RSB’s Annual Meeting in 2020
Each year the RSB community comes together at our Annual Meeting. In 2020 we invite you to work with us in San Francisco as we collaborate with the ABLC Global conference. Over 2 days participants are invited to examine and respond to cutting edge developments in the bio-based and circular economy, explore solutions and set agendas for collaboration, standard development and sector transformation.

The meeting has two parts:

- **Community Day**: The community day of the RSB Annual Meeting includes a business forum, interactive sessions and ample networking opportunities. Expect to hear from brands, producers and leading sustainability advocates.

- **Assembly of Delegates**: a meeting of members and other stakeholders that discusses and deliberates on key issues facing the bioeconomy and decides on the overall direction of the RSB – as well as deciding on changes to the RSB’s Standard and Governance.

Participants in 2019 included representatives of:

- Airbus
- Bioplastics Magazine
- Boeing
- British Airways
- Drax
- Etihad
- Flightnook
- GARDN
- Gevo
- GreenAir Online
- GreenFuel Hub
- Haldor Topsoe
- IATA
- INEOS
- ISEAL Alliance
- LanzaTech
- Maersk
- Neste
- P&G
- Shell
- SkyNRG
- Smisson Mathis
- Sustainable Shipping Initiative
- Steeper
- Sunchem
- Textile Exchange
- Total
- UPM
- US Department of Transport
- Velocys
- Werner Mertz
- WWF Japan
- WWF South Africa
- WWF USA
San Francisco, USA - 27-28 October 2020

We invite you to join RSB members, participating operators and other leaders from across the bioeconomy at our 2020 Annual Meeting. For the very first time, RSB is partnering with ABLC Global – a flagship event of Biofuels Digest – and the Annual Meeting will take place in the days immediately preceding ABLC Global.

This natural partnership will bring in new and exciting voices to our Annual Meeting, expose RSB and the event sponsors to a broader audience and give delegates access to a week of unmissable content, networking opportunities and learning.

The RSB Annual Meeting will be taking place in the JW Marriott San Francisco Union Square and we anticipate another year of growth in participant numbers, with around 130 senior level executives expected in the room.

Who will be at the RSB Annual Meeting in 2020:

- Global brands
- Civil society organisations
- Certified operators
- Processors and innovators
- Feedstock producers
Changing Systems, Transforming Supply Chains

Environmental risks now rank highest on the World Economic Forum (WEF) Agenda and are driving rapid change globally. Business, civil society and government are all now seeking business models and practices that go beyond single issue solutions to system-wide transformation.

This year’s Annual Meeting invites participants to explore the tools and strategies being employed by pioneers from across government, investors, industry, and civil society to drive collective action. From innovative agricultural practices and new feedstocks, to novel approaches to waste management, chemical recycling, fuel and transportation, leaders across the board are adopting circularity, decarbonised production methods, science based targets and more in the race to find solutions to survive – and thrive – in a world defined by climate crisis. The bio-based and circular economy will be the foundation of many of these transformative solutions.

RSB invites its diverse community of stakeholders to join us in San Francisco as we:

- share, learn, and explore what systems are informing and demanding change
- question, dig deeper, and build on how industries are responding
- discover, energise, and be part of creating systems change now.

2019 partners Nuseed, INEOS and UPM Biofuels, collaborated to develop an interactive session to design a sustainability transformation roadmap (below). What will 2020 bring?
**Sponsorship Opportunities in 2020**

This year we are offering the opportunity to sponsor key elements of the meeting, including our popular networking evening. You can also choose to sponsor the participation of a social or environmental participant.

**Option 1: Gold Event sponsor | 5 sponsors sought | €12,500**

Our Gold sponsors provide material support to ensure the success of the meeting and are acknowledged as headline sponsors, with a guaranteed speaking opportunity, significant promotion in the run up to and during the event, and significant on-site visibility.

**Option 2: Silver Event sponsor | 3 sponsors sought | €6,000**

Our Silver sponsors provide material support to ensure the success of the meeting and are acknowledged as supporting sponsors, with preferred (although not guaranteed) speaking opportunity, promotion in the run up to and during the event, and on-site visibility.

**Option 3: Networking drinks sponsor | 1 sponsor sought | €10,000**

Co-host our networking drinks on an exciting evening out in San Francisco. Work with RSB to design a night to remember – think bar quizzes, musical acts or stand-up comedians - display your branding and collateral at the networking reception, welcome party-goers and receive significant exposure in the run up to the event.

**Option 4: NGO participant sponsor | 15 sponsors sought | €1,500**

The participation of social and environmental NGOs is key to RSB’s integrity. This year we want to increase the number of these organisations making sure critical stakeholders are able to attend and engage with our roundtable. By sponsoring an NGO participant you will cover the flights, accommodation and incidentals of one of our members, helping to support their continued engagement with RSB and ensuring their voices are heard on our platform.

**Other Opportunities: Custom Packages**

RSB invites prospective sponsors to engage with us to develop custom engagements for the 2020 RSB Annual Meeting. We are actively looking to develop field trips, creative media, interactive sessions, side events and industry roundtables with partners.
All sponsors will receive exposure on the RSB website and other digital channels before, during and after the event.

<table>
<thead>
<tr>
<th></th>
<th>Gold Event Sponsor</th>
<th>Silver Event Sponsor</th>
<th>Networking Drinks Sponsor</th>
<th>NGO Participant Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure on the RSB website/invitation/newsletter as an event sponsor before, during and after the meeting</td>
<td>Headline Sponsor in all communications</td>
<td>Mentions</td>
<td>Mentions; co-host of evening reception</td>
<td>Mentions</td>
</tr>
<tr>
<td>Promotion via social media channels</td>
<td>4 x per month</td>
<td>1 x per month</td>
<td>2 x per month</td>
<td>1 x per month</td>
</tr>
<tr>
<td>Promotional opportunities via banner display at the event</td>
<td>2 x banners in premium position</td>
<td>1 x banner at event venue</td>
<td>2 x banners at networking venue</td>
<td>1 x banner in meeting venue</td>
</tr>
<tr>
<td>Distribute your publicity material at the event</td>
<td>In delegate bags</td>
<td>On tables</td>
<td>On tables during networking event</td>
<td>On tables</td>
</tr>
<tr>
<td>Event App Banners</td>
<td>Yes - headline</td>
<td>Yes - supporting</td>
<td>Yes - headline</td>
<td>Yes</td>
</tr>
<tr>
<td>Speaking opportunities</td>
<td>Yes – during main plenary</td>
<td>Preferential, but not guaranteed</td>
<td>Yes – during networking evening</td>
<td>Not guaranteed</td>
</tr>
<tr>
<td><strong>COST</strong></td>
<td><strong>12 500 EUR</strong></td>
<td><strong>6 000 EUR</strong></td>
<td><strong>10 000 EUR</strong></td>
<td><strong>1 500 EUR</strong></td>
</tr>
</tbody>
</table>

What people said about our 2019 Annual Meeting:

“RSB took us out of the typical conference format and created a dynamic space to share ideas/learnings on sustainability that captured us all.”

– Glenn Johnston, Global Regulatory Carinata, Nuseed

“RSB’s Annual Meeting gathers stakeholders from different sectors around a table to discuss important sustainability topics. We shared the UPM Biofuels journey as part of the development of the sustainable bioeconomy transformation roadmap. This new interactive session brought the community into lively discussion and idea sharing across the whole bioeconomy sector, highlighting RSB’s important role as a platform for educating society about sustainable choices.”

– Liisa Ranta, Manager, Sustainability, Biofuels Development, UPM Biofuels