

**2010 NATIONAL
BIODIESEL**
CONFERENCE & EXHIB

TODAY'S CHALLENGE • TOMORROW'S IMPACT



FEBRUARY 7-10, 2010

GAYLORD TEXAN RESORT & CONVENTION CENTER

GRAPEVINE, TEXAS

Hosted by the National Biodiesel Board



2010 EXHIBIT AND SPONSORSHIP OPPORTUNITIES

JOIN US FOR THE SEVENTH ANNUAL NATIONAL BIODIESEL CONFERENCE & EXPO!

NOW is the time to register for exhibit space at the biodiesel event of the year. Why not take advantage of the unique sponsorship opportunities only the annual National Biodiesel Conference can provide? The expanded options listed in this brochure are designed to maximize your investment and strengthen your impact on key biodiesel stakeholders. This is your chance to make a statement with the best and brightest in the industry. Join us as we explore today's challenges and tomorrow's impact as one unified community.

ACCOMMODATIONS

Gaylord Texan Resort & Convention Center
1501 Gaylord Trail
Grapevine, TX 76051
Phone: 817-778-1000
Fax: 817-778-1001

Reservations: 1-866-782-7897 or
texasreservations@gaylordhotels.com

Group Code: National Biodiesel Conference

Call 1-866-782-7897 before January 18, 2010, and mention "National Biodiesel Conference" to receive your special conference room rate of \$211 single/double. All individual reservations must be accompanied by one night's deposit plus tax or guaranteed by a major credit card. Hotel will charge credit cards for one night's stay prior to arrival. After January 18, 2010 rooms will be confirmed on a space-available basis at the group rate. Deposits are refundable only for cancellations occurring three days or more prior to arrival.

Make your reservations by January 18, 2010 to secure the group rate of \$211.00.

Check In: 3:00 p.m. local time

Check Out: 11:00 a.m. local time

Anyone checking out after 11:00 a.m. local time may incur late charges. Special arrangements can be made for late check-outs based on availability, and/or luggage can be stored for individuals with later departures.





EXHIBITOR BENEFITS

The National Biodiesel Conference & Expo is the ideal place to display your goods and services to all types of biodiesel stakeholders: producers and marketers, fuel distributors, biodiesel consumers, feedstock growers and processors, farmers, local, state, and federal government officials, fleet managers, and more.

All exhibitors receive the following:

- Draped 10' x 10' booth (eight-foot backdrop and 36-inch-high side dividers)
- Aisle carpeting (exhibitors are required to carpet their entire booth space)
- One company ID sign
- Company listing in the conference program guide
- Two Expo passes
- Access to NBB Connections
- Enhanced Exhibitor Profile on NBB Connections

Note: Vehicle Showcase exhibitors will receive a sign stand with literature rack in lieu of individual booth space with pipe and drape.

NBB CONNECTIONS

MEET POTENTIAL CUSTOMERS BEFORE THE CONFERENCE

Expand your reach at this year's conference with NBB Connections – the premier social networking tool for the biodiesel event of the year. Social networking offers a unique – and cost-effective – way to communicate, network, personalize your schedule, and interact with potential customers, attendees and other exhibitors before, during, and after the conference. All exhibitors and attendees will have access to the social networking tool at no cost.

NBB CONNECTIONS

ENHANCED EXHIBITOR PROFILE

Complimentary for 2010 (normally \$250)

Exhibitors who wish to generate additional leads on NBB Connections in the months before and after the event can upgrade to an enhanced Exhibitor Profile. This simple upgrade could translate to 10-30% in additional leads at your booth!

The table below outlines the difference between a Standard Exhibitor Profile and an Enhanced Exhibitor Profile.

What's Included	Standard	Enhanced
Listing on Exhibitor List	☆	☆
Listing on Exhibitor Booth Map	☆	☆
Preferred listing at the top of the Exhibitor List		☆
Exhibitor Messaging – Send and receive messages with attendees		☆
Exhibitor Meeting Scheduler – Schedule one-on-one meetings		☆
Company Logo		☆
Company description and product information in profile		☆
Company keywords and tags (ensure listing in search results)		☆
Video welcome message in profile		☆
ROI Metrics and Reports		☆
Pricing	Included with Booth Price	<i>Complimentary for 2010 (normally \$250)</i>



PREMIUM SPONSORSHIPS *THINK BEYOND THE BOOTH!*

ALL PREMIUM LEVELS OF SPONSORSHIP receive the following general benefits:

- Company logo w/ hyperlink to your website posted on official NBB conference website
- Recognition as a sponsor in Biodiesel Magazine (circ. 2,500)
- "Sponsor" designation on all company representative name badges
- Company name listed in the Conference Pocket Guide
- Company name displayed on sponsor signage during conference
- Company logo included in slide presentation during General Session
- Enhanced exhibitor profile on NBB Connections

Platinum Sponsor – \$30,000 US

Sales and Marketing Opportunities

- Company logo in conference registration brochures distributed to nearly 10,000 biodiesel stakeholders*
- Recognition as a conference sponsor in NBB news releases
- **Four 10'x10' premium location exhibit booths** (subject to availability)
- Company insert in the conference registration bag (based on availability and pre-approval of NBB)
- Full-page advertisement in the onsite Conference Pocket Guide

VIP benefits

- Use of Executive Sponsor Boardrooms (based on availability)
- **Fifteen** tickets to the Sunday Super Bowl Party
- **Eight** Expo passes

Diamond Sponsor – \$20,000 US

Sales and Marketing Opportunities

- Company logo in conference registration brochures distributed to nearly 10,000 biodiesel stakeholders*
- Recognition as a conference sponsor in NBB news releases
- **Three 10'x10' premium location exhibit booths** (subject to availability)
- Company insert in the conference registration bag (based on availability and pre-approval of NBB)
- Full-page advertisement in the onsite Conference Pocket Guide

VIP benefits

- Use of Executive Sponsor Boardrooms (based on availability)
- **Ten** tickets to the Sunday Super Bowl Party
- **Six** Expo passes

Gold Sponsor – \$15,000 US

Sales and Marketing Opportunities

- Company logo in conference registration brochures distributed to nearly 10,000 biodiesel stakeholders*
- Recognition as a conference sponsor in NBB news releases
- **Two 10'x10' premium location exhibit booths** (subject to availability)
- Company insert in the conference registration bag (based on availability and pre-approval of NBB)
- Full-page advertisement in the onsite Conference Pocket Guide

VIP benefits

- Use of Executive Sponsor Boardrooms (based on availability)
- **Five** tickets to the Sunday Super Bowl Party
- **Four** Expo passes

Silver Sponsor – \$10,000 US

Sales and Marketing Opportunities

- Company logo in conference registration brochures distributed to nearly 10,000 biodiesel stakeholders*
- Recognition as a conference sponsor in NBB news releases
- **One 10'x10' premium location exhibit booth** (subject to availability)
- 1/2-page advertisement in the onsite Conference Pocket Guide

VIP benefits

- Use of Executive Sponsor Boardrooms (based on availability)
- **Two** tickets to the Sunday Super Bowl Party
- **Two** Expo passes

Bronze Sponsor – \$5,000 US

Sales and Marketing Opportunities

- **Premium booth location at standard price** (based on availability)
- 1/2 page advertisement in the onsite Conference Pocket Guide at a discounted rate of 25% off

VIP benefits

- **One** ticket to the Sunday Super Bowl Party

* Sponsors confirmed by September 18, 2009 will receive these additional benefits.



EVENT SPONSORSHIPS *THINK BEYOND THE BOOTH!*

Hotel Room Keys – \$15,000 US (Two available)

Keep your company name fresh in the mind of every attendee!

Sponsored Event Recognition

- Company logo will be placed on the face of hotel room keys at the Gaylord Texan

Sales and Marketing Opportunities

- One 10'x10' premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Use of the Executive Sponsor Boardrooms (based on availability)
- Two Expo passes

Name Badges – \$15,000 US (One available)

Badges are required for entrance to all events, so your name will be “front and center” throughout the conference! (NBB selects and purchases the name badges.)

Sponsored Event Recognition

- Company logo will be placed on the face of the name badges and/or badge holders issued to each registered attendee

Sales and Marketing Opportunities

- One 10'x10' premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Use of the Executive Sponsor Boardrooms (based on availability)
- Two Expo passes

Name Badge Lanyard – \$15,000 US (One available)

(NBB selects and purchases the lanyards)

Sponsored Event Recognition

- Company logo will be imprinted on the lanyards attendees wear throughout the conference

Sales and Marketing Opportunities

- One 10'x10' premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Use of the Executive Sponsor Boardrooms (based on availability)
- Two Expo passes

Attendee Lunches – \$10,000 US (Four available – Two Monday, Two Tuesday)

Capture attention by sponsoring one of the popular attendee lunches! (NBB will select all menu items.)

Sponsored Event Recognition

- Event-specific recognition on signage, napkins and event cards.

Sales and Marketing Opportunities

- One 10'x10' premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Use of the Executive Sponsor Boardrooms (based on availability)
- Two Expo passes

General Session Support – \$10,000 US (Two available)

Get recognized as the supporter of one of NBB's major sessions! (NBB retains complete control of speaker selection and program content.)

Sponsored Event Recognition

- Event-specific recognition on signage
- Company acknowledged in PowerPoint slides during the session
- One piece of promotional literature may be placed on all chairs before the session begins

Sales and Marketing Opportunities

- One 10'x10' premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Cyber Café – \$10,000 US (Two available)

Make your name stand out at this popular attendee break area!

Sponsored Event Recognition

- Recognized on the screen backgrounds of each computer made available to attendees

Sales and Marketing Opportunities

- One 10'x10' premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes



Water Bottles – \$10,000 US

(One available)

Help NBB host a “greener” conference by sponsoring the water bottles distributed to all attendees. These popular reusable bottles lessen our overall environmental impact. *(NBB selects and purchases the water bottles.)*

Sponsored Event Recognition

- Company logo will be placed on the side of each water bottle

Sales and Marketing Opportunities

- One 10’x10’ premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Full-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Sunday Super Bowl Party and Welcome Reception – \$10,000 US

(Four available)

Help us kick off the conference in style at the Glass Cactus, located on the Gaylord Texan property. *(Attendees may be charged a nominal ticket fee.)*

Sponsored Event Recognition

- Event-specific recognition on signage, napkins and event cards
- One company representative may greet guests at the doors

Sales and Marketing Opportunities

- One 10’x10’ premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Half-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Conference Greening – \$10,000 US

(Two available)

NBB’s “greening” efforts at the 2008 and 2009 conferences were a huge hit. Show your support for renewable resources and reducing waste in 2010!

Sponsored Event Recognition

- Recognized on or near all the collection receptacles

Sales and Marketing Opportunities

- One 10’x10’ premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Half-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Conference Bags – \$10,000 US

(Two available)

This highly visible sponsorship lasts well beyond the conference dates, as most attendees use the bags for years to come. *(NBB selects and purchases the conference bags.)*

Sponsored Event Recognition

- Company name and/or one-color logo will be placed on one side of the bag

Sales and Marketing Opportunities

- One 10’x10’ premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Half-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Media Room – \$10,000 US

(One available)

Getting the word out about our industry is critical. Help NBB provide resources for our partners in the media.

Sponsored Event Recognition

- Company name will appear within the media room
- Distribution of news releases and promotional materials in Media Room

Sales and Marketing Opportunities

- One 10’x10’ premium exhibit booth (subject to availability)
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Half-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Monday Networking Reception in Exhibit Hall – \$10,000 US

(Four available)

The NBB conference is known as a place to learn by day and have fun by night. The networking reception is a great opportunity to make those last minute connections. The event, located at the Gaylord Texan, will feature food, beverages and entertainment.

Sponsored Event Recognition

- Event-specific recognition on signage, napkins and event cards

Sales and Marketing Opportunities

- One 10’x10’ premium exhibit booth (subject to availability)
- Opportunity to make short presentation (microphone available)
- Opportunity to greet and present giveaways at door
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Half-page advertisement in the onsite Conference Pocket Guide

VIP Benefits

- Two Expo passes

Company Pen – \$7,500 US

(One available)

Make sure EVERYONE at the conference takes notes using a pen imprinted with your company name! *(NBB selects and purchases the pens.)*

Sponsored Event Recognition

- Company name will be imprinted on each pen

Sales and Marketing Opportunities

- Company logo with hyperlink to your website posted on the official NBB conference website
- Recognition in the Conference Pocket Guide
- Half-page advertisement in the onsite Conference Pocket Guide

Breakfast – \$5,000 US (Six available)

Make your company name the first thing attendees see as they start their day. (NBB will select all menu items.)

Sponsored Event Recognition

- Event-specific recognition on signage, napkins and event cards

Sales and Marketing Opportunities

- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Advertisement in the onsite Conference Pocket Guide at a 25% discount

Refreshment Break – \$5,000 US (Five available)

Refreshment breaks are popular and appreciated by all attendees. (NBB will select all menu items.)

Sponsored Event Recognition

- Event-specific recognition on signage, napkins and event cards

Sales and Marketing Opportunities

- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Advertisement in the onsite Conference Pocket Guide at a 25% discount

NBB Connections – \$5,000 US (One available)

Title Sponsorship of NBB Connections will get you noticed by targeted conference attendees in the months before, during AND after the conference! (Sponsor name and logo will be featured prominently throughout NBB Connections.)

Sponsored Event Recognition

- Company logo with hyperlink to your website posted on NBB Connections home page.

Sales and Marketing Opportunities

- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Advertisement in the onsite Conference Pocket Guide at a 25% discount
- Banner ads on all primary pages of NBB Connections
- One e-mail greeting to all users of NBB Connections

Biodiesel Conference Blog – \$5,000 US (One available)

Introduced in 2005, the Blog provides a timely Web-based exchange of ideas, information and interviews during the conference for attendees and supporters back home. (NBB maintains control of all Blog content.)

Sponsored Event Recognition

- Company logo with hyperlink to your website posted on the Blog

Sales and Marketing Opportunities

- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB conference website
- Advertisement in the onsite Conference Pocket Guide at a 25% discount

Concurrent Session Support – \$2,500 US

Get recognized as the supporter of an educational session that is most pertinent to your field. (Please contact the NBB conference department for information about session topics. NBB retains complete control of speaker selection and program content.)

Sponsored Event Recognition

- Recognized on signage at the event

Sales and Marketing Opportunities

- Company logo with hyperlink to your website posted on the official NBB conference website

Biodiesel Vehicle Showcase

(Six spaces available in Expo Hall; additional spaces outside.)

Contact Jennifer Weaver for pricing and registration details.

jennifer_weaver@me.com • (734) 904-3822

OEMs – Take advantage of this prime opportunity to showcase your latest biodiesel-capable vehicles, technologies and announcements. Back by popular demand, the Vehicle Showcase presentation will once again occur during lunch in the Expo Hall on Monday, with vehicles remaining on display during full Expo hours on Monday and Tuesday.

Sponsored Event Recognition

- Event-specific recognition on signage, promotional flyers and related NBB Conference media materials / news releases
- Limited detailing services will be provided for indoor display vehicles

Sales and Marketing Opportunities

- Up to two company representatives may accompany your vehicle(s) on the Expo Hall floor to network with customers
- One representative may present your vehicle(s) during the Showcase
- One sign stand with literature rack will be provided for each vehicle; exhibitors should provide their own product literature
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB Conference website

Biodiesel Ride-and-Drive

Contact Jennifer Weaver for pricing and registration details

jennifer_weaver@me.com • (734) 904-3822

The Ride-and-Drive is the perfect way to demonstrate the power and performance of your new biodiesel-powered vehicles for conference attendees, local and registered media, and prospective customers in the Texas market.

Sponsored Event Recognition

- Event-specific recognition on promotional flyers and related NBB Conference media materials / news releases
- Company logo will appear on all Ride-And-Drive signage

Sales and Marketing Opportunities

- Company and vehicle(s) will be featured in a special Media Preview Day Ride-and-Drive event on Sunday, with media interview opportunities available
- Up to two company representatives are to accompany each vehicle participating in the Ride-and-Drive to ride along and network with customers
- Exhibitors will have opportunity to display their own product literature in the Ride-and-Drive registration and check-in areas
- Recognition in the Conference Pocket Guide
- Company logo with hyperlink to your website posted on the official NBB Conference website



EXPO HOURS (TENTATIVE)

Sunday, February 7, 2010

12:00 p.m. – 6:00 p.m. Exhibitor Move-In

Monday, February 8, 2010

(12:15 p.m. – 7:00 p.m. Expo Hall & Networking Center open)

8:00 a.m. – 12:00 p.m. Exhibitor Move-In

12:15 p.m. Grand Opening of the Expo

12:30 p.m. – 1:30 p.m. Lunch in Expo

12:45 p.m. – 1:45 p.m. Biodiesel Vehicle Showcase

5:00 p.m. – 7:00 p.m. Reception in Expo

Tuesday, February 9, 2010

(10:30 a.m. – 5:00 p.m. Expo Hall & Networking Center open)

12:30 p.m. – 1:30 p.m. Lunch in Expo

5:00 p.m. – 9:00 p.m. Exhibitor Tear-Down

SPONSORSHIP REQUESTS

For the most up-to-date list of available sponsorship options or to purchase a sponsorship, please contact Devon Binder at Kinsley Meetings at (303) 798-3664 or nbb@kinsleymeetings.com.

SPONSORSHIP PAYMENT INFORMATION

- Contracts for all sponsorships must be signed and returned within 21 days of sponsorship request.
- Payment must be received with signed contract.
- Any sponsorships that remain unpaid after 21 days will be returned to the inventory.

CANCELLATION FEES

- Should an exhibitor need to cancel, written notice of cancellation must be received by NBB for consideration of a refund. For notification of exhibit space cancellation received on or before December 1, 2009, refunds will be granted for 50 percent of the total amount of exhibit space contracted.
- No refunds will be granted for cancellation of exhibit space after December 1, 2009.
- At no time will refunds be granted for the cancellation of sponsorships.
- Please contact Kinsley Meetings for all cancellations at (303) 798-3664 or nbb@kinsleymeetings.com.

GOLF TOURNAMENT SPONSORSHIP

The 2010 Golf Tournament will be held at the prestigious Cowboys Golf Club in Grapevine, Texas – the world's first NFL-themed course, which is a tribute to the five-time world champion football team. Historical markers along the golf course provide insight into the illustrious plays and prominent players who captivated sports fans worldwide.

Exclusive Tournament Sponsor – \$20,000 US

Sign on as the exclusive sponsor of the tournament and enjoy ALL of the opportunities listed below.

Lunch Sponsor – \$5,000 US

A great meal is the key to a great round of golf. (NBB selects all menu items.)

- Your company will be recognized on signage at the course.

Beverage Cart Sponsor – \$3,000 US

The most popular cart on the course!

- Your company will be recognized with signage on the beverage cart, as well as signage at the course.

Cart Sponsor – \$2,000 US

Fact: Participants spend most of their time on carts moving from hole to hole.

- Your company will be recognized with signage on the carts, as well as signage at the course.

19th Hole Sponsor – \$2,000 US

Get your name in the place where bets are paid off, bragging has no end, and the winners are announced!

- Your company will be recognized with signage at the 19th hole, as well as signage at the course.

Prize Sponsor – \$2,000 US

Be front and center as the winners come forward!

- Your company will be recognized with signage at the 19th hole, as well as signage at the course.

Transportation Sponsor – \$2,000 US

Reach a captive audience on the bus ride to the course.

- Your company will be able to place a marketing piece on each seat.
- Your company will be recognized on signage at the course.

Golf Ball Sponsor – \$2,000 US (plus Golf Balls)

Provide each participant with two sleeves of golf balls displaying your company logo. (Balls will be provided by the sponsor.)

- Your company will be recognized on signage at the course.

Bag Tag Sponsor – \$1,000 US (plus Bag Tags)

A gift to remember the experience at Cowboys Golf Club! Your company will be recognized on the packaging of each bag tag. (Bag tags will be provided by sponsor.)

- Your company will be recognized on signage at the course.

Practice Range Sponsor – \$1,000 US

Get noticed as golfers shake off the winter rust from their golf swings.

- Your company will be recognized on signage at the course.

Putting Green Sponsor – \$1,000 US

Get your name in front of golfers trying to turn pars into birdies!

- Your company will also be recognized on signage at the course.



ADVERTISING OPTIONS

Conference Pocket Guide Advertisement (Limited availability)
Full-Page: \$5,000 US • Half-Page: \$2,500 US

Not able to sponsor but still want to increase your company's visibility? The Pocket Guide is the only reference guide provided to all attendees. It lists all conference proceedings, including the daily schedule, the Expo floor plan, and other essential information. *(Advertising specifications will be provided upon review of your application. Page placement is at NBB's discretion.)*

Conference Bag Inserts: \$2,500 US (Unlimited availability)

All registered attendees will receive an official conference bag containing important information and documents about the meeting. Your company will have the opportunity to provide a one-piece insert. *(The insert and final quantity must be pre-approved by NBB.)*

AUXILIARY MEETINGS:

If you would like to hold a meeting in conjunction with the NBB conference, please contact the hotel directly with your requirements. The hotel will then contact NBB/Kinsley Meetings for approval.

All Auxiliary meetings must be held outside of NBB meeting times.

REAL-TIME BOOTH SELECTION

The National Biodiesel Conference & Expo is again offering exhibitors a real-time view of available exhibit space. This timesaving online application allows you to view neighbors and SECURE AND CONFIRM exhibit locations.

Visit www.biodieselconference.org/2010 and click on the Floor Plan/Booth Registration link.

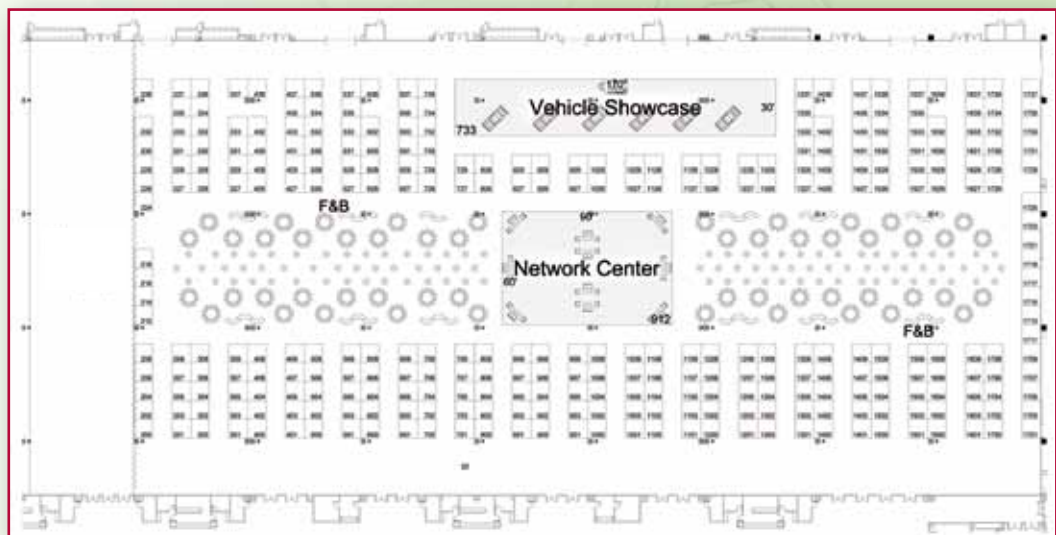


EXHIBIT PAYMENT INFORMATION

- Exhibit booths that remain unpaid after 21 days will be released back into inventory.

BIODIESEL VEHICLE SHOWCASE OR BIODIESEL RIDE-AND-DRIVE REQUESTS

To register for the Biodiesel Vehicle Showcase or the Biodiesel Ride-and-Drive, please contact Jennifer Weaver at (734) 904-3822. or jennifer_weaver@me.com

CAN'T REGISTER YOUR BOOTH ONLINE?

Please contact Devon Binder at Kinsley Meetings at (303) 798-3664 or nbb@kinsleymeetings.com.

EXHIBIT BOOTH PRICING

Sign-Up Dates	Inline Booth	Corner Booth	Non-Profit*	Vehicle
Before 9/18/09	\$1,700	\$1,900	\$800	**
9/19 -11/13/09	\$1,900	\$2,100	\$800	**
After 11/13/09	\$2,100	\$2,300	\$800	**

All booth payments must be received within 21 days of the reservation. Unpaid booth(s) will be released back into inventory.

Floor plan is subject to change without notice.

* Must include proof of non-profit status with application for this rate (inline booth only).

** For pricing and space availability for the Vehicle Showcase please contact Jennifer Weaver at Jennifer_Weaver@me.com or 734-904-3822.



EXHIBITOR/SPONSOR TERMS, CONDITIONS AND RULES

1. AGREEMENT TO TERMS, CONDITIONS AND RULES: Exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereinafter and by such additional Terms, Conditions and Rules made by the National Biodiesel Board (NBB) from time to time for the efficient or safe operation of the Exposition, including, but not limited to, those contained in the Exhibitor Manual.

2. LIMITATION OF LIABILITY AND INDEMNITY: (a) Neither NBB, Kinsley Meetings nor the Facility nor any of its officers, agents, employees or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. (b) The Exhibitor shall indemnify, defend and protect NBB, Kinsley Meetings and the Facility against, and hold and save NBB and the Facility harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failure to act, or negligence of, Exhibitor, or any of its officers, agents, employees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, Conditions and Rules, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a trademark.

3. SHOW HOURS AND DATES: Hours and dates for installing, showing and dismantling exhibits shall be those specified by NBB in the Exhibitor Manual. All exhibits must be open for business during exhibit hours, and no dismantling or packing may be started before the official close of the Exposition.

4. ASSIGNMENT OF EXHIBIT SPACE: Exhibitors are responsible for selection of their exhibit space utilizing the real-time online exhibit sales application provided on the National Biodiesel Conference and Expo website. No guarantee is made or implied by either NBB or Kinsley Meetings as to the proximity of any competitor's exhibit location. Space shall be assigned to Exhibitor for the period of the Exposition, provided the Facility is made available to NBB. Such assignment is made for the period of this Exposition only and does not imply that the same or similar space will be held or offered for future shows. The NBB reserves the right to terminate the Agreement, close the exhibit and remove the Exhibitor's property if NBB determines in its sole discretion that the Exhibitor is not eligible to participate or Exhibitor's product is not eligible to be displayed in the Exposition.

5. EXHIBITOR AND NBB RESPONSIBILITIES: Principal(s) and/or employee(s) of the Exhibitor must be present in the Exhibit Space at all times during the open hours of the Exposition. NBB shall (a) supply Exhibitor with the Exhibitor Manual, which is hereby made an integral part of this Agreement; (b) supply Exhibitor with a uniform name sign; (c) provide information to attendees regarding the exposition and sponsorship.

6. DISPLAYS AND DECORATIONS: Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise,

equipment, trunks, cases or packing materials shall be left in any aisle, but shall be confined to the Exhibit Space. No trunks, cases or packing materials shall be brought into or out of the Exhibit Space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the Exhibit Space or project above or beyond limits of Exhibit Space.

7. UNION LABOR: Exhibitor must comply with all union regulations applicable to set-up, display and dismantling of its exhibit.

8. FIRE RULES: Exhibitor shall not pack merchandise in readily flammable material. All cartons stored in the Facility shall be emptied of contents. Exhibitor shall use no flammable decorations or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

9. OBSERVANCE OF LAWS: Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable governmental authority and all rules of the Facility.

10. EXHIBITOR CONDUCT: Exhibitor and its representatives shall not congregate or solicit trade in the aisles or in the hotel or center lobbies or other common areas of the facilities. The prior written consent of NBB is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. NBB, in its sole and absolute discretion, may withdraw its consent at any time, in which Exhibitor shall terminate such activity forthwith. All promotional plans must be submitted to NBB for approval in advance of the Exposition. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. Exhibitor shall refrain from any action that will distract buyers from attendance at any official meeting or function at the National Biodiesel Conference & Expo. Exhibitor shall not enter into another exhibitor's space without invitation or when unattended. Neither Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste.

11. PHOTOGRAPHS: No photographs of exhibit spaces or merchandise shall be taken without the prior consent of NBB or the exhibitor involved.

12. PLAYING OR REPRODUCTION OF MUSIC: Exhibitor shall not provide or permit the playing or reproduction of music in any form or at any time unless (a) if the music is copyrighted, Exhibitor shall in advance obtain, and provide a copy to NBB of, a written license to perform said music at the Exposition from the owner of the copyright of said music, and (b) whether the music is believed to be copyrighted or not, Exhibitor shall obtain in advance from NBB a written consent to the providing of such music by Exhibitor. Exhibitor specifically agrees that in the absence of full compliance with (a) and (b) above, no music whatsoever, in any form, will be provided or permitted by it, and in the event of any copyright infringement arising with respect to the use by Exhibitor of music, all of the provisions of Paragraph 2 (b) hereof will be applicable. The NBB shall have the power to make any

reasonable settlement without approval of Exhibitor, to resolve any dispute which may arise between NBB and anyone claiming to enforce a copyright, which settlement shall nevertheless be binding on Exhibitor insofar as holding NBB harmless and indemnifying NBB are concerned. Exhibitor expressly agrees that NBB may, at Exhibitor's expense, take any legal action, including summary action, appropriate to ensure compliance by Exhibitor with these provisions, including the obtaining of an injunction against Exhibitor.

13. CLOSING OF EXHIBIT: The NBB shall be entitled to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the Exhibit Space at any time for failure by Exhibitor or its duly authorized assignee or any of its officers, agents, employees or other representatives to perform, meet or observe any Term, Condition, or Rule set forth herein, and such Exhibitor shall not be entitled to a refund of any payment.

14. RESPONSIBILITY CLAUSE: Exhibitor assumes responsibility and agrees to indemnify and defend the National Biodiesel Board, Kinsley Meetings, the Gaylord Texan Resort & Convention Center and its respective employees and agents against any claim or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither NBB, Kinsley Meetings or the facility maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

15. BOOTH CONSTRUCTION: A standard 10'x10' draped booth (8 feet high backdrop and 36 inches high side dividers) will be provided. The exhibit hall is not carpeted. Exhibitors will be responsible for carpeting their own space. NBB will provide carpet for the aisles. No side rails or counters may exceed 36 inches in height; backgrounds are limited to 8 feet in height and must not protrude from the back wall more than 36 inches; no exhibit construction will be permitted to exceed the height of the side rail except in the back one-third of the booth as noted above. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid a raw exposure to a neighboring booth. If the exhibitor does not comply with the above standards, NBB will have the decorator drape the area and bill the exhibitor. Island displays must allow 40 percent visibility on each side. The 8 foot height restriction is waived for island displays.

16. EXHIBIT PERSONNEL: All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. Additional badges allowing access to exhibit hall are available for \$250 each.

17. ACCESSIBILITY FOR PERSONS WITH DISABILITIES: The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that NBB will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirement as stated in the Americans with Disabilities Act.

18. SUBLETTING OF EXHIBIT SPACE: Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not part of their own regular products. It is not permitted for money to change hands (including credit card payments) for products, merchandise, membership, or services of any kind in the exhibit hall. Orders may be taken for payment at a later date.

19. VIOLATIONS: Each exhibitor, his/her agent, and employees agree to abide by the contract conditions/rules and regulations set forth herein, or any subsequent amendments or interpretations. Violation of any of these regulations on the part of the exhibitor, his/her employees or agents shall annul the right to occupy space and such exhibit will forfeit to NBB all monies which may have been paid. Upon evidence of violations, NBB may re-enter and take possession of the space occupied by the exhibitor, and may remove all personal items at the exhibitor's risk. The exhibitor shall pay all expenses and damages which NBB may incur thereby. In addition, NBB may refuse to permit the exhibitor to participate in future years.

20. CANCELLATIONS: In the event of cancellation of exhibits due to fire, strikes, government regulations, or other causes beyond NBB control, NBB shall not be held liable for failure to hold the National Biodiesel Conference & Expo as scheduled, and NBB shall determine the amount of the exhibit fees to be refunded, if any. Should an exhibitor or sponsor need to cancel, written notice of cancellation must be received by NBB for consideration of a refund. For notification of exhibit space cancellation received on or before December 1, 2009, refunds will be granted for 50 percent of the total amount of exhibit space contracted. No refunds will be granted for cancellation of exhibit space after December 1, 2009. At no time will refunds be granted for the cancellation of sponsorships.

21. INSURANCE: Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection. Security is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

22. USE OF NBB NAME AND LOGO: NBB reserves the right to approve use of its name and logo in all material disseminated to the media, public and professionals. NBB's name and logo may not be used without permission.

23. GREENING COMPLIANCE: Exhibitors agree to comply with conference environmental greening strategies: minimize use of collateral materials and packaging; use recycled packaging when appropriate; use recycled or consumable products as giveaways; use locally grown/made products when possible; provide materials via electronic files; bring only what is needed for the event and take away what is not distributed. Absolutely no disposables may be handed to the public, including but not limited to food service items.

National Biodiesel Board would like to take this opportunity to thank our 2009 Premium Expo Sponsors for their support of NBB and the biodiesel industry.

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The National Biodiesel Board is also grateful to the U.S. Department of Agriculture for its support.



ABOUT THE NATIONAL BIODIESEL BOARD

The National Biodiesel Board (NBB) is the national trade association representing the biodiesel industry as the coordinating body for research and development in the U.S. It was founded in 1992 by state soybean commodity groups, who were funding biodiesel research and development programs. Since that time, the NBB has developed into a comprehensive feedstock neutral industry association, which coordinates and interacts with a broad range of co-operators, including industry, government, and academia. NBB's membership is comprised of state, national, and international feedstock and feedstock processor organizations, biodiesel suppliers, fuel marketers and distributors, and technology providers.

MISSION STATEMENT

The mission of the National Biodiesel Board is to increase the demand of commercially produced biodiesel in the United States through education, communication, and quality assurance programs and by serving as the national coordinating entity and clearinghouse of information.

For more information about the National Biodiesel Board, visit www.biodiesel.org or contact NBB at:

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