



HYDROCARBON PUBLISHING COMPANY

Translating Knowledge into ProfitabilitySM

OPPORTUNITY CRUDES 2012 • SPONSOR/EXHIBITOR PROSPECTUS

Opportunity Crudes Conference 2012

*Drivers behind the Success of
Processing Opportunity Crudes*

May 6-8, 2012
Houston, Texas, USA





OPPORTUNITY CRUDES 2012 • SPONSOR/EXHIBITOR PROSPECTUS

The Opportunity Crudes Conference

is a biennial event hosted by Hydrocarbon Publishing Co., a knowledge-management firm serving the refining industry for over 25 years.

The Conference is the oil industry's leading opportunity crudes conference for information exchange and networking to overcome market and regulatory hurdles.

The 2008 and 2010 conferences attracted over 350 industry professionals from 15 countries and 50 companies.

INCREASE YOUR EXPOSURE TO TARGET CLIENTS

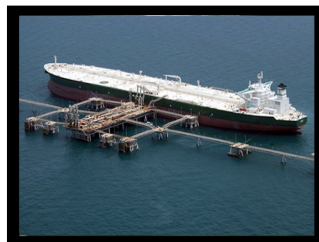
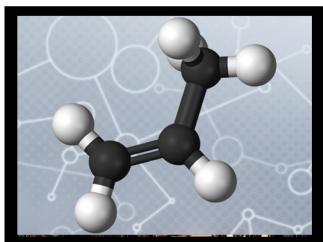
The conference will provide you with an outstanding opportunity to acquire new clients, reaffirm your long-standing customer relationships, and showcase your latest, innovative technology, catalysts, additives, equipment, consulting services, or computer applications among:

- Oil traders
- Refiners
- Crude oil buyers
- Maintenance and reliability engineers
- Pipeline operators
- Company strategy planners
- Engineers and managers
- Operations planners
- Equipment suppliers
- Consulting companies
- Business developers
- Marketing executives





OPPORTUNITY CRUDES 2012 • SPONSOR/EXHIBITOR PROSPECTUS



Who Attends the Opportunity Crudes Conference?

The **Opportunity Crudes 2008** and **2010** conferences brought together industry professionals in

- crude oil advising and marketing
- quality characteristics, transportation and logistics
- crude oil blending and compatibility
- refining fuel coordination
- research and development (R&D)
- refinery process technology developers (desalting, crude and vacuum distillation, delayed coking, fluid catalytic cracking, hydroprocessing, hydrogen production, and sulfur plants)
- production planning, strategy, and business development
- economic and market analyses
- plant maintenance and safety
- conventional and emerging catalysts for bottom-of-the-barrel processing
- corrosion and fouling monitoring and control

Opportunity Crudes 2012

The theme of the 2012 conference is "Drivers behind the Success of Processing Opportunity Crudes."

Apart from the comprehension gained on the various facets of opportunity crudes, the meeting will offer attendees and speakers the opportunity to network, brainstorm, and share ideas on the ideal ways to tackle the challenges facing heavy and sour oils, bitumen, and high-TAN crudes.

SPONSORSHIP PACKAGES

Opportunity Crudes 2012 offers sponsorship packages at several levels. We offer marketing through:

- Website dedicated to the Conference (www.opportunitycrudes.com)
- Print media (including giveaways, program booklet, etc.)
- Announcements and signs recognizing your sponsorship during the event

As a sponsor, you will:

- receive flexible and customized sponsorship levels to meet your needs
- receive maximum publicity through print and electronic media before, during, and after the conference
- get your information, products, or services into the hands of the conference attendees



OPPORTUNITY CRUDES 2012 • SPONSOR/EXHIBITOR PROSPECTUS

GOLD SPONSOR (2 spots available)

As a Gold Sponsor, you have the opportunity to sponsor the one hour lunch session at **\$7,500**. This level of sponsorship gives you maximum exposure, as you will also receive:

- Exclusive slot to present during the lunch break
- Company logo and information prominently displayed onscreen during lunch break
- Announcements recognizing company sponsorship at the time of meal sponsored
- Full-page, color ad in conference handout book
- Name printed in conference handout book
- Display/exhibit area at the conference
- Display of sponsor poster at event (poster provided by sponsor)
- Distribution of promotional material to all attendees (promo material provided by sponsor)
- Logo and directory listing displayed on www.opportunitycrudes.com for one year
- Logo listed on conference webpage with link to your website
- Logo included in electronic correspondences
- Two free conference registrations

SILVER SPONSOR (4 spots available)

As a Silver Sponsor, you have the opportunity to sponsor a breakfast or cocktail event for **\$4,000**. This level of sponsorship includes:

- Announcements recognizing company sponsorship at the time of breakfast or cocktail sponsored
- Name printed in conference handout book
- Display/exhibit area at the conference
- Display of sponsor poster at event (poster provided by sponsor)
- Logo and directory listing displayed on www.opportunitycrudes.com for six months
- Logo listed on conference webpage with link to your website
- One free conference registration

BRONZE SPONSOR (2 spots available)

As a Bronze Sponsor, you have the opportunity to sponsor the afternoon break for **\$3,000**. This level of sponsorship includes:

- Announcements recognizing company sponsorship at the break
- Name printed in conference handout book
- Display/exhibit area at the conference
- Logo and directory listing displayed on www.opportunitycrudes.com for six months
- Logo listed on conference webpage with link to your website
- One free conference registration

GIVEAWAY ITEM SPONSOR (\$1,000 investment)

As a Giveaway Item Sponsor, your benefits include:

- Logo included on conference promotional item
- Full-page, color ad in conference handout book
- Name printed in conference handout book
- Display/exhibit area at the conference
- Logo listed on conference webpage
- Logo included in electronic correspondences
- Logo and directory listing displayed on www.opportunitycrudes.com for six months

EXHIBITOR (\$750 investment)

As an Exhibitor, your benefits include:

- Display/exhibit area at the conference
- Half-page ad in conference handout book
- Name printed on inside cover of conference handout book
- Logo listed on conference webpage
- Logo included in electronic correspondences
- Logo and directory listing displayed on www.opportunitycrudes.com for six months

OTHER SPONSORSHIP OPPORTUNITIES

Create your own level of sponsorship by selecting up to three opportunities from the table below:

	Cost, USD
Full-page color ad in conference handout book	\$500
Half-page color ad in conference handout book	\$350
Display/exhibit area at the conference	\$500
Display of sponsor poster at event	\$350
Logo included in electronic correspondences	\$350
Logo listed on conference webpage with link to your website	\$350
Logo on signs at the conference	\$350
Distribution of promotional material to all attendees (material provided by sponsor)	\$350
Name listed in conference handout book	\$350
Logo and directory listing displayed on www.opportunitycrudes.com for six months	\$500

OPC can tailor-make a sponsorship package to suit your requirements and budget. Please contact us at 1-610-408-0116 or sponsor2012@opportunitycrudes.com.