2020 SPONSORSHIP BROCHURE

drive the flame
Our 2020 sponsorship package is here. The SGA Sponsorship Package is better than ever. This year we have added a new section called “conference enhancements.” The new conference enhancements give you more ways to highlight your brand and maximize visibility, such as sponsoring golf, lunch, or an evening reception with exhibitors while utilizing your company’s logo materials. We can even customize your sponsored event to make sure that it fits with your company’s vision.

I am excited to share with you the many offerings that can ensure your company’s marketing dollars reach a target audience that brings results. We have increased the offerings at each level so you can easily find the perfect match that works for your company’s brand recognition strategy.

Our latest package has many new offerings and options, however if you have questions or ideas, we are available to structure a sponsorship that appeals to your company’s needs and budget. I welcome the opportunity to customize your sponsored event to make sure that it fits with your company’s vision.

I look forward to working with you,

Suzanne Ogle
President & CEO
sponsorship@southerngas.org

MEET SUZANNE
director of sponsorships

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FIVE REASONS TO SPONSOR

STAND OUT IN THE CROWD
In saturated markets, it’s easy for businesses to get lost in the noise. Not only will an SGA sponsorship help you stand out from the competition, but your company will be able to target your specific audience at the event that caters to them. Like all forms of marketing, the ultimate aim of sponsorship is to generate more money for your business.

FIND THE PERFECT MATCH
SGA spans all disciplines in the gas industry to best target your ideal audience. Our sponsorship partners are able to work closely with our event team to determine the ideal events and locations to get the most out of your brand.

WINNING COMBINATION
SGA is an organization driven by its members comprised of 200 businesses across the distribution, pipeline and gas supply marketing sectors as well as more than 300 industry partners serving the industry as vendors, suppliers and consultants. Our membership is committed to learn new information, exchange ideas and share solutions. Cultivating an environment perfect for brand sponsorship, it is a winning combination.

KICK IT INTO HIGH GEAR
At SGA we know how important it is to maximize your company’s visibility when the right audience is listening. Our team of sponsorship ambassadors will develop a customized solution to get the best results for your companies marketing dollars. SGA will utilize your existing swag to reduce additional cost and highlight your brand in your own way.

GET NOTICED BEYOND THE EVENT
A recent study showed 98% of consumers share social content at events & experiences. This social content can enhance your brands image beyond the event by tagging and re-sharing this content to your company’s social media page. Consumers have a positive perception of brands that provide event content and experiences. So what are you waiting for?
### Levels & Benefits

#### On-Site Recognition

<table>
<thead>
<tr>
<th>Item</th>
<th>Platinum ($)</th>
<th>Gold ($)</th>
<th>Silver ($)</th>
<th>Bronze ($)</th>
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<tbody>
<tr>
<td>Freestanding Pop-up banner</td>
<td>15,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registration for 2 people per year*</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Company item in conference tote</td>
<td></td>
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<tr>
<td>Company Logo recognition on monitor near registration</td>
<td></td>
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<tr>
<td>First Choice One Premium High Visibility Item (+cost), see page 8</td>
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<tr>
<td>Recognition on emails during conference</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Company Logo signage &amp; print materials throughout conference</td>
<td></td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Company Logo Listed in Agenda Book‡</td>
<td>1</td>
<td>1</td>
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#### Levels & Benefits

<table>
<thead>
<tr>
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<th>Gold ($)</th>
<th>Silver ($)</th>
<th>Bronze ($)</th>
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<tbody>
<tr>
<td>Exclusive Opt-In Attendees List*</td>
<td></td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Company Logo with hyperlink on SGA Conference Webpage</td>
<td></td>
<td>1</td>
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#### Exclusive to Sponsor Exhibitors

<table>
<thead>
<tr>
<th>Item</th>
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<td>Exclusive Opt-In Attendees List*</td>
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<tr>
<td>Company Logo on post-conference emails</td>
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#### Levels & Benefits

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<th>Silver ($)</th>
<th>Bronze ($)</th>
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</thead>
<tbody>
<tr>
<td>Vendor Demo‡</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floor sticker in front of booth‡</td>
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</table>

### Levels & Benefits

**List includes name, title, company and email of all attendees that have opted in to receive communication.

* Natural Gas Connect Conference (NGC) only

† Natural Gas Connect Conference (NGC) & Spring Gas Conference Only

* Conference of choice, see pages 6-7

† Not available at Spring Gas & Southwest Gas Conference

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** = All Conferences
2020 CONFERENCE ENHANCEMENTS

Add on an enhancement to boost your company’s visibility with your target audience.

**Supply Chain Management Conference**
February 26 – 28
Lost Pines, TX

- Attendees: (avg. 300)
- Natural gas supply chain professionals from midstream, pipeline, and distribution companies.
- Event sponsor $1,500
- Company Logo on Registration Email $2,000
- Sponsor SGA Mobile App $2,500
- Golf $3,500
- Lunch $5,000
- Keynote Speaker $5,000
- Reception and Dinner $8,000
- Opportunity to sponsor koozies, napkins, decorations, logo on monitor
- Special Event $8,000

**Spring Gas Conference & Expo**
March 16 - 18
Columbia, SC

- Attendees: (avg. 900)
- Natural gas professionals seeking technical skills and leadership training.
- Cornhole sponsor $1,400
- Company Logo on Registration Email $2,000
- Sponsor SGA Mobile App $2,500
- Lunch sponsor in exhibit hall $4,000
- Reception in exhibit hall $5,000
- Opportunity to sponsor koozies, napkins, decorations, logo on monitor
- Keynote Speaker $5,000

**Management Conference**
April 15 - 17
Louisville, KY

- Attendees: (avg. 300)
- Natural gas management professionals seeking new insights and industry best practices.
- Company Logo on Conference Email Blast $2,000
- Sponsor SGA Mobile App $3,000
- Bourbon tour $3,500
- Lunch $5,000
- Keynote Speaker $5,000
- Reception $5,000
- Opportunity to sponsor koozies, napkins, decorations, logo on monitor
- Dinner and Special Event Sponsor $10,000
- Aligned with SGA Annual Membership & Board Meeting

**Southwest Regional Gas Conference**
May 12 – 15
San Marcos, TX

- Attendees: (avg. 250)
- Regional natural gas operators, frontline employees, supervisors, managers & directors seeking technical skills and leadership training.
- Cornhole Sponsor $1,400
- Company Logo on Registration Email $2,000
- Sponsor SGA Mobile App $2,500
- Reception in exhibit hall $4,000
- Opportunity to sponsor koozies, napkins, decorations, logo on monitor

**Technical Conference on Environmental Permitting & Construction**
February 11 - 13
Savannah, GA

- Attendees: (avg. 350)
- Professionals seeking and sharing important insights on environmental compliance, construction, practices and permitting processes.
- Golf $1,000
- Opportunity to sponsor drinks, shirts, balls, hats, gifts/awards
- Company Logo on Registration Email $2,000
- Sponsor SGA Mobile App $2,500
- Welcome Reception $3,000
- Opportunity to sponsor koozies, napkins, decorations, logo on monitor
- Keynote Speaker $5,000

**Natural Gas Connect**
July 13 - 15, 2020
St. Louis, MO

- Attendees: (avg. 1,200)
- Natural gas industry employees involved in operations, safety & health, marketing, sales and communications.
- Company Logo on Registration Email $2,000
- Sponsor SGA Mobile App $3,000
- Lunch with Exhibitors $8,000
- Cocktail Hour Event $10,000
- Reception in Exhibit Hall $12,000
- Opportunity to sponsor koozies, napkins, decorations, logo on monitor
- Special Event $15,000

* Aligned with SGA Annual Membership & Board Meeting
Put an exclamation point on your sponsorship by selecting a SWAG item that highlights your brand.

HIGH VISIBILITY items leave their mark on every attendee. From our lanyards worn proudly throughout the conference to the hotel key cards utilized coming and going. A high visibility item gets the most attention and is exclusively available to gold sponsors and above. Become a gold sponsor today to take advantage of this unique attention demanding swag.

SWAG is designed to last and deliver your message repeatedly, over time. Freebies also trigger what researchers call the reciprocity effect—a response to return the kindness of a gift—which can result in better response rates, repeat business, and referrals. In an environment that puts a premium on one-to-one marketing and interaction and engagement with customers, promotional products are a way to connect directly with your target audience.

so many opportunities ... so little space want more options? contact Martha

Martha Stedman
Office: 972.620.4024
sponsorship@southerngas.org