

# Make The Most Of The

## RESOURCE RECYCLING CONFERENCE

**Increase your industry exposure, maximize your ROI, generate new leads and maintain your relationships.**

Resource Recycling, Inc., publisher of *Resource Recycling* magazine invites you to attend the inaugural Resource Recycling Conference that will be held October 26<sup>th</sup> and 27<sup>th</sup> at the Marriott Rivercenter in San Antonio, Texas. The only major conference in North America focusing solely on the trends and issues affecting municipal waste recycling. The Resource Recycling Conference will offer in-depth, comprehensive assessments of MRF technologies, recycling market developments, collection innovations and new public policy and legislative initiatives. In addition, the exhibit hall will feature the latest recycling equipment and services.

For over 28 years, Resource Recycling, Inc., has been a leader in providing the recycling and composting industry with the most comprehensive information on all things recycling, from markets to research, data, technology and legislation, providing in-depth, educational articles and presentations from the industry's leading professionals. Resource Recycling, Inc. also publishes *E-Scrap News* and *Plastics Recycling Update*. The Resource Recycling Conference compliments the company's two highly-successful annual events, The Plastics Recycling Conference and The E-Scrap Conference. Both events are the largest conferences in the world regard to their respective fields.

More than ever, it is important not to lose personal contact with your clients and prospects. The conference offers array of sponsorship, exhibiting and advertising options that provide your organization with a cost-effective way to promote your products and services, establish your brand, build new business relationship and secure your position as a leader in the industry. Sponsorship is the perfect opportunity to reach industry decision makers, including product manufacturers, federal, state and local government officials, and trade association leaders, among others.

We have established several sponsorship levels and exhibit opportunities, with extensive benefits designed to complement your strategic marketing objectives. Resource Recycling Conference looks forward to the opportunity to partner with you and showcase your organization.



October 26-27, 2010 | Marriott Rivercenter | San Antonio, Texas | [www.rrconference.com](http://www.rrconference.com)

# Sponsorship Opportunities

## Platinum Level - \$10,000

Select from one of the following sponsorship events/activities, or call to customize your sponsorship event:

- Networking Lunch (two available)
- Networking Reception
- Entertainment at Reception
- Lanyards
- Specialty Coffee Tickets
- Internet Kiosk
- Conference Proceedings CD

Platinum Level Sponsorship Benefits:

- Complimentary booth in the exhibit hall (\$1,500 value)
- Four complimentary registrations (\$1,600 value)
- A full-page, color advertisement in the conference program (\$2,250 value)
- A quarter-page, black-and-white bonus ad in the *Resource Recycling* magazine\* (\$1,030 value)
- Banner style advertisements on the *Resource Recycling* electronics newsletter for six-weeks (\$565 value)
- Banner style advertisement on the attendee electronic newsletter for six-weeks (\$450 value)
- Company listing in the conference program and on the conference Web site
- Sponsored event signage (if applicable)
- Company name on screen at opening sessions
- Acknowledgement as a platinum sponsor in the conference program, from the podium and general conference signage
- A portion of your sponsorship dollars will go towards research projects that will be presented at the conference

\*Advertisement may be upgraded in size and to color for an additional fee. Advertisement is considered a bonus ad to those who have already scheduled advertisements in the *Resource Recycling* magazine.

## Gold Level - \$5,500

Select from one of the following sponsorship events/activities, or call to customize your sponsorship event:

- Continental Breakfast (two available)
- Networking Refreshment Break (three available)
- Message Board
- Networking Lounge

Gold Level Sponsorship Benefits:

- Complimentary booth in the exhibit hall (\$1,500 value)
- Three complimentary registrations (\$1,200 value)
- A half-page, color advertisement in the conference program (\$1,545 value)
- Banner style advertisements on the *Resource Recycling* electronics newsletter for four-weeks (\$375 value)
- Company listing in the conference program and on the conference Web site
- Sponsored event signage (if applicable)
- Company name on screen at opening sessions
- Acknowledgement as a gold sponsor in the conference program, from the podium and general conference signage

## Silver Level - \$2,750

Select from one of the following sponsorship events/activities, or call to customize your sponsorship event:

- Conference Folder
- Agenda on back of Name Badge
- Prize Give-a-Ways
- Registration Scholarships

Silver Level Sponsorship Benefits:

- Complimentary booth in the exhibit hall (\$1,500 value)
- Two complimentary registrations (\$800 value)
- Company listing in the conference program and on the conference Web site
- Company name on screen at opening sessions
- Acknowledgement as a silver sponsor in the conference program, from the podium and general conference signage

# 2010 Sponsorship Benefits Comparisons

	Platinum	Gold	Silver
Exhibit booth	yes	yes	yes
Registrations	4	3	2
Ad in conference program	full-page/color	half-page/color	--
Ad in <i>Resource Recycling</i>	quarter-page/bw	--	--
Company listing conference program and conference Web site	yes	yes	yes
Banner ad in the conference attendee electronic newsletter	6 weeks	--	--
Banner ad in <i>Resource Recycling</i> electronic newsletter	6 weeks	4 weeks	--
Sponsored event signage (if applicable)	yes	yes	yes
General conference signage	yes	yes	yes
Company name on screen at opening session	yes	yes	yes
Sponsorship of conference research project	yes	--	--
	\$10,000	\$5,500	\$2,750

## Sponsorship Events

Some sponsorship events will have multiple sponsors assigned to them. Sponsored events will be assigned on the basis of the order in which applications/contracts are received. If a sponsored event was not selected, the Resource Recycling Conference will assign a sponsored event. The Resource Recycling Conference reserves the right to use its sole discretion to assign or reassign sponsored events at any time for the overall benefit of the conference.

## Customize a Sponsorship Event

Have an idea for a sponsorship event or benefit? We will be happy to discuss customizing a sponsorship event or benefit just for you. Possibilities include, but are not limited to, sponsoring scholarships, plenary speaker or special give-a-way. For more information, please contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com).



# Registration and Badges

The conference sessions and tradeshow are limited to attendees who have registered to attend the conference. Sponsors and/or exhibitors representatives are required to register for the conference and wear badges throughout the exhibition and conference. Sponsoring companies receive two to four complimentary registrations, depending on the level of sponsorship. Registration includes entrance to sessions, exhibit hall, meals and evening reception. Additional registrations can be purchased at a discounted rate for \$335 each / \$385 each (includes Night in Old San Antonio reception hosted by STAR.). Regular registration rate is \$400 each / \$450 each (includes Night in Old San Antonio reception hosted by STAR). The Resource Recycling Conference reserves the right to withdraw the use of the badge used to gain admission to the exhibit hall by any person other than the one for whom it was assigned.

The Resource Recycling Conference reserves the right to refuse to admit and eject from the tradeshow or conference any objectionable or undesirable person or person; and on the exercise of this authority, the exhibitor, for himself, his employees and agents, hereby waives any right and all claim of damages against the Resource Recycling Conference, Resource Recycling, Inc. and the host hotel.

On-site sponsor and/or exhibitor registration is subject to a \$50 on-site processing fee, in addition to the \$335 discounted registration fee that is offered to sponsors and exhibitors.

# Social and Meeting Functions

Any social function in a public space of the Resource Recycling Conference approved hotel(s) must be approved by the Resource Recycling Conference management. Most social functions are not restricted, with the exception of the request that these functions do not take place during official conference and tradeshow schedule times, including the networking reception.

The Resource Recycling Conference has secured a few small meeting rooms for sponsors and exhibitors to meet with clients or potential clients in a private setting. To reserve one of these meeting rooms, please contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com) prior to the conference or speak to a conference representative at the conference registration desk on-site.

# Media Circulation

*Resource Recycling* is distributed to over 12,500 readers each month. Magazine readers include executives, owners, operation managers and waste management professionals in private recycling and composting businesses; by local, state and federal governments; waste haulers; consultants; equipment dealers; waste generators at commercial businesses and institutions; and others allied in the field.

Conference attendees will receive a conference packet that includes the show issue of the *Resource Recycling* magazine and the conference program. Copies of *Plastics Recycling Update* and *E-Scrap News* will be available at the registration desk or at the Resource Recycling, Inc. booth in the tradeshow for those attendees interested in a sample copy.

For more information on advertising in *Resource Recycling*, *Plastics Recycling Update* and *E-Scrap News* and/or the corresponding electronic newsletters, please contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com).



# Digital File Preparation

Please prepare ads to these specifications to ensure quality reproduction. All print ads for the conference program and *Resource Recycling* are due **September 3, 2010**.

Don't have an ad? We would be happy to help design an ad for you. Please contact Suzette DuCharme at 503.233.1305 x113 or [suzette@resource-recycling.com](mailto:suzette@resource-recycling.com) for more information and rates.

## Ad Dimensions

Full-page	8 ½ x 10 (Full Bleed 8 ¾ x 11 ¼)
Half-page	7 ½ x 4 7/8
Quarter-page	3 ¾ x 4 7/8

## Format/Media/Software

We only accept Macintosh OS versions of the following software:

- Adobe Creative Suite CS3 (InDesign, Photoshop, Illustrator)
- QuarkXPress 7.1

*Programs we do not support: Microsoft Word, Microsoft Publisher or Corel Draw.*

PDF files should be produced in Acrobat 4.0 or higher, with all fonts embedded and high resolution. Original artwork should be at least 300 dpi (high-resolution) from which the PDF is made.

## Important Graphic Specifications

Include all graphic files on your disk or in your email:

- High-resolution photo EPS or TIFF at 300 dpi
- High-resolution lineart EPS or TIFF at minimum 300 dpi
- JPEG at 300 dpi at 100 percent
- CMYK or Pantone (PMS) colors from process
- Include all screen and printer fonts used
- Turn text into outline in Illustrator or Freehand and save as EPS (eliminates need to send fonts)

## Sending Files

Using ftp software, log on at : [ftp@resource-recycling.com](ftp://ftp@resource-recycling.com) with username: [design@resource-recycling.com](mailto:design@resource-recycling.com) and password: design. Then send an email to [ads@resource-recycling.com](mailto:ads@resource-recycling.com) and we'll retrieve the files. Smaller files can be attached to an email to [ads@resource-recycling.com](mailto:ads@resource-recycling.com). When sending files via email, please be sure to include all screen and printer fonts and graphics. The email subject field should indicate that it is an ad from your company for the RR Conference. Please include contact person, phone and fax numbers in your email.

Please contact Suzette DeCharme with any questions or additional information on your ads and artwork at 503.233.1305 x113 or [suzette@resource-recycling.com](mailto:suzette@resource-recycling.com).

# Banner Advertisement Preparation

Banner ads for the Web site and/or electronic newsletters should consist of your company logo and/or company name.

Dimensions: 200x50 pixels

Formats: GIF or JPG

Email files to [cara@resource-recycling.com](mailto:cara@resource-recycling.com). The email subject field should indicate it is a banner ad – e.g., "ABC Company, Resource Recycling Conference Banner Ad." Please include the hyperlink you would like the ad to be directed to as well as your contact information.

# Company Description

Please e-mail a brief company description (up to 75 words) of your services and/or product offered by your organization to [cara@resource-recycling.com](mailto:cara@resource-recycling.com). This description will be used in the conference program and on the conference Web site. Company descriptions for the conference program are due by October 1, 2010. No changes to the company description will be permitted after October 5, 2010. All company descriptions are subject to approval by conference management. If a company description is not provided, *Resource Recycling* editors will pull one from your company Web site. Company descriptions will be edited by *Resource Recycling* editors.

*All print and banner advertisements as well as company descriptions for use with any sponsorship are subject to approval by conference management.*



# Exhibitor Guidelines for Sponsors

The tradeshow provides your company the perfect opportunity to reach key industry decision makers. Sponsors of the Resource Recycling Conference will receive a complimentary booth in the exhibit hall. The conference does not provide tickets/passes just to attend the tradeshow.

If you wish to double your booth space to 20'x10', then add an additional \$1,350 to your sponsorship fee. If you wish to triple your booth space to 30'x10', then add an additional \$2,550 to your sponsorship fee.

## Booth Specifications

- 10'x10' standard exhibit booth
- 8' drape along back and 3' along sides of exhibit booth
- 7"x44" exhibitor identification sign
- 6'x30" skirted table
- 2 side chairs
- 1 waste basket

The above listed items are included in your booth package. Exhibitor kits will be emailed/mailed Summer 2010 and will include information on electrical services, internet, audio/visual, freight/shipping, and additional rental items. Single booth space is 10'x10', double booth space is 20'x10' and triple booth space is 30'x10'.

***The Marriott Rivercenter does not have adequate storage space for crates and exhibitor shipments and will not accept delivery. Please ship exhibits through the expo services company.***

## Tradeshow Hours

Tuesday, October 26 <sup>th</sup>	Wednesday, October 27 <sup>th</sup>
10:00 am – 10:45 am	8:00 am – 12:00 pm
1:00 pm – 1:30 pm	
3:00 pm – 3:30 pm	
5:00 pm – 7:00 pm	

The tradeshow floor may see traffic at other times during the conference. Official tradeshow hours are subject to change without notice.

## Installation of Exhibit

Monday, October 25<sup>th</sup>  
2:30 pm – 7:00 pm

Installation of exhibit equipment and material must be completely set-up and in-place by 7:00 pm on Monday, October 25<sup>th</sup>. Installation times are subject to change slightly.

## Dismantling of Exhibit

Wednesday, October 27<sup>th</sup>  
12:15 pm – 3:30 pm

Dismantling of booths may commence no earlier than 12:15 pm, and the exhibit hall must be completely cleared by 5:00 pm on Wednesday, October 27<sup>th</sup>.

## Booth Construction and Display

Exhibit display panel or equipment should not project further than 8' from the back drape and 36" along the side rails. There shall be no obstruction in the aisle. Noise level on sound systems, recorders, speakers, live music, etc., shall be maintained so as not to disturb other exhibitors. No special signs, booth structures, apparatus or lighting fixtures are permitted in excess of 8' in height. No helium balloons are permitted. Exhibit material must not be set up as to interfere with the view into adjoining booths. All exhibits must comply with city fire, building and electrical codes and regulations. All electrical work must be ordered through the decorator or the facility.

Conference management reserves the right to request, at any time before or during the conference, samples of promotional literature and/or booth display layout before the exhibitor will be eligible to participate or continue in the exhibition. Resource Recycling Conference, in sole discretion, reserves the right to determine which forms, products and/or booth display layout are appropriate, and to refuse, cancel or restrict any applicant or exhibit. If conference management decides that any of these do not meet its standards or are not suitable, then the exhibitor must, at once, comply with the management demands and/or withdraw. Exhibitor engaging in objectionable methods shall be subject to eviction without refund.

Representatives of non-exhibiting firms will not be permitted to demonstrate their products or distribute advertising material in the tradeshow or conference. Exhibitors will not be permitted to demonstrate their products or distribute advertising material outside of their assigned booth space. Sponsors may distribute advertising materials at their assigned sponsored event (i.e., lunch, breaks, reception).

## Subletting of Space

No exhibitor shall assign, sublet or share the whole or any part of its assigned space without the written approval by Resource Recycling Conference management.

## Reserving and Contracting Space

The application for sponsorship must be completed in its entirety and payment must accompany the application. The receipt and acceptance by Resource Recycling Conference of the signed application/contract accompanied, by payment for sponsorship and exhibit space, will constitute a binding agreement for the right to use the space allocated. In the event of fire, strikes, war or other acts of nature rendering the exhibit area unfit or unavailable for use, this contract will be voided. Application for exhibit space must be made on the official form and accompanied by full payment to be considered final. Completion of application constitutes that the exhibiting company and its representatives agree to abide by all the terms and conditions listed in the exhibit guidelines.

## Assignment of Space

The Resource Recycling Conference will make every effort to make assignments to preferred booth locations. If space is not available, the Resource Recycling Conference will assign the next best available space. The Resource Recycling Conference reserves the right to use its sole discretion to relocate or reassign exhibit booths at any time for the overall benefit of the conference, such as separating competitors, or to accommodate revised floor plans. Specific booth assignments are not final until payment in-full has been received and confirmed in writing by the conference manager.

## Liability & Security

Exhibiting company agrees to assume all responsibility for any loss or injury related to their booth, and that they shall indemnify and hold harmless Resource Recycling Conference, Resource Recycling Inc. and company owners and employees as well as the Marriott Rivercenter, Marriott Hotels & Resorts and the Hotel's owners, managers, subsidiaries, affiliates, employees and agents from all liability in which may ensue, for any cause. The exhibit hall will be secured, to the extent possible, during those hours when the exhibit hall is not open to the public and attendees. However, Resource Recycling Conference cannot guarantee against loss, damage or injury of any kind. Be advised, exhibitor should not leave valuables unattended during set-up, exhibitor hours and after show hours, and/or dismantling. Exhibitors are solely responsible for the security of their exhibit and equipment. Exhibitors understand that Resource Recycling, Inc. nor hotel parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

## Night in Old San Antonio

Join us October 25<sup>th</sup> at the Maverick Plaza in La Villita Park from 7:00 pm – 10:00 pm for a Night in Old San Antonio hosted by the State of Texas Alliance for Recycling (STAR). Strumming guitars, shining horns and acapella voices of Mariachis set the tone for a festive evening in old San Antonio with the added excitement of a performance by the elegant dancers of Ballet Folklorico, whose lively steps perform the traditional dances of Old Mexico in their bright colorful costumes. Food and drinks (included in the \$50 fee to attend) will be continuously served from brightly colored carts and booths – including Mexican favorites like fajitas, quesadillas and tamales washed down with iced tea, beer and margaritas – all walking distance from the Marriott Rivercenter Hotel. Enjoy a relaxed and open atmosphere to meet, network, or simply unwind at this can't miss evening fiesta! Proceeds benefit the State of Texas Alliance for Recycling (STAR) a 501(c)3 non-profit.

# RESOURCE RECYCLING CONFERENCE

## Sponsorship Contract

Please complete all sections of the contract and return with payment to Resource Recycling, Inc., PO Box 42270, Portland, Oregon 97242-0270 or fax to 503.233.1356. For questions, contact Cara Bergeson at [cara@resource-recycling.com](mailto:cara@resource-recycling.com).

### Contact Information (for correspondence only)

Organization / Company

Contact Person

Mailing Address

City / State / Zip

Phone / Fax

Email

### Company Information for Conference Program & Web site

The information provided below will be used for the conference program and Web site.

Organization / Company

City / State

Phone

Web site

Please email a brief description (up to 75 words) of your services and/or products offered by your organization/company to [cara@resource-recycling.com](mailto:cara@resource-recycling.com).

### Registrations

Sponsoring firms receive up to four complimentary registrations depending on the level of sponsorship. Additional registrations may be purchased at a discounted rate of \$335 each / \$385 each (includes Night in Old San Antonio reception hosted by STAR.). Please complete a registration form for each person attendee the conference, complimentary and discounted registrations.

### Additional Advertising

Banner or Tower Advertisement in Attendee Newsletters – an additional \$250

Would like to advertise in *Resource Recycling*, *E-Scrap News* and/or *Plastics Recycling Update*. A representative will contact you.

### Sponsorship Level

Platinum \$10,000

Gold \$5,500

Silver \$2,750

Sponsorship Activity Requested

### Trade Show

Will you be exhibiting in the trade show?  Yes  No

Double Booth – an additional \$1,350

Triple Booth – an additional \$2,550

Please select desired space in order of preference. Refer to the Exhibitor Guidelines for details on how booth assignments will be made.

### Payment

Amount enclosed: \$ \_\_\_\_\_

Check (make checks payable to Resource Recycling, Inc.)

Credit Card (check one):  Visa  MC  AMX

Card Number

Exp Date

Billing Address (if different than the contact address listed above)

City / State / Zip

Name on Card

Upon acceptance by Resource Recycling, Inc., this contract for sponsorship of the Resource Recycling Conference will become a contract between the applying sponsor and the Resource Recycling Conference. The sponsoring company and its representatives agree to abide by the terms and conditions listed. If exhibiting, the sponsoring company and its representatives agree to abide by all the terms and conditions listed in the exhibitor guidelines.

Authorized Signature

Printed Name

Date

Office Use Only:

JD \_\_\_\_\_ CB \_\_\_\_\_ Payment \_\_\_\_\_ Booth Number \_\_\_\_\_

# RESOURCE RECYCLING CONFERENCE

## Sponsor/Exhibitor Registration Form

First / Last Name (as to appear on name badge)

Title

Organization / Company

Email

Phone

Fax

Mailing Address

City / State / Zip

Country

Platinum Sponsor  Gold Sponsor  Silver Sponsor  Exhibitor Only

**Special Requests/Needs:** I will need assistance or special accommodations to participate. Please specify: \_\_\_\_\_

Special meal request  Vegetarian  Vegan  Kosher

**Registration Information:** Exhibiting only organizations/companies receive one complimentary registration. Additional registrations can be purchased at a discounted price of \$335 per person.

Please submit one registration form per attendee. Duplicate this form when registering more than one person from an organization. If payment is made for multiple attendees attach all individual registration forms to check.

Complete all sections of registration form and return with payment to the Resource Recycling, Inc., PO Box 42270, Portland, OR 97242-0270 or by fax at 503.233.1356.

Registration includes two continental breakfasts, two lunches, refreshment breaks, conference packet, and admission to all Resource Recycling Conference sessions, exhibit hall and evening reception on the 26th. All Resource Recycling Conference sessions and trade show will be held at the Marriott Rivercenter San Antonio.

On-site registration is subject to a \$50 processing fee in addition to the late registration fee of \$300 US Dollars.

*Night in Old San Antonio* reception hosted by STAR will be held the evening of October 25<sup>th</sup> for an additional fee. Proceeds go to STAR. A \$50 fee will be added to complimentary registration if attendee wishes to attend Night in Old San Antonio reception.

*Greenstar Recycling Tours* will take place the afternoon of the 25<sup>th</sup> and 27<sup>th</sup>. Refer to the conference Web site for tour times.

*Leading the Way to Zero Waste* workshop will be held 9:30 am – 2:30 pm on October 25<sup>th</sup>. Refer to the conference Web site for additional information on the workshop.

*NRC Membership Meeting* will be held 2:00 pm – 5:00 pm on October 25<sup>th</sup>. For additional information visit [www.nrc-recycling.org](http://www.nrc-recycling.org).

**Questions:** For registration questions, contact Jef Drawbaugh at 503.233.1305 x118 or by email at [jef@resource-recycling.com](mailto:jef@resource-recycling.com)

**Hotel Accommodations:** Hotel reservations can be made directly with the Marriott Rivercenter by calling 1.800.228.9290 or online through the conference Web site, [www.rrconference.com](http://www.rrconference.com). Conference attendees will receive a special discounted rate of \$169 plus taxes for single/double occupancy.

### Registration Fees:

- Complimentary Registration
- Complimentary Registration plus \$50 fee for Night in Old San Antonio reception hosted by STAR
- Additional Registration \$335
  - Additional Registration \$385 (includes Night in Old San Antonio reception hosted by STAR.)
- \$100 – Leading the Way to Zero Waste Workshop
- \$10 – Greenstar Recycling Tour / Requested Tour Time: \_\_\_\_\_
- I will attend the National Recycling Coalition Membership Meeting

### Payment:

Full payment must accompany this registration form. Your confirmation and receipt will be emailed to the email address provided above. **If you do not receive an email confirmation within 48 hours, please resubmit your registration form.**

- Check (make checks payable to Resource Recycling, Inc.)
- Credit Card (Visa, MasterCard, Amex)

Card Number

Exp Date

Billing Address / City / State / Zip (if different than mailing address)

Name on Card

Signature

October 26-27, 2010  
Marriott Rivercenter | San Antonio, Texas  
[www.rrconference.com](http://www.rrconference.com)

Office Use Only:

JD \_\_\_\_\_ CB \_\_\_\_\_ JP \_\_\_\_\_ Payment \_\_\_\_\_

Ribbons:  Platinum  Gold  Silver  Exhibitor  Speaker  Moderator