



# 2009 Coal Trading Conference Sponsorship Options

Prepared Especially for ACC and CTA Members and Supporters

September 2009

## CONFERENCE OVERVIEW

### Coal Markets: Defining The New Normal

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.

Speakers will include Dennis Gartman, editor of the Gartman Letter, noted market analyst. Industry leaders will address timely issues such as these:

- The Coal Industry Outlook: US to International
- Carbon and SO<sup>2</sup> Legislation Update
- The Bull/Bear Debate
- Trading Trends

## Coal Trading Conference Returns to New York City, December 7-8

This December 7-8 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 Monday, December 7, 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 Tuesday, December 8.

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 100 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

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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

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### Sponsorship Cost: \$5,000

This is the premier sponsorship opportunity for an organization seeking maximum exposure during the conference. This sponsorship includes one conference registration and two reception tickets. It includes putting the sponsor's logo on the name badges and receiving two minutes to address the attendees. There is only one event sponsorship available.



## Reception

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### 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 from the podium.

## Luncheon

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### Sponsorship Cost: \$2,000

This year's luncheon is sure to keep conference registrants engaged with our special guest speaker, Dennis Gartman. There are three luncheon sponsorships.

Want to make the most of your sponsorship? Add a table-top exhibit for \$250.

## Table-Top Exhibits

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

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.



For an online conference agenda go to:

[www.americancoalcouncil.org](http://www.americancoalcouncil.org)

To register go to:

[www.coaltrade.org/events](http://www.coaltrade.org/events)

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*Call to Reserve a Sponsorship: 703-418-0392*

