Floor Plan



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

All tabletop and equipment exhibit spaces are in Exhibition Hall B. Booth size is 10' x 10'.

Breakfast, coffee, breaks, lunch and receptions are served in the Exhibition Hall.



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

Exhibit Schedule		(Exhibit times are approximate. See your schedule in the binder at the event for specific times)	
Tue	6:00am - Setup Trucks and Heavy Equipment. Pipe & Drape, Carpet, and Shipments 12:00pm - 4:45pm - Exhibit Setup 5:00pm - 7:00pm - SHOW STARTS Exhibits & Welcome Reception	Thu	9:30am - 10:30am - Exhibits & Morning Break 12:00pm - 1:00pm - Exhibits & Lunch 3:00pm - 3:30pm - Exhibits & Networking Break 5:00pm - 7:00pm - Exhibits & Cocktail Reception 7:00pm - Exhibit Take Down
Wed	9:30am - 10:30am - Exhibits & Morning Break 12:00pm - 1:00pm - Exhibits & Lunch 3:00pm - 3:30pm - Exhibits & Networking Break 5:00pm - 7:00pm - Exhibits & Cocktail reception	Fri	8:00am - Exhibit Take Down (after breakfast)

New for 2012: Exhibition ends on Thursday evening

Exhibitor Arrangements

Display Area

Your assigned booth will be available from Tuesday, May 1st at 12pm until Thursday, May 3rd at 7pm.

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. WiFi Internet is available.

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

Breakfast, 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, Rebecca Quebe, 800.582.4673 x 4416

Technology

Contact the AV department (Doug Compton, 409.683.4511) for rental LCD monitors, etc.

Furniture & Decorating

All booths are 10x10 and include draped 6'x30" table, one chair, pipe & drape and carpet paid by Coking.com Inc. For additional furniture or decorations, notify the decorator.

Shipping

Globex Logistics will provide airfreight and trucking services from your door to the Decorators advanced warehouse or direct to the show (via The Decorator). 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
Fax: 702-433-2948
Email: twarren@globexlogistics.net

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

Material Handling

Advance freight shipments are accepted up to 30 days prior to the show. Advance Shipments should be labeled:

Name of Exhibiting Company Booth #
Coking.com Safety Seminar
TBA

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 (Feb 6, 2012)**
-full refund of SRF (space rental fee);
- **10 Weeks (Feb 20, 2012)**
- 90% of SRF;
- **8 Weeks (Mar 6, 2012)**
- 75% of SRF;
- **6 Weeks (Mar 20, 2012)**
- 50% of SRF;
- **after 2 Weeks (Apr 17, 2012) - 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 12pm on Tuesday, May 1, 2012, 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 Moody Gardens Convention Center.

There will be a \$500 fine to any exhibits who must take down early. Take down can begin Thursday after 7pm and continue through Friday until 12pm.

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 Moody Gardens Convention Center, 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 Moody Gardens Convention Center, 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 Moody Gardens Convention Center 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 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 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 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 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 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.

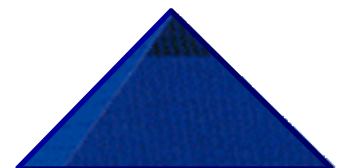
Live animals and smoking are not permitted in the exhibit area.



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.

"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

2012 Coking & CatCracking Safety and Reliability Seminar April 30—May 4, 2012 Moody Gardens Convention Center in Galveston, TX

- Complete (print neatly) all of the sections in their entirety and sign.
- Send page 7 of this contract with signature, payment of exhibit fees to 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
- Phone 360.966.7251 USA; 403.668.7467 Canada; 44.(0)2081.503669 UK
- A 50% deposit must be received to reserve space. You can pay online at www.Coking.com/SeminarUSA or www.CatCracking.com
- The sooner you submit, the sooner you are included and benefit from the advertising and promotions.
- Send us a high quality logo, too!
- Make room reservations at Moody Gardens Convention Center, www.MoodyGardensHotel.com. Put in the arrival and departure date in the reservation box, enter the group ID 31782 and password 37009561 , or Phone 1 888.388.8484 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 Package _____ and Exhibit space number: _____^{1st} _____^{2nd} _____^{3rd} _____^{4th} choice

Our clientele is: ___ Coking, ___ CatCracking, ___ Sulfur-Amine, ___ Other (Specify).

I prefer not to be by these competitors, list by company name _____

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 (\$900/\$1000) at your convenience. Use an additional sheet or go online. Use a separate page for each person being registered.

Signature _____ Printed Name _____ Date _____

<u>Signature on this form agrees to:</u>		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.	
2. Remit the exhibit rental fee to Coking.com Inc. We understand that space		

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 _____