


2024 API STORAGE TANK CONFERENCE & EXPO

October 07-10, 2024 | Westin Fort Lauderdale Beach Resort, Florida

Sponsorship
and Exhibit
Prospectus



The work of the problem-solvers
of our industry is never done.



Dear Sponsor/Exhibitor,

Thank you for your interest in the 2024 API Storage Tank Conference & Expo.

The program Planning Committee has been hard at work developing a fantastic program for 2024, and we are excited to see everyone in-person this October.

We are pleased to provide the 2024 sponsor/exhibitor information below. The 2024 Conference and Exhibition will follow the October 7-8 API-NFPA Safe Tank Entry Workshop, and the October 8 STI-API Course.

NOTE THAT ALL SPONSORSHIPS INCLUDE AN EXHIBIT BOOTH.
PRIME BOOTH LOCATIONS ARE RESERVED FOR SPONSORS AND
NOTED ON THE CONFERENCE WEBSITE.

If you are a Platinum Sponsor, you can purchase your sponsorship online immediately.

If you are an exhibitor, you purchase your exhibit booth online on **June 4, 2024**.

As you are aware, the API is not a “trade show company”, and this conference prides itself in being “conference first”, with a program targeted to high-level tank professionals. As a result, each year we, limit the total number of booths to 35 exhibitors. We find that this ratio of exhibitors to attendees is the “sweet spot” for both audiences.

Because all sponsorships include an exhibit booth, the number of exhibitor-only booths available is dependent on the number of sponsors. To guarantee a booth—and certainly a prime location—I encourage you to consider sponsoring.

Please check www.api.org/storagetank to purchase.

Sincerely,

Matthew Cunningham
Senior Meetings & Events Manager
American Petroleum Institute
202-682-8158
cunningham@api.org

2023 Storage Tank Conference & Expo at a Glance

The 2023 Conference had **381 attendees**, with titles including:



Chief Inspector



Operations Manager



Engineering Technical Advisor



Pipeline Integrity Engineer



Facilities Manager



Project Engineer



Senior Construction Manager



Project Manager



Manager Tank Integrity



Senior Tank Engineer



Mechanical Integrity Manager



Terminal Operation Engineer



Senior Operations Engineer

2023 ATTENDEES INCLUDE REPRESENTATIVES FROM:

BP	Holly Energy Partners	Plains All American
Buckeye	Huskey Midstream	Saudi Aramco
Chevron	Kinder Morgan	Shell
CITGO	Marathon	Valero
Colonial Pipeline	Monroe Energy	
Enbridge	PBF Energy	
ExxonMobil	Phillips 66	



The quality of traffic throughout the show was outstanding

2023 Exhibitor



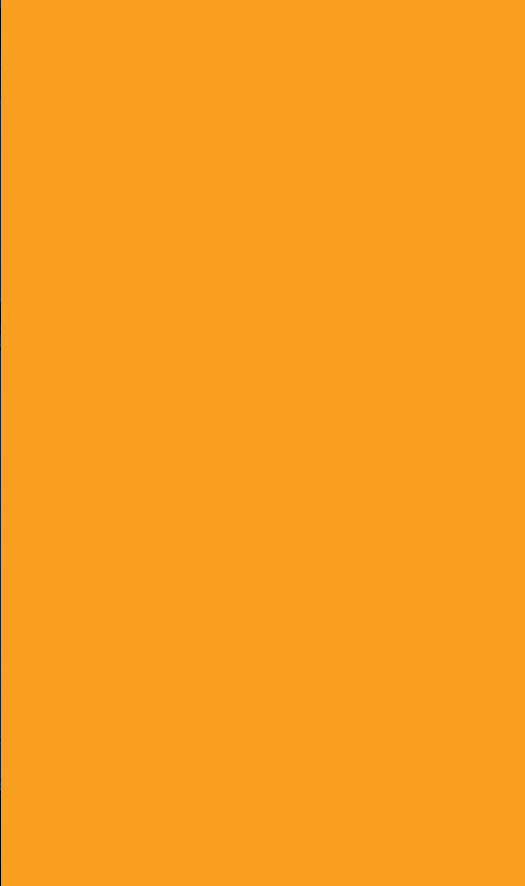
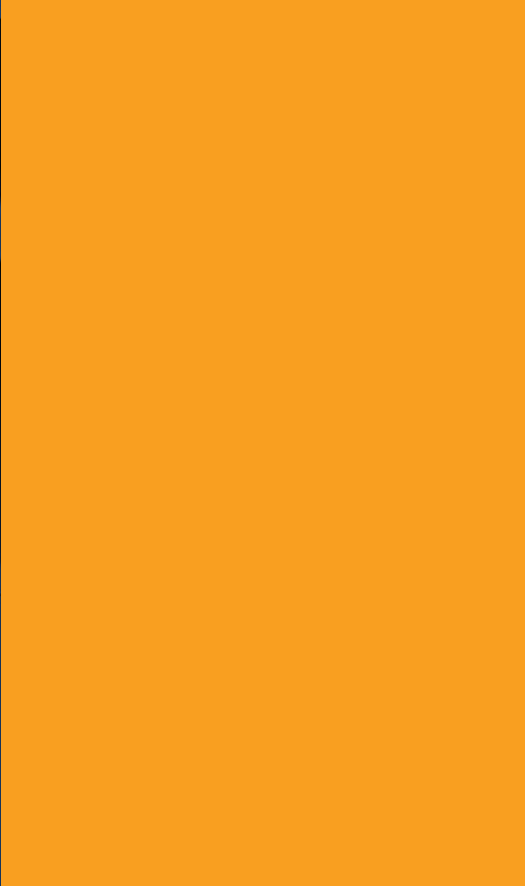
I thought it was a great conference. I am looking forward to Fort Lauderdale next year!

2023 attendee (Tank Superintendent, BP)

Storage Tank Sponsor & Exhibitor Benefits

\$6K

\$3K



Pre-Event Marketing Opportunities

- Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address)
- Company name on the Conference website Exhibitors page with booth number and link to your corporate website
- Company logo on Conference website Sponsors page with a link to your corporate website
- Company logo in Pre-Event Registration Email Blasts
- Company logo on banner on online registration site

- Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address)
- Company name on the Conference website Exhibitors page with booth number and link to your corporate website

Exhibit Hall Opportunities

- First choice of booth location)
- 10x10 booth
- Company name sign above booth
- Table, Chairs, Carpet, Electricity, WiFi
- Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees
- Company logo on signage located next to all break and coffee stations
- Platinum Sponsor decal on the carpet in front of exhibit booth.

- Second choice of booth location
- 10x10 booth
- Company name sign above booth
- Table, Chairs, Carpet, Electricity, WiFi
- Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees

In-Person Opportunities

- One complimentary registration (after one, each additional registrant pays a discounted registration fee of \$495). Note the person registering for the exhibit booth is considered one of your complimentary registrations.
- Admission to all Conference sessions
- Admission to all food functions, including lunches and Opening Reception
- Special recognition from Conference Co-Chairs during the opening session
- Company logo on signage throughout the venue
- Logo within Conference App
- One push notification through app to all Conference attendees
- Inclusion of materials on literature table near registration desk

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- Admission to all food functions, including lunches and Opening Reception
- Special recognition from Conference Co-Chairs during the opening session
- Company logo on signage throughout the venue

Post-Event Marketing Opportunities

- Logo in Post-Event Attendee Surveys
- Logo in Post-event content promotion
- Early access to 2025 Sponsor and Exhibitor opportunities