



PLASTICS  **REFOCUS**
INDUSTRY ASSOCIATION SUSTAINABILITY & RECYCLING SUMMIT

PRESENTS

A Practical Guide to Sustainability in Plastics

DECEMBER 1-2, 2021 | A VIRTUAL AND ON-DEMAND EXPERIENCE

Ensure you are among the first the industry looks to when it seeks sustainable solutions in plastics manufacturing.

Sponsorship Prospectus

Produced by
 **PLASTICS**
INDUSTRY ASSOCIATION

A Practical Guide to Sustainability in Plastics

Presented by the Refocus Sustainability & Recycling Summit

As the world around us continues to change, we remain dedicated to our mission to lead and rally the plastics industry in sustainability. Although we will certainly miss meeting in person this year, we believe that we can demonstrate our industry's goodwill and innovation in any setting. And so, we are excited to announce the Practical Guide to Sustainability in Plastics virtual workshop as part of our 2021 offerings.

Presented by the Refocus Sustainability & Recycling Summit, the Practical Guide to Sustainability in Plastics workshop will provide a platform for our industry to convene, exchange information and ideas, do business, and discover new ways to push sustainability in manufacturing forward.

Discover the opportunities this new virtual format has to offer to elevate your brand and ensure you are among the first the industry looks to when it seeks sustainable solutions in plastics manufacturing.

SAMPLING OF PREVIOUS ATTENDEE COMPANIES

Amcor	Dart Container	NOVA Chemicals
AmSty	Davis-Standard	Otter Products
Asahi Kasei Plastics	ENGEL	Printpack
Avon Cosmetics	ExxonMobil	Purdue Research
Barnes Group	Chemical Company	Foundation
BASF Corporation	EREMA North America	SC Johnson
Berry Global	LyondellBasell	Sealed Air
Canon Virginia, Inc.	JSW America	Shell Polymers
Chevron Phillips Chemical Co.	Kal-Polymers	Star Plastics
Clorox	M. Holland Company	The Coca-Cola Company
Colgate Palmolive Company	Milliken & Company	Ultra-Poly Corp
Danimer Scientific	Mitsubishi Chemical America	Westfall-Technik
	Niagara Bottling, LLC	Winpack

Gain Business Access and Visibility to the Highest-Quality Plastics Manufacturing Audience

Two days of solutions-driven education, the Practical Guide to Sustainability in Plastics workshop attracts sustainability professionals at all levels of their organization. Become a sponsor and gain business access and visibility to hundreds of thought leaders across the entire plastics supply chain.

SAMPLING OF PREVIOUS ATTENDEE TITLES

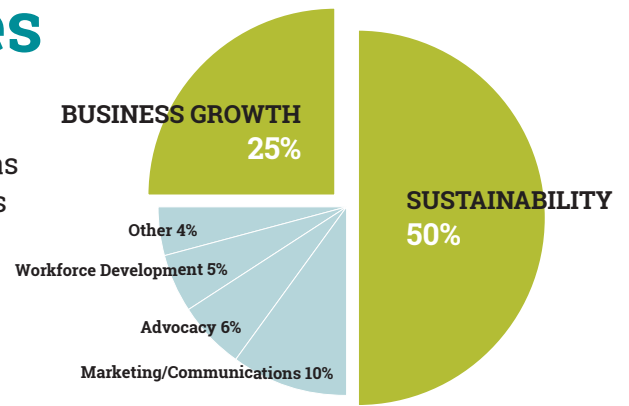
Chief Engineer	Senior Chemical Engineer
Chief Executive Officer	Senior Circular Economy Manager
Compliance and Sustainability Director	Senior Director of Advocacy
Director of Innovation	Senior Manager, Packaging & Technology
Director of Sales	Senior Market Development Lead
Director of Sustainability	Senior Polymer Materials Engineer
Director, Corporate Sustainability	Senior Product Manager
Director, Customer Experience & Sustainability	Senior Scientist, Materials Innovation
Global Material Director	Social Responsibility & Sustainability Specialist
Manager, Applied Sustainability	Sourcing Manager
Marketing Manager	VP, Business Development
President	VP, Materials
Principal, Sustainable Materials Engineer	VP, Sustainability
Product Stewardship Manager	Vice President, Supply Chain
R&D Manager	VP, Sourcing

Connect with Mark Miller at 202.974.5276 or email mmiller@plasticsindustry.org

Sponsorship Opportunities

Due to the cancellation of the live 2020 Refocus Sustainability & Recycling Summit, components of the program were offered as a six-part virtual webinar series. Attendees convened to discuss the technical, business, and marketing aspects of sustainable plastics manufacturing.

50% of the 2020 attendees indicated that sustainability best described their company needs, with 25% indicating that business growth was a need.



Become a sponsor today and ensure your company and products are top-of-mind with attendees seeking solutions to increase profitability and meaningfully advance sustainability throughout their organization.

	BRONZE SOLUTION PROVIDER \$750 (M) \$900 (NM)	SILVER SOLUTION PROVIDER \$2,250 (M) \$2,800 (NM)	GOLD SOLUTION PROVIDER \$2,700 (M) \$3,300 (NM)	PLATINUM SOLUTION PROVIDER \$3,200 (M) \$3,800 (NM)
Registrations	1	2	3	4
LOGO DISPLAY	<ul style="list-style-type: none"> Solutions Center page Speakers page Sponsors & Partners page Email marketing promotions Post-event survey Homepage below the fold Event mobile app 	<ul style="list-style-type: none"> Solutions Center page Speakers page Sponsors & Partners page Email marketing promotions Post-event survey Homepage below the fold Event mobile app 	<ul style="list-style-type: none"> Solutions Center page Speakers page Sponsors & Partners page Email marketing promotions Post-event survey Homepage below the fold Event mobile app 	<ul style="list-style-type: none"> Solutions Center page Speakers page Sponsors & Partners page Email marketing promotions Post-event survey Homepage above the fold Registration confirmation emails Event mobile app
POST-EVENT HTML(S) TO ALL ATTENDEES		1	2	3
VIRTUAL EVENT DATA & ANALYTICS	✓	✓	✓	✓
COMPANY DESCRIPTION & URL	✓	✓	✓	✓
SOLUTIONS CENTER: DOWNLOADS OR LINKS TO COLLATERAL	✓	✓	✓	✓
WELCOME REMARKS				✓

A LA CARTE OPPORTUNITIES

SESSION SPONSORSHIP(S)* 8 AVAILABLE	SESSION PRE-ROLL(S) 8 AVAILABLE	ON-DEMAND SOLUTION BREAK(S) 4 AVAILABLE
\$200 (M) \$250 (NM)	\$300 (M) \$375 (NM)	\$1,000 (M) \$1,250 (NM)

*BONUS: Sponsors can post downloads or links to collateral such as news releases, case studies, white papers, brochures, catalogs, etc., to their sponsored session(s).

All sponsors, product(s), and claims must be pre-approved by PLASTICS staff. All sponsorships are subject to change. PLASTICS members receive exclusive pricing reflected in the rates above.

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A La Carte Opportunities

ON-DEMAND SOLUTION BREAK | 4 Available

\$1,000 (M) | \$1,250 (NM)

Create targeted bite-size on-demand content addressing core solutions in sustainable plastics manufacturing. Sponsors will be given prime real estate on the agenda for non-commercial idea sharing and to provide practical steps companies can take to achieve their recycling and sustainability goals. Sponsors can get additional value by sharing downloadable content to capture leads.

- On-demand videos must be less than five minutes in length and need to be in a .mp4 file format under 3GB in size.
- Files must be submitted to PLASTICS no later than Friday, November 12, 2021

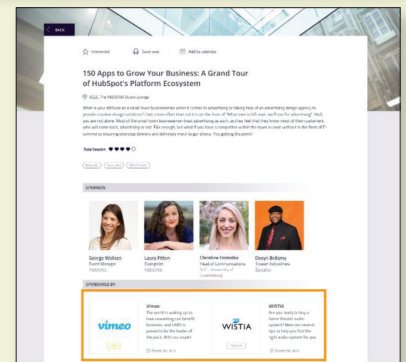
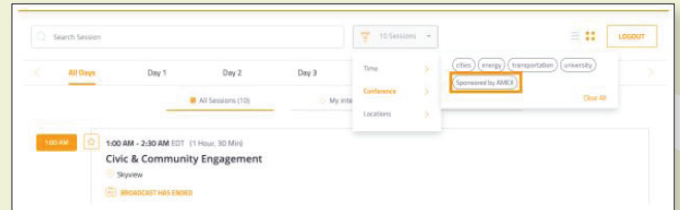
SESSION SPONSORSHIP | 8 Available

\$200 (M) | \$250 (NM)

Sponsor an individual session and your logo will appear on the agenda overview as well as the individual session page. Sponsor multiple sessions and we'll tag your sessions to enable attendees to filter and find sessions that you have sponsored. Session sponsors can also post downloads or links to collateral such as news releases, case studies, white papers, brochures, catalogs, etc. Materials must be provided to PLASTICS no later than Friday, November 12, 2021.

Sessions include:

- What You Need to Know About Sustainability in the Plastics Industry
- Framework to Building and Reporting on Your Sustainability Program
- Sustainability Claims and Labels
- Current Status of Collection and Sortation and Opportunities for Innovation
- Addressing the Challenges: Advancements in Policy
- Addressing the Challenges: Advanced Recycling
- Addressing the Challenges: Alternative Plastic Materials

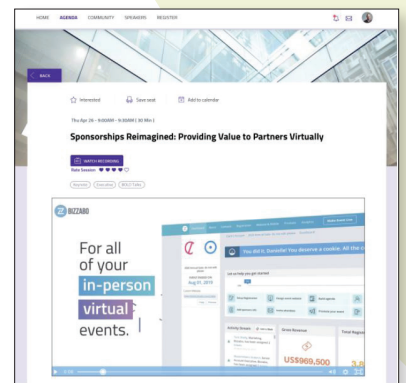


SESSION PRE-ROLL VIDEO | 8 Available

\$300 (M) | \$375 (NM)

If you've watched a "free" video on the internet in the last decade, you're probably familiar with the sponsored content (or ad if you prefer) that rolls before you can view your content. When attendees visit the virtual session, they will be shown your pre-roll video. This video is un-skippable and will play even if your session has already begun. The pre-roll video will first begin playing two minutes prior to the start of the session time.

- Pre-roll videos need to be in a .mp4 file format and under 3GB in size. As attendees must view them prior to entering the session, ensure the length to under 30 seconds
- Files must be submitted to PLASTICS no later than Friday, November 12, 2021



LET US CUSTOMIZE A SPONSORSHIP PACKAGE EXCLUSIVELY FOR YOUR ORGANIZATION

Do you have an exciting new sponsorship idea of your own? Are you looking for something that no one has done before? Something that worked well at another virtual event?

Let us know! We want to ensure that your sponsorship opportunity aligns with your brand and gets you the exposure needed to build lasting and lucrative relationships with attendees.

Connect with Mark Miller at 202.974.5276 or email mmiller@plasticsindustry.org

DON'T WAIT—CONNECT WITH US TODAY!

Contact Mark Miller, Director, Member
& Sponsorship Sales, at 202.974.5276 or at
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