



THE CHLORINE INSTITUTE

# CI MEETINGS SPONSORSHIP PROGRAM

Build Relationships & Advance Safety



## INCREASE BRAND VISIBILITY BY PROMOTING SAFETY STEWARDSHIP

The Chlorine Institute (CI) Sponsorship Program provides companies serving the chlor-alkali industry with exclusive opportunities to build relationships with industry clients from around the world. It also provides a unique opportunity to connect with specific targeted audiences in order to advance safety stewardship.

# TYPICAL MEETING ATTENDEES

The typical audience for a CI meeting consists of persons possessing an engineering (or other relevant STEM) degree. Their responsibilities vary but likely include chlor-alkali operations, maintenance / reliability, process safety, logistics, regulatory compliance, government affairs, consulting, industrial hygiene, safety, and/or security.

Experience levels vary from 1 to 40+ years, however, most attendees work at a managerial or technical leadership level. CI estimates a bit over one half of the participants work for larger, international organizations with the balance working for national organizations having a smaller footprint of locations. The full value chain is typically represented which includes chlor-alkali producers, packagers, end-users, and suppliers.

From approximately 190 member companies including:

**Chlorine Producers**

**Distributors and Users**

**Engineering Firms**

**Emergency Response Contractors**

**Water/Wastewater Treatment Facilities**

**Equipment Manufacturers and Suppliers**

# MEETING SPONSORSHIP OPPORTUNITIES

## Why Sponsor Chlorine Institute Meetings?

- CI's 190+ member companies represent the complete value chain—from chlorine producers to packagers/bleach producers, distributors, users and suppliers.
- CI's Sponsorship Program includes multiple co-sponsorships—all priced to encourage participation by businesses of all sizes. All opportunities offered as part of the Institute's Sponsorship Program are available to CI members only and will be assigned on a first-come, first-served basis.
- Sponsorship presents your company with new channels to promote your corporate brand and visibly promote safety stewardship. As global brands have emerged in the chlor-alkali industry, so has the need for local and more targeted promotion of those brands. Sponsorship both supplements and reinforces your more traditional marketing initiatives. Your sponsorship support enables the Institute to produce quality safety programs for our member companies throughout the year.

2024 Annual Meeting, Technology Symposium & Table-Top Expo  
April 8-11, 2024  
Sheraton New Orleans Hotel

**The Annual Meeting is CI's most attended conference of the year. Generate the most brand visibility by sponsoring this event.**

## SPONSORSHIP PACKAGE DETAILS

Benefits	Opening Session	Luncheon	Reception
Distribute your company's literature on attendees' chairs	X	X	
One reserved table for your clients and special guests	X	X	
Acknowledgement by facilitator before the start of the session	X	X	
Acknowledgement and hyper-link in 3 issues of the <i>Insider</i> , CI's e-newsletter distributed monthly to over 1,500 company contacts	X	X	X
Inclusion of company logo in meeting program and event signage	X	X	X
Opportunity to play a 30 second commercial before the start of the session	X	X	
Logo in "Know Before You Go" reminder email			X
Opportunity to introduce your company to attendees			X
Mention and logo placed in session slide deck	X	X	X
Premier featured acknowledgement on social media			X
Mention on social media	X	X	X
Opt-in attendee list	X	X	X
<b>Pricing</b>	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$5,000</b>

# A LA CARTE SPONSORSHIP

## Room Key Cards

\$6,000



During the lifespan of an event, an attendee will actively look at their keycard 8-12 times per day. Place your logo, a QR code or company message on customizable room keys and be seen by all attendees.

*Only available if hosting hotel permits custom room keys.*

## Charging Station

\$5,000



Phone or laptop charging station with sponsor's logo displayed. Help give attendees a charging source for their devices in the meeting space by selecting this sponsorship opportunity.

## Wi-Fi

\$10,000



Help attendees stay connected by sponsoring Wi-Fi in the meeting space.

A la carte sponsorships also include logo placement in the CI meeting program, meeting app, and meeting email correspondence.

# TERMS & CONDITIONS

All sponsorship opportunities offered as part of the Institute's Sponsorship Program are available to CI members only. Sponsorship opportunities are not exclusive unless noted. All signage, literature and written acknowledgments must be general corporate branding and may not contain specific product inducements, comparisons or qualitative descriptions of the sponsor's products or services. The Chlorine Institute reserves the right to review and pre-approve all literature and graphic materials prior to distribution at sponsored events.

## WHO TO CALL

All companies interested in participating in CI's Sponsorship Program should contact Cindy Kuranchie at [Cindy@CL2.com](mailto:Cindy@CL2.com) or 703-894-4124.