



13th Annual

COAL TRADING CONFERENCE

2014 Annual Conference Sponsorship Options

Prepared Especially for American Coal Council and Coal Trading Association
Members and Supporters

October 2014

Conference Overview

“What’s New, What’s Next?”

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. Our speakers and panelists include these individuals:

- Joe Bastardi, WeatherBELL Analytics
- John Hanou, Hanou Consulting, LLC
- Donna Cerwonka, AVP Utility South Coal, CSX
- Emily Medine, Principal, Energy Ventures Analysis
- Kathryn Miller, Principal, BTU Analytics

A reception from 6:00-7:30 p.m. on December 8 will be followed by the conference on December 9. A continental breakfast will begin at 7:30 a.m., with the opening remarks at 8:30 a.m.

Coal Trading Conference Has a New Home in New York City, December 8-9

This December 8-9 the Coal Trading Conference is moving to a new location in New York City for the 2014 event: The Marriott Marquis Times Square.

The two-day event will begin at 1:00 p.m. on Monday, December 8, with the Coal Trading Association Business Meeting. That evening the conference begins with a welcoming reception. The one-day conference will be held on Tuesday, December 9.

The Marriott Marquis is located at 1535 Broadway, between 46th and 47th Streets. The room rate is \$399 a night. For reservations call 877.303.0104 or [visit their website](#).

Who Will Attend

The expected audience of more than 100 attendees will include a diverse group of industry representatives, including:

- 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 200-word corporate profile in the final program.

Event Sponsor: Exclusive Option

Sponsorship Cost: \$5,000

This is the premier sponsorship opportunity for an organization seeking maximum exposure during the conference. This sponsorship includes two conference registrations and four 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

Sponsorship Cost: \$2,000

The welcoming reception, which will be held in the Marriott Marquis Times Square, is always a heavily-attended event, with many representatives from the financial markets joining traders and brokers.

There are five reception sponsorships available, and all will be recognized from the podium. Add a table-top exhibit for \$250.

Luncheon

Sponsorship Cost: \$2,000

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

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

Table-Top Exhibits

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. Replace Millennium photo below.



For an online conference agenda go to:

www.coaltrading.org

To register go to:

<https://www.etches.com/73832>

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