



52ND ANNUAL PITTSBURGH CHEMICAL DAY

October 1, 2019 • Heinz Field

2019 Keynote Speaker:
Hilary Mercer
Vice President Pennsylvania Chemicals
Shell

The chemical industry has a **200 Year History** in the region; much of it is tied to Pittsburgh as a manufacturing hub.

Chemicals are the **Third Largest Export** from the region, accounting for **\$1B+** in export revenue.

Why Sponsor at PCD?

To increase your brand awareness to hundreds of companies including Fortune 500 companies. Let us work with you to get your message in front of your target audience and in your budget.

Who Attends PCD?

- **Manufacturers & Production**
- **Distributors**
- **Logistics**
- **Packaging**
- **Consulting**

What is PCD?

Since Pittsburgh Chemical Day's inception, the founders wanted it to be a forum for industry insight and equally as important—networking. This is what makes PCD different than other events. PCD is the chemical industry's largest, premier one-day event kicked off with a pre-event mixer the night before. The day of the event is packed with a full day of speakers and networking opportunities. The main event consists of a sit-down luncheon with the keynote address. The day wraps with a cocktail reception to catch up with anyone you may have missed throughout the day.

There are **15 Major Chemical Research Facilities** in the region, providing robust R&D activity.

The Pittsburgh region is home to **170+ Chemical Firms**. (including R&D and headquarters operations)

Proceeds Benefit
Scholarship
Fund



PITTSBURGH CHEMICAL DAY

Sponsorship Opportunities

Program Advertisements (Ltd.)

Spaces available in all sizes for both the Attendee List and Meeting Guide distributed at the event.

Networking Mixer (1)

Sponsor the event kick-off. Your company will be acknowledged at the Pre-Event Mixer, on the web site and in the program books.

Continental Breakfast (3)

Your company logo prominently displayed as colleagues' network over morning coffee. Also receive acknowledgment in the event materials.

Afternoon Beverages (2)

Everyone needs some caffeine mid-afternoon. Put your logo right next to the drinks for the most visibility.

Welcome to PCD (1)

Your company will be the one that let's everyone know they are in the right place – like a familiar friend at a party with a greeting sign at the registration table. Acknowledgments on the website and in the program books.

Dessert Sponsor (1)

Have your company associated with something sweet. Includes table tents with your logo at each table and during lunch.

Evening Reception (4)

Sponsor the cocktail reception and the last networking opportunity of the day. Your company will be acknowledged at the reception, on the website and in the program books.

Signage Sponsor (1)

Trying to increase brand awareness? How about your logo on every sign at the event that doesn't already contain someone else's logo? A premier sponsorship!

Lanyards (1)

There is no access to any of the PCD activities without a badge and you can't wear a badge without a lanyard. Make your logo the one thing everyone is wearing this year.

Event Map Sponsor (1)

Everyone will look at the map to navigate from speaker to speaker. Be the map sponsor and be seen each time someone looks at the map.

Parking Sponsor (2)

Almost everyone is going to need to park. Be the sponsor that makes it easy for everyone. Acknowledgments on the web site and in the program books.

Stadium Tour Sponsor (1)

It is not uncommon to see a Steeler in the locker room during this tour. Be the company that made it happen!

Conference Bag (1)

Your logo on the bag everyone is carrying. Event materials plus materials from the Expo Tables tend to get cumbersome. Your company will be acknowledged on the web site, the bag itself and the program books.

Expo Table (Ltd.)

Is PCD your target audience? We offer expo tables for you to set up for the day and tell our attendees all about your company. You will be promoted on the PCD web site and in the program books as well.

Company Display Board (Ltd. Premium position available)

Your logo... large and one of the first things people see when they get to the event. The boards stay up throughout the entire event as the setting to the day. Feel free to take with you at the end of the night.



2019 Ad Space Reservations/ Sponsorship Form

Name: _____ Date: _____
 Title: _____
 Company Name: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone: _____ Fax: _____
 E-Mail: _____

Payment/Credit Card Information:
 Type (Visa/MasterCard/AMEX): _____
 CC#: _____
 Expiration Date: _____ 3 Digit Code: _____
 (Amex) 4 Digit Code: _____

Attendee List

Full Page Ad		
4-color process	\$2,800.00	_____
2-color	\$1,800.00	_____
1-color	\$1,500.00	_____
Back Cover Premium*	\$550.00	_____
Inside Cover Premium*	\$550.00	_____

Half Page Ad		
4-color process	\$1,550.00	_____
2-color	\$1,250.00	_____
1-color	\$950.00	_____

Logo		
Placed Next To Participant Name	\$100.00	_____

Meeting Guide

Full Page Ad		
4-color process	\$2,200.00	_____
2-color	\$1,450.00	_____
1-color	\$1,200.00	_____
Back Cover Premium*	\$550.00	_____
Inside Cover Premium*	\$550.00	_____
Centerfold 2 Page Premium (\$500 per page)	\$1,000.00	_____

Half Page Ad		
4-color process	\$1,350.00	_____
2-color	\$975.00	_____
1-color	\$800.00	_____

Quarter Page Ad (Business Card)		
2-color	\$425.00	_____

Pittsburgh Chemical Day Website

Logo Sponsor – Linked to Company Website	\$500.00	_____
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Food/Beverage Sponsorships

Continental Breakfast	\$1,000.00	_____
Evening Reception	\$1,000.00	_____
Networking Mixer	\$1,500.00	_____
Dessert	\$500.00	_____
Beverages – Day Programs	\$250.00	_____

Lanyard Sponsorship

Contact for Details _____

Company Display Board

Standard Location	\$600.00	_____
Premium Location (entry – max 4)	\$700.00	_____

Welcome to PCD

	\$500.00	_____
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Signage Sponsorship

	\$2,200.00	_____
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Event Map Sponsorship

	\$1,500.00	_____
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Parking Sponsorship

	\$1,750.00	_____
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Stadium Tour Sponsorship

	\$250.00	_____
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Conference Bag Sponsorship

Contact for Details _____

Expo Table Sponsorship

	\$500.00	_____
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*Ad location premiums are in addition to the cost of the advertisement

Email this insertion order to:

David Miller – Ads/Sponsorship Chairperson
 d.miller@wkmerriman.com

Meeting Guide

Full Page Ad

Specifications:

- 5 1/2" wide x 8 1/2" high – Trimmed Area
- 5" wide x 8" high – Live Printed Area
(Premium Ads only, add 1/8" on all sides)
- Bleed Requirements for Back Cover Premium and Inside Cover
- Fonts must be embedded
- Files must be 300 dpi, 4 color process
(No PMS colors)
- Print ads must be in PDF or EPS file format

Centerfold 2 page Premium:

Specifications:

- 11" wide x 17" high – Trimmed Area
- 10 1/2" wide x 16 1/2" high – Live Printed Area
- Bleed Requirements: Add 1/8" on all sides
- Fonts must be embedded
- Files must be 300 dpi, 4 color process
(No PMS colors)
- Print ads must be in PDF or EPS file format

Half Page Ad

Specifications:

- 5" wide x 4" high
- Contained Ad Only (No Bleed)
- Fonts must be embedded
- Files must be 300 dpi, 4 color process
(No PMS colors)
- Print ads must be in PDF or EPS file format

Quarter Page Ad (Business Card)

Specifications:

- 3 1/2" wide x 2" high
- Contained Ad Only (No Bleed)

Attendee List

Full Page Ad

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- 5 1/2" wide x 8 1/2" high – Trimmed Area
- 5" wide x 8" high – Live Printed Area
(Premium Ads only, add 1/8" on all sides)
- Bleed Requirements for Back Cover Premium and Inside Cover
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Web Page

Static image (197 x 70) – please use either .gif or .jpg file format.

Link to company website – must send URL to link the advertisements.