



THE CHLORINE INSTITUTE

# CI 2025 ANNUAL MEETING 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 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.

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.

2025 Annual Meeting

March 17-20, 2025

InterContinental Buckhead Atlanta Hotel

2025 Fall Meeting

September 15-18, 2025

JW Marriott Hotel Tampa, FL

**Generate brand visibility by sponsoring  
CI's Annual and Fall Meetings.**

# SPONSORSHIP PACKAGE DETAILS

Benefits	Gold	Silver	Bronze
Complimentary meeting registration	2	1	
Full page digital program advertisement	X		
One 6ft table near registration desk to display company materials	X		
Opportunity to provide a registration gift (given out by CI staff during check-in)	X		
One complimentary meeting app push notification per meeting day (3 total).	X		
Solo social media post recognizing you as a meeting sponsor	X		
Inclusion in the “Know before You Go Email” sent to all meeting attendees	X		
Listed as a meeting sponsor in digital program	X	X	X
Logo displayed on meeting website	X	X	X
List of attendees (emails only included for those who opt in)	X	X	X
Logo included in meeting app (with link to company homepage or a landing page of your choice)	X	X	X
One mobile app push notification (140-character limit)		X	
Half-page digital program advertisement		X	
Quarter-page digital program advertisement			X
<b>Member Pricing</b>	<b>\$10,000</b>	<b>\$7,000</b>	<b>\$6,000</b>
<b>Non-Member Pricing</b>	<b>\$12,000</b>	<b>\$9,000</b>	<b>\$8,000</b>

# A LA CARTE SPONSORSHIP

## Room Key Cards

**Member Price: \$6,000**  
**Non-Member Price: \$8,000**



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

**Member Price: \$5,000**  
**Non-Member Price: \$7,000**



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

**Member Price: \$10,000**  
**Non-Member Price: \$12,000**



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

## Lanyards

**Member Price: \$3,500**  
**Non-Member Price: \$5,500**



Exclusive sponsor of meeting lanyards that are given to all meeting attendees. (Lanyard will include your logo along with CI's).

A la carte sponsorships also include logo placement in the CI meeting program, meeting app, and meeting email correspondence (does not include logo in "Know Before You Go" email).

# A LA CARTE SPONSORSHIP

## Tuesday Reception Sponsor

**3 available**  
**Member Price: \$6,000**  
**Non-Member Price: \$8,000**

After a day of meetings, attendees will convene for an informal networking reception Tuesday Evening.

Sponsorship benefits include:

- Sign displaying your company logo or the sponsor can provide to display company logo
- Acknowledgment and hyper-link in 3 issues of the Insider, CI's e-newsletter distributed monthly to over 2,000 company contacts
- Inclusion of company logo in meeting program and event signage
- Opportunity to introduce your company to attendees

## General Session Speaker

**3 available**  
**Member Price: \$5,000**  
**Non-Member Price: \$7,000**

CI's Meetings feature a breakfast session for 250+ meeting attendees. Sponsorship benefits include:

- Opportunity to distribute your company's literature on attendees' chairs
- One reserved table for your clients and special guests
- Acknowledgment by facilitator
- Acknowledgment and hyper-link in 3 issues of the Insider, CI's e-newsletter distributed monthly to over 2,000 company contacts
- Inclusion of company logo in meeting program and event signage
- Opportunity to play a 30 second commercial during the session

## Speaker Luncheon

**3 available**  
**Member Price: \$5,000**  
**Non-Member Price: \$7,000**

CI's Meetings feature a luncheon session for 250+ meeting attendees. Sponsorship benefits include:

- Opportunity to distribute your company's literature on attendees' chairs
- One reserved table for your clients and special guests
- Acknowledgment by facilitator
- Acknowledgment and hyper-link in 3 issues of the Insider, CI's e-newsletter distributed monthly to over 2,000 company contacts
- Inclusion of company logo in meeting program, event signage and individual meal menus given to each attendee
- Opportunity to play a 30 second commercial during the session



# ADVERTISING OPPORTUNITIES IN THE FINAL PROGRAM

The final program is distributed electronically to all meeting attendees and linked in the meeting app.

**Artwork requirements:** Press quality PDF or high-resolution images only.

Final program ads are due **February 24, 2025**.

**2 available**

Full Page Ad in final digital program

**Ad Specs:**

Full page, non bleed.....8” x 10.5”

Full page, full bleed .....8.75” x 11.25”

**2 available**

Half page Ad in final digital program

**Ad specs:**

Half page.....8” x 5”

**4 available**

Quarter page Ad in final digital program

**Ad Specs:**

Quarter page.....3.875” x 5”

**Member Price: \$1,000**

**Non-Member Price: \$1,500**

**Member Price: \$750**

**Non-Member Price: \$1,000**

**Member Price: \$500**

**Non-Member Price: \$750**

# WEBINARS — ONE SPONSOR PER WEBINAR

**Member Price: \$1,000 per webinar**

**Non-member Price: \$2,000 per webinar**

CI will host a series of 45-minute webinars highlighting recently published pamphlets. Sponsorship is open to all member companies 2 months prior to a webinar. To give a fair chance to all, sponsors of webinars within the past 12 months will not be eligible to sponsor again unless no competitor (another company offering competing products or services) comes forward to sponsor 30 days in advance of the scheduled webinar.

## ***Sponsorship benefits include:***

- Logo placement in email and social media communications regarding the webinar
- Acknowledgment by facilitator at the end of the webinar
- List of webinar participants. (Participants will be given the option of opting out of the list when they register for the webinar).

**NOTE:** At the end of the webinar in the credits, it will be stated that: The Chlorine Institute greatly appreciates the financial contribution of the sponsors; however, the sponsors had no influence in the content of the webinar. Content was completely developed by the presenters with guidance from CI Staff.

# TERMS & CONDITIONS

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.