

2024

SPONSORSHIP
OPPORTUNITIES



OUR Reach
YOUR Sponsorship



ENGAGE

OUR Mission: Advance the natural gas industry and individuals by linking people, ideas, and information.

OUR 200+ Member organizations

OUR 300+ Industry partners

OUR Programs and services

OUR Network and connections

OUR Education and training services

OUR Conferences and committees

... is made possible,
thanks to **YOUR** support.

YOUR sponsorship matters



Southern Gas Association is the nation's leading natural gas trade association. For more than 115 years, we have offered members a place to learn and connect. As a result, our members have redefined how to produce, transport, market and deliver natural gas.

Through the support of sponsors like you, SGA is now known as the industry's meeting place where:

- Ideas are born
- Relationships are developed
- Education is available
- Business is conducted
- Natural gas professionals can network

Your sponsorship of our conferences and programs allows us to provide our members opportunities to learn, exchange ideas and share solutions. We convene at a critical time in the industry's complex operations. With our commitment to sustainability amidst the challenges of social and environmental impacts, your sponsorship serves as our catalyst to investing in the future of natural gas.

OUR reach of visibility, exhibition, networking, and member services – and YOUR annual sponsorship support – links an industry of people, ideas, and information TOGETHER.

We look forward to working with you to find the ideal sponsorship opportunities for your company.

SUZANNE OGLE

*President and CEO, Southern Gas Association
President, Gas Machinery Research Council*

HIGH VISIBILITY

Reap the rewards of value and visibility when you become a sponsor.

STEP 1: Become a **General Core Conference**

Sponsor, securing your level of exposure, support, and recognition at SGA Core Conferences:

- Technical Conference on Environmental Permitting & Compliance
- Spring Gas
- Management Conference
- Safety Conference
- Operations Conference

STEP 2: Choose conference specific **Enhancement(s)**, increasing your brand's visibility at one or more Core Conferences.

STEP 3: Consider becoming a Digital Sponsor, with greater exposure in our digital publications — **THE LINK** and **SGA In Brief**.

To become a sponsor, companies must be a member of SGA. SGA invites all non-member service and supply companies to join now. SGA offers two ways to join our ranks. The [Associate Membership](#) rate is of \$1,100 per company and the [Gas Operator Membership](#) depends on your type of business. Become a sponsor and receive discounts on courses, conference registrations for all staff.

To join or check the status of your corporate membership, contact memberservices@southerngas.org

For all sponsorship inquiries, contact Susan.Joiner@southerngas.org

Sponsorship Levels

Premier Sponsors	Triple Flame	\$20,000
	Diamond	\$15,000
	Platinum	\$10,000
Sponsors	Gold	\$7,500
	Silver	\$5,000
	Bronze	\$3,000

Consider becoming a **Premier Sponsor**, our Triple Flame, Diamond and Platinum Sponsors get the greatest value and visibility.

2023 Premier Sponsors

TRIPLE FLAME



MRC Global

PLATINUM



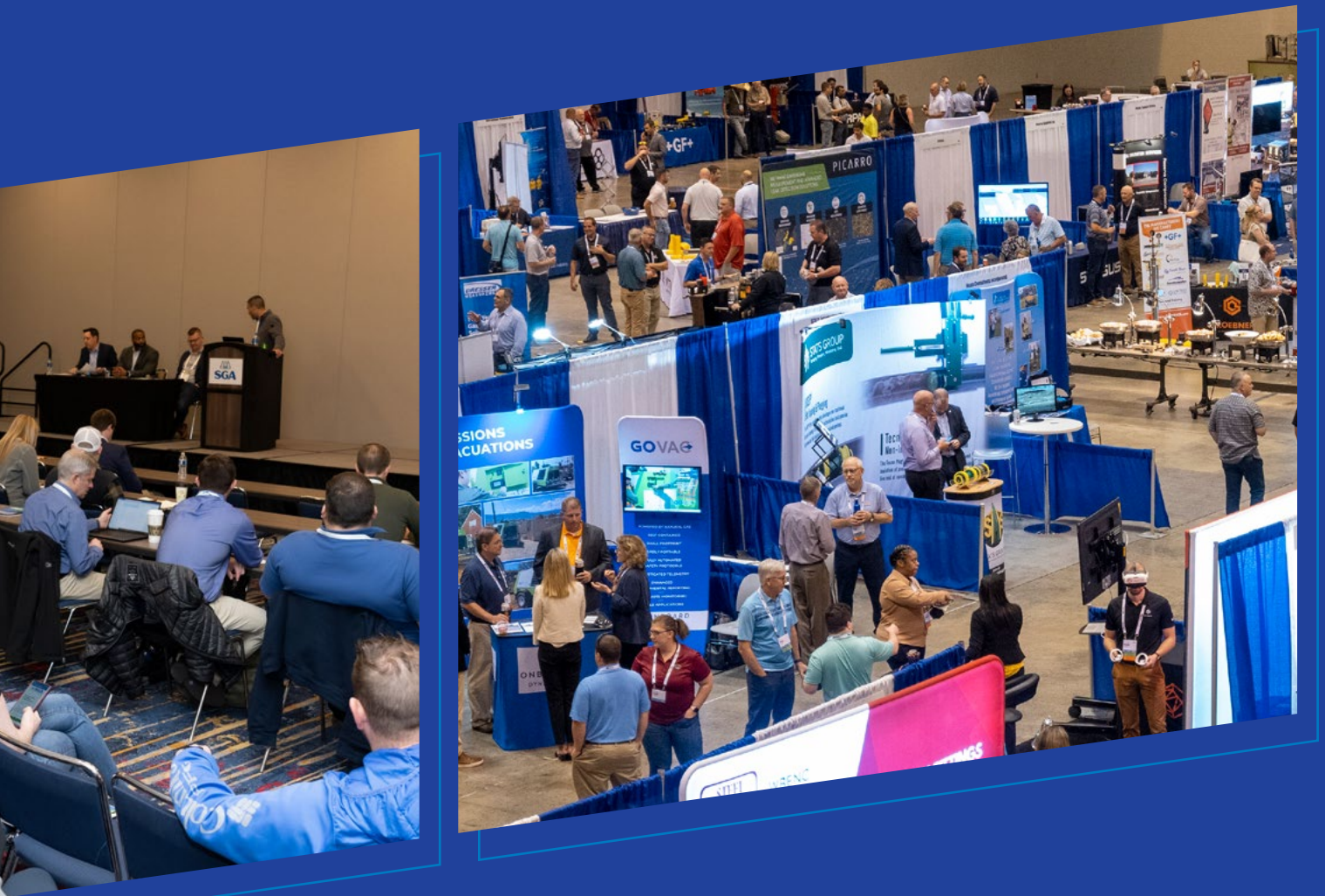
PICARRO

WHY BECOME A SPONSOR?



We are dedicated to educating and empowering our expansive member network by promoting community, conversation, and connection.

Your sponsorship facilitates the knowledge transfer, leadership, and innovation to fulfill our mission of advancing the natural gas industry and individuals by linking people, ideas and information.



What **YOUR** sponsorship provides

BRAND VISIBILITY

Put your brand front and center in the multiple mass e-marketing and social media campaigns promoting this season's schedule of conferences and events. **The higher your sponsor level, the more visibility.**

LEAD GENERATION

SGA programs provide you access to qualified customers, business development connections, and even non-competing businesses that can collaborate with you on future projects.

CUSTOMER PERCEPTION

Customers have a positive and reputable perception of businesses and brands that provide experiences, social content, and sponsorships of organizations such as SGA. Over 98% of consumers share (and tag, follow and re-share) social content while attending these events and experiences.

TARGETED MARKETING

Stand out from the competition and engage one-on-one with people from all segments of the natural gas industry looking for relevant ideas and solutions. We'll work with you to target your ideal audience through multiple marketing channels, event locations and conference experiences.

RETURN ON INVESTMENT

Well after our events, program sponsors find value through joint marketing and partner participation. The return is measurable through elevated recognition, new customer leads, brand awareness, memorable experiences, and new relationships and partner connections.

SGA'S CONFERENCES

Each event offers specific learning tracks best suited to different parts of the natural gas workforce. As a sponsor, you can pick which conference(s) suits you most, and where you'd like to enhance your presence and visibility.

Core Conferences



Professionals seeking and sharing important insights on environmental compliance, construction, practices, air quality control and permitting processes.



Natural gas professionals seeking technical skills and leadership training, with exhibit hall.



Natural gas management professionals interested in new thinking that inspires action and provides a unique networking environment to connect with other senior leaders. Held in conjunction with the SGA Annual Meeting, the Board of Directors meeting and the Executive Council.



Brings together industry experts to discuss safety and risk management within the natural gas industry.



Gather supervisor to director level of operations to answer the question of delivering a safe, reliable source of cost-effective energy.

Stand-alone



This high-level event is attended only by operating companies serving in SGA leadership. Sponsorship does not include an invitation to attendance to this event, but does provide high-level recognition for your company in front of the natural gas industry decision makers.

General Sponsorship Levels & Benefits

RECOGNITION PROVIDED	PREMIER SPONSORS			SPONSORS		
	TRIPLE FLAME \$20,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000
Get visibility during our conferences and recognition	All	All	4	3	2	1
Complimentary attendance for one at a workshop of choice	★					
Triple Flame sponsors are highlighted on a rotating basis in the “Featured Members” section on southerngas.org	★					
SGA social media posts including your company logo (LinkedIn, Instagram, Facebook, Twitter)	3	2				
Free-standing pop-up banner in conference networking area	★	★				
Video recognition at Spring Gas and Natural Gas Connect Conferences if available in Exhibit Hall	★	★				
Complimentary attendance for one at core conference of choice	★	★	★			
Company logo hyperlinked on SGA core conference event page	★	★	★			
Company logo on SGA core conference webpage (no hyperlink)				★	★	★
Corporate collateral provided in core conferences’ networking area	★	★	★	3	2	1
Recognition on core conference marketing emails	★	★	★	3	2	1
Company logo on digital signage throughout core conferences	★	★	★	3	2	1
Company logo on post-conference email	★	★	★	3	2	1
Electronic recognition during General Session	★	★	★	3	2	1
Recognition in core conference guides (logo and sponsor level)	★	★	★	3	2	1
Sponsor badge recognition for all company attendees at all core conferences	★	★	★	3	2	1
EXCLUSIVE TO SPONSORING EXHIBITORS AT SPRING GAS AND OPERATIONS CONFERENCES						
SGA marketing email invite to all registered attendees to visit your company booth, including key highlights	★					
SGA social media posts inviting to visit your company booth (LinkedIn, Instagram, Facebook, Twitter)	3	2				
Floor sticker in front of booth at Spring Gas and Natural Gas Connect	★	★	★			



FEB 6–8
ORLANDO, FL

2024

Professionals seeking and sharing important insights on environmental compliance, construction, practices and permitting processes.

Core Conference
Attendees: Avg. 350

\$5,000 (EACH)

- **Keynote Speaker** – opportunity to introduce speaker at General Session and on-screen and signage recognition.
- **Welcome Reception** – receive logo recognition on screen during reception, additional branded signage, opportunity to provide and display branded napkins, and giveaways.
- **Badge Lanyards** with company name on display for every attendee for 2 days. (\$5,000 plus the cost of lanyards)
- **Lunch Sponsor** with branded floor clings and signage.
- **Hotel Keycard Sponsor** receives company logo on hotel keycard. (\$5,000 plus the cost of hotel keycards)
- **WiFi** branded with your company name as the login name that all attendees will utilize.

\$2,500 (EACH)

- **Conference Mobile App** – in app company branded visibility throughout conference.
- **Beverage/Snack Breaks** – sponsor can provide branded napkins and cups (2 breaks per day, sold as a daily opportunity).



2024 SPRING GAS CONFERENCE

MAR 18–20
COLUMBIA, SC

Natural gas professionals seeking technical skills and leadership training, with exhibit hall.

Core Conference
Attendees: Avg. 800

\$7,500 (EACH)

SOLD **Badge Lanyards** with company name on display for every attendee for 3 days. (\$7,500 plus cost of lanyards)

- **Directional Floor Cling signage with Corporate logo** – Help guide attendees throughout the conference to the designated SGA areas.
- **Hotel Keycard Sponsor** receives company logo on hotel keycards. (\$7,500 plus the cost of hotel keycards)

\$5,000 (EACH)

- **Breakfast or Lunch Sponsor** in exhibit hall with branded floor clings and signage. Sponsor can provide branded napkins and cups.

SOLD **Registration Desk Sponsor** welcomes all attendees as they pick up their badge. Contact Susan Joiner for more details.

- **WiFi** branded with your company name as the login name that all attendees will utilize.

\$3,500 (EACH)

- **Battle of the Bags, Cornhole Tournament** with branded corn-hole boards, signage and/or floor clings. Sponsor manages format of tournament. Timing of tournament must be coordinated with SGA staff.
- **Beverage during Breaks** – Treat attendees to a caffeine boost during two breaks. Sponsor can provide branded cups. Logo recognition on our website, onsite signage and all marketing materials. (Sold as a daily opportunity Tuesday or Wednesday)
- **Snack during Breaks** – Feed attendees a snack during two breaks. Sponsor can provide branded napkins. Logo recognition on our website, onsite signage and all marketing materials. (Sold as a daily opportunity Tuesday or Wednesday)
- **Tech Updates Sponsor** – Receive prominent podium recognition during one of three Tech Updates hosted in the Exhibit Hall while providing refreshments to attendees. Logo recognition on our website, onsite signage and all marketing materials. (Sold as a single opportunity, 1xMonday, 2xTuesday)

SOLD **Conference Mobile App** – in app company branded visibility throughout conference.



MANAGEMENT CONFERENCE 2024

APR 3–5
ATLANTA, GA

Natural gas management professionals interested in new thinking that inspires action and provides a unique networking environment to connect with other senior leaders. Held in conjunction with the SGA Annual Meeting, the Board of Directors meeting and the Executive Council.

Core Conference
Attendees: Avg. 300

\$7,500 (EACH)

- **Progressive Dinner**, Thursday, April 4.
Our aim is to provide a memorable experience for our distinguished attendees. You will have the opportunity to greet the guests and introduce your course. A menu card will be printed with your logo next to the course you choose. The menu will include all courses. Please note that food items may vary depending on availability and quality, but we will ensure a first-class menu. (3 courses sold as a separate opportunity)
- **Directional Floor Cling signage with Corporate logo** – Help guide attendees throughout the conference to the designated SGA areas.

SOLD **Badge Lanyards** with company name on display for every attendee for 3 days (\$7,500 plus cost of lanyards).

SOLD **Hotel Keycard Sponsor** receives company logo on hotel keycards. (\$7,500 plus cost of hotel key cards)

\$5,000 (EACH)

- **Keynote Speaker Opportunity** to introduce Keynote speaker during lunch. Sponsoring company receives one seat at VIP table with speaker and leadership.
- **Breakfast or Lunch Sponsor** with branded signage. Sponsor can provide branded napkins.
- **Coffee Bar Sponsor** – All day coffee bar. Sponsor can provide branded napkins and cups. Sold as a daily sponsorship.

SOLD **WiFi** branded with your company name as the login name that all attendees will utilize.

\$2,500 (EACH)

- **Conference Mobile App** – in app company branded visibility throughout conference.
- **Beverage/Snack Breaks** with branded signage. Sponsor can provide branded napkins and cups. (2 per day sold as a daily opportunity)



**SPONSOR
AGREEMENT
FORM**



Company Name: _____

Sponsor Representative: _____ Title: _____

Business Address: _____

City: _____ State: _____ ZIP/Postal Code, Country: _____

Business Phone: _____ Email: _____

Company Website: _____

SGA SPONSORSHIP DETAILS

General Core Conference Sponsor Level: _____ Sponsor Value: \$ _____

Conference Specific Sponsorship: _____ Sponsor Value: \$ _____

Total Value: \$ _____

Cancellation Policy: Sponsorships are non-cancellable. Promotion of your sponsorship will begin after payment is received and will align with the level of sponsorship.

METHOD OF PAYMENT (check one)

Check enclosed in US\$ _____

Credit Card

4% Convenience fee for Credit Card transactions.
Call with credit card details.

Return form to: Susan Joiner
Susan.Joiner@southerngas.org

Questions: 214.912.4530

Please Note: Your credit card will be charged the full amount (listed in Sponsorship Value) upon receipt of this signed agreement.

SIGN & DATE BELOW

SGA Representative: Susan Joiner _____ Sponsor Representative: _____

Signature: _____ Signature: _____

Date: _____ Date: _____

Acceptance: Sponsor has read the Terms & Conditions on the next page of this Agreement. Sponsor understands that this Agreement shall be legally binding between SGA and the Sponsor. Sponsor also understands that any changes in the information in this Agreement must be provided to SGA in writing.

Representation: Sponsor must provide a vector (.eps, .pdf or .svg) or high-resolution file of their company logo to guarantee quality representation on printed materials or website produced by SGA.

TERMS AND CONDITIONS OF SPONSORSHIP

1. AGREEMENT

These terms and conditions of sponsorship (the "Terms and Conditions") are entered into by SGA ("SGA") and the sponsor ("Sponsor"), whose name is set forth on the Sponsorship Agreement Form (the "Sponsor Form"). Together, the Sponsor Form and these Terms and Conditions (collectively, the "Sponsorship Agreement") shall govern the performance of the Sponsor (the "Sponsorship"), as described further in this Sponsorship Agreement. Capitalized terms not otherwise defined in these Terms and Conditions shall have the meanings ascribed to them in the Event Sponsorship Form. Unless otherwise specifically noted, all references in these Terms and Conditions to paragraphs or sections will refer to the paragraphs and sections of these Terms and Conditions. SGA reserves the right to accept or refuse any Sponsorship Agreement or proposed Sponsorship, in its sole discretion.

2. PAYMENT & CANCELLATION POLICY

Full payment must be received with the Sponsor Form to secure the Sponsorship. Without full payment SGA cannot guarantee and will not reserve the Sponsorship for Sponsor. Sponsorships are non-cancellable. Sponsorships are non-transferable.

3. CONFLICTING MEETINGS AND SOCIAL EVENTS.

In the interest of the success of the Conference, Sponsor agrees not to extend invitations to social events, call meetings, or otherwise encourage absence of any other conference registrants or members of the Association from the Conference and/or Exhibit at any time during the Conference and/or Exhibition, except on those days and during those times that the Association designates for such activities.

4. SPONSORSHIP APPROVAL

All Sponsorship activities and promotions are subject to approval by SGA. SGA reserves the right to restrict, prohibit, or remove any activity, material, or promotion by Sponsor which, in its opinion and at its sole discretion, becomes objectionable for any reason and may detract from the general character of the Event. Such activities and promotions may include, but are not limited to, persons, objects, conduct, printed materials and anything which SGA determines to be objectionable. In no event shall SGA be liable for any expenses incurred as a result of such restriction, prohibition or removal.

5. COMPANY RECOGNITION

A Sponsorship shall exist under one (1) corporate brand name only and cannot be shared between two (2) or more entities unless special circumstances warrant shared recognition.

6. HOTEL ACCOMMODATIONS

All sponsor representatives will be required to stay at SGA's assigned hotel and within SGA Room Block for the duration of sponsored event. Sponsor is responsible for securing hotel reservations for ALL of its sponsor representatives at the time of event registration. Should Sponsor fail to utilize SGA's Room Block, Sponsor is in breach of Sponsor Agreement.

7. INDEPENDENT CONTRACTOR

Each party is an independent contractor. This Sponsorship Agreement does not constitute either party as an agent, representative or partner of the other and neither shall have the authority to enter into contracts or obligations on the other's behalf. Each party shall be solely responsible for all debts and obligations incurred by it in performing its obligations under the Sponsorship Agreement, including, without limitation, all obligations to and in respect of its employees, and each party agrees to indemnify the other to the extent a party is held to be liable for a debt or obligation of the other party under this paragraph.

8. INTELLECTUAL PROPERTY

Subject to the provisions below relating to termination of the Agreement, SGA's trademarks, service marks, brand names, logos and artwork displayed on the signs and other materials hereunder, and all trademark rights or copyrights in such signs and other materials, shall be and remain the sole and exclusive property of SGA. Sponsor shall not have the right to use in any way or reproduce for any purpose the corporate or trade names, trademarks, service marks, logos or other proprietary symbols of SGA without the SGA's prior written consent. SGA's use of Sponsor's name and logo pursuant to the Sponsorship does not convey SGA's approval, endorsement, certification, or referral of any product or service provided by Sponsor.

9. TERMINATION

Sponsor may not terminate this Sponsorship Agreement for any reason after Sponsor Contract is signed and received by SGA. SGA may terminate this Sponsorship Agreement at any time in the event of material breach of this Sponsorship Agreement (including without limitation non-payment of fees) by Sponsor. In the event that SGA terminates the Sponsorship Agreement following a material breach, Sponsor shall receive no refund of the Sponsorship fee.

10. LIMITATION OF LIABILITY

The association's liability to sponsor hereunder shall not, under any circumstances, exceed the amounts paid to the association by sponsor pursuant to the contract. In no event shall the association be liable for any indirect, consequential, special, exemplary or punitive damages regardless of the theory of recovery upon which such damages may be based and regardless of whether or not the association has been advised of the possibility of the same.

11. INDEMNIFICATION

Sponsor agrees to indemnify and hold SGA, the Event facility and its owners, officers, committees, directors, employees and agents (collectively, the "Indemnittees") harmless from any and all claims, damages, costs, losses, expenses, causes of action, liabilities and obligations of whatever nature or type, which the Sponsor has, or may have, or which have been, or could have been, or in the future otherwise might have asserted against it in connection with acts of the Sponsor, its directors, shareholders, officers, agents or employees. Upon signing this Agreement, Sponsor expressly releases the Indemnittees from any and all claims for loss, damage or injury.

12. INABILITY TO HOLD CONFERENCE OR CHANGE IN SCHEDULED DATES

If because of war, strike, the destruction, construction or renovation of the Conference Venue, government order, terrorist act, act of God, pandemic or other cause beyond the control of the Association, the Conference and Exhibition or any part thereof is prevented from being held, the Association shall be relieved of its obligations under these Terms and Conditions. If the Event proceeds in an alternate format, i.e. Virtual, the event is considered "not canceled". Sponsorships are non-refundable. The Association shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming conference as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that the Association may be required to change the scheduled dates of the Conference and Exhibition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of the Association, will benefit the Conference and Exhibition and the participating exhibitors and sponsors. In the event that the Association is required, or decides, to change the dates of the Conference and Exhibition, the Association will make its best efforts to notify exhibitors and sponsors in writing of such change at least thirty (30) days prior to the dates originally set forth in the Contract.

13. JURISDICTION; VENUE; GOVERNING LAW

Sponsor hereby consents to the exclusive jurisdiction of the federal and state courts of Dallas, Texas. Any dispute arising under these Terms and Conditions that is not settled by agreement between the parties shall be settled exclusively by appropriate legal proceedings in the Court of Common Pleas of Dallas County, Texas or the United States District Court for the Texas. These Terms and Conditions, having been executed in Dallas, TX, shall be governed by and constructed in accordance with the Laws of the Texas without regard to its rules or principles regarding conflicts of laws.

14. AMENDMENTS

Except as provided herein, no change in or addition to these Terms and Conditions shall be valid as between the parties hereto unless set forth in a writing which is signed by an authorized representative of both parties and which specifically states that it constitutes an amendment or addendum to these Terms and Conditions.

15. BINDING EFFECT

These Terms and Conditions shall be binding upon and shall inure to the benefit of the parties hereto, their successors and assigns, or other legal representative.

YOUR Sponsorship
OUR Gratitude