

2021 AFPM SUMMIT

Return summertime profits to winter levels with temporary process cooling

Refineries across the globe are looking for ways to return to normal operating levels after a summer of high temperatures and high demand. The challenge is to find ways to cool down the process without losing too much efficiency. One solution is to use temporary process cooling. This involves using a cooling system that can be turned on and off as needed. This allows the refinery to maintain its efficiency during the summer months and then cool down the process during the winter months. This can help return profits to winter levels.

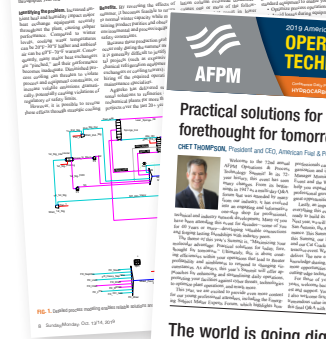


FIG. 1. A temporary process cooling system can help return refinery profits to winter levels during the summer months.

2019 American Fuel & Petrochemical Manufacturers OPERATIONS & PROCESS TECHNOLOGY SUMMIT

Practical solutions for today, forethought for tomorrow
CHET THOMPSON, President and CEO, Houston Fuel & Petrochemical Manufacturers

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The world is going digital—so should training

The world is going digital, and the industry is no exception. As companies look for ways to improve their operations, digital training is becoming an essential part of the process. This involves using digital tools and platforms to deliver training content. This allows employees to learn at their own pace and in a way that is most effective for them. Digital training can also be used to track progress and identify areas for improvement. This can help companies improve their overall performance and efficiency.



FIG. 1. All 100 employees should be given training opportunities for digital skills. This can help improve overall performance and efficiency.

Hydrocarbon Processing will again be publishing the official daily newspaper for the American Fuel & Petrochemical Manufacturers (AFPM) Summit in New Orleans, Louisiana on October 5 - 7, 2021. These official daily newspapers will feature articles and photographs from the previous day's events, sessions, speeches and hospitality events. The first day's newspaper will be in each delegate's bag as they register. The second day's edition will be delivered to each delegate's hotel room at the Hyatt Regency and will also be at the media wall in the registration area. The third day's paper will be distributed via email by AFPM to all conference attendees. The readership that these newspapers receive is extremely high and will boost your company's visibility at this event. Each day's issue is posted to the *Hydrocarbon Processing* blog with a special edition of the *HPIInformer* e-newsletter to more than 28,000 readers. *Hydrocarbon Processing* is pleased to offer you this opportunity to deliver your corporate message to the AFPM 2021 Summit with unprecedented coverage. Editorial opportunities are also available; contact the editor listed below for further information.

Feature your Company at the AFPM 2021 Summit

- Reach highly influential attendees from operating companies with buying authority
- Increase awareness of your company and its products and services
- Drive traffic to your hospitality suite
- Additional bonus coverage through the *Hydrocarbon Processing HPIInformer* e-newsletter

AFPM Newspaper Specifications and Rates

Advertising rates	One day	Three day
Front page earpiece 2" x 1.4" (50.8mm x 35.56mm)	\$1,970	\$4,220
Front page banner 9.75" x 2.25" (247.65mm x 57.15mm)	\$3,005	\$6,675
Inside front cover 10.75" x 16.5" with .125" bleed (273.05mm x 419.1mm with 3.175mm bleed)	\$4,540	\$10,090
Back cover 10.75" x 16.5" with .125" bleed (273.05mm x 419.1mm with 3.175mm bleed)	N/A	\$11,195
Full page 10.75" x 16.5" with .125" bleed (273.05mm x 419.1mm with 3.175mm bleed)	\$4,745	\$9,475
1/2-pg (Vertical or Horizontal) Horizontal: 9.75" x 7.5" (247.65mm x 190.5mm) Vertical: 4.8" x 15" (121.92mm x 381mm)	\$3,145	\$5,435
1/2-pg (island) 7.25" x 10" (184.15mm x 254mm)	\$4,445	\$7,335
1/4-pg 4.8" x 7.5" (121.92mm x 190.5mm)	\$2,365	\$3,920
Top banner 9.75" x 2.25" (247.65mm x 57.15mm)	\$1,850	\$3,050
Final Trim: 10.75" x 16.5" (273 mm x 419 mm); Bleed: allow .125" outside the final trim		

2019 edition

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HYDROCARBON PROCESSING®
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2021 AFPM SUMMIT

Advertising Reservation Form

Deadline for space reservations for all three days: **August 26**

Material deadline for all three days: **September 2**

Advertiser/Company Name _____

Ad Size: _____

- All Three Days
 Day One (if available)
 Day Two (if available)
- Day Three (online edition)

Price: _____

I understand that *Hydrocarbon Processing* will bill (my company) (my agency) upon publication.

Signature: _____

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Agency Information

Name: _____

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Return summertime profits to winter levels with temporary process cooling

Regulation often has unintended consequences. In the case of the new EPA rule on sulfur dioxide emissions, the unintended consequence is that it will increase the cost of electricity. The rule will require power plants to reduce sulfur dioxide emissions by 90% by 2025. This will require the use of expensive sulfur dioxide scrubbers. The cost of these scrubbers is estimated to be \$1.5 billion per plant. This will increase the cost of electricity by 10% to 15%.

Energy companies are looking for ways to reduce their costs. One way is to use temporary process cooling. This is a process where the temperature of a process is lowered temporarily. This can be done by using a cooling tower or a chiller. This can reduce the energy consumption of the process and therefore reduce the cost of electricity.

Another way is to use energy storage. This is a process where energy is stored in a battery or a capacitor. This can be used to power the process during peak hours when the cost of electricity is high. This can reduce the cost of electricity by 10% to 15%.



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Return this space reservation form, along with a copy of your purchase order instructions, and forward your advertising production materials to:

AFPM 2021 Summit
Advertising Production Dept.
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