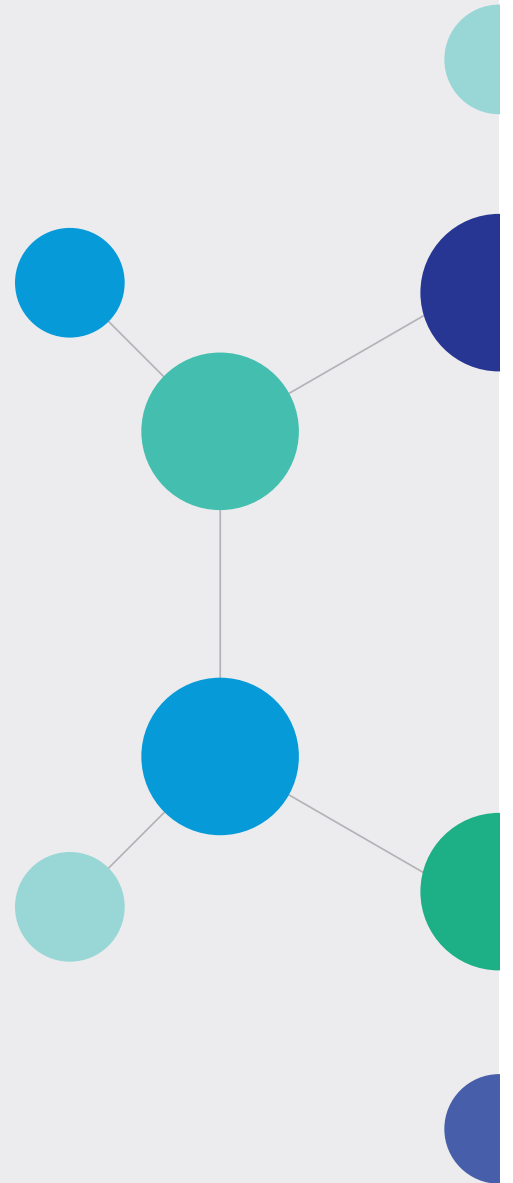


SOCMA Media Kit



About SOCMA

Solely dedicated to the specialty and fine chemical industry, SOCMA focuses on building commercial connections, supporting manufacturing and operations, and advocating for regulatory and legislative policies that advance our members' ability to grow their businesses.

Advertise with SOCMA

SOCMA is part of a \$300 billion industry that is fueling the U.S. economy.

Our members play an indispensable role in the global chemical supply chain, providing specialty chemicals and services to vital markets ranging from aerospace and electronics to pharmaceuticals and agriculture.

By working with us, you'll:

- Connect with key decision-makers from the specialty and fine chemical value chain
- Target SOCMA members, affiliate members and industry leaders by advertising in SOCMA publications
- Sponsor one of our events to raise your company's awareness and create valuable networking opportunities
- Generate valuable leads and grow your business

Learn more about our year-round advertising and sponsorship opportunities with Specialty Insights - A Publication of the Society of Chemical Manufacturers & Affiliates, Newsletters, Events and Webinars. **Contact Jenny Gaines, Senior Director, Communications & Engagement for more details at jgaines@socma.org or 571-348-5110.**

Specialty Insights

SOCMA's semi-annual publication, Specialty Insights, provides the latest intelligence about issues impacting operations and growth within the specialty and fine chemical value chain. In this publication SOCMA showcases thought leaders from its broad industry network to weigh in on policy and regulatory issues, sector and end-use trends, manufacturing and operations, and much more. The publication also includes updates on key SOCMA initiatives, member news and upcoming events. This is a must-read publication for all companies within the specialty and fine chemical sector.



The edition is featured at SOCMA events and distributed to approximately 500 SOCMA contacts, including members, key stakeholders in the specialty and fine chemical industry, allied associations and others. It will also be featured on the SOCMA website – www.socma.org – and our social media platforms.

Membership Breakdown

Domestic manufacturer revenue (in \$M) breakdown by percentage:

0-10	34%
10.1-20	23%
20.1-30	14%
30.1-40	8%
40.1-50	2%
50.1-100	8%
100.1-200	2%
200.1-300	2%
300.1-500	2%
>500	5%

For international:

0-10	80%
10.1-20	20%

Specialty Insights

Print Date: February 2020
Ad Due Date: January 15, 2020
Copy Due Date: October 31, 2019

Print Date: September 2020
Ad Due Date: August 5, 2020
Copy Due Date: June 15, 2020

Advertising Rates (organized in table)

Full Page Ad:
 \$2,000 member
 \$2,700 non-member

Covers (Inside front cover, inside back cover and back cover)
 \$2,500 member
 \$3,375 non-member

Half-Page Ad
 \$1,000 member
 \$1,350 non-member

Quarter-Page Ad
 \$500 member
 \$675 non-member

Advertorial (2 Pages)
 \$4,000 member
 \$5,400 non-member

Specialty Insights Insertion Order

Ad Size: _____

Ad Price: _____

Ad Insertion

☐

February 2020

☐

September 2020

Contact Details

Company Name: _____

Contact: _____

Email: _____

Office: _____

Mobile: _____

Payment Details:

☐

Credit Card

☐

Wire Transfer

☐

Check

☐

Amex

☐

Visa

☐

Mastercard

Name on Card

Card Number

CVV

Exp

Billing Address (if different) _____

Signature: _____

Note: First-time advertisers must establish credit with SOCMA by paying the full cost of the advertisement prior to publication run dates. If payment is not received, the ad will not run in the desired publication.

Newsletters and Webinars

SOCMA provides educational newsletters and webinars to keep members and the industry abreast of key issues and trends. These offer unique opportunities to showcase your company as thought leaders within the value chain.

Government Relations Newsletter \$500

Option for ad or sponsored content

Member Newsletter \$500

Option for ad or sponsored content

Webinar Sponsorship \$500

Logo included in promotion and option of 30 second introduction

Meetings and Events

SOCMA hosts events and webinars throughout the year, featuring educational and networking opportunities for members and the industry.

From Roundtables and Executive Forums in regions where SOCMA members and companies within the industry are located to larger national conferences such as SOCMA Week, there are numerous opportunities to raise the profile of your company and connect with leaders in the fine and specialty chemical value chain.

Learn more about these events and sponsorship opportunities.



Regional Roundtables

SOCMA understands the importance of meeting with members and the industry in areas across the country where their businesses are located. These Regional Roundtables offer unique opportunities for member companies to share best practices, discuss trends and key issues that impact business growth. This is a perfect opportunity to showcase your company in an intimate setting with key industry leaders.

Lunch Sponsor \$1,000

Sponsors will be provided an opportunity to speak during lunch and listed on SOCMA website, event program materials and 1 full-page ad in event program.

Breakfast Sponsor \$750

Sponsors will be listed on SOCMA website and event sponsor sign and have 1/2 page ad in event program.

Break Sponsor \$500

Sponsors will be listed on SOCMA website and event sponsor signage and have 1/4 page ad in event program.

SOCMA Week

December 4-6, 2019 | Royal Sonesta | New Orleans, Louisiana

Sponsor or exhibit at SOCMA's inaugural event and refreshed annual conference. Join us for more than 20 educational sessions and boundless networking opportunities.

Founding Sponsor – \$10,000 SOCMA Member; \$12,000 Non-Member (Limited to two sponsors)

- Prominent lead sponsor in recognition
- Five complimentary event registrations
- Name/logo of company in sponsor listing in all printed materials, including invitation and media releases
- Choice of sponsorship for Thursday night networking dinner OR customized hotel key card

Platinum Sponsorship – \$7,500 SOCMA Member; \$9,000 Non-Member (Limited to two sponsors) **1 SOLD**

- Name/logo of company in sponsor listing in all printed materials, including invitation and media releases
- Three complimentary event registrations
- Choice of Thursday night pre-dinner reception sponsor OR mobile app

Gold Sponsorship – **SOLD OUT**

- Name/logo of company in sponsor listing in all printed materials, including invitation and media releases
- Listing on SOCMA website as event sponsor
- One complimentary event registration
- Choice of sponsorship for Wednesday afternoon member & first-time attendee reception OR grand opening Wednesday night reception sponsor

Silver Sponsorship – \$2,500 SOCMA Member; \$3,500 Non-Member (Limited to six sponsors)

- Name/logo of company in sponsor listing in all printed materials, including invitation and media releases
- Listing on SOCMA website as event sponsor
- Choice of sponsorship for Thursday breakfast, Thursday lunch or Friday breakfast sponsor

Bronze Sponsorship – \$1,000 SOCMA Member; \$1,500 Non-Member

- Name/logo of company in sponsor listing in all printed materials, including invitation and media releases
- Listing on SOCMA website as sponsor
- Choice of Wednesday, Thursday and Friday break sponsor

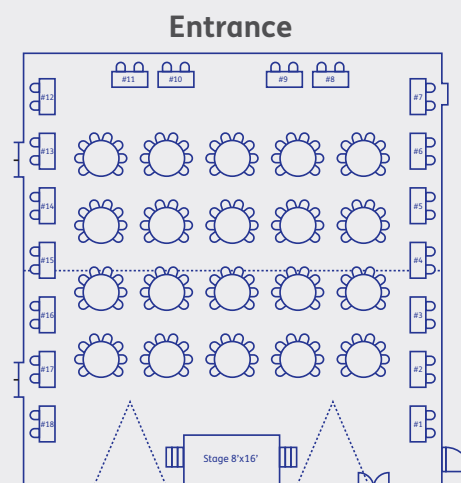
Supporter – \$500 SOCMA Member; \$650 Non-Member

- Name/logo of company in sponsor listing in all printed materials, including invitation and media releases

SOCMA Week Exhibit

Exhibition opportunities are available at SOCMA Week. Geared towards service providers, only 16 spots remain in this year's exhibit hall.

	Early Bird (Ends 10/18)	Regular (10/19-11/29)	On-site (11/30-12/6)
Member (includes 1 registration)	\$2,000	\$2,100	\$2,200
Non-Member (includes 1 registration)	\$3,000	\$3,100	\$3,200



Cowboys & Chemicals at Specialty & Custom Chemicals America

February 10, 2019 | River Ranch | Fort Worth, Texas

Back for its second year. Join us to kick-off your networking over BBQ and whiskey. Last years event gathered more than 300 leaders in the specialty and fine chemical value chain.

Headline Sponsor \$7,500

- Company logo on beverage napkins & cups, pre-event promo materials, and various onsite signage
- Logo ad placed on online and printed show schedules
- Five (5) badges for Monday evening event + Tuesday breakfast (additional badges register @ regular rates)

Whiskey Tasting Sponsor \$3,500

- Company logo on whiskey tasting cups, pre-event promo materials, and onsite signage
- Logo ad placed on online and printed show schedules
- Three (3) badges for Monday evening event + Tuesday breakfast (additional badges register @ regular rates)

Tuesday Breakfast + Keynote Sponsor \$2,500

- Company logo on Whiskey Tasting cups, pre-event promo materials, and onsite signage
- Logo ad placed on online and printed show schedules
- Two (2) badges for Monday evening event + Tuesday breakfast (additional badges register @ regular rates)

Networking Coffee Sponsor \$1,000

- Logo ad placed on online and printed show schedules
- Choice of Emerging Leaders OR Women in Specialties Networking Coffee
- One (1) badge for Monday evening event + Tuesday breakfast (additional badges register @ regular rates)

SOCMA Week Sponsorship

- ☐ **Founding Sponsor** – \$10,000 Member; \$12,000 Non-Member
- ☐ **Platinum Sponsorship** – \$7,500 Member; \$9,000 Non-Member
- ☐ **Gold Sponsorship** – \$5,000 Member; \$5,500 Non-Member
- ☐ **Silver Sponsorship** – \$2,500 Member; \$3,500 Non-Member

Cowboys & Chemicals

- ☐ **Headline Sponsor** – \$7,500
- ☐ **Whiskey Tasting Sponsor** – \$3,500
- ☐ **Tuesday Breakfast + Keynote Sponsor** – \$2,500
- ☐ **Networking Coffee Sponsor** – \$1,000

Webinars and Newsletters

- ☐ **Government Relations Newsletter** – \$500 Member; \$750 Non-Member
- ☐ **Member Newsletter** – \$500 Member; \$750 Non-Member
- ☐ **Webinars** – \$500 Member; \$750 Non-Member

SOCMA Week Exhibit

- ☐ **Member** – \$2,000
- ☐ **Non-Member** – \$3,000

Regional Roundtables

- ☐ **Lunch Sponsor** – \$1,000
- ☐ **Breakfast Sponsor** – \$750
- ☐ **Break Sponsor** – \$500

Payment Details:

☐ **Credit Card**☐ **Wire Transfer**☐ **Check**☐ **Amex**☐ **Visa**☐ **Mastercard**

Name on Card

Card Number

CVV

Exp

Billing Address (if different) Signature:

First-time sponsors must establish credit with SOCMA by paying a \$1,000 deposit to be put towards the cost of sponsorship.

Cancellations and Refunds

SOCMA Week Exhibitions: Prior to and including November 1, 2019, we will gladly refund any exhibit-related fees SOCMA Week, less a \$125.00 processing charge. After November 1, 2019, any exhibit-related fees will be non-refundable. Prior to and including November 22, 2019, individual exhibitor staff badge fees can be refunded, less a \$125 processing charge per badge.

Refunds for sponsorships will be subject to the amount of branding and investment made prior to the time of cancellation.

Thank You 2019 Sponsors



Society of Chemical Manufacturers & Affiliates

1400 Crystal Drive, Suite 630

Arlington, VA 22202

T: (571) 348-5100

F: (571) 348-5138

info@socma.org

