Your return on investment by attending EWEA 2012 Annual Event
+19% registrations in one year
10,600 total participants registered
EWEA 2012 was the biggest EWEA annual event ever

Based on persons registered
523 exhibiting companies at EWEA 2012 Annual Event

- 2010 Warsaw: 263 companies
- 2011 Brussels: 444 companies
- 2012 Copenhagen: 523 companies
83 countries represented at EWEA 2012 Annual event

All participants
(83 countries in total)

- Denmark: 34%
- Germany: 16%
- UK: 8%
- France: 5%
- Sweden: 5%
- Netherlands: 4%
- USA: 2%
- Belgium: 2%
- Spain: 3%
- Finland: 2%
- Others: 18%

Delegates

- Denmark: 26%
- Germany: 14%
- UK: 10%
- France: 6%
- Sweden: 4%
- Netherlands: 4%
- Spain: 4%
- Belgium: 3%
- USA: 2%
- Norway: 4%
- Others: 17%

Exhibitors
(31 countries in total)

- Denmark: 27%
- Germany: 22%
- UK: 6%
- France: 6%
- Sweden: 4%
- Netherlands: 4%
- USA: 2%
- Belgium: 4%
- Spain: 3%
- Italy: 2%
- Others: 12%

Visitors

- Denmark: 38%
- Germany: 15%
- France: 5%
- Sweden: 6%
- Netherlands: 4%
- Spain: 3%
- Belgium: 2%
- Finland: 2%
- Others: 17%
Over 50% of top management and business profiles at EWEA 2012 annual event

Total participants per job profile at EWEA 2012 Annual event*

*Source: evaluation form sent to all participants after the event
A success built up on past participation and word of mouth within the wind energy sector

70% of participants heard of EWEA 2012 annual event at previous EWEA events or through recommendations

Others: Linkedin, Google, articles about EWEA
Source: evaluation questionnaire sent to all participants after the event
Satisfaction of participants at EWEA 2012 Annual Event* shows excellent perspectives for 2013

- 78% of overall satisfaction rate with the event
- 64% of visitors already likely or very likely to come back at EWEA 2013 Annual Event in Vienna
- 91% satisfied or very satisfied with the quality of services onsite
- 74% satisfied or very satisfied with the networking opportunities offered at EWEA 2012 Annual Event

*Source: evaluation questionnaire sent to all participants after the event
What sponsors at EWEA 2012 Annual event say about their sponsorship experience

• “A Enhanced visibility through months of presence on EWEA 2012 website”
• “The largest audience in the wind energy sector reached by associating our brand to Europe’s premier wind energy event”
• “A large media and press coverage before, during and after the event” (172 registered journalists)
• “A clear differentiation from competition with an innovative brand management strategy “
• “A partnership with EWEA marketing team to target the most relevant target audience with specific messages prior to the event”
• “A collaboration with EWEA to develop innovative sponsorship opportunities that raise brand awareness and match with our corporate values (technology and leadership, networking, sharing, etc.)”
• “Have participants remember our brand due to a very pleasant experience at EWEA 2012 Annual Event” (social events, relaxation area ...)

What sponsors at EWEA 2012 Annual event say about their sponsorship experience
EWEA 2012 Annual Event as described by its participants

EWEA is a "must participate" event

The one and only relevant event for the wind industry

A visionary and pathfinder event for the wind energy sector

The industry's must attend event

Source: evaluation questionnaire sent to all participants after the event