

# THE COAL INSTITUTE

*Celebrating 75 Years 1946-2021*

## 50th Annual Golden Jubilee Summer Trade Seminar

July 11-13, 2021  
Kingston Plantation, Myrtle Beach, SC

**DIAMOND ANNIVERSARY  
SPONSOR**



If you are interested in a sponsorship for this event, contact  
Tim Carr (315) 783-8472

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### Register Now!

Come join us in sunny South Carolina for the Golden Jubilee of The Coal Institute's 2021 Summer Trade Seminar! We are pleased that we will be having one of the industry's first in-person conferences as we return to normal. In addition to learning from industry experts, there will be opportunities to network with your business counterparts on the golf course, the beach, or by the pool. This is an event that is suitable for the entire family. We are sure you will have a blast at this year's Summer Trade Seminar and encourage you to bring your co-workers, family and friends. We look forward to being with everyone in sunny South Carolina.

Member Registration fees are \$500 for individuals or \$650 for families must be received by **July 1, 2021**. Non-Member registration fees are \$700 for individuals and \$850 for families.

### To Register:

- *By Credit Card:* Click [HERE](#). Your registration will be confirmed when payment is made by credit card.
- *By Check:* Complete the online registration as above and then mail a check to: Lee Ann Cox, PO Box 141, Folly Beach, SC 29439
- *By Invoice:* Complete the online registration as above and request an invoice at [leeann@thecoalinstitute.org](mailto:leeann@thecoalinstitute.org)
- *Questions:* Please call Lee Ann at (859) 806-6799



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## KINGSTON PLANTATION—EMBASSY SUITES

Embassy Suites reservations must be made by **June 13, 2021**, in order to get the following convention rates. (12% room tax is not included in these rates).

### Embassy Suites Reservations:

Call (800) 876-0010, Option 2 and identify yourself an attendee of **The Coal Institute** and use the following **Reservation (SRP) code TCI**.

**Or**

For on-line Embassy Suites reservations, click [HERE](#).

### Kingston Plantation Villas and Condo Reservations:

Call (800) 876-0010, Option 1 and identify yourself an attendee of **The Coal Institute** and use the following **Reservation (SRP) code ICT**.

**Or**

For the Kingston Plantation Villas and Condos reservations, click [HERE](#).

Double/Single Hotel Suites	\$275	Hampton Tower	2 Bedroom	\$396
Plantation Villa-1 Bedroom	\$244		3 Bedroom	\$468
2 Bedroom	\$284	Brighton Tower	Guestroom	\$244
3 Bedroom	\$350		2 Bedroom	\$446
			3 Bedroom	\$500

The above rates do not include a \$25.00 daily resort fee per unit. The resort fee includes: Self-Parking, Basic Internet, Door to Door Transportation (2-mile radius), 24 hr. Business Center, Free Tennis Court Rentals (reservation required), Children Activities (seasonal), and Pool Towels. For Reservations call: (800) 876-0010 or (843) 449-0006. Please mention that you are with The Coal Institute. Embassy Suites and the STS Committee hope to provide a quick and smooth check-in upon your arrival; however, **please be aware that check-in time is 4:00 p.m.**

The Hilton, next door to Embassy Suites, is also available. You may call for reservations at (800) 876-0010.



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**The Summer Trade Seminar Committee is pleased to offer  
the return of the annual  
Golf Tournament on Sunday, July 11, 2021**

## **GOLF TOURNAMENT**

**When:** Sunday, July 11, 2021, 7:00 AM – 12:30 PM

**Where:** Arcadian Shores Golf Club

**Cost:** \$75.00/golfer

**Format:** Shamble

**Tee Times:** Eight tee-times available on both sides of the course starting at 7:30 am. Last tee times are 8:06 am.

**Questions:** Please contact golf chair, Donnie Peake at donnie.peake@trin.net or 803-360-7868 for questions and foursome arrangements.

**Address:** 710 Hilton Road, Myrtle Beach, SC 29572  
(Across from Kingston Plantation)

**Website:** <https://arcadianshoresgolf.com>

Driving range available. Food & Drink available for purchase.





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Dear Coal Institute Members:

The Summer Trade Seminar will celebrate its 50<sup>th</sup> Golden Jubilee Anniversary this year and is fast approaching. Your help is once again requested regarding sponsorship! This event continues to be one of the premier meetings in the coal industry, and with its tradition of mixing family fun with business, it is second to none. However, this event does not happen without the hard work of a group of dedicated volunteers, and without the support from you, our members and sponsors.

As you may know, we are coming off a difficult time for the Institute. In 2020, we were forced to hold the STS and Fall Meetings virtually for the first time, and we made the difficult decision to cancel the 2021 Spring Meeting. This caused a substantial financial challenge and forced the Institute to reduce the amount of revenue available for our educational funding program. To maintain a reasonable balance between a first-class seminar at a fair price, the reduced revenue from the past fiscal year, and the increasing costs of the STS, we need your ongoing generosity. The sponsorship funds you provide not only benefit the STS; they also support The Coal Institute's scholarships and support of related coal education programs. We respectfully request that you consider providing a minimum contribution of \$750.00. Please note that we are grateful for any financial assistance that you may offer.

As in the past we have some creative sponsorship opportunities including the Diamond Anniversary and Golden Jubilee sponsorships. Please review the following information for all the details related to Sponsorship for this summer's meeting.

As always, we thank you in advance for considering sponsorship of this event. My Co-Chair Joe Frye and I look forward to seeing you in Myrtle Beach!!!!

Tim Carr  
Chair of the Sponsorship Committee



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## **2021 TCI MEETING SPONSORSHIP OPTIONS Summer Trade Seminar and Fall Meeting**

### **Diamond Anniversary Sponsor (Multiple, includes Summer Trade Seminar and Fall Meeting) \$10,000**

In honor of the 75<sup>th</sup> anniversary of The Coal Institute, this amount gives the title of Diamond Anniversary Sponsor to the sponsors for both the 2021 Summer Trade Seminar and the 2021 Fall Meeting. Sponsors will be identified as a Diamond Anniversary Sponsor in all pre-conference advertising, on T-shirts (STS) and all signage during each event, and with an advertisement in the conference program. The Diamond Anniversary Sponsor will receive a speaker or panel slot in the conference program if desired, per event, and an opportunity to man a booth/table at each event if desired. The Diamond Anniversary Sponsor will work with the event Chairperson to structure the speaker or panel to fit the theme of the event. The Diamond Anniversary sponsor will have the opportunity to showcase their logo / brand to attendees throughout the entire meeting. The Diamond Anniversary sponsor will be allowed to distribute any printed marketing materials or branded promotional items that they would like to supply as part of the TCI attendee registration packet.

### **Golden Jubilee Sponsor (Multiple, Summer Trade Seminar) \$5,000**

In honor of the 50<sup>th</sup> anniversary of the Summer Trade Seminar, this amount gives the title of Golden Jubilee Sponsor to the sponsors of the 2021 Summer Trade Seminar. Sponsors will be identified as the Golden Jubilee Sponsor in all pre-conference advertising, on T-shirts (STS) and all signage during the event, and with an advertisement in the conference program. The Golden Jubilee Sponsor will receive a speaker or panel slot in the conference program if desired, and an opportunity to man a booth/table at the STS. The Golden Jubilee Sponsor will work with the event Chairperson to structure the speaker or panel to fit the theme of the event. The Golden Jubilee sponsor will have the opportunity to showcase their logo / brand to attendees throughout the entire meeting. The Golden Jubilee sponsor will be allowed to distribute any printed marketing materials or branded promotional items that they would like to supply as part of the STS attendee registration packet.

### **Fall Meeting Event Sponsor (Multiple, Fall Meeting) \$3,500**

The Fall Meeting Event Sponsors will have the opportunity to showcase their logo / brand to attendees throughout the entire meeting. The Event sponsor will be allowed to distribute any printed marketing materials or branded promotional items that they would like to supply as part of the TCI attendee registration packet. The Event sponsor's logo will also be showcased in the conference agenda, on all signage throughout the event, and with an advertisement in the conference program.

### **Reception Sponsor (One Per Reception) \$2,000**

Each Reception sponsor will have their logo / brand prominently displayed on signage at the reception, in the conference program, on T-shirts (STS) and prominently on signage throughout the event.

### **Dinner Sponsor (One per Dinner) \$1,500**

Each Dinner Sponsor will have their logo / brand prominently displayed on signage at the dinner event, in the conference program, on T-shirts (STS) and prominently on signage throughout the event.

### **General Sponsor (Multiple) \$750**

Each General Sponsor will have their logo displayed on T-shirts (STS), on signage at the meeting and in the conference program.

**CEDAR Quilt Giveaway Sponsor (Summer Trade Seminar - Exclusive to One Company) \$2,000**

One lucky sponsor will have their logo / brand prominently displayed on signage at dinner the last night, thanked during the quilt giveaway, on the agenda for the meeting, on the official event T-Shirts, and prominently on signage throughout the event.

**Refreshment Break Sponsor (Summer Trade Seminar - Exclusive to Two Companies, Monday or Tuesday) \$1,250**

Each Refreshment Break sponsor will have their logo / brand prominently displayed on signage during the refreshment break taking place each morning of the conference, on the agenda for the meeting, on the official event T-Shirts, and prominently on signage throughout the event.

**Trade Show Booth (Summer Trade Seminar - Limited to Six Companies) \$1,000**

Each sponsor will have their logo displayed on signage at the meeting, on the official event T-Shirts, and will have the ability to setup a trade show booth/table outside the meeting room.

**T-Shirt Sponsor - Supporting Educational Funding Program (Summer Trade Seminar - Multiple) \$350**

Each attendee and their guests will receive a T-Shirt designed specifically for this year's Summer Trade Seminar and will include your company's color logo on the back for continued exposure all year long.

**Golf Event Sponsor (One Per Event, STS and Fall Meeting) \$2,500**

The Golf Event sponsor's logo/brand will be displayed on signage throughout the meeting. The sponsor will be allowed to distribute their logo golf balls, tees, bag tags and/or other golf favors to the golf event participants. Sponsor's logo/brand will be displayed prominently on T-shirts (STS) and on all signage on and off the golf course.

**Tee Box Sign – Supporting Educational Funding Program (Multiple Companies) \$250 Shared Hole / \$450 Exclusive Hole.** Each Tee Box Sign sponsor will have their company name displayed on signage at the tee of one of the tournament's golf holes.

**Combination T-Shirt and Tee Box Sign - Supporting Educational Funding Program (Summer Trade Seminar - Multiple) \$500 Shared Hole/\$700 Exclusive Hole**

**B.T. Prince/Past Presidents Sponsorship (supports Educational Funding Program) – we encourage individuals to donate in honor of a Past President of The Coal Institute in the amount you choose.** (Options are available at the online meeting registration.)

**2021 Multiple Sponsorship Savings Options**

Commit and pay for **any TWO 2021 Sponsorships** before the 2021 STS and the overall cost **will be reduced 10%.**

*Example: STS Reception sponsor \$2,000 and Fall Dinner sponsor \$1,500*

*Total = \$3,500*

*10% Discount = \$350*

*Total Due for both Sponsorships = \$3,150*

*Updated 5/26/21*



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## 2021 Summer Trade Seminar Schedule of Events

### Sunday July 11, 2021

7:00 AM	12:30 PM	<b>Golf - (Arcadian Shores, 8 Tee-times beginning at 7:30)</b>
3:00 PM	5:00 PM	<b>Registration- Palmettos Pavilion (Swimsuit Casual)</b>
3:00 PM	5:00 PM	<b>Norfolk Southern Poolside Social &amp; Reception – Palmettos Pavilion</b>

### Monday July 12, 2021 Meetings in Kensington Ballrooms D, E, and F (Resort Casual)

7:30 AM	9:00 AM	<b>Breakfast</b>
9:00 AM	9:30 AM	<b>Call to Order / Business Meeting – Andy Cox, President</b>
9:30 AM	10:30 AM	<b>Session I</b>
10:30 AM	10:45 AM	<b>Break</b>
10:45 AM	12:00 PM	<b>Session II</b>
12:00 PM	5:00 PM	<b>Networking/Customer Meetings</b>
5:30 PM	6:30 PM	<b>Reception – The Landing – (Casual Dress)</b>

### Tuesday July 13, 2021 Meetings in Kensington Ballrooms D, E, and F (Resort Casual)

8:00 AM	9:00 AM	<b>Breakfast</b>
9:00 AM	10:00 AM	<b>Session III</b>
10:00 AM	10:20 AM	<b>Break</b>
10:20 AM	12:00 PM	<b>Session IV</b>
12:00 PM	5:30 PM	<b>Networking/Customer Meetings</b>
6:00 PM	7:00 PM	<b>Reception – Palmettos Pavilion (Casual Dress)</b>
7:00 PM	8:30 PM	<b>Dinner – Palmettos Pavilion (Casual Dress)</b>
8:30 PM	8:45 PM	<b>Goodwyn Holmes Award Presentation</b>
8:45 PM	9:00 PM	<b>Door Prizes &amp; Golf Prizes &amp; Quilt Giveaway</b>
9:00 PM	11:00 PM	<b>Party</b>



**DIAMOND ANNIVERSARY SPONSOR**