



7th Annual

COAL TRADING CONFERENCE

2008 Coal Trading Conference Sponsorship Options

Prepared Especially for ACC and CTA Members and Supporters

October 2008

CONFERENCE OVERVIEW

The full-day conference is an annual opportunity for industry leaders to meet. Registrants will hear speakers and panels discuss trends in the marketplace, improve their understanding of coal trading issues and facilitate business relationships among the different sectors of the utility-coal business.

A reception at 6:00 p.m. on December 10 will be followed by the conference on December 11. A continental breakfast will begin at 7:30 a.m., with the opening remarks at 8:30 a.m.

This year we will have two featured speakers:

- Dennis Gartman, noted market analyst
- Aaron Brown, veteran journalist.

Industry leaders will address timely issues such as these:

- The International Coal Outlook
- The Regulatory and Political Landscape
- Coal Market Experts: The Bull/Bear Debate

Coal Trading Conference Returns to New York City, December 10-11

This December 10-11 the Coal Trading Conference returns to New York City and the Millennium Broadway Hotel, located just one block from Times Square.

The two-day event will begin at 1:00 p.m. on Wednesday, December 10, with the Coal Trading Association Annual Business Meeting. That evening the conference begins with a welcoming reception. The one-day conference will be held on Thursday, December 11.

The Millennium Broadway Hotel is located at 145 West 44th Street, between 44th and 45th Streets. The conference facility features an acoustically superior meeting space with high-quality chairs and state of the art AV equipment. The room rate is \$399 a night. (For reservations call 212-768-4400 or 800-622-5569.)

Who Will Attend

The expected audience of 125 attendees will include a diverse group of industry representatives, including the following:

- coal traders, brokers and suppliers,
- utility senior managers,
- transportation officials, and
- energy and coal media reporters.

Call Now to Reserve a Sponsorship

Gain prominence and valuable name recognition with a conference sponsorship at this year's largest gathering of coal traders and brokers. To reserve a sponsorship, call CTA Executive Director Bob McLean at 703-418-0392.

Sponsorship Options and Benefits

The Coal Trading Conference is an exceptionally valuable event for networking and forming relationships with industry leaders. As the premier event for coal traders and brokers, this conference attracts the largest and most senior individuals in the industry, allowing you to meet and interact with decision makers and promote your company's products and services.

There are several opportunities for sponsorship recognition at this industry-leading event. Table top exhibits are also available.

Conference sponsors will receive recognition for their participation and generosity in several ways:

- recognition on the CTA and ACC websites,
- recognition in conference handouts, on the sponsor sign placed at the entrance to the event and in announcements made throughout the conference,
- sponsor ribbons to wear during the entire conference,
- an electronic list of participants' mailing address and phone numbers for post-conference mailings and other marketing activities, and
- a corporate profile in the final program.

Event Sponsor: Exclusive Option

Sponsorship Cost: \$4,000

This is the premier sponsorship opportunity for an organization seeking maximum exposure during the conference. There is only one event sponsorship available, so call now to reserve this option. This sponsorship includes one conference registration and two reception tickets.

Luncheon

Sponsorship Cost: \$2,000

This year's luncheon is sure to keep conference registrants engaged, as Aaron Brown, the former anchor of CNN's flagship *NewsNight with Aaron Brown* will provide attendees with a post-election recap, and an assessment of how the elections will affect the legislative agenda and how Washington works. There are three luncheon sponsorships.

Reception

Sponsorship Cost: \$2,000

The welcoming reception, which will be held in the Millennium Broadway Hotel, is always a heavily-attended event, with many representatives from the financial markets joining traders and brokers. There are four reception sponsorships available, and all will be recognized by the CTA president.



Name Badge: Exclusive Option

Sponsorship Cost: \$1,500

Your logo will be on every name badge—continuous visibility on every attendee at every event function. This is the ideal way to raise the visibility of your company before the leaders in coal trading. There is one sponsorship opportunity.

Sessions

Sponsorship Cost: \$500

Following a keynote address there will be four educational sessions lasting one hour or longer. Speakers or panelists will discuss issues such as the financial side of coal trading, globalization and transportation logistics. Session sponsors will receive a 500-word corporate profile in the conference program and the benefits listed on page two. There are three sessions to sponsor.

Breakfast: Exclusive Option

Sponsorship Cost: \$750

The Millennium Broadway Hotel will offer superior meals throughout the conference, starting with a private buffet of hot and cold foods to start the day. The breakfast buffet will be positioned at the entrance to the meeting space. There is one breakfast sponsorship available.

Morning and Afternoon Breaks

Sponsorship Cost: \$500

Looking for a more affordable sponsorship option? Then consider sponsoring either the morning or afternoon break. One sponsorship is available for each break.

Table-Top Exhibits

Exhibitor Cost: \$725 Member, \$875 Nonmember (1 registration included)

If you'd like to put materials and printed information in the hands of our attendees, this is the option for you. Strategically located at the entrance to the location of the educational sessions, every delegate will pass by these exhibits. Only exhibitors may hand out materials to registrants.

The cost includes one conference registration and a 6' skirted table that will be placed against a wall. For information on full exhibit booth availabilities, call the CTA at 703-418-0392.

Other Sponsorship Opportunities

Looking for additional ways to show your support? Call to discuss other options such as these:

- registrant bags,
- handout folders,
- attendee pens.

For an online conference agenda go to:

www.americancoalcouncil.org

To register go to:

www.coaltrade.org/events

American Coal Council

Janet Gellici, Executive Director
1101 Pennsylvania Ave. NW, Suite 600
Washington, DC 20004
P 202-756-4540 F 202-756-7323
info@americancoalcouncil.org
www.americancoalcouncil.org

Coal Trading Association

Bob. McLean, Executive Director
2001 Jefferson Davis Highway, Suite 1004, Arlington, VA 22203-3617
P: 703-418-0392 F: 703-416-0014
bmclean@coaltrade.org
www.coaltrade.org

Call to Reserve a Sponsorship: 703-418-0392