



# ETHANOL PRODUCER MAGAZINE

2025 MEDIA KIT

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**Ethanol**  
PRODUCER MAGAZINE

**BBI INTERNATIONAL**  
MEDIA & EVENTS

Follow Us



# WHO WE ARE **Ethanol** PRODUCER MAGAZINE

*Ethanol Producer Magazine* is the No. 1 source for ethanol industry news, trends and statistics. Through our print publication and website, we deliver both daily news and industry trend features to our audience of producers, service providers and vendors. Ethanol Producer Magazine gives producers the well-organized information they need to keep their production and efficiency on pace with the rest of the industry.

Our monthly print magazine offers readers thoroughly researched, staff-written feature articles, contributions from the industry's most well-known names, and opinion pieces from the advocates the ethanol industry looks to for support. They cover finance, policy, regulations, equipment innovations, export markets, operational efficiency, staffing and more. Meanwhile, the website delivers the breaking and spot news our readers want to digest daily. It's all sent out in the newsletter each Tuesday.

Readers also can stay on top of the layout of their industry, using the biannual U.S. & Canada Fuel Ethanol Plant Map. Through incredible effort by our team, we possess the most up-to-date, accurate information on ethanol plant sizes, locations and operational statuses. The map hangs on control room walls all across the country.

Our reach hits all corners of the world, and the global industry converges each year for Ethanol Producer Magazine's International Fuel Ethanol Workshop & Expo. Boasting over 2,400 attendees and 300 trade show vendors, it's the industry's largest event. Regular job satisfaction surveys, informational webinars and an industry directory round out the ethanol industry coverage provided by *Ethanol Producer Magazine*. We don't miss a thing.

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## Contributing

To contribute, send a brief summary or abstract of the article to:

**Tom Bryan**, Editor, *Ethanol Producer Magazine*  
asimet@bbiinternational.com or call 866-746-8385

## Sales

Vice President, Operations, Marketing/Sales  
**John Nelson** jnelson@bbiinternational.com

Director of Sales  
**Chip Shereck** cshereck@bbiinternational.com

Account Manager  
**Bob Brown** bbrown@bbiinternational.com

## Marketing, Production & Publishing

Circulation Manager  
**Jessica Tiller** jtiller@bbiinternational.com

Marketing & Advertising Manager  
**Marla DeFoe** mdefoe@bbiinternational.com

President & Editor  
**Tom Bryan** tbryan@bbiinternational.com

News Editor  
**Erin Voegele** evoegele@bbiinternational.com



## ETHANOL PRODUCER MAGAZINE IS THE **PREMIER SOURCE**

OF NEWS AND INFORMATION  
ABOUT ETHANOL PRODUCERS  
AND INDUSTRY PROS.

Associate Editor  
**Katie Schroeder** katie.schroeder@bbiinternational.com

Features Editor  
**Lisa Gibson**

Vice President, Production & Design  
**Jaci Satterlund** jsatterlund@bbiinternational.com

Graphic Designer  
**Raquel Boushee** rboushee@bbiinternational.com

CEO  
**Joe Bryan** jbryan@bbiinternational.com

# MULTICHANNEL MARKETING

## WHO WE REACH

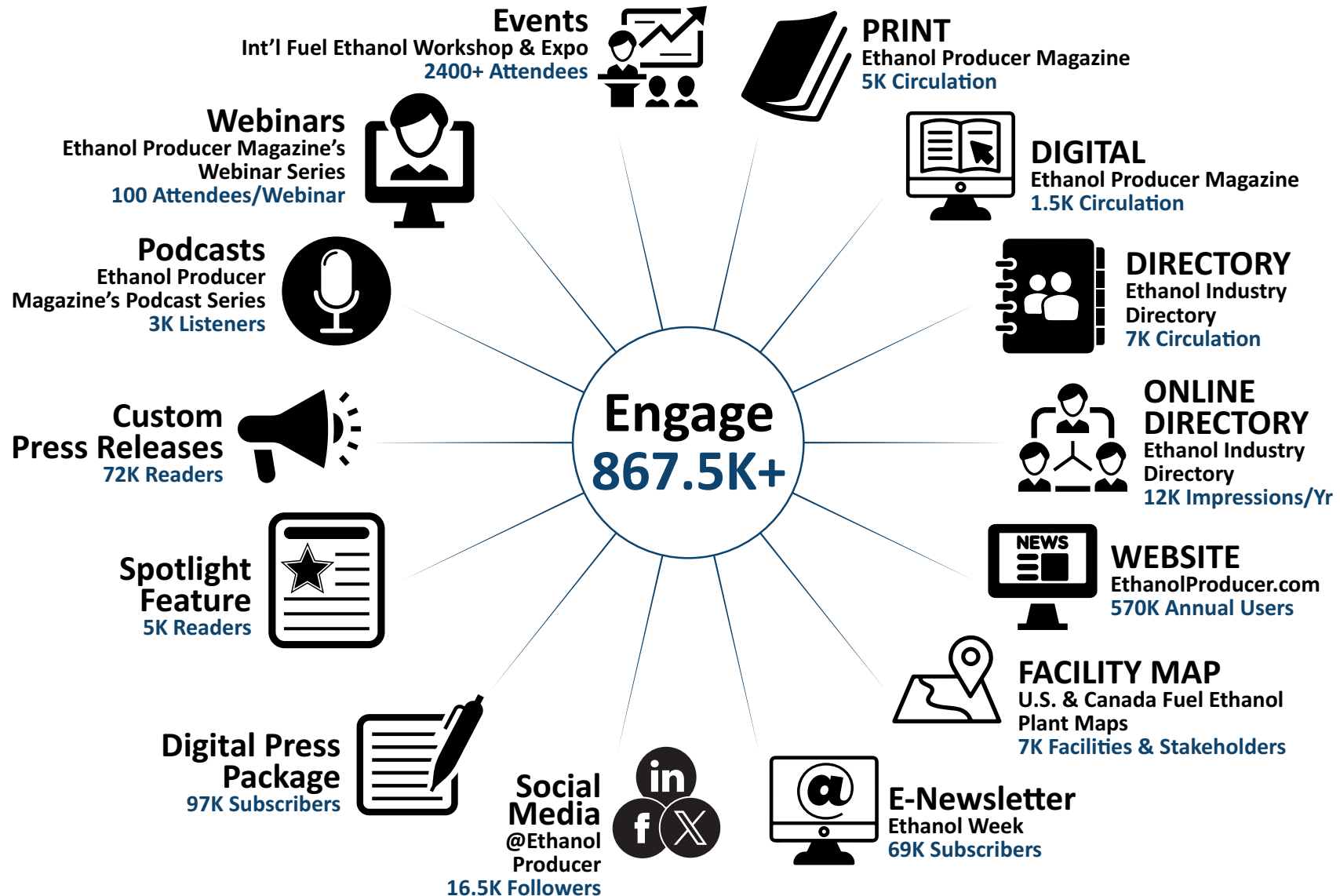
### Why B2B Multichannel Marketing is Important:

**Broader Reach:** Engages audience across various platforms, increasing visibility.

**Targeted Messaging:** Delivers personalized content to your audience, enhancing relevance.

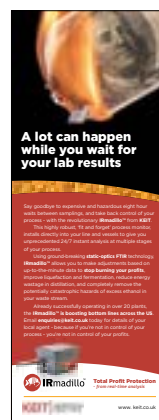
**Increased Engagement:** Encourages interaction through multiple channels, fostering deeper connections.

**Brand Consistency:** Ensures a unified brand message across all channels, strengthening brand identity





# TOP COMPANIES RELY ON ETHANOL PRODUCER MAGAZINE TO REACH KEY INDUSTRY DECISION MAKERS



Larger ads and premium positions create **stronger** awareness.

**52%**  
RECALL A PRODUCT OR SERVICE

**62%**  
OF READERS  
ACT AFTER SEEING A PRINT AD

“As a regular advertiser in Ethanol Producer, IFF understands firsthand the significant value it brings to our business. Ethanol Producer is THE premier publication for the ethanol industry providing essential updates on innovations and news impacting producers.”

– Missy Abbott, Global Communications Leader  
Grain Processing, IFF



# ONLINE ADVERTISING

EthanolProducer.com

[Click & See Example](#)

EthanolProducer.com



**47,500** avg. overall users/mo.

**570,000** avg. overall users/yr.



**77,500** avg. overall page views/mo.

**906,000** avg. overall page views/yr.

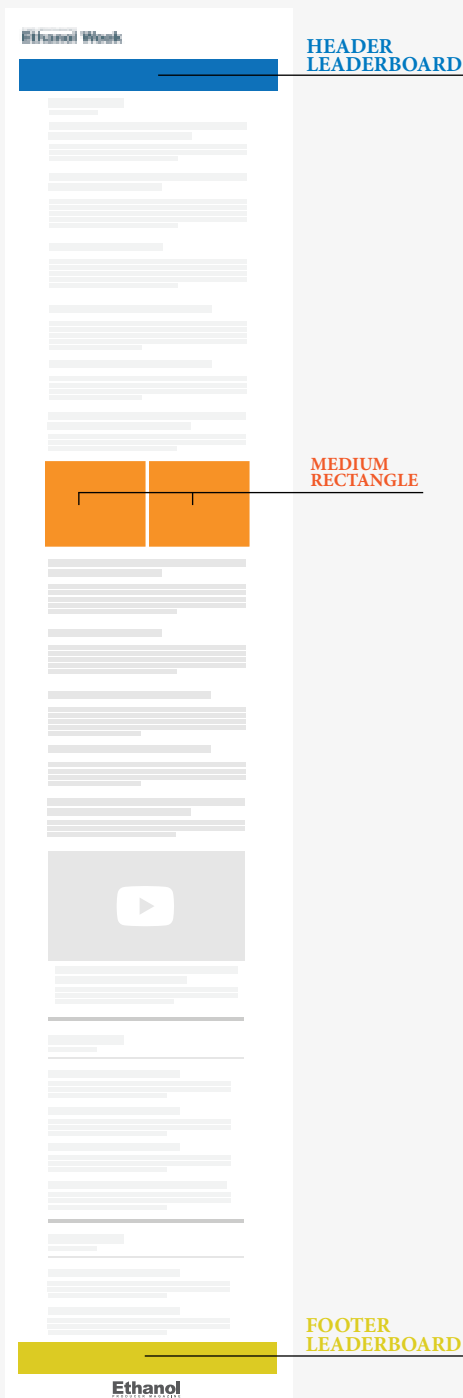
**Artwork due** 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	12,253	12,747	17,680	4,935	n/a
Price/Mo.	\$1,395	\$1,495	\$1,295	\$495	\$7,995
Size (w x h)	970 x 250 40 KB	300 x 600 40 KB	300 x 250 40 KB	728 x 90 40 KB	956 x 500 100 KB
Position	Top of every page	Right-hand side on every page	Home page, within content or right-side of a page	Bottom of every page	Visible for 25 seconds, taking over homepage
Availability	4 ad slots rotate randomly/ month	4 ad slots rotate randomly/ month	10 ad slots rotate randomly/ month	10 ad slots rotate randomly/ month	1 ad slot

File Format: JPG, GIF, PNG or animated GIF\*

\*Animated GIFs not available for Takeover Ads

Note: Average monthly impressions for each ad in this position



# EMAIL ADVERTISING

## Ethanol Week

ETHANOL PRODUCER MAGAZINE'S

[Click & See Example](#)


Ethanol Week E-Newsletter Example

### Newsletter Stats

Collected Jan 1 - June 30, 2024

**SUBS**  
  
**65,000**  
 Subscribers

  
**11.9%**  
 Open Average

  
**1.01%**  
 CTR Average

**Distributed every Tuesday.**

**Artwork due** 1 week prior to the scheduled newsletter

	Header Leaderboard	Medium Rectangle	Footer Leaderboard
Weekly Impressions (average)	7,820	7,918	7,317
Price/ Newsletter	\$1,195	\$995	\$495
Size (w x h)	728 x 90 40 KB	300 x 250 40 KB	728 x 90 40 KB

File Format: JPG, GIF, or PNG

# WEBINAR SPONSOR



[Click & See Example](#)

*Example of  
Ethanol Producer Magazine  
Webinar Series*



## Customize and Sponsor Your Own Webinar

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

## Gain Maximum Exposure & Contact Info

Sponsor logo is featured on:

- Website
- All emails and marketing materials
- Webinar page on EthanolProducer.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. *Ethanol Producer Magazine* webinars allow you to maximize your advertising impact, while gaining access to hundreds of contacts focused on your niche market.

## Webinar Package \$7,500

Includes:

- All registrant contact data, including emails
- Contact information will include attendee interest ranking and time on webinar
- Reserved speaking opportunity on the webinar
- Top placement of logo with URL on all webinar marketing emails (150,000+)
- Top placement of logo with URL on magazine website
- Logo displayed on webinar presentation
- Two-minute commercial at the beginning of the webinar (slide size 16:9 or 16"x9")
- Dedicated slide on webinar promoting company
- Webinar becomes free to attendees (more registrants)
- Ongoing leads generated from OnDemand



## Customize and Sponsor Your Own Podcast

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

### Company Interview \$1,495/podcast Podcast Sponsor \$495\*

\*Includes 15-second script read twice during the podcast

#### Benefits Include:

##### Reach:

- Dedicated email sent promoting the podcast (81,000+)
- Included on the weekly or bi-weekly e-newsletter (69,000+)
- Sent on all social media channels (14,000+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

##### Engagement:

- 3,150 YouTube Impressions
- 150 Views
- 117 Unique Views
- 16 Hours Viewed

Metrics above from 30-days. Average per podcast.



# CUSTOM CONTENT

## ADVERTISING OPTIONS

### Press Release

**\$1,495**

#### Showcase Your Product or Service

Send a press release to our news list

##### Includes:

- Personal press release sent to Ethanol Producer Magazine's industry news email list (81K+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom\*

\* Press release must be 300 to 400 words in length

*Press Release from  
Ethanol Producer Magazine*

[Click & See Example](#)

### Custom Designed Reprint

**Just \$599**

#### Were You Featured with Ethanol Producer Magazine?

Showcase your article and expertise to potential customers!

##### Includes:

- *Ethanol Producer Magazine* masthead
- Featured article
- Contact info inserted after article
- Delivered to you in a digital PDF format

#### Ways to utilize your reprint:

- Mail to potential customers (direct mail piece)
- Frame the article and showcase in your company's lobby or office
- Post PDF on your website
- Send PDF to all potential customers via emails
- Use as trade show handouts at conferences
- Add credibility for potential investors

*Designed Reprint Example*

[Click & See Example](#)

### Digital Press Package

**\$2,300** (a \$2,500 value)

Click Rates and/or Reports Delivered  
for Each Medium

##### Includes:

#### • Press Release

**Press release sent to 81,000 subscribers**

Posting press release to national press wire

#### • Online Advertising

**Medium Rectangle Ad**

- 2 on homepage, 2 inside articles.
- ROS with max of 10 advertisers.

#### • Social Media

**Press Release Package**

Posting of a Press Release to three of our social media platforms

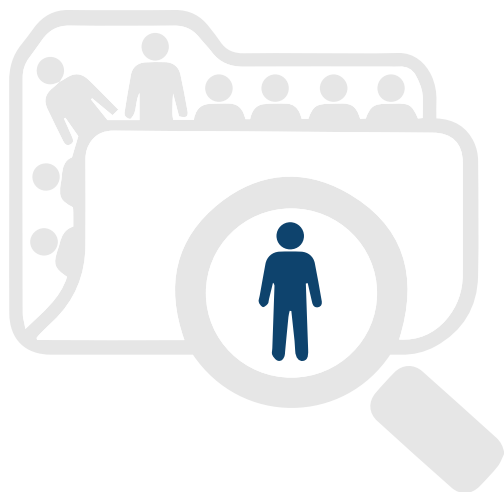
# EDITORIAL CALENDAR

## ETHANOL PRODUCER MAGAZINE

[Click & See Example](#)

*Ethanol Producer magazine*

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>January</b>	Fermentation Optimization: Yield and Performance	11/11/2024	11/18/2024	Iowa Renewable Fuels Summit
<b>February</b>	Plant Hygiene/Cleaning Products and Solutions	12/9/2024	12/16/2024	Growth Energy Executive Leadership Conference National Ethanol Conference - in all attendee bags GEAPS Exchange
<b>March</b>	Feedstock Harvesting, Receiving, Storage and Handling	1/13/2025	1/20/2025	National Ethanol Conference - mailed to all attendees Int'l Biomass Conference & Expo STOCEXPO- digital distribution
<b>April</b>	Coproduct Maximization: Corn Oil, High-Protein and More	2/10/2025	2/17/2025	ACE Fly-In & Government Affairs Summit
<b>May</b>	Control Systems, Business Software, Plant Monitoring and Analytics	3/10/2025	3/17/2025	Int'l Fuel Ethanol Workshop & Expo - hotel room drop
<b>June</b>	Energy Efficiency: Decarbonization Solutions and CI Score Reduction	4/14/2025	4/21/2025	Int'l Fuel Ethanol Workshop & Expo- in all attendee bags Carbon Capture & Storage Summit- in all attendee bags Sustainable Fuels Summit: SAF, Renewable Diesel & Biodiesel- in all attendee bags
<b>July</b>	Tanks and Equipment: Fabrication, Sourcing, Repair and Replacement	5/12/2025	5/19/2025	Biofuels International Conference & Expo - digital distribution Int'l Fuel Ethanol Workshop & Expo - mailed to all attendees ASABE Annual Meeting
<b>August</b>	Plant Maintenance and Reliability Maximization	6/23/2025	6/30/2025	ACE Conference DGTC Annual Meeting Team M3 Ethanol Maintenance Conference
<b>September</b>	Sustainable Aviation Fuel (SAF): Alcohol-to-Jet Fuel Production	7/14/2025	7/21/2025	Growth Energy Biofuels Summit North American SAF Conference & Expo - in all attendee bags
<b>October</b>	Lab Operations: Services, Tech, Quality Control and Data	8/18/2025	8/25/2025	Fuel Ethanol Laboratory Conference
<b>November</b>	Carbon Capture, Utilization and/or Sequestration (CCUS)	9/15/2025	9/22/2025	World Ethanol & Biofuels Conference - digital distribution
<b>December</b>	Diversification and Plant Enhancement: Next-Gen Biorefining	10/13/2025	10/20/2025	All 2025 EPM Webinar Attendees Plant Manager Meeting



## Create a Listing = Receive 1 print & 1 online for FREE

**Online Listings = Live for 1 year & Print Listing = Insertion Closes 4/2/25**

Sign-up for Listings at [Directory.EthanolProducer.com](http://Directory.EthanolProducer.com).

Receive 1 listing free. Add a logo for an additional cost.

Listings **do not** automatically renew.

### Listing & Advertising Options

#### **LISTING 1 FREE** \$95/additional listing

As part of our effort to ensure that the directory is as comprehensive as possible, we are offering one free listing to any organization involved in the ethanol industry.

- **FREE - 1 text listing**
- **\$95 - Add additional text listings**

#### **LOGO + LISTING** \$240/logo

Increase your organization's presence in the directory without having to largely increase the budget. Listings with logos are displayed at the top of each category.

- **\$145 - Add a logo to your free listing**
- **\$240 - Add additional logo + listings**

### Directory Display Advertising

Standout even more with a display ad in the directory section. Each listing will reference and direct readers to your ad.

#### **+ Online Bonus Ad**

**BONUS:** Receive 1 year **FREE** medium rectangle ad on Ethanol Producer Magazine's Directory homepage with the purchase of a display ad.

(size: 300x250, format JPG, GIF, PNG)

#### To Be Included in the 2025 Print Directory

Listing Deadline (print deadline*)	4/2/25
Insertion (Display Ads)	4/2/25
Artwork (Logos & Ads)	4/9/25

*\*Listings can be added anytime, they are live for 1 year. If the listing is added after the print deadline, it will be included in the next print directory issue.*

# PRINT

## RATES & SPECS

### Display Advertising Rates & Sizes

Rates depend on Regular or Premium Position  
(see Premium Placement)

\*Box ad start at \$3,650 - combine for a larger ad - call for sizes;  
premium positions are available

#### Premium Placement

All display ad rates: per insertion/U.S. dollars **ALL PRICES NET**

+25% **Inside Front Cover** +25% **Opposite Contents Pg**

+25% **Inside Back Cover** +50% **Back Cover** Size: 1/2pg H ONLY

Ads	Rates						Sizes (w x h; inches)		Guidelines (bleed ads)		Products		
	1x	3x	6x	9x	12x	Directory	No Bleed	With Bleed	Trim Size	Live Area	Magazine	Directory	Map
Two-Page Spread	\$9,333	\$8,480	\$7,711	\$7,007	\$6,376	\$6,154	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375	✓	✓	✗
Half-Page Spread	\$5,327	\$4,845	\$4,405	\$4,011	\$3,616	\$4,105	16 x 4.625	17 x 5.375	17 x 5.125	16.5 x 4.875	✓	✓	✗
Full Page	\$5,077	\$4,621	\$4,197	\$3,825	\$3,443	\$4,105	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375	✓	✓	✗
1/2 Page H	\$2,740	\$2,497	\$2,267	\$2,202	\$1,863	\$2,163	7.5 x 4.625	9 x 5.375 h	8.5 x 5.125	8 x 4.875	✓	✓	✗
1/3 Page H	\$1,999	\$1,743	\$1,575	\$1,428	\$1,294	\$1,354	7.5 x 3.375	9 x 4.125 h	8.5 x 4.125	8 x 3.625	✓	✓	✗
2/3 Page V	\$3,493	\$3,177	\$2,880	\$2,625	\$2,359	N/A	5 x 9.875	5.75 x 11.375	5.5 x 10.875	4.75 x 10.375	✓	✗	✗
1/2 Page V	\$2,740	\$2,497	\$2,267	\$2,202	\$1,863	\$2,163	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375	✓	✓	✗
1/3 Page V	\$1,999	\$1,743	\$1,575	\$1,428	\$1,294	\$1,354	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375	✓	✓	✗
1/2 Page Island	\$2,740	\$2,497	\$2,267	\$2,202	\$1,863	N/A	5 x 6.875	NA	NA	NA	✓	✗	✗
1/3 Page Island	\$1,999	\$1,743	\$1,575	\$1,428	\$1,294	N/A	5 x 5.125	NA	NA	NA	✓	✗	✗
Marketplace	\$499	\$499	\$499	\$499	\$499	N/A	2.5 x 3	NA	NA	NA	✓	✗	✗
Box Ad (Map)*	\$3,650 - \$4,650*						3.25 x 3.25*	NA	NA	NA	✗	✗	✓

**Additional Advertising Options** Call for pricing. Prices vary by issue.

**Coverwraps** Cover wraps are attached to the front of the magazine.

**Bellybands** Bellybands wrap around the outside of the magazine.

**Inserts/Outserts** Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

[Click & See Example](#)

*Ethanol Producer Magazine*

#### PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875"

Live Area: 8" x 10.375"

Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover

Method of Printing: Web press, 150 lpi, process color

Binding: Saddle-Stitched

Applications: Publication is created in Adobe InDesign. PC files.

Ad Placement: Apart from Premium Ads, vertical ads are placed on the outside edge, horizontal ads are placed at the bottom of pages.

Proofs: We do not supply proofs

Storage of Advertisement: 24 months

#### ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.**

All spot colors must be converted to CMYK. Color quality is not

guaranteed if spot colors are used. No built-in black type.

Fonts: Outline or embed all fonts in the PDF

File Format: High-Res PDF

Resolution: All materials must be 300 dpi; submitted at 100% size.

Bleed: Refer to SIZES for the different bleed-size ads. A 1/4" bleed is

required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.**

Live Area: To prevent info being trimmed off, all text, logos, etc., must be

1/2" in from the edge of the ad. Registration marks preferred.

PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see "Sizes" for BLEED specifications. If submitted artwork does not meet specifications a new file will be requested.

Color Profiles: Whenever possible – do not embed or include color profiles.

#### CREATING ARTWORK

In-house Production: *Ethanol Producer Magazine* will create advertisements for clients (3 proofs for free, a fee will be charged for additional proofs needed). The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month in advance of print run. Call for applicable production fees.

#### Submitting Artwork

[artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)  
**866-746-8385** for assistance

#### REGULATIONS

Agency Discounts: Due to the affordable rates offered by *Ethanol Producer Magazine*, we do not offer agency discounts.

Invoices: Rendered at time of issue mailing.

Short Rates/Rebates: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.

Rate Protection: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.

Publisher's Protective Clauses: Deliberate attempts to simulate editorial format in an advertisement is not permitted by *Ethanol Producer Magazine*. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. *Ethanol Producer Magazine* is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. *Ethanol Producer Magazine* is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

Cancellations: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing (email or fax acceptable).

Method of Distribution: U.S. Postal Service

Subscription Prices: Subscriptions to *Ethanol Producer Magazine* are now free of charge to everyone with the exception of a shipping and handling fee for any country outside the United States. Subscriptions are available online at [www.EthanolProducerMagazine.com](http://www.EthanolProducerMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)

# MAP ADVERTISING

## U.S. & Canada **Fuel Ethanol** PLANT MAP

[Click & See Example](#)

*Example of U.S. & Canada Fuel  
Ethanol Plant Map*

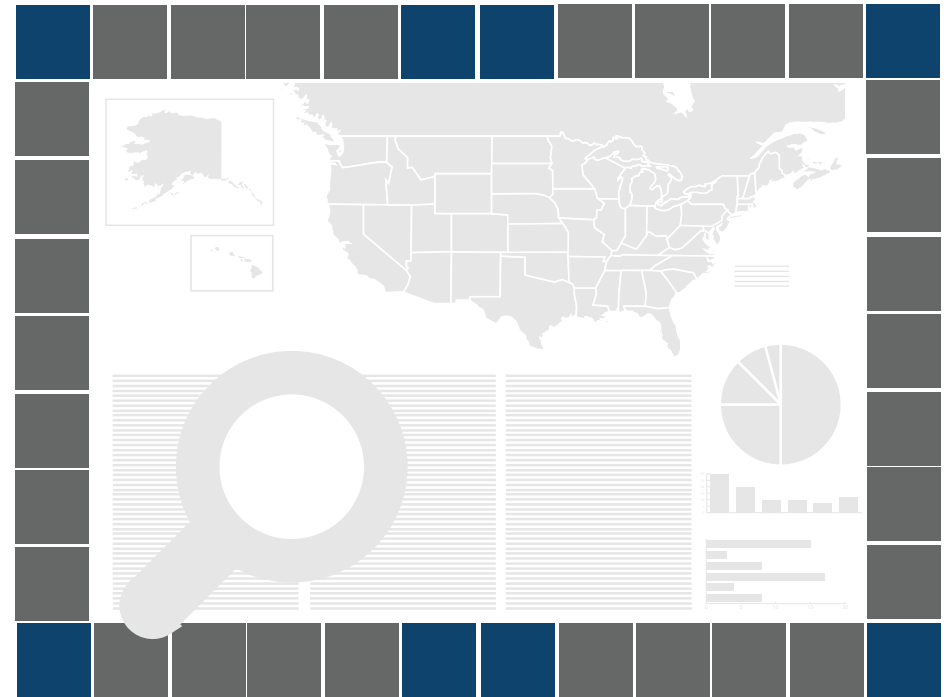
### Sent to 7,000+ Producers & Ethanol Professionals.

*Ethanol Producer Magazine's Fuel Ethanol Plant Map identifies conventional and cellulosic ethanol plants in the U.S. and Canada. Color coded for quick reference, the map indicates both conventional sugar/starch facilities and cellulosic ethanol facilities, showing installed capacity, plants under construction, as well as proposed plants. The minimum size included on the list is 1 MMgy. Listings include name of facility, city, state, feedstock and capacity.*

	2025 Summer Map	2026 Winter Map
Ads Close	3/26/2025	8/20/2025
Artwork Due	3/26/2025	8/20/2025
Premium Ads	\$4,650	\$4,650
Standard Ads	\$3,650	\$3,650
Size (w x h) Inches	1 Box - <b>3.25 x 3.25</b> 2 Box - <b>6.675 w x 3.25</b> (horizontal) 3 Box - <b>10.125 x 3.25</b> (horizontal)	

File Format: High Resolution PDF.

Send Artwork to: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)



Actual Size: 40" x 29"  
Premium Positions indicated in Blue

### Distribution

**Mailed to 7,000+ facilities and industry stakeholders.**

- All Ethanol Producer Magazine Subscribers
- All ethanol production facilities
- All major ethanol-related industry events

### Following Industry Events:

#### Summer:

Int'l Fuel Ethanol Workshop & Expo  
ACE Conference  
North American SAF Conference & Expo  
Team M3 Conference

#### Winter:

Iowa Renewable Fuels Summit  
Int'l Biomass Conference & Expo  
National Ethanol Conference  
Growth Energy Executive Leadership Conference  
Plant Manager Meeting



# ADDITIONAL OPPORTUNITIES

## ADVERTISING: MEDIA & EVENTS

**BBI INTERNATIONAL  
MEDIA & EVENTS**

**Ethanol**  
PRODUCER MAGAZINE

EthanolProducer.com

**BIOMASS**  
MAGAZINE

BiomassMagazine.com

**BIODIESEL**  
MAGAZINE

BiodieselMagazine.com

**Carbon**  
Capture  
MAGAZINE

CarbonCaptureMagazine.com

*Biomass Magazine's*  
**Pellet Mill**  
MAGAZINE

BiomassMagazine.com

**SAF**  
MAGAZINE  
Serving the Global Sustainable Aviation Fuel Industry

SAFMagazine

**UAS**  
MAGAZINE

UASMagazine.com

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FUEL ETHANOL  
WORKSHOP® & EXPO

FuelEthanolWorkshop.com

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**BIOMASS**  
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BiomassConference.com

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SAF • Renewable Diesel • Biodiesel

SustainableFuelsSummit.com

**CARBON  
CAPTURE &  
STORAGE**  
SUMMIT

CarbonCaptureStorageSummit.com

**NORTH AMERICAN**  
**SAF**  
CONFERENCE & EXPO

SAFConference.com

**UAS** SUMMIT  
& EXPO

TheUASSummit.com

### Vision

BBI International is global leader in biofuels Media & Events, fostering energized growth, opportunity, and success for the industries we serve.

### Mission

Our mission is to unite our customers through meaningful, reliable platforms, offering opportunities to educate, collaborate and grow.