



Rethink

METHANE

removing the fossil from the fuel

FEBRUARY 26-27, 2019 | SACRAMENTO, CA
SACRAMENTO CONVENTION CENTER



2019 SPONSORSHIP PROSPECTUS

High in Benefits, Low in Emissions.

Join stakeholders from the bioenergy, solar, wind, hydrogen, fuel cell and natural gas industries to demonstrate how renewable gases can help California immediately and cost effectively meet its air quality, climate protection, and economic development objectives:



GHG/SLCP
Reduction



Sustainable Waste
Management



Vehicle Emission
Reduction



Economic/Job
Development



Wildfire
Prevention



Renewable Energy
Storage

PLATINUM SPONSORS



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



KEYNOTE LUNCHEON SPONSOR



RECEPTION SPONSOR



NETWORKING SPONSORS



ENDORISING ORGANIZATIONS



The Rethink Methane Symposium gathers leading experts to educate California's policymakers on the important opportunity presented by harnessing organic waste and surplus renewable electricity to decarbonize the state's natural gas system, develop cost effective strategies to store renewable power and provide a low-to-negative carbon fuel to displace dirty diesel in heavy-duty transportation.

We invite you to become a sponsor of this important annual forum, which enables attendees to:

- Learn about the many ways to recover, recycle, and reuse organic waste to produce renewable methane, hydrogen-rich syngas and other renewable molecules
- Identify and address barriers that are preventing the development of a robust, successful, and ultimately economically sustainable renewable gas industry
- Discuss strategies to successfully implement the policies passed by the legislature to increase the use of renewable gas



New opportunities lay ahead for companies in the renewable gas sector—from feedstock providers to producers and infrastructure developers—as the California legislature has passed several bills meant to make it easier to produce renewable gas and incentivize its consumption, including:

- **SB 1383** elevated the urgency of short-lived climate pollutant (SLCP) reduction in the state's climate protection efforts. SB 1383 requires that California reduce emissions of these powerful climate-altering pollutants by 40% by 2030, a strategy intended to advance the state's GHG reduction goals by focusing on the contaminants that have the greatest near-term impacts (fugitive methane makes up 10% of California's GHG inventory).
- **AB 2313** increased the California Public Utilities Commission's incentive for pipeline interconnection from \$1.5 million to \$3 million per project, and up to \$5 million of dairy digester cluster projects.
- **AB 1826** requires public and private entities that produce more than four cubic yards of food waste a week to divert that organic material away from landfill disposal and make it available for recycling activities. The law has multiple benefits, most notably mitigating the volume of organic materials (food, green waste) that ends up in landfills and decomposes, creating the methane and CO₂ that make up the bulk of landfill gas. Beyond the solid waste management and climate protection advantages, it can also spur the development of a new business opportunities in recycling, recovery, and reuse of a valuable organics resource.
- **SB 100** increases the Renewable Portfolio Standard (RPS) for electric utilities to 60% by 2030, and requires the California Public Utilities Commission (CPUC) to plan for 100% renewable or carbon free power by 2045. This bill is expected to create powerful new incentives to produce renewable power from renewable gases, including both those generated from organic waste and from surplus renewable electricity.
- **SB 32** and its companion, **AB 197**, recommitted the state to the goal of reducing emissions of harmful GHGs. The two bills increased the target GHG reduction to 40% below 1990 levels by 2030 and directs the state to concentrate its efforts to ensure that the environmental, public health and economic development benefits of this policy accrue to residents in the state's most disproportionately impacted communities.
- **SB 1440** requires the CPUC to consider the adoption of a biomethane procurement program for the state's natural gas utilities. Like the RPS, a procurement requirement would compel utilities to purchase either a percentage or a specific volume of renewable gas for their customers every year.

Unfortunately, as many of these laws are being implemented, there is often little understanding of their requirements among the entities that must comply. Additionally, many of the impacted stakeholders are discovering that administrators at the state and local level are not always keeping up with the development of strategies to cost effectively and efficiently meet these new obligations. Rethink Methane is designed to address the need to educate policy makers.

Emerging Business Opportunities For The Private Sector

Why Sponsor?

The Rethink Methane Symposium enables businesses from the bioenergy, solar, wind, hydrogen, fuel cell and natural gas industries, as well as renewable gas producers and feedstock providers, to:



Network with the staff responsible for implementing these crucial energy and transportation policies and renewable energy incentive programs



Share tangible strategies that can help the state achieve its policy objectives and overcome regulatory hurdles that impede the rapid growth of this essential market



Showcase the many successful renewable gas projects that exemplify the possibilities for strong economic growth through sustainable waste management



Interface with the legislative and administrative leaders who will help determine the extent to which California embraces renewable gas in the future



Demonstrate to policy makers how accelerating the production and consumption of renewable gas in California can help the state:

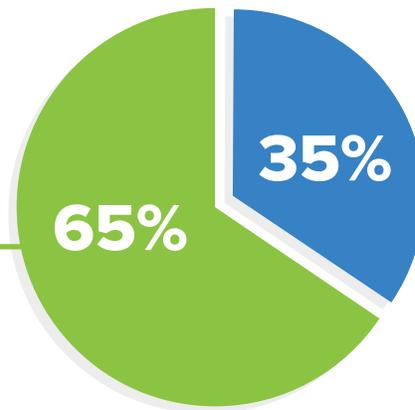
- Reach the goal of 100% renewable power by providing practical, large scale storage opportunities for surplus renewable power
- Integrate its sustainability goals for solid waste, municipal wastewater, dairy and agricultural waste
- Facilitate the creation of a low-carbon hydrogen supply for a fuel cell future
- Provide new opportunities to preserve and grow our crucial agricultural economy
- Create new choices for management of California's drought and beetle-invested forests
- Create economic development opportunities for disadvantaged regions of the state

Who Should Sponsor?

- Bioenergy Application Technologies
- Biomethane Producers
- Design/Build Engineers
- Environmental Advocates
- Financiers
- Law Firms
- Natural Gas & Electric Utilities
- Natural Gas Engine & Equipment Manufacturers
- Power-to-Gas Technologies
- Renewable Energy Developers
- Renewable Natural Gas Producers/Suppliers
- Renewable Solar Producers/Suppliers
- Renewable Wind Producers/Suppliers
- Research Organizations
- Technology Manufacturers
- Waste Collection/Waste Management
- Waste Conversion Solutions



The Rethink Methane Symposium draws 350+ representatives from California state government, including many of the legislative and administrative staff responsible for implementing our climate change, air quality, and energy diversity and conservation policies. The audience is typically made up of:



Government & Non-Profit Representatives

Sample organizations:

- California State Senate & Staff
- California State Assembly Members & Staff
- Office of Governor Edmund G. Brown
- California Energy Commission
- California Air Resources Board
- California Department of Food & Agriculture
- California Department of Resources & Recycling
- California Public Utilities Commission
- Bay Area Air Quality Management District
- San Joaquin Valley Air Pollution Control District
- South Coast Air Quality Management District
- Sacramento Air Quality Management District
- California Environmental Protection Agency
- U.S. Environmental Protection Agency

Energy & Transportation Stakeholders

Sample business categories:

- Bioenergy Application Technologies
- Biomethane Producers
- Design/Build Engineers
- Environmental Advocates
- Natural Gas & Electric Utilities
- Natural Gas Engine & Equipment Manufacturers
- Power-to-Gas Technologies
- Renewable Energy Developers
- Renewable Natural Gas Producers/Suppliers
- Renewable Solar Producers/ Suppliers
- Renewable Wind Producers/ Suppliers
- Technology Manufacturers
- Waste Collection/Waste Management
- Waste Conversion Solutions



PLATINUM SPONSOR: \$25,000

PRE-EVENT BENEFITS

- Top-line visibility in all print and online marketing campaigns
- Logo with Platinum Level Sponsor recognition on event sponsors page
- Company listing and hyperlink on event website and floor plan
- Logo with sponsor level recognition
- Logo placement with sponsor recognition on sponsors page
- Logo placement on sponsor scroll ticker on website
- Sponsor recognition on email, social media outreach

ONSITE BENEFITS

- Eight (8) complimentary staff badge registrations
- Executive speaker placement on agenda program
- Sponsor recognition on inside cover of event program
- Logo on session presentation screens and entrance units
- Receive pre-event attendee list with full contact information
- Verbal recognition from the podium during opening and closing ceremonies
- Company description & logo in the online program
- Receive post-event attendee list with full contact information
- OPTIONAL: Promotional space in the networking lunch & reception areas for company pop-up banner

GOLD SPONSOR: \$10,000

PRE-EVENT BENEFITS

- Second-tier visibility in all print and online marketing campaigns
- Logo with Gold Level Sponsor recognition on event sponsors page
- Company listing and hyperlink on event website and floor plan
- Logo with sponsor level recognition
- Logo placement with sponsor recognition on sponsors page
- Logo placement on sponsor scroll ticker on website
- Sponsor recognition on email, social media outreach

ONSITE BENEFITS

- Six (6) complimentary staff badge registrations
- Sponsor recognition on inside cover of event program
- Logo on session presentation screens and entrance units
- Verbal recognition from the podium during opening and closing ceremonies
- Receive post-event attendee list with full contact information
- OPTIONAL: Promotional space in the networking lunch & reception areas for company pop-up banner

SILVER SPONSOR: \$7,500

PRE-EVENT BENEFITS

- Logo visibility in all print and online marketing campaigns
- Logo with Silver Level Sponsor recognition on event sponsors page
- Company listing and hyperlink on event website and floor plan
- Logo with sponsor level recognition
- Logo placement with sponsor recognition on sponsors page
- Logo placement on sponsor scroll ticker on website
- Sponsor recognition on email, social media outreach

ONSITE BENEFITS

- Four (4) complimentary staff badge registrations
- Sponsor recognition on inside cover of event program
- Logo on session presentation screens and entrance units
- Verbal recognition from the podium during opening and closing ceremonies
- Receive post-event attendee list with full contact information
- OPTIONAL: Promotional space in the networking lunch & reception areas for company pop-up banner

BRONZE SPONSOR: \$5,000

PRE-EVENT BENEFITS

- Logo visibility in all print and online marketing campaigns
- Logo with Bronze Level Sponsor recognition on event sponsors page
- Company listing and hyperlink on event website and floor plan
- Logo with sponsor level recognition
- Logo placement with sponsor recognition on sponsors page
- Logo placement on sponsor scroll ticker on website
- Sponsor recognition on email, social media outreach

ONSITE BENEFITS

- Three (3) complimentary staff badge registrations
- Sponsor recognition on inside cover of event program
- Logo on session presentation screens and entrance units
- Verbal recognition from the podium during opening and closing ceremonies
- Receive post-event attendee list with full contact information
- OPTIONAL: Promotional space in the networking lunch & reception areas for company pop-up banner

TABLE-TOP NETWORKING SPONSOR: \$2,500

PRE-EVENT BENEFITS

- Logo visibility in all print and online marketing campaigns
- Logo with Networking Level Sponsor recognition on event sponsors page
- Company listing and hyperlink on event website and floor plan
- Logo with sponsor level recognition
- Logo placement with sponsor recognition on sponsors page
- Logo placement on sponsor scroll ticker on website
- Sponsor recognition on email, social media outreach

ONSITE BENEFITS

- One (1) complimentary staff badge registration
- Sponsor recognition on inside cover of event program
- Logo on session presentation screens and entrance units
- Verbal recognition from the podium during opening and closing ceremonies
- Promotional space in the networking lunch & reception area to set up your pop-up banner. High-top table, 2-bar stools, electricity will be provided

PROMOTIONAL & HOSPITALITY SPONSORSHIPS	
RENEWABLE METHANE INDUSTRY SUPPORTER SPONSOR <i>Demonstrate your company/agency's commitment to the Renewable Methane Industry and gain valuable visibility.</i>	\$1,500
LANYARD SPONSOR (Exclusive Opportunity) <i>This sponsorship provides your company/agency with the opportunity to have your logo on the lanyard each attendee is asked to wear (subject to final approval by Event Organizer).</i>	\$6,000
ATTENDEE BADGE SPONSOR (Exclusive Opportunity) <i>Includes Company/Agency logo branded on each Attendee Name Badge (subject to final approval by Event Organizer).</i>	\$6,000
HOTEL KEY CARD SPONSOR (Exclusive Opportunity) <i>Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room.</i>	\$6,000
TOTE BAG SPONSOR (Exclusive Opportunity) <i>Bags are distributed at registration and branded with sponsor logo. Sponsor is asked to provide a minimum of 500 tote bags. Tote bags must be provided by sponsor and pre-approved by event management (alternate pricing is available for Event Management to produce tote bags).</i>	\$4,000
WI-FI SPONSOR (Exclusive Opportunity) <i>Your sponsorship will help attendees stay connected by sponsoring the Wi-Fi connection - Be the first logo attendees see when logging into the Wi-Fi splash page.</i>	\$6,500
REFRESHMENT SPONSOR (Exclusive Opportunity – Multiple Opportunities Available) <i>As conference attendees regroup between educational sessions, refreshments are served in the common areas outside the session rooms. Sponsor logos are placed on signage near the highly trafficked refreshment tables where branded napkins will be displayed.</i>	\$3,000
GENERAL SESSION LUNCHEON SPONSOR (Exclusive Opportunity) <i>Sponsor will be the host of the General Session Luncheon on Tuesday, February 26. Your logo will be prominently displayed in the luncheon area with an opportunity to display/distribute promotional, collateral materials on lunch tables.</i>	\$12,500 SOLD
RECEPTION SPONSOR (Exclusive Opportunity) <i>Sponsor will be the host of the Reception on Tuesday, February 26. The reception drink tickets and signage will be branded with the sponsoring company/agency logo. Opportunity to display/distribute promotional materials during the reception.</i>	\$12,500

Included in all Promotional & Hospitality Sponsorships:

Pre-Event:

- Logo placement on event sponsor page with sponsor designation
- Logo/listing with hyperlink on sponsor page of the event website
- Logo on promotional emails sent as part of electronic marketing campaigns to targeted industry lists
- Logo/designation sent to pre-registered attendees & industry databases

OnSite:

- One (1) conference registration (for Company/Agency staff)
- Verbal recognition from the podium during opening and closing ceremonies
- Sponsor logo on on-site signage and projection screens

1. PARTICIPATION

EVENT

- Platinum Sponsor - \$25,000
- Gold Sponsor - \$10,000
- Silver Sponsor - \$7,000
- Bronze Sponsor - \$5,000
- Table-Top Networking Sponsor - \$2,500

OTHER SPONSORSHIP OPTIONS

- General Session Luncheon Sponsor - SOLD
- Reception Sponsor - \$12,500
- Wi-Fi Sponsor - \$6,500
- Lanyard Sponsor - \$6,000
- Hotel Key Card Sponsor - \$6,000

- Attendee Badge Sponsor - \$6,000
- Tote Bag Sponsor - \$4,000
- Refreshment Sponsor - \$3,000
- Renewable Methane Industry Supporter: \$1,500

Description of products and services your company provides:

2. CONTACT INFORMATION

Company _____

Primary Onsite Contact Person _____

Company Website _____

Title _____

Street Address _____

Email _____

City _____ State _____ Zip Code _____

Phone _____

3. PAYMENT

Base Participation Level: _____

\$

Other Sponsorship Options: _____

\$

TOTAL AMOUNT DUE:

\$

Initial here to confirm that authorized representative has reviewed the Terms and Conditions and will abide by them.

Please return via email, mail, or fax to:
Gladstein, Neandross & Associates
2525 Ocean Park Boulevard, Suite 200
Santa Monica, CA 90405

Email: Tony.Quist@gladstein.org
Direct: (310) 573.8564
Main: (888) 993.0302
Fax: (310) 396.3696
www.rethinkmethane.org

Print Name: _____ Title: _____

Signature: _____ Date: _____

Conditions of Use: Table top displays are to represent the listed sponsor of record ONLY. Sharing of table space is not permitted and will be monitored.

Exhibit Set-Up: All company personnel must be registered for the forum and obtain badges from the registration desk prior to setting up. All personnel must be 18 years of age or older.

Exhibit Space: Exhibit space includes an 8' table and linen only. No electricity, set-up, paint, signage, construction materials or other décor, supplies, materials, or labor are included in the sponsorship fee unless otherwise stated in an Exhibitor's individual contract/agreement.

Booth Arrangement: All displays must be able to be carried in by a single hand dolly and fit on an 8' table top. Exposed parts of the display must be finished so as not to be objectionable to other Exhibitors and/or Show Management.

Delivery of Materials: Exhibitors will be responsible for delivery of their own display materials and for removal of display material. The Exhibitor assumes full responsibility for the delivery of its materials to the space that is assigned. The Sacramento Convention Center does not and cannot accept or store any items shipped directly to the Sacramento Convention Center.

No Flammable Material: Combustible decorations such as crepe paper, tissue paper, cardboard, or corrugated paper shall not be used.

Exhibit Dismantling: Exhibits will close promptly at the designated time. Exhibitor employees must be present for the dismantling and packing of the displays until the display area is cleared.

Cancellation Policy: A written notice of cancellation is required. Please send cancellation notice to: GNA, 2525 Ocean Park Blvd, Suite 200, Santa Monica, CA 90405. No refunds will be made cancellations received after November 30, 2017.

Indemnification: The sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to persons and/or displays, equipment, and other property brought by it upon the premises used for the exhibition. The Exhibitor shall indemnify and hold harmless Show Management (Gladstein,

Neandross & Associates), all Host Agencies, and their owners, members, affiliated agents, servants, employees, and assigns from any and all loss, damage, claims, actions, and suits whatsoever, together with all costs, expenses, and attorney's fees in connection therewith, which shall grow out of any injury or death to persons or damage to or destruction of property (tangible or otherwise), caused by, resulting from, or otherwise connected with activities of the Exhibitor at the exhibition.

Compliance With Law: The sponsor shall comply with all applicable laws, ordinances, rules, regulations, and requirements of all federal, state, municipal, and local governments, departments, commissions, boards, and officers and shall secure the full compliance therewith from its employees, agents, and visitors.

Liability and Insurance: The Exhibitor assumes responsibility for, and hereby releases Show Management (Gladstein, Neandross & Associates), Host Agencies, and their owners, members, affiliated agents, servants, employees, and assigns from any and all liability resulting from, arising out of, or in any way connected with Exhibitors Exhibit or Exhibitor's negligence or intentional acts or omissions at the exhibition (including, but not limited to, installation, operation, use, visitation, and removal of the Exhibit or use of the Exhibit Hall). Exhibitor shall obtain insurance sufficient to cover liability for personal injury and for damage to third-party property resulting from its participation at the exhibition. It shall be the Exhibitor's responsibility to obtain adequate additional insurance for Exhibitor's participation in this event, including but not limited to insurance covering event cancellation and event interruption. Exhibitors assume full responsibility for any damage their Exhibits may cause to the Sacramento Convention Center Complex. The obligations set forth in this Section shall survive termination, performance, and expiration of the Exhibitor's contract

Additional Matters: Any and all matters or questions not specifically covered by the preceding TERMS AND CONDITIONS shall be subject solely to the discretion of Show Management. These TERMS AND CONDITIONS may be amended at any time by Show Management with sufficient notice to Exhibitor, and all amendments shall be binding on Exhibitors equally with the foregoing TERMS AND CONDITIONS.

About the Organizer

Rethink Methane is produced by [Gladstein, Neandross & Associates \(GNA\)](#), the leading North American consulting firm specializing in market development for low-emission and alternative fuel vehicle technologies, infrastructure and fuels for both on and off-road applications. GNA provides strategic market analysis and planning, technical assistance, and public affairs and policy support to clients in the private, public and non-profit sectors. For more than 25 years, GNA has pioneered the nation's largest and most innovative alternative fuel vehicle projects, including the development of several successful clean fuel corridor projects.

In addition to its technical consulting practice, GNA has organized many of the nation's leading clean and advanced technology events that have brought together tens of thousands of attendees. Prior events include: the [Advanced Clean Transportation \(ACT\) Expo](#); the Faster Freight – Cleaner Air conference series; the Low Carbon Fuels conference series; the [High Horsepower \(HHP\) Summit](#); the Clean Vehicle Technologies Expo; the Low Carbon Fuels Expo; the National Biomethane Summit; the NGV Fleet Summit; and more. www.gladstein.org



“RNG is a promising solution to our nation’s sustainable energy, environmental protection, and economic development goals.”