



55TH ANNUAL PITTSBURGH CHEMICAL DAY

October 18th, 2023 • Acrisure Stadium

2023 Keynote Speaker:
Chris Jahn | President & CEO
American Chemistry
Council (ACC)



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.

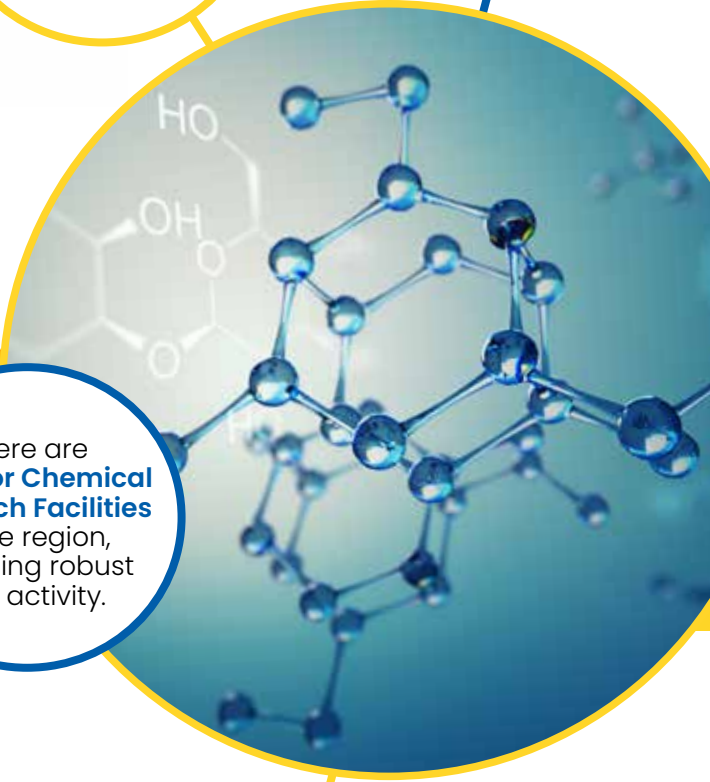
Why Sponsor at PCD?

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**

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



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.

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





PITTSBURGH CHEMICAL DAY

Sponsorship Opportunities

Program Advertisements

Spaces available in all sizes for both the print and virtual Event Guide distributed at the event.

Networking Mixer (Food & Beverage)

Sponsor the event kick-off. Your company will be acknowledged at the Pre-Event Mixer, on the website and in the print and virtual Event Guide.

Continental Breakfast

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

Afternoon Beverages

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

Welcome to PCD

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 Event Guide.

Dessert Sponsor

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

Evening Reception

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 Event Guide.

Lanyards

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.

Parking Sponsor

Almost everyone is going to need to park. Be the sponsor that makes it easy for everyone. Acknowledgments on the website and in the print and virtual Event Guide.

Expo Table

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 website and in the print and virtual Event Guide as well.

Photobooth

Everyone at the event is going to want a professional headshot for all their social media use. Your company can be the one to bring it to them. You will be promoted on the website, in the print and virtual Event Guide and at the photobooth as well.



2023 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: _____

Package Options

PLATINUM SPONSOR (4 Available)

- Mobile app banner logo displayed throughout the app
- Logo displayed according to level in sponsor section of the app
- Sponsor acknowledgment on event homepage www.pittchemday.com
- 4-color full page ad (print and virtual)
- Company Logo in Print and Virtual Event Guide
- Four (4) in-person meeting registrations
- Sponsor profile page on Whova app
- Company Display Board
- Expo Table
- Email Promotion

Platinum Sponsor

\$5,000.00 _____

GOLD SPONSOR

- Mobile app banner logo displayed throughout the app
- Logo displayed according to level in sponsor section of the app
- Sponsor acknowledgment on event homepage www.pittchemday.com
- 4-color full page ad (print and virtual)
- Company Logo in Print and Virtual Event Guide
- Three (3) in-person meeting registrations
- Sponsor profile page on Whova app

Gold Sponsor

\$3,000.00 _____

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
- 4-color half page ad (print and virtual)
- Company Logo in Print and Virtual Event Guide
- Two (2) in-person meeting registrations

Silver Sponsor

\$2,000.00 _____

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
- 2-color quarter page ad (print and virtual)
- Company Logo in Print and Virtual Event Guide
- One (1) in-person meeting registration

Bronze Sponsor

\$1,000.00 _____

Sponsorship Opportunities		
Company Logo in Print and Virtual Event Guide	\$150.00	_____
Email Promotion (4 available) Company Logo in PCD Email Blast	\$350.00	_____
Expo Table Sponsorship	\$750.00	_____
Jumbotron Sponsor	\$1,000.00	_____
Photobooth Sponsor	\$2,000.00	_____
Lanyard Sponsorship	Contact for details	
Beverages - Day Programs		
• Co-Sponsor	\$200.00	_____
• Exclusive Sponsor	\$400.00	_____
Stadium Tour		
• AM Sponsor	\$500.00	_____
• PM Sponsor	\$500.00	_____
Dessert		
• Co-Sponsor	\$400.00	_____
• Exclusive Sponsor	\$750.00	_____
Welcome to PCD		
• Co-Sponsor	\$400.00	_____
• Exclusive Sponsor	\$750.00	_____
Continental Breakfast		
• Co-Sponsor	\$800.00	_____
• Exclusive Sponsor	\$1,500.00	_____
Evening Reception		
• Co-Sponsor	\$800.00	_____
• Exclusive Sponsor	\$1,500.00	_____
Networking Mixer		
• Co-Sponsor	\$1,300.00	_____
• Exclusive Sponsor	\$2,500.00	_____
Parking Sponsorship		
• Co-Sponsor	\$1,500.00	_____
• Exclusive Sponsor	\$2,900.00	_____

Event Guide (Print and Virtual)		
FULL PAGE AD		
4-color process	\$2,200.00	_____
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	_____
QUARTER PAGE AD		
2-color	\$425.00	_____

**Ad location premiums are in addition to the cost of the advertisement*

Email this insertion order to:

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

Ads due by: October 2nd, 2023

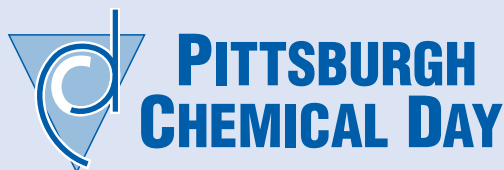


PITTSBURGH CHEMICAL DAY

2023 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 Event 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