Experience being in the spotlight of Europe’s premier wind energy event

SPONSORSHIP OPPORTUNITIES
16 – 19 April 2012
Bella Center, Copenhagen, Denmark

www.ewea.org/annual2012
“Two weeks after the exhibition we already had the first payoffs…”
Fiberline Composites, Denmark

“An excellent forum… a very targeted audience…”
Mainstream Renewable Power, Ireland

“The best conference and networking event for the industry…”
SSE, Ireland

“The whole wind energy sector under one roof”
Gamesa, Spain

NUMBER OF PARTICIPANTS AT EWEA ANNUAL EVENTS

Source: EWEA
* Lower attendance due to air traffic disruption
** Estimate
SNAPSHOT OF EWEA 2012 ANNUAL EVENT

Europe’s Premier Wind Energy Event offers a comprehensive overview of the latest developments in the wind energy sector in addition to vibrant networking opportunities.

EWEA 2012 ANNUAL EVENT: EXPERIENCE THE POWER OF THE WIND ENERGY INDUSTRY

Get competitive advantage by reaching the top global wind energy professionals.

- **Enhance your position** and play a leading role in the fast growing European wind market
- **Showcase your initiatives**, products and solutions to a receptive and targeted audience of professionals
- **Entertain existing clients** and generate significant new business contacts during social events

Attendance at the EWEA Annual Event keeps on growing year on year

Contact Christi Newman to discuss any further customised sponsorship opportunities:
cne@ewea.org, +32 2 213 18 07
FACTSHEET

ATTENDEES’ PROFILE AT EWEA 2011 ANNUAL EVENT

EWEA 2012 ANNUAL EVENT: Europe’s Premier Wind Energy Event

Date 16 – 19 April 2012
City Copenhagen, Denmark
Venue Bella Center

The EWEA ANNUAL EVENT is the “annual general meeting” of the international wind energy community, organised by the European Wind Energy Association. EWEA 2012 ANNUAL EVENT should gather:

- Over 10,000 participants
- Over 450 exhibitors on +12,000 m² exhibition space
- 300 high-level speakers
- Four high-profile social events

Make the sponsoring of the EWEA 2012 ANNUAL EVENT a key part of your marketing plan in order to associate your corporate identity with the fast growing onshore and offshore wind energy industry.

MARKETING CAMPAIGN

A strong marketing campaign will reach over 2,000,000 people and will engage thousands of targeted professionals with the event. Key marketing tools that will secure enhanced visibility for EWEA 2012 Annual Event include:

- More than 100 print adverts in leading wind energy magazines reaching professionals in Europe, Asia Pacific and Americas
- Continuous eight-month presence in all major online portals of wind energy and renewable professionals
- Advertising in business press and outdoor sites in key locations with focus in Denmark
- Distribution of event promotional materials, visibility and promotion at all major wind energy events in 2011 and 2012

Source: EWEA

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SPONSOR CATEGORIES

Together with the EWEA Sponsor label, benefit from a sponsorship category that best suits your level of investment

BRONZE SPONSOR
Up to € 50,000
Any sponsorship opportunity up to € 50,000 will allow you to benefit from the EWEA Sponsor label and adjust your engagement according to your priorities and budget.

The EWEA sponsor label is comprised of the following visibility benefits:
- Static logo placement on the EWEA 2012 ANNUAL EVENT website
- Logo in the sponsors section of the printed event guide (distributed to over 2,500 conference delegates onsite)
- Logo in the sponsors section of the printed exhibition catalogue (distributed to over 10,000 participants onsite)
- Logo included in official EWEA powerpoint presentations at the beginning and at the end of each conference session
- Your company’s promotional materials distributed at the dedicated sponsors corner at the event
- Logo on the “Thank you sponsors” banner, placed in the registration area
- Complimentary sponsor delegate pass with full access to EWEA conference and exhibition for any sponsorship above € 10,000

GOLD SPONSOR
€ 50,000 to € 100,000
Gold sponsorship is a combination of opportunities (materials and/or facilities) and social events (upon availability) that maximise your exposure to delegates, exhibitors and visitors throughout the event.

The overall investment ranges from € 50,000 to € 100,000 and is highly customised to your needs.

On top of the EWEA sponsor benefits, as a Gold sponsor you will receive:
- A full page advertisement in the exhibition catalogue (distributed to over 10,000 participants onsite)
- Additional branding opportunities in key areas of the exhibition floor
- Organisation of a press conference during the event

PLATINUM SPONSOR (exclusive)
Over € 100,000
On top of the EWEA sponsor label, the Platinum sponsorship is the tailor-made option that makes your company the official sponsor of the event.

In return for a € 100,000 investment, your corporate identity is associated with EWEA 2012 ANNUAL EVENT during the whole life cycle of the event.

- Branded meeting room available for your company throughout the event
- Sponsorship of one off site social event (upon availability). Choose from Conference Dinner, Opening Reception or Members Only Reception
- Sponsorship of one day onsite networking opportunity (upon availability). Choose from lunches, coffee breaks or welcome coffees
- Sponsorship of one branded area. Choose from Cyber cafe, registration area, cloakroom or job corner.
- Sponsorship of one event material. Choose from USB sticks, pens, candies or markers
- Organisation of a press conference during the event
- Exclusive sponsorship of the event guide (distributed to over 2,500 conference delegates onsite)
- Branded gift to the speakers
- Full page advertisement in the exhibition catalogue (distributed to over 10,000 participants onsite)
- Special venue branding executions with your corporate logo (to be defined with EWEA)

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OPENING RECEPTION

Date       Monday 16 April 2012
Time       19:00 – 21:30
Target     1,000 conference and exhibition participants

Connect and share expertise with 1,000 key wind energy professionals.

VISIBILITY
(in addition to the EWEA Sponsor label benefits listed on page 3)
- Banners at the event venue (to be supplied by sponsor and approved by EWEA)
- Logo on invitations and newsletter distributed to event participants
- Logo and hypertext link on the event’s website (social event section)
- Logo in the printed event guide distributed to 2,500 conference delegates onsite (social event section)
- Opportunity to provide branded materials and/or gifts to conference reception attendees
- Sponsor information point at the venue

INVESTMENT € 30,000

KEY BENEFITS
- Interact with the leading wind energy professionals
- Convey your corporate messages during a customised, pleasant and memorable event

OTHER HIGH-PROFILE SOCIAL EVENTS AVAILABLE

Stand reception (Reception on sponsor stand for 750 people) € 12,000

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CONFERENCE DINNER

A highly anticipated evening event at the EWEA 2012 ANNUAL EVENT

Date       Wednesday 18 April 2012
Time       19:30 – 23:00
Target     Top 600 wind energy professionals

Exclusive seated dinner organised in a spectacular venue, providing the perfect opportunity to strengthen business relationships and raise brand awareness among top executives.

VISIBILITY
(in addition to the EWEA Sponsor label benefits listed on page 3)
- Banners in dinner area and entrance (to be supplied by sponsor and approved by EWEA)
- Sponsor information point
- Logo on dinner tickets (600 pieces) and menu cards distributed on all tables at the venue
- Logo and hypertext link on the event’s website (social event section)
- Logo in the printed event guide distributed to 2,500 conference delegates onsite (social event section)
- Logo in the newsletter
- Two tables with priority seating for you and your VIP guests (max. 10 seats)
- Up to five complimentary conference dinner tickets

INVESTMENT   € 30,000

KEY BENEFITS
As the sponsor of the evening, you will be able to:
- Invite your VIP guests to the exclusive sponsor’s table/s (max. 10 seats)
- Get a public acknowledgement from EWEA during the dinner
- Engage 600 leading decision makers with your brand

Contact Christi Newman to discuss any further customised sponsorship opportunities:
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EXHIBITION RECEPTION

Gather together all participants from both the exhibition floor and conference around an informal drink at the end of a busy day

Date       Tuesday 17 April 2012
Time       17:30 – 19:00
Target     All participants

With no other activities taking place at the same time, this is the perfect moment to have everyone in one place!

VISIBILITY
(in addition to the EWEA Sponsor label benefits listed on page 3)

- Corporate identity at the exhibition reception (to be supplied by sponsor and approved by EWEA)
- Branded invitations to be given to all participants
- Logo and hypertext link on the event website (social event section)
- Logo in the printed event guide distributed to all conference delegates onsite (social event section)
- Logo in the newsletter
- Opportunity to provide branded materials and/or gifts to attendees

INVESTMENT  € 30,000

KEY BENEFITS

- Interact with the leading wind energy professionals
- Convey your corporate messages during a customised, pleasant and memorable event
EWEA MEMBERS RECEPTION

Get together with the movers and shakers of the market that matters most to you

Date       Sunday 15 April 2012
Time       18:00 – 21:00
Target     EWEA members and VIPs of the industry

Celebrate EWEA 30th Anniversary and welcome around 300 people from EWEA member organisations for the prime networking opportunity of the EWEA 2012 ANNUAL EVENT.

VISIBILITY
(in addition to the EWEA Sponsor label benefits listed on page 3)

- Banners at the event’s venue (to be supplied by sponsor and approved by EWEA)
- Sponsor information point at the venue
- Your logo on the invitation sent to over 700 EWEA member companies
- Logo in the newsletter

INVESTMENT  € 20,000

KEY BENEFITS

- Premium visibility and positioning across peers
- Align your brand with that of EWEA, the voice of the European wind energy industry
- Associate your company name with Europe’s largest and most powerful network of wind energy professionals

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WELCOME COFFEES

An instant boost for a delegate’s busy day

One welcome coffee available daily to all participants and served in the poster area.

VISIBILITY
(in addition to the EWEA Sponsor label benefits listed on page 3)

- Banners to be displayed inside the dedicated areas (to be supplied by sponsor and approved by EWEA)
- Branded sugar and/or napkins (to be supplied by sponsor)
- A display table to distribute leaflets and commercial brochures from (to be supplied by sponsor)

NOTE: the above branding will be displayed during the specific function, not on a permanent basis.

INVESTMENT

for four days € 25,000

for one day € 9,000

KEY BENEFITS

- Receive immediate visibility at a key time of the day
- Reach over 10,000 conference delegates and visitors
- Get participants up and going for the conference day by offering them a fresh coffee

Increase your brand visibility by placing banners throughout the poster area, distributing your presentation materials and interacting with participants to wish them a great start to their day. Invite them to prolong the experience and talk business with you later at your stand.

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LUNCHES AND COFFEE BREAKS

*Lunch and two coffee breaks (one in the morning – one in the afternoon) will be offered to participants each day during the event*

The dedicated catering areas are strategically placed throughout the exhibition area in order to gather as much traffic as possible.

**VISIBILITY**

(in addition to the EWEA Sponsor label benefits listed on page 3)

- Banners to be displayed inside the dedicated areas (to be supplied by sponsor and approved by EWEA)
- Branded sugar and/or napkins (to be supplied by sponsor)
- Leaflets distributed in the catering areas (to be supplied by sponsor)
- Logo on walls surrounding the catering areas

NOTE: the above branding will be displayed during the specific function, not on a permanent basis. The hanging banners will be displayed together with other banners (no exclusivity of wall).

**INVESTMENT**

| Lunch for four days               | € 27,500 |
| Coffee-breaks for four days       | € 25,000 |

**KEY BENEFITS**

- Associate your brand with an enjoyable networking occasion for delegates between two conference sessions and during lunch
- Make this area your very own special hospitality lounge
- Get the best customisation that meets your company requirements in terms of comfort, prestige and image
SIGNAGE

Get the highest amount of exposure through effective signage in strategic locations inside and around the venue

KEY BENEFITS
(in addition to the EWEA Sponsor label benefits listed on page 3)

Beyond visibility, signage can enhance the experience of the visit.

- Help participants find their way easily with efficient directional signage
- Make the difference by being the first to welcome participants in strategic locations such as the registration area, the cloakroom and/or on their way to the venue
- Achieve a strong presence with powerful corporate branding

NOTE: Prices and specifications might be subject to slight modifications if specifically requested by the Bella Center venue.
### OUTDOOR SIGNAGE

**Dimensions and pictures on request.**

**To be confirmed by the venue**

**Facade banner**
Window stickers on facade of auditorium foyer (each letter is 1,60 x 1,60 m)

**Flag banners**
in front of the west entrance (mix EWEA/sponsor, 10 pieces in total)

**Bella Center Tower Exposure**
Your company logo displayed for the duration of the fair on the most eye catching attraction of the Bella Center

**Aisle banners**
Display your company logo on every aisle banner. 2 rows per hall, includes 4 complementary exhibitor passes. 1 row per hall, includes 2 complementary exhibitor passes. Final plan and location to be determined by EWEA

### REGISTRATION AREA AND CLOAKROOM

All banners provided by sponsor upon EWEA approval. Placement included.

**Exclusive cloakroom package**
including branded cloakroom counters, branded wardrobe tickets and opportunity to display and distribute sponsor material in the area

**Branded registration desks**

**Hanging banners**
to the left and right hand sides of the registration area. Rigged from ceiling. Single sided (Size max 4 x 1,5 m)

**Self-standing banners (two pieces)**
to the left and right hand sides of the registration area (Size max 0,85 x 2 m)
**EVENT MATERIALS**

*Place your logo on the official event materials*

<table>
<thead>
<tr>
<th><strong>KEY BENEFITS</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(in addition to the <strong>EWEA Sponsor</strong> label benefits listed on page 3)</td>
<td></td>
</tr>
<tr>
<td>By leveraging a wide choice of event materials where your corporate logo will have the highest visibility you will:</td>
<td></td>
</tr>
<tr>
<td>▪ Gain exposure</td>
<td></td>
</tr>
<tr>
<td>▪ Drive brand awareness</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Event guide (2,500 pieces)</strong></th>
<th><strong>Pens for conference delegates</strong> <em>(2,500 pieces)</em></th>
<th><strong>€ 12,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>logo on front cover and footer of all pages, one page advert on inside front cover</td>
<td><strong>Note pads for conference delegates (2,500 pieces)</strong></td>
<td><strong>€ 12,000</strong></td>
</tr>
<tr>
<td><strong>Add a branded bookmark to the event guide</strong></td>
<td><strong>€ 20,000</strong></td>
<td><strong>€ 9,000</strong></td>
</tr>
<tr>
<td><strong>Water bottles (15,000 pieces)</strong></td>
<td><strong>Marketers for conference delegates (2,500 pieces)</strong></td>
<td></td>
</tr>
<tr>
<td>sponsor logo exclusivity, available at various distribution points throughout the venue during the event</td>
<td><strong>€ 20,000</strong></td>
<td><strong>€ 9,000</strong></td>
</tr>
<tr>
<td><strong>€ 20,000</strong></td>
<td><strong>Hand cleaning gel (10,000 pieces)</strong></td>
<td><strong>€ 9,000</strong></td>
</tr>
<tr>
<td><strong>Visitor bags (7,500 pieces)</strong></td>
<td><strong>Candies for all</strong></td>
<td></td>
</tr>
<tr>
<td><strong>€ 17,000</strong></td>
<td><strong>€ 9,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>USBs for conference delegates (2,500 pieces)</strong></td>
<td><strong>T-shirts hostesses</strong></td>
<td><strong>€ 6,500</strong></td>
</tr>
<tr>
<td>content/insert is either exclusive or shared with other sponsors</td>
<td><strong>€ 15,000</strong></td>
<td><strong>€ 2,000</strong></td>
</tr>
<tr>
<td><strong>€ 15,000</strong></td>
<td><strong>Electronic inserts (2,500 pieces)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>€ 15,000</strong></td>
<td>electronic file to be supplied by sponsor; information uploaded onto the official USB for conference delegates)</td>
<td></td>
</tr>
<tr>
<td><strong>Umbrellas or jackets for conference delegates (2,500 pieces)</strong></td>
<td><strong>Badge ribbons for visitors and exhibitor staff (7,500 pieces)</strong></td>
<td><strong>Confirmed sponsor</strong></td>
</tr>
<tr>
<td>Keep the conference warm and dry by sponsoring the umbrellas or jackets</td>
<td><strong>€ 20,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>€ 20,000</strong></td>
<td><strong>Badges for all participants (10,000 pieces)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Confirmed sponsor</strong></td>
<td><strong>Confirmed sponsor</strong></td>
<td></td>
</tr>
</tbody>
</table>
EVENT FACILITIES

Target  All participants –
delegates, exhibitors, visitors

KEY BENEFITS
(in addition to the EWEA Sponsor label
benefits listed on page 3)

- Maximise your exposure at very popular
  and busy service areas

Cyber Café
branded area (sponsor logo),
logo on directional signage banner
(one piece) (to be supplied by
sponsor and approved by EWEA),
cobranded computer screens
(EWEA/sponsor), branded mouse
pads (to be supplied by sponsor)  € 18,000

Job corner
a customised partnership with EWEA in
order to promote career’s opportunities
in your company to conference
delegates and exhibition visitors  € 18,000

Relaxation area
branded area (sponsor logo), logo on
directional signage banner (1 piece)  € 18,000

Interactive floor plan
sponsor logo on the event website
(exhibition tab/pages: interactive
overview and interactive individual
halls). Logo on personalised diary
(when sent or printed)

Confirmed sponsor
“For Nordex, a sponsor partnership with EWEA has become an integral part of our marketing mix. Sponsoring EWEA events offers a high visibility for our brand and an opportunity to reach the most important industry decision makers at the heart of Europe’s wind industry thus contributing to a steady strengthening of our premium brand’s market position.”
Felix Losada, Deputy Head of Corporate Communications, Nordex

“Using the opportunities provided by EWEA has been a key aspect of our marketing strategy for years.”
Jonathan Collings, Group Marketing Manager, RES

“Because of the sponsorship of the EWEA Annual Event, the number of our business meetings and visitors at our exhibition booth increased!”
Christian Schnibbe, Marketing and PR, WPD

“At a time when renewable energy is today’s future, Hansen Transmissions is delighted to support the leading European wind energy conference by sponsoring the official annual beer reception. It’s also one of the most important network opportunities to get in touch with our stakeholders in an informal way.”
Mario Desmit, International Marketing Communications Manager, Hansen Transmission
EWEA lead sponsors

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+32 2 213 18 07

www.ewea.org/annual2012

All EWEA Events are organised by the Industry for the Industry and represent real value for money:
EVERY EURO SPENT ON THESE EVENTS IS PUT TO WORK PROMOTING WIND ENERGY