



# 54<sup>TH</sup> ANNUAL PITTSBURGH CHEMICAL DAY

October 5, 2021 • Hybrid Event • Heinz Field

## 2021 Keynote Speaker: Leroy M. Ball President & CEO, Koppers



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 while staying within your budget.

## Who Participates?

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

## What is PCD?

Since Pittsburgh Chemical Day's inception, our mission has been to highlight Pittsburgh as a chemical industry center. We aim to provide a premier networking forum for idea sharing and insight into current key issues affecting the chemical industry. Our focus is to deliver exceptional value to sales, marketing, purchasing, and other industry professionals.

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 print and virtual attendee guide distributed at the event.

### **Networking Mixer (Food and Beverage) (1)**

Sponsor the event kick-off. Your company will be acknowledged at the Pre-Event Mixer, on the web site and in the print and virtual attendee guide.

### **Networking Mixer (Sparkwear) (1)**

Wearable technology for connecting in person. Experience what the buzz is all about! Website: [Sparkwear.technology](http://Sparkwear.technology)

### **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 print and virtual attendee guide.

### **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 print and virtual attendee guide.

### **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 print and virtual attendee guide.

### **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 print and virtual attendee guide as well.

### **Company Display Board (36" x 72") (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.



# 2021 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: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_

**Email this insertion order to:**  
 Olivia Mazey – Ads/Sponsorship  
 Chairperson | OMazey@pvschemicals.com  
 Ads due September 16, 2021

## Package Options

### GOLD SPONSOR

- Mobile app banner logo displayed throughout the app
- Logo displayed according to level in sponsor section of app
- Sponsor acknowledgment on event homepage [www.pittchemday.com](http://www.pittchemday.com)
- 4-color full page ad (print and virtual)
- Company Logo in Print and Virtual Attendee Guide
- Two (2) in-person meeting registrations and One (1) virtual meeting registration
- Sponsor profile page on Whova app

Gold Sponsor \$2,500.00 \_\_\_\_\_

### SILVER SPONSOR

- Mobile app banner logo displayed throughout the app
- Logo displayed according to level in sponsor section of app
- Sponsor acknowledgment on event homepage [www.pittchemday.com](http://www.pittchemday.com)
- 4-color half page ad (print and virtual)
- Company Logo in Print and Virtual Attendee Guide
- One (1) in-person meeting registration and One (1) virtual meeting registration

Silver Sponsor \$1,600.00 \_\_\_\_\_

### BRONZE SPONSOR

- Mobile app banner logo displayed throughout the app
- Logo displayed according to level in sponsor section of app
- Sponsor acknowledgment on event homepage [www.pittchemday.com](http://www.pittchemday.com)
- 2-color quarter page ad (print and virtual)
- Company Logo in Print and Virtual Attendee Guide
- One (1) in-person meeting registration

Bronze Sponsor \$700.00 \_\_\_\_\_

Continued on next page...

SPONSORSHIP OPPORTUNITIES 2021		
Continental Breakfast	\$1,000.00	_____
Evening Reception	\$1,000.00	_____
Networking Mixer	\$1,500.00	_____
Dessert	\$500.00	_____
Beverages - Day Programs	\$250.00	_____
Email Promotion (4 available) Company Logo in PCD Email Blast	\$350.00	_____
Company Logo in Print and Virtual Attendee Guide	\$100.00	_____
Networking Mixer (Sparkwear)	\$825.00	_____
Lanyard Sponsorship	Contact for details	
Company Display Board Premium Location ( <i>entry - max 4</i> )	\$700.00	_____
Welcome to PCD	\$500.00	_____
Signage Sponsorship	\$2,200.00	_____
Event Map Sponsorship	\$1,500.00	_____
Parking Sponsorship	\$1,750.00	_____
Expo Table Sponsorship	\$500.00	_____

Attendee Guide (print and virtual)		
<b>FULL PAGE AD</b>		
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	_____
<b>HALF PAGE AD</b>		
4-color process	\$1,350.00	_____
2-color	\$975.00	_____
1-color	\$800.00	_____
<b>QUARTER PAGE AD</b>		
2-color	\$425.00	_____

**Email this insertion order to:**

Olivia Mazey – Ads/Sponsorship  
Chairperson | OMazey@pvschemicals.com

**Ads due September 16, 2021**



# PITTSBURGH CHEMICAL DAY

## 2021 Sponsor and Advertising Details

### Sponsor Profile Page

- Sponsors can easily set up their company descriptions, photos, coupons.
- Sponsors can set up video presentations, either by attaching a livestream link or uploading videos.
- Sponsors can directly interact with attendees on the profile page with instant messages. This direct engagement can give attendees a strong idea of the advantages of the company, as well as a positive relationship that can lead to potential business partners and recruitment opportunities.
- Attendees and sponsors alike can easily view sponsor profiles from anywhere.
- Available on the desktop version of Whova App



### Program Advertisements (Ltd.)

Spaces available in all sizes for the attendee guide available for the event and after.

#### 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

#### 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

##### Specifications:

4" wide x 2 1/2" high

Contained Ad Only (No Bleed)

Fonts must be embedded

Files must be 300 dpi, 2 color process  
(No PMS colors)

Print ads must be in PDF or EPS file format