

Green Markets®



IHS Markit™

NITROGEN NORTH AMERICA

May 16-17, 2018

Luxor, Las Vegas, NV

Sponsorship Opportunities

Gain exposure across NITROGEN aligned industries with an economical and impactful sponsorship.



For more information, contact Andy Oram at
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NITROGEN NORTH AMERICA

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EVENT OVERVIEW:

NITROGEN North America, now in its 3rd year, addresses the upheaval facing the agricultural and industrial markets for ammonia, urea, and UAN nitrogen products.

Macro forces emanating from the dramatic nitrogen price surge of a decade ago have now hit the North American markets. New domestic capacity has redrawn market ranges, impacted prices, renewed the significance of supply chains and left a lot of unanswered questions.

A co-production of Green Markets and IHS Markit, **NITROGEN North America** brings together leaders from across industry and agriculture. We uncover current thinking, challenge conventional wisdom, and look to the future of these critical and interdependent markets

Attendees leave **NITROGEN North America** with the expert insight needed to effectively plan for the short, medium and long term success of their business.

WHO ATTENDS:

The typical attendee of **NITROGEN North America** has at least a decade of career experience in the sector. Titles are at least of a Director level. This is a highly qualified executive-level audience.

Company focus ranges from manufacturers of nitrogen products, to diversified chemical companies in both the industrial and agricultural sectors. Aligned companies that depend on nitrogen products as primary inputs to the manufacturing of value-added products are also represented.

Brand-name financial services firms from both buy and sell side are typically represented, as are consulting firms. Chemical product distributors and large agri-retailers round out this highly engaged audience.

TOPICS:

The expert panel of **NITROGEN North America** is developed from a proven process of developing valuable and unique conference content. At the outset, timely subject matter is decided upon based on insight from across Green Markets and IHS analysts and customers. These topics are then researched to uncover the experts in respective fields to fully vet the concepts.

Never a commercial exercise, sessions are designed to exclusively deliver thought leadership to the audience. Topics at **NITROGEN North America** have included:

- The North American Nitrogen Bubble
- Detailing the Ammonium Nitrate Market
- Consolidation in Nitrogen Manufacturers
- Ammonium Sulfate: A Viewpoint from the Source of a Valuable By-Product
- North American Natural Gas Outlook
- North American Ammonia Outlook
- North American Urea Outlook
- Nitrogen Fertilizer "Town Hall" with Open Q&A Session
- Global Natural Gas Markets: Heading into Surplus, But For How Long?
- The Global Coal Market Outlook
- Valuation of Nitrogen Manufacturers and M&A Outlook
- Nitrogen Fertilizer Trade Flows
- Nitrogen Production at the Point of Consumption
- Industrial Ammonia Outlook
- The Changing Landscape of the Ammonia Shipping Market

With sponsorship options to meet any budget, you'll find a solution that suits your marketing, branding, and business development objectives.

PLATINUM SPONSOR – EXCLUSIVE!

- Sole recognition as 'Platinum Sponsor' on all event advertising, and expanded company description on event website
- Rights to use 'Platinum Sponsor' in your own advertising and marketing
- Full-page advertisement in conference handbook
- Six (6) complimentary conference passes
- Exhibit table in premium location outside conference session room
- Designated 'Platinum Sponsor' ribbons on event name badges for your representatives
- Recognition as 'Platinum Sponsor' in conference handbook, and 100-word company description
- Recognition as 'Platinum Sponsor' on all on-site event signage
- Two text advertisements in conference related 'Breaking News Alerts' from *Green Markets*
- Literature handed-out at registration
- Recognition as 'Platinum Sponsor' in all Green Markets event marketing and advertising includes:
 - Emails (your logo with embedded URL link)
 - Event website (your logo with embedded URL link)
 - PDF brochure (your logo with embedded URL link)
 - Mailed print brochure (contract must be signed three months prior to event)
 - Advertisements in the *Green Markets* weekly report
- Post event use of attendee list in MS Excel format, one time use only, direct mail or email

GOLD SPONSOR

- Recognition as 'Gold Sponsor' on all event marketing and advertising, and expanded sponsor description on event website
- Rights to use 'Gold Sponsor' in your own advertising and marketing
- Half-page advertisement in conference handbook
- Three (3) complimentary conference passes
- Exhibit table in optimized location outside conference session room
- Designated 'Gold Sponsor' ribbons for all event badges for your representatives
- Recognition as 'Gold Sponsor' in conference handbook, and 75-word company description
- Recognition as 'Gold Sponsor' on all on-site event signage
- Recognition as 'Gold Sponsor' in all Green Markets event marketing and advertising includes:
 - Emails (your logo with embedded URL link)
 - Event website (your logo with embedded URL link)
 - PDF brochure (your logo with embedded URL link)
 - Mailed print brochure (contract must be signed three months prior to event)
 - Advertisements in the *Green Markets* weekly report
- Post event use of attendee list in MS Excel format, one time use only, direct mail or email

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SILVER SPONSOR

- Recognition as 'Silver Sponsor' on all event marketing and advertising, and website sponsor description on event website
- Rights to use 'Silver Sponsor' in your own advertising and marketing
- Two (2) complimentary conference passes
- Exhibit Table
- Designated 'Silver Sponsor' ribbons for all event badges for your representatives
- Recognition as 'Silver Sponsor' in conference handbook with 50 word company description
- Recognition as 'Silver Sponsor' on all on-site event signage
- Recognition as 'Silver Sponsor' in all Green Markets event marketing and advertising includes:
 - Emails (your logo with embedded URL link)
 - Event website (your logo with embedded URL link)
 - PDF brochure (your logo with embedded URL link)
 - Mailed print brochure (contract must be signed three months prior to event)
 - Advertisements in the *Green Markets* weekly report
- Post event use of attendee list in MS Excel format, one time use only, direct mail or email

ADDITIONAL SPONSORSHIPS

- Pre-Conference Workshop
- Wi-Fi
- Lunch
- Cocktail Reception
- Lanyard
- Flash Drive
- Tote Bag Sponsor



NITROGEN North America is held at the fabulous Luxor. Ideally located in the heart of the Las Vegas strip, the Luxor is a convenient, affordable and exciting option to make your sponsorship of NITROGEN North America a memorable one.

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