

**Check out how your
business can flourish
at EWEA 2014**

SPONSORSHIP OPPORTUNITIES

10 - 13 March 2014,

Fira de Barcelona Gran Via, Spain



EWEA 2014
BARCELONA

EUROPE'S PREMIER WIND ENERGY EVENT

10 - 13 MARCH

www.ewea.org/annual2014

ORGANISED BY:



Edition 2013/10

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Introduction

About us

The European Wind Energy Association (EWEA) is the voice of the wind industry, actively promoting the utilisation of wind power in Europe and worldwide. We have over 25 years of experience in organising events in the wind energy sector. EWEA 2014 is Europe's premier wind energy event combining an exhibition, conference and networking opportunities. We have a wide range of sponsorship opportunities that will allow you to target the audiences attracted by these events.



Get visibility

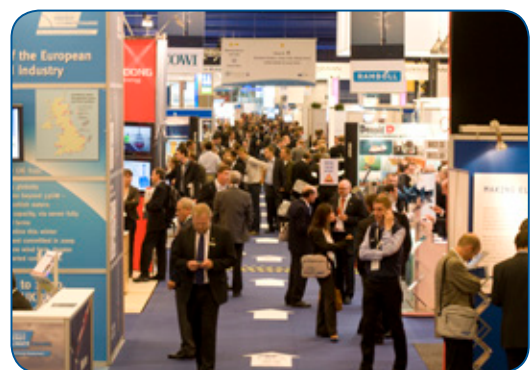


An effective marketing campaign will shape your customers' image of your company in a positive manner. It is about market presence, penetration and messaging, and EWEA has the channels to grow your market share.

This unique platform provides an excellent opportunity to reach thousands of international wind industry professionals and ensure high brand visibility tailored to your requirements. EWEA 2013 Annual Event attracted more than 8,500 participants and over 400 exhibitors from 68 countries.

Reach your target audience

EWEA annual events attract a diverse range of professionals within the wind energy community and related sectors (management, manufacturers, engineers, financiers, developers, researchers, etc.). In 2013, event participants came from over 68 countries across Europe and beyond. Not only will you get to interact with this distinguished audience, you'll be in a prime position to establish your company as a key business player.



Tailor made sponsorship packages

EWEA offers tailor-made sponsorship packages to meet your business goals and specific requirements in your marketing plan. We seek to maximise added value to the sponsor and work with our partners to make sure that they get maximum visibility before, during and after the event. Please contact us directly to discuss any additional ideas for sponsorship.



EWEA Sales Team
Email: sales@ewea.org

Your target audience. They're all here!

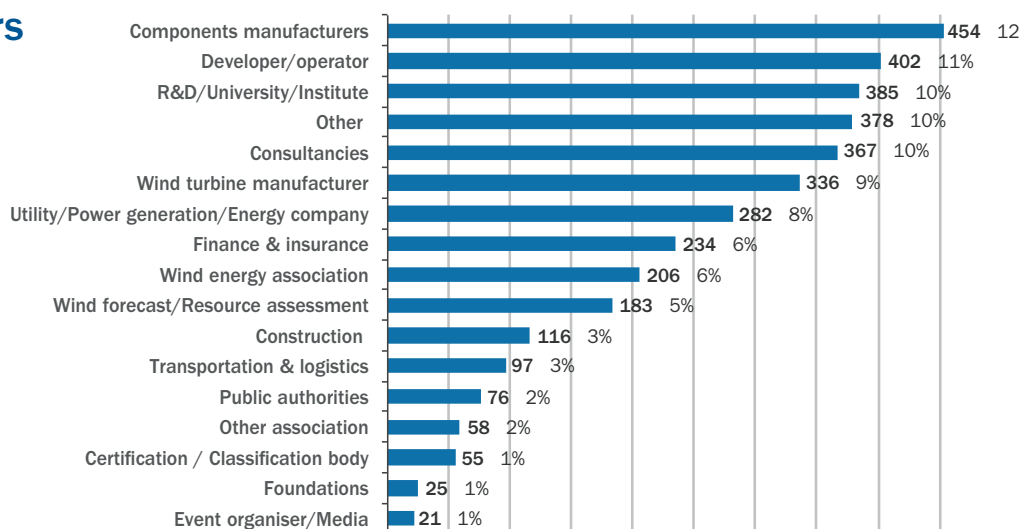
EWEA 2014 Annual Event - Europe's premier wind energy event - will bring together the industry's brightest minds and leading companies at Fira Gran Via in Barcelona, Spain.

EWEA can offer you exceptional opportunities to network, build your company profile and gain valuable access to the influential opinion leaders, decision-makers and entrepreneurs at the heart of Europe's wind energy industry.

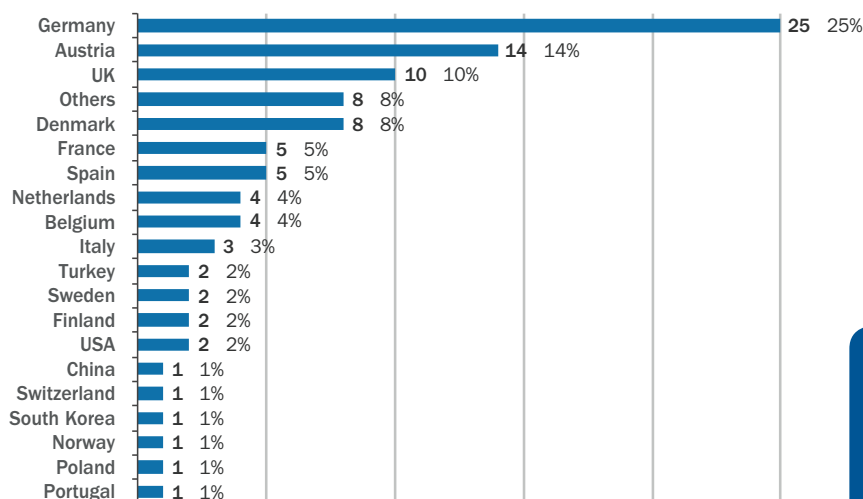
This 4-day event is a truly international platform, combining a comprehensive, wide-ranging conference programme, international exhibition and incomparable networking opportunities. It is unmissable for any business which is serious about its future in the wind sector.

A closer look at the participants of the last EWEA Annual Event:

Industry sectors present at EWEA 2013



Top countries represented at EWEA 2013



Benefit from day one!



Companies who sponsor EWEA events receive extra benefits that provide an excellent return on their marketing investment.

Below is a list of the many additional benefits that you can take advantage of right from the moment you sign the contract, meaning that you can get visibility and reach your targets before the event has even started:

- Sponsor's logo on the event website (home page and sponsorship pages)
- Sponsor's logo on the screens displayed in all conference rooms in-between sessions during the event
- Sponsor's logo on the 'Thank you Sponsors' banner(s) located in highly visible areas of the venue
- Sponsor's logo in the Event Guide (distributed to all participants)
- Are you launching a new product, do you have job opportunities, have you some important news for the industry? Get the edge on the competition with a prominent 5-day leaderboard banner, news article and link to your website from the event website (details to be discussed between the sponsor and EWEA according to the sponsorship package selected)
- Sponsor's selected publication displayed in one of the hall entrances
- Complimentary visitor passes (details to be discussed between the sponsor and EWEA according to the sponsorship package selected)
- Do you want to get media visibility, then send your press releases to us. These will be made available on the EWEA website and to all EWEA 2014 accredited press members.
- One complimentary full - conference delegate pass for any sponsorship beyond €10,000

Event materials

01

Event bags

SOLD

Why sponsor the EWEA 2014 event bags?

- 10,000 bags handed out to all participants in the registration area [The bag contains the EWEA 2014 Event Guide and the insert of the sponsor as well as the event pen (if sponsored)]
- The official event bag gives your brand maximum exposure in the exhibition halls and conference rooms and long after the event
- Environmentally friendly material

Branding visibility includes

- Sponsor's logo printed on all bags (along with EWEA event logo)
- One insert provided by the sponsor (max. A4, double-sided printed page)

Lanyards (conference delegates)

SOLD

Why sponsor the lanyards for conference delegates?

- Conference delegates wear the lanyard at all times throughout the event
- 2,500 lanyards distributed to all conference delegates
- Environmentally friendly material (PET or bamboo) – with 2 hooks

Branding visibility includes

- Sponsor's logo printed on the lanyards (along with EWEA logo)

Lanyards (visitors and exhibitors)

SOLD

Why sponsor the lanyards for visitors and exhibitors?

- Exhibitors and visitors wear the lanyard at all times throughout the event
- 7,000 lanyards distributed to all exhibitors and visitors
- Environmentally friendly material (PET or bamboo) – with 2 hooks

Branding visibility includes

- Sponsor's logo printed on the lanyards along with EWEA event logo

Badges

SOLD

Why sponsor the badges?

- Badges are worn by all participants at all times giving your brand maximum reach and visibility throughout the event. The lanyards will have 2 hooks so that the front side of the badge remains visible at all times.

Branding visibility includes

- Sponsor's logo printed on all badges (along with EWEA 2014 event logo)
- 4 pop-up banners to be displayed in the registration area at the end of the waiting lines for onsite conference delegate and onsite visitor registrations (to be provided by the sponsor)

Event materials

Pens € 10,000

Why sponsor the pens?

- 10,000 pens handed out to all conference delegates
- Pens get used time and time again, so your brand will be remembered long after the event
- Environmentally friendly material

Branding visibility includes

- Sponsor's logo printed on the pens (along with EWEA 2015 event logo)

Markers (for conference delegates) € 6,750

Why sponsor the markers?

- 3,000 markers are handed out to all conference delegates
- Retain visibility of your brand long after the event
- Environmentally friendly material

Branding visibility includes

- Sponsor's logo printed on the markers (along with EWEA 2015 event logo)

Notepads (A5) € 6,750

Why sponsor the notepads?

- 9,000 notepads [A5 format, including cover and 25 sheets] are handed out to all participants
- Participants will use it during conferences and meetings. There are no notes without notepads!
- Retain visibility of your brand long after the event

Branding visibility includes

- Sponsor's branding printed on the cover of the notepads (along with the event logo)
- Sponsor's logo printed on each sheet (along with the event logo)

Post-it € 8,500

Why sponsor the the post-its?

- 9,000 post-it [size: 10*10 cm including cover] distributed in key locations of the event
- Retain visibility of your brand during and long after the event

Branding visibility includes

- Sponsor's branding printed on the cover of the post-it (along with the event logo)
- Sponsor's logo printed on each sheet (along with the event logo)

Event services

02

Welcome coffee

SOLD

Why sponsor the welcome coffee?

- Receive immediate visibility at a key time of the day
- Coffee served every morning in the poster area to conference delegates

Branding visibility includes

- Two pop-up banners (to be supplied by the sponsor)
- Branded napkins/sugar
- Leaflets distributed in area (to be supplied by the sponsor)

Aisle coffee

SOLD

Why sponsor the aisle coffee?

- Associate your brand with an enjoyable networking occasion for all participants
- If you want your brand to be noticed, this is one of the few times when the right people will be where you want them to be
- Coffee will be served all day during the whole event in the central aisles of the exhibition, so your brand will get great visibility

Branding visibility includes

- Sponsor's logo and stand number printed on two aisle banners display on each extremity of the aisle
- Two literature racks (to be supplied by the sponsor)
- Branded napkins/sugar (to be supplied by the sponsor)

Water bottles

SOLD

Why sponsor the water bottles?

- Thirsty attendees will greatly appreciate your contribution of water bottles throughout the event. You will be able to display your brand prominently on a beverage that everyone needs and get great visibility on a refreshing support
- 14,000 water bottles distributed during the event
- 8 fridges to be placed in key event areas
- Promotion in all official event publications

Branding visibility includes

- Branded labels applied on each water bottle
- Branding of the eight fridges located in key event areas

T-shirts

SOLD

Why sponsor the t-shirts?

- Get high exposure: over 70 hostesses will help participants anywhere and everywhere at the venue
- Associate your company branding with the smiley faces of the EWEA hostesses

Branding visibility includes

- Sponsor's branding printed on t-shirts worn by approximately 70 hostesses (together with the EWEA logo)

Event services

Relaxation area

SOLD

Why sponsor the relaxation area?

- You will be able to display your brand prominently in a dedicated treatment area and waiting lounge, providing attendees with a break from the hustle and bustle of the exhibition halls
- Three professional masseurs will offer different types of massage to relieve stress and tension, creating a memorable and relaxing impression in the minds of the attendees

Branding visibility includes

- Your logo printed on the banner indicating the location of the relaxation area
- Two pop-up banners to be placed in the relaxation area (to be supplied by the sponsor)
- Branded sponsor's t-shirts worn by the relaxation area team (to be supplied by the sponsor)
- Branded pillows (to be supplied by the sponsor)

Cloakroom(for the whole event) € 5,000

Why sponsor the cloakroom?

- Don't underestimate the importance of first and last impressions. The cloakroom is the ultimate branding point for an event sponsor, offering immediate visibility

Branding visibility includes

- Cloakroom tickets branded with your logo
- Two pop-up banners to be placed at the counters (to be supplied by the sponsor)
- Two literature racks displaying your magazines/leaflets, etc. to be placed in the cloakroom area
- Branded sponsors' t-shirts can be worn by the hostesses manning the cloakroom (to be supplied by the sponsor)
- Sponsors' gifts can be distributed exclusively at the cloakroom (Items to be supplied by the sponsor)

Location

- Registration area (North entrance)

Communication and networking

03

Chargeboxes € 10,000

ChargeBoxes® provide an essential service for people on the move and offer a secure charging service for mobile devices in public spaces. Unlike some out-of-home charging solutions which just provide cables and require the user to remain with their device, ChargeBox® users can confidently leave their devices on charge in our lockers so they're free to make the most of their time elsewhere.

Why sponsor a ChargeBox®?

- A positive, value-added customer experience (especially when promoted by branding)
- A point of presence offering branding and advertising opportunities via digital signage
- Remote monitoring of usage to evaluate performance

Branding visibility includes

- Branded ChargeBoxes® in key areas of the event (package of five ChargeBox®)
- Mention of this service in the A-Z section of the website and in all event publications

Wireless internet € 15,000

Why sponsor the wireless internet?

- At an event which attracts thousands of professional business people, you can reach this large audience by providing internet access and making it easy for these on-the-go professionals to stay connected

Branding visibility includes

- Login details can be customised
- Login page linked with your corporate website or the URL of your choice allowing you to monitor the traffic generated by your sponsorship
- This sponsorship is promoted on the event website (A-Z section) as well as in all event publications

Banners



Description	Measurements Width x Height (cm)	Rate (€)
Outdoor advertising		
Flagpoles	Flagpole (700) Flags 100x400	4,250
Free-standing tower	800 x 500 x 150	12,500
Quadrangular totem (in front of the venue)	120 x 204	2,850
Quadrangular tower (different location possible)	100 x 400	2,250
Quadrangular tower (main entrance)	105 x 600	4,500
Car park entrance (vinyl)	270 x 380	2,125
Façade of hall 8 (North entrance)		
Façade banner (vinyl - North entrance) 1 (right side)	2000 x 315	6,500
Façade banner (vinyl - North entrance) 2 (left side)	2000 x 315	6,500

Banners

04

Description	Measurements Width x Height (cm)	Rate (€)
Registration area		
Two-sided drop banners (5 pieces)	70 x 200	3,500
Corridor between hall 8 (conference) and hall 6 & 7 (exhibition)		
Illuminated ground board (different locations available)	91 x 141	1,275
Walkway leading to halls 6 and 7 – projection against the white wall of the corridor	Branding to be created by the sponsor	6,000
Branding of the mobile walkway	Branding to be created by the sponsor	10,250
Vinyl walkway hall 8 (over glass in spine)	3000 x 315	6,875
Floor sticker	Diameter of 2500	1,775
Two-sided drop banner	70 x 140	2,200
Decoration escalator hall 8		14,250 (price per escalator)
Pedestal (two-sided)	110 x 175	1,100
Pedestal (two-sided)	150 x 200	1,650
Roll-up (one-sided)	85 x 200	1,350
Hall 6 & 7		
Aisle banner (two-sided canvas banner; two-sided)	200 x 600	1,375
Decoration escalator at hall 7 (rail + roundabout; one-sided)	Branding to be created by the sponsor	14,250

Advertising in official event publications

05

Networking map

SOLD

Why sponsor the networking map?

- 5,000 networking maps distributed onsite to participants.
- Attendees need to find their way through the venue. A well placed advertisement will ensure that important buyers directly notice your stand, your networking event, etc. on the floor plan.
- Attendees will refer frequently to the map which will give you exposure

Branding visibility includes

- Sponsor's advertisement printed on the networking map

Social events

06

Opening reception € 30,000

* Price for exclusive sponsorship. Co-sponsorship available: please contact the EWEA sales team)

Monday 10 March 2014, Exhibition halls, 18:00-20:00
<http://www.ewea.org/annual2014/whats-on/opening-reception/>

Why organise the opening reception?

- Promote your company, get great exposure and put your brand in the spotlight at this networking event open to all conference delegate and all participants who bought a ticket www.ewea.org/annual2014/whats-on/opening-reception

Branding visibility includes

- Sponsor's logo and hyperlink displayed on the event website (page dedicated to the social events)
- Sponsor's banners displayed at the event (to be supplied by the sponsor and approved by EWEA)
- 2,500 branded invitations distributed to all conference delegates
- Opportunity to provide additional branded materials and/or gifts to all attendees

Conference dinner € 30,000

* Price for exclusive sponsorship. Co-sponsorship available: please contact the EWEA sales team)

Wednesday 12 March 2014 at the Maritime Museum, 20:00-23:00
<http://www.ewea.org/annual2014/whats-on/conference-dinner/>

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

Why sponsor the conference dinner?

- This is an elegant way to get your brand exposed to the most important attendees
- What better way to communicate your message than face-to-face with this captive audience of 350-400 wind industry professionals
- Not only will you have the opportunity to invite your own VIP guests to your exclusive branded VIP table (8 seats), but you will also receive up to 8 complimentary conference dinner tickets

Branding visibility includes

- Welcome message (two minutes) to open the dinner
- Sponsor's logo and hyperlink displayed on the event website (page dedicated to the social events)
- Sponsor's logo printed on tickets for the conference dinner
- Sponsor's logo displayed on your VIP table
- Sponsor's logo printed on the menu cards
- Sponsor's banners displayed at the event (to be supplied by the sponsor and approved by EWEA)
- Information point (welcome counter and pop-up stand to be provided by the sponsor – location to be approved by EWEA)

Social events

Lounge with hotspot from € 5,000

Different locations are available upon request

Why sponsor a lounge with hot spot?

- Participants will meet and appreciate a quiet area to sit down, have a coffee and talk about business opportunities and follow up with emails

Branding visibility includes

- Sponsor's logo and hyperlink displayed on the event website (page dedicated to the social events) and in the practical information
- Sponsor's logo on two pedestals
- Up to four pop-up banners to be placed at the lounge (to be supplied by the sponsor)
- Lounge with hot spot mentioned on the venue overview and in all official publications

Official stand parties (promotion only) € 6,000

.....(full organisation for 350 persons) from € 12,000

Different slots are available upon request

Why organise an official stand party?

- This is a great way to drive traffic to your stand in a nice atmosphere
- You can invite all of your business contacts and attract new ones
- Display your invitation to the your stand party in the registration area on the day of the event
- PA announcements to be made in the exhibition halls shortly before your event starts
- Mention of the event in the "highlights of the day" distributed to all exhibitors every morning
- EWEA helps you promote this event via the event website, and the Event Guide

Available options

1) Promotion only

- Promotion of the stand party in all event publications
- Your invitations and two pop-up banners displayed in the registration area on the day of the event (to be supplied by the sponsor)
- PA announcements in the halls driving traffic to your stand

2) Full event organisation

- As well as the promotion, EWEA also takes care of full organisation including catering and drinks (based on 350 persons for a duration of 90 minutes)

Social events

06

Networking event (lunch/evening cocktail) from € 5,000

Different slots are available upon request

Why organise a networking event?

- Host your own networking event at the event and use EWEA 2014 as the platform to convey your message
- Profit from the presence of high-level executives to position your brand and convey your messages
- Networking events can be upon invitation only or open to all participants. Different spaces (meeting rooms, gardens, lounges) are available at the venue to host your event.
- Based on your expectations, EWEA events team will define with you a powerful concept for your event



www.ewea.org/annual2014

EWEA Sales Team

Discover the full range of sponsorship opportunities, along with the benefits and reach provided. The EWEA Sales Team is available to discuss your needs and how to help you achieve your marketing objectives.

Email: sales@ewea.org