



Experience
the power of the
wind energy industry

SPONSORSHIP OPPORTUNITIES

16 – 19 April

Bella Centre, Copenhagen, Denmark

SUPPORTED BY:



www.ewea2012.info

ORGANISED BY:



EWEA
THE EUROPEAN WIND ENERGY ASSOCIATION

“Two weeks after the exhibition we already had the first payoffs...”
Fiberline Composites, Denmark

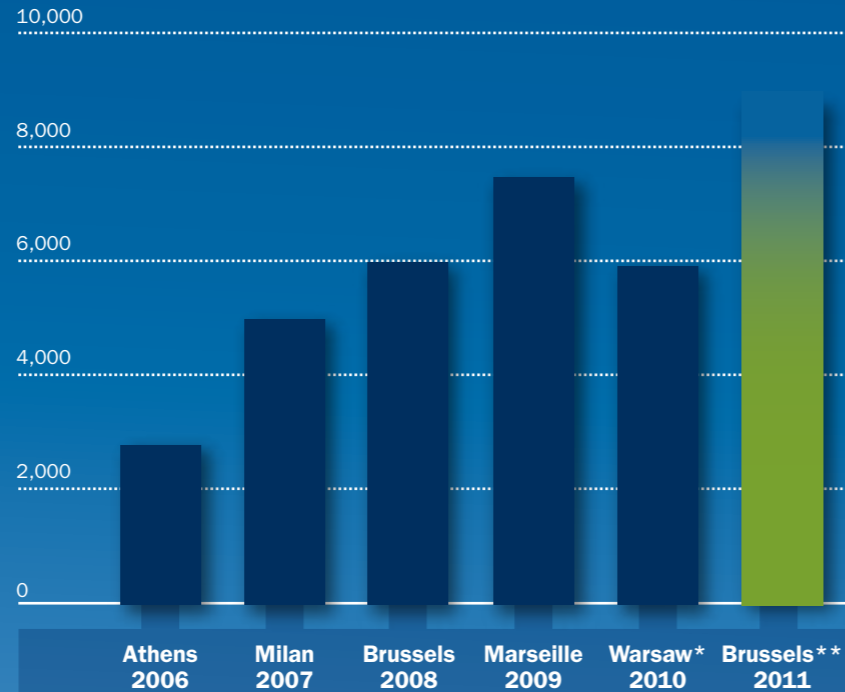
“An excellent forum... a very targeted audience...”
Mainstream Renewable Power, Ireland

“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 (formerly known as EWEC)



Source: EWEA
* Lower attendance due to air traffic disruption
** Estimate



OVERVIEW THE OPPORTUNITY

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.

Attendance at the EWEA ANNUAL EVENT (formerly known as EWEC) has kept on growing year on year

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

Seize the high ground 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

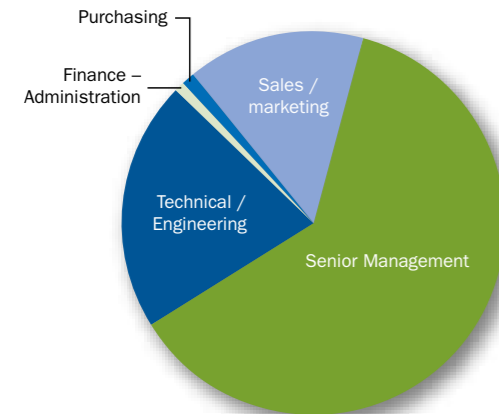


Contact Christi Newman to discuss any further customised sponsorship opportunities:
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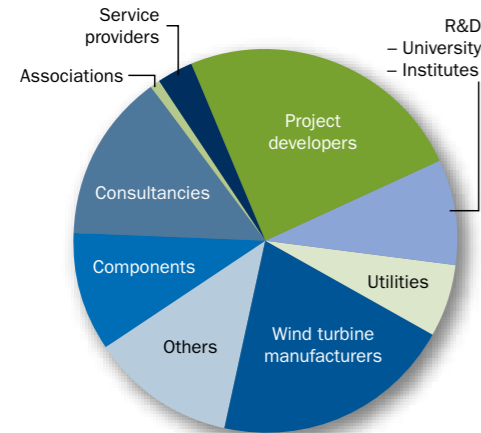
FACTSHEET

ATTENDEES' PROFILE AT EWEA 2010 ANNUAL EVENT

JOB POSITION



SECTOR



Source: EWEA

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 for over 25 years.

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

Your visibility as a sponsor will be strongly enhanced by the EWEA 2012 ANNUAL EVENT media plan:

- 30,000 visits per week on the EWEA website
- Up to six waves of digital marketing newsletters to a database of +25,000 players in the wind energy sector (both onshore and offshore)
- Communication in more than ten specialised publications (and their online portals) reaching readers in Europe, Asia and America
- Media partnerships with Wind Power Monthly, Renewable Energy World, New Energy



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 while adjusting your engagement 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 with link to your website in all event newsletters (circulation 25,000, up to six newsletters)
- 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 7,000 participants onsite)
- Logo included in official EWEA projections 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 delegate pass with full access to EWEA conference, exhibition and side events



GOLD SPONSOR € 50,000 to € 100,000

Gold sponsorship is a combination of opportunities (materials and/or facilities) and social events that maximises 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 7,000 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.

As the platinum sponsorship is fully customisable, the list of benefits below is an example of a similar package offered at a previous edition:

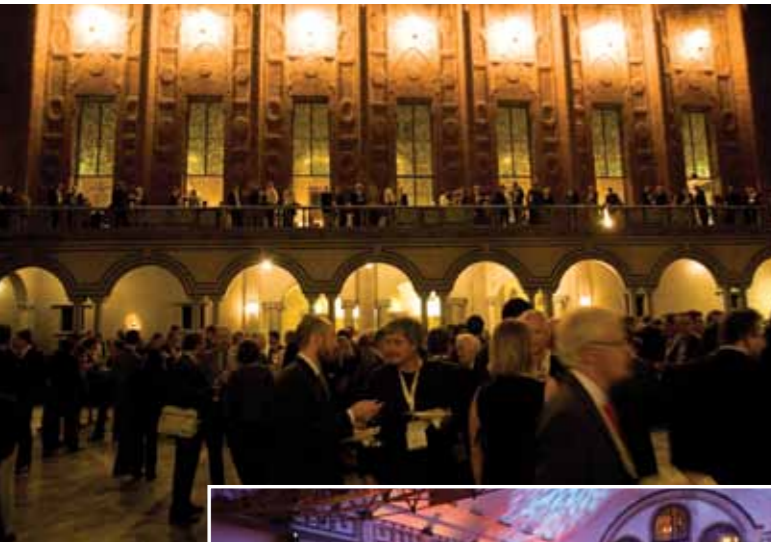
- Branded meeting room available for your company throughout the event
- Sponsorship of the registration area
- Organisation of a press conference during the event
- Exclusive sponsorship of the event guide (distributed to over 2,500 conference delegates onsite)
- Branded gift to the speakers
- Coffee breaks during one day
- Full page advertisement in the exhibition catalogue (distributed to over 7,000 participants onsite)
- Sponsorship of the conference reception or conference dinner
- Corporate identity and signage inside the venue



CONFERENCE RECEPTION

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

*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's venue (to be supplied by sponsor and approved by EWEA)
- Logo on invitations distributed to all conference delegates (2,500 pieces)
- Logo and hypertext link on the event's website (social events' section)
- Logo acknowledgment in the printed event guide distributed to 2,500 conference delegates onsite (social events' section)
- Opportunity to provide branded materials and/or gifts to conference reception attendees

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

Exhibition reception (2,000 people, Tue 17 Apr 2012, 17:30 – 19:00) € 30,000

Stand reception (Reception on sponsor stand for 1,000 people) € 12,000



CONFERENCE DINNER

*A highly anticipated evening event
 at the EWEA 2012 ANNUAL EVENT*

Date Wednesday 18 April 2012
Time 19:30 – 23:00
Target 500 top wind energy professionals

Exclusive sit-down 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 (500 pieces) and menu cards distributed on all tables
- Logo and hypertext link on the event's website (social events' section)
- Logo acknowledgment in the printed event guide distributed to 2,500 conference delegates onsite (social events' section)
- Public acknowledgment by EWEA during the dinner
- Two tables with priority seating for you and your VIP guests
- 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
- Get your tailor-made networking entertainment during the dinner



MEMBERS' ONLY RECEPTION

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

This exclusive event will welcome up to 500 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)

- Branded area
- Company literature distribution

INVESTMENT € 20,000

KEY BENEFITS

- Premium visibility and positioning across peers
- Reach +700 EWEA member companies and VIPs from the wind industry's leading companies
- Align your brand with that of EWEA, the voice of the European wind energy industry



SIDE EVENTS

Organise a customised company event and reach your target audience

Up-to-date research results to disseminate? A new product to launch? You have the choice on what you would like to present.

In addition to the main conference programme, numerous side events will take place at the EWEA 2012 ANNUAL EVENT.



VISIBILITY

- Branded meeting room close to the exhibition halls and conference rooms to host your event
- Side event presentation on the event's website (side events' section)
- Logo and hypertext link on the event's website (side events' section)
- Side event presentation in the printed event guide distributed to 2,500 conference delegates onsite (side events' section)

INVESTMENT from € 5,000

KEY BENEFITS

- Attach your new messages to EWEA 2012 ANNUAL EVENT
- Be part of the conference programme
- Reinforce your presence with a customised presentation to a targeted audience



WELCOME COFFEES

An instant booster for a delegate's busy day

One welcome coffee served daily to 1,000 conference delegates in the poster area.

VISIBILITY

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

- Banners (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 up to 2,500 conference delegates
- Get delegates up and going for the conference day by offering Viennese pastries, tea, coffee and fruit juice

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 taste a special coffee blend at your own stand during the event.



LUNCHES – COFFEE BREAKS

Lunch and two coffee breaks (one in the morning – one in the afternoon) will be offered to 2,500 conference delegates 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)

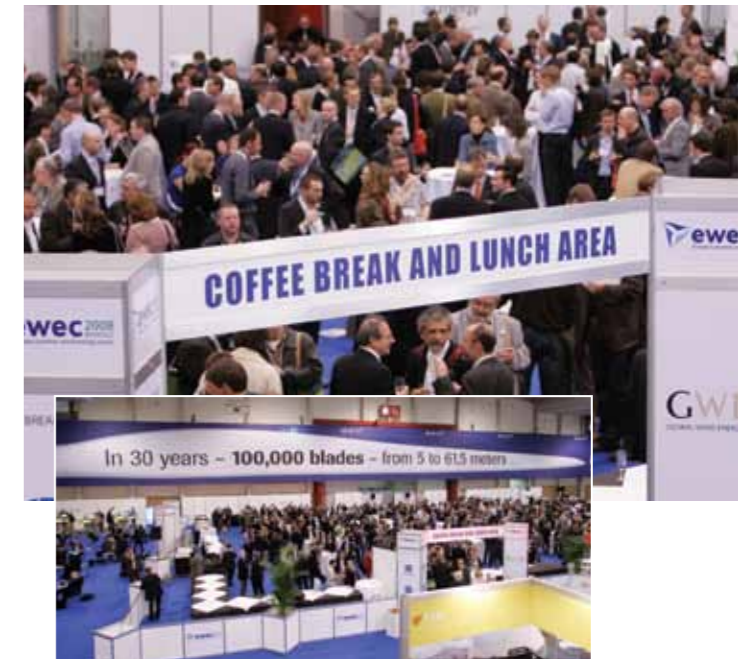
- Banners (to be supplied by sponsor and approved by EWEA)
- Branded sugar and/or napkins (to be supplied by sponsor)
- Leaflets distributed in the catering areas (to be supplied by sponsor)
- Logo on walls surrounding the catering areas

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 € 30,000

Coffee-breaks for one day € 10,000



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



VISITOR FOOD COURT



Reach the highest traffic in the venue

Food served to all participants (delegates, exhibitors, visitors) during the opening hours of the exhibition.

VISIBILITY

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

- Banners in the area (to be supplied by sponsor and approved by EWEA)
- Logo on menus
- Logo on signage banner indicating the location of the food court
- Branded sugar and/or napkins (to be supplied by sponsor)

INVESTMENT

for four days € 15,000

KEY BENEFITS

- Associate your company with informal networking
- Get a lot of flexibility in terms of branding throughout the event
- Add some customised branding initiatives (branded vouchers, invitations to your stand...)



SIGNAGE

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

KEY BENEFITS

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

Implementation included. Dimensions and pictures on request.

To be confirmed by the venue

Entrance Banner (8,40 x 2,60 m)	€ 12,500
Facade Banner (1,60 x 1,60 m)	€ 9,000
Flag banners Flag banners (mix EWEA/ sponsor, 10 pieces in total)	€ 3,000 per unit

REGISTRATION AREA & CLOAKROOM

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

Branded registration desks € 15,000

Self-standing banners (4 pieces)
to the left and right hand sides of the registration area (Size max 0,85 x 2 m) € 3,500

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) € 6,000

Exclusive cloakroom package
including branded cloakroom counters, branded wardrobe tickets and opportunity to display and distribute sponsor material in the area € 20,000

Branded cloakroom counters € 10,000



EVENT MATERIALS

Place your logo on the official event materials

KEY BENEFITS

- Gain exposure
 - Drive brand awareness
- by leveraging a wide choice of event materials where your corporate logo will have the highest visibility.

Badge ribbons for conference delegates (2,500 pieces)	€ 10,000
Badge ribbons for visitors and exhibitor staff (4,500 pieces)	€ 12,000
Delegates' bags (2,500 pieces)	€ 20,000
Visitors' bags (4,500 pieces)	€ 17,000
Badges for all participants (7,000 pieces)	€ 17,000
Confirmed sponsor	
	
Pens for conference delegates (2,500 pieces)	€ 12,000



Note pads for conference delegates (2,500 pieces)	€ 12,000
Markers for conference delegates (2,500 pieces)	€ 9,000
USBs for conference delegates (2,500 pieces)	€ 15,000
content/insert is either exclusive or shared with other sponsors	
Electronic inserts (2,500 pieces)	€ 2,000
electronic file to be supplied by sponsor; information uploaded onto the official USB for conference delegates)	
Event guide (2,500 pieces)	€ 20,000
logo on front cover and footer of all pages, one page advert on inside front cover	
Bookmark in the event guide (2,500 pieces)	€ 5,000
Water bottles (14,000 pieces)	€ 20,000
sponsor logo exclusivity, available at various distribution points throughout the venue during the event	
T-shirts hostesses (100 pieces)	€ 5,000
Hand cleaning gel (7,000 pieces)	€ 9,000
Candies (7,000 pieces)	€ 9,000
sponsor logo exclusivity, available at various distribution points throughout the venue during the event	

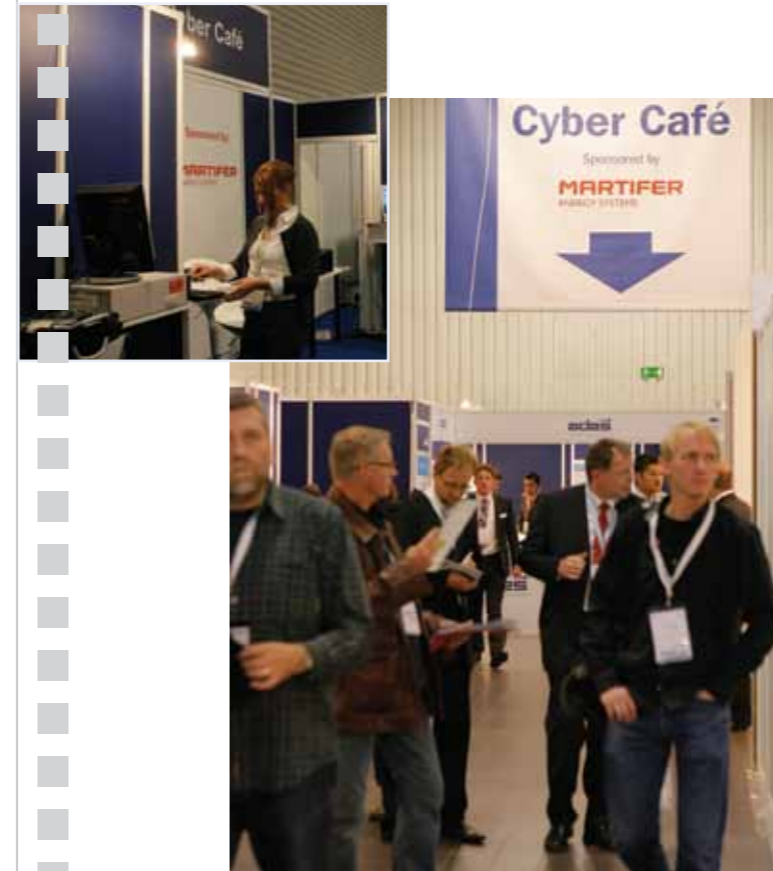


EVENT FACILITIES

Target Over 7,000 participants (delegates, exhibitors, visitors)

KEY BENEFITS

- Maximise your exposure at very popular and busy service areas



Cyber Café	€ 18,000
branded area (sponsor logo), logo on directional signage banner (1 piece) for media point (to be supplied by sponsor and approved by EWEA), cobranded computer screens (EWEA/sponsor), branded mouse pads (to be supplied by sponsor)	
Interactive floor plan	€ 3,500 per hall
sponsor logo on the event website (exhibition tab/pages: interactive overview and interactive individual halls). Logo on personalised diary (when sent or printed)	
Transport cards (tbc) (2,500 pieces)	€ 7,000
sponsor logo on three-day public transport cards distributed to delegates free of charge	
Job board package	€ 18,000
branded area (sponsor logo), logo on the website (practical information section), priority listing for the sponsor's posts, logo on the power point presentation (on loop throughout the event)	
Relaxation area	€ 15,000
branded area (sponsor logo), logo on directional signage banner (1 piece)	



NOTES



“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

EWEA lead sponsors



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



www.ewea2012.info



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