

SPONSORSHIP OPPORTUNITIES

Move ahead
of competitors

EWEA OFFSHORE 2011

The world's largest wind energy
conference and exhibition

29 November – 1 December
Amsterdam, The Netherlands

SUPPORTED BY:



OFFSHORE 2011
AMSTERDAM
ORGANISED BY EWEA

www.ewea.org/offshore2011

ORGANISED BY:



EWEA
THE EUROPEAN WIND ENERGY ASSOCIATION

“A good opportunity to meet relevant contacts...” Vestas, Denmark

“We are very proud to host such an important offshore wind conference and exhibition in the Netherlands. Close to the shores of the North Sea, the place the wind seldom sleeps! The Dutch high tech offshore wind industry and scientific infrastructure has a lot to offer and will be well represented during EWEA OFFSHORE 2011. There will certainly be a lot to tell and even more to show.”

Jaap Warners, Chairman, NWEA, The Netherlands

“EWEA OFFSHORE 2009 was an impressive event and a welcome sign of optimism and enthusiasm about the sector’s future.”

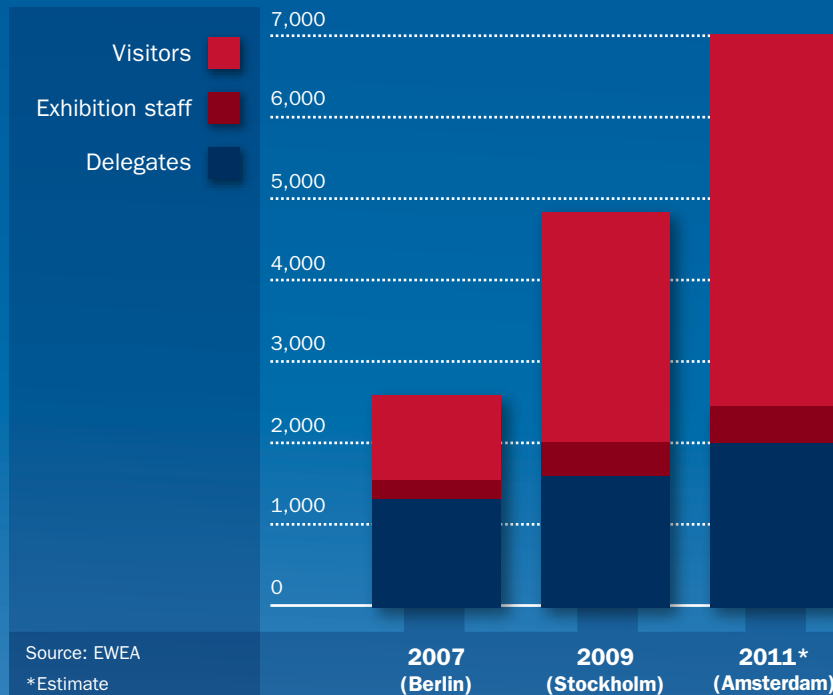
European Commission

“EWEA OFFSHORE 2011 event is the prime event to establish Mainstream as a leader in Offshore wind. With all the key players under one roof, we aim to advance our plans for the offshore supergrid.”

Mainstream Renewable Power, Ireland



NUMBER OF PARTICIPANTS AT EWEA OFFSHORE EVENTS



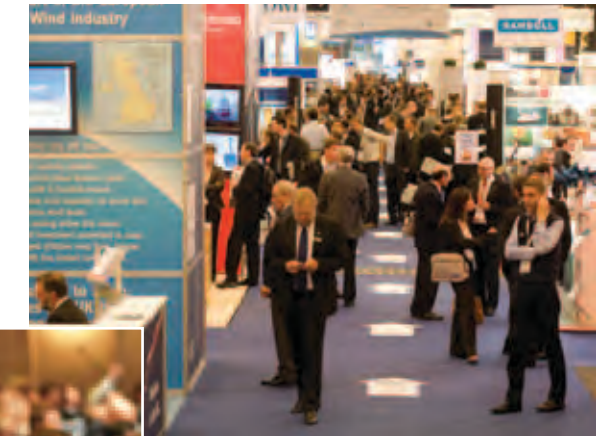
SNAPSHOT OF EWEA OFFSHORE 2011

EWEA OFFSHORE 2011: THE OPPORTUNITY

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

- **Enhance your position** and play a leading role in the fast growing offshore 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
- **Besides wind, meet with visitors from all other offshore-related industries:** ship building, remote site management, sub-marine infrastructure and components...

EWEA OFFSHORE 2009 gathered a record figure of almost 5,000 participants from 36 countries



FACTSHEET

EWEA OFFSHORE 2011: the world's largest offshore wind energy conference and exhibition

Date 29 November – 1 December 2011
City Amsterdam, The Netherlands
Venue RAI Amsterdam

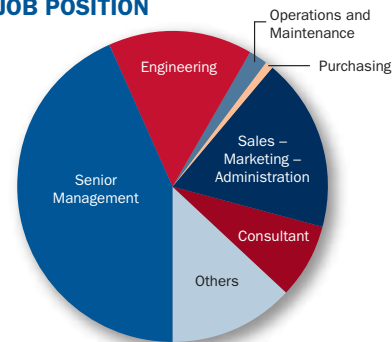
EWEA, the European Wind Energy Association, organises its offshore wind conference and exhibition once every two years.

- Over **7,000 participants**
- Over **250 exhibitors** on **8,000 m²** exhibition space
- **100 high-level speakers** during three-day conference sessions
- **Three high-profile social events**

Make the sponsoring of the EWEA OFFSHORE 2011 **a key part of your marketing plan** in order to associate your corporate identity with the fast growing offshore wind energy industry.

ATTENDEES PROFILE AT EWEA OFFSHORE 2009

JOB POSITION



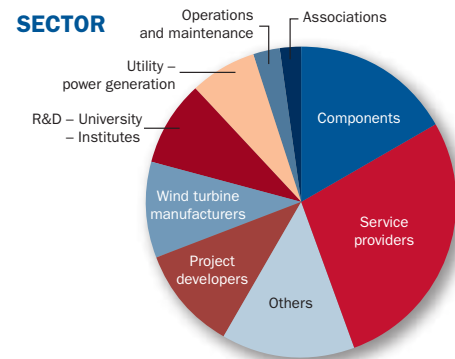
Source: EWEA

MARKETING CAMPAIGN

A strong marketing campaign will reach over 2,000,000 people and will engage thousands of targeted professionals. Key marketing tools that will secure enhanced visibility for EWEA OFFSHORE 2011 include:

- Almost 100 print adverts in leading wind energy magazines reaching professionals in Europe, Asia Pacific and Americas
- Special reports, pre-show editorials and printed supplements in over 10 specialised offshore wind energy publications
- Customised adverts plan for related offshore energy and marine industries
- Continuous eight-month presence in all major online portals of wind energy and offshore professionals
- Advertising in business press and outdoor sites in key locations with focus in the Netherlands
- Distribution of event promotional materials, visibility and one-to-one promotion at all major wind energy and offshore related events in 2011

SECTOR



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:

- Prominent logo placement on the EWEA OFFSHORE 2011 website
- Logo in the sponsors section of the printed event guide (distributed to over 2,000 conference delegates onsite)
- Logo in the sponsors section of the printed exhibition catalogue (distributed to over 7,000 participants onsite)
- Logo included in official 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 the conference, exhibition and side events 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 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 7,000 participants onsite)
- Additional branding opportunities in key areas of the exhibition floor
- Organisation of a press conference during the event



CONFERENCE RECEPTION



Confirmed sponsor: **Rabobank**

Date Tuesday 29 November 2011
Time 19:00 – 21:30
Target All conference delegates

Connect and share expertise with 1,000 key players that shape the European offshore wind energy industry

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 distributed to all conference delegates (2,000 pieces)
- Logo and hypertext link on the event's website (social event section)
- Logo acknowledgment in the printed event guide distributed to 2,000 conference delegates onsite (social event section)
- Opportunity to provide branded materials and/or gifts to conference reception attendees

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 1,000 people, Tuesday 29 Nov 2011, 17:00 – 18:00) € 12,000

Exhibition and poster reception (2,000 people, Wednesday 30 Nov 2011, 17:00 – 18:00) € 30,000



CONFERENCE DINNER

A highly anticipated evening event at EWEA OFFSHORE 2011

Date Wednesday 30 November 2011
Time 19:30 – 23:00
Target Top 500 wind energy executives

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 (500 pieces) and menu cards distributed on all tables
- Logo and hypertext link on the event's website (social event section)
- Logo acknowledgment in the printed event guide distributed to 2,000 conference delegates onsite (social event section)
- 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 table
- Get a public acknowledgment from EWEA during the dinner
- Engage 500 leading decision makers with your brand

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 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 three days € 18,000

for one day € 8,000



KEY BENEFITS

- Receive immediate visibility at a key time of the day
- 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 AND COFFEE BREAKS

Lunch and two coffee breaks (one in the morning – one in the afternoon) will be offered to conference delegates and exhibitors 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.

INVESTMENT

Lunch for three days € 25,000

Coffee breaks for three days € 20,000

KEY BENEFITS

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



VISITOR CATERING AREA

Reach the highest traffic in the venue

Food available for all participants (delegates, exhibitors, visitors) at their cost, 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 (tbc)
- Logo on signage banner indicating the location of the visitor catering area
- Branded sugar and/or napkins (to be supplied by sponsor)

INVESTMENT

for three days € 15,000

KEY BENEFITS

- Associate your company with informal networking
- Benefit from flexible branding options to best communicate your messages
- Add some customised branding initiatives (branded vouchers, invitations to your stand...)



OUTDOOR SIGNAGE

Get the highest amount of exposure through effective signage in strategic locations 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
- Achieve a strong presence with powerful corporate branding

More pictures available on request.

Scaffolding Banner – a banner attached to scaffolding. These full coloured sides will be covered full length. Only one available.

(Size: 20 x 6 x 3 m) € 20,000

Entrance Banner – left of the entrance to the Holland complex, underneath the canopy. (Size: 14,5 x 5 m)

Confirmed sponsor



Facade Banner – positioned on the facade of the Holland Complex. Only three positions available.

(Size: 17 x 5 m) € 15,000

Big board Banner – various locations, one side. (Size: 9 x 3 m)

€ 13,000

Exposure towers – square-sized towers

three sides for the sponsor and one side for EWEA. (Size: 4 x 1,5m)
Only four available.

One tower € 8,000

Two towers € 12,000

Four towers € 20,000

Flag banners – a mix of Sponsor's flags and EWEA flags located in front of the entrances and on the grounds of the RAI. Only one package of eight flags left.



Rabobank

Confirmed sponsor of one package of eight flags

Triangle sized signs – fixed locations on banner poles throughout the outdoor platform at the venue. Only two available located in front of the Holland entrance. A package contains five signs = 15 posters.

€ 6,500

per package of 5 signs

INDOOR SIGNAGE

Get the highest visibility in key locations inside the venue

EXHIBITION AREA

Connecting corridor

branding of the connecting corridor (Size 1,86 x 2,6 m) between Holland Complex (Halls 9, 10 and 11) and Elicium. Customised branding running the length of the corridor

from
€ 15,000
depending on
requirements

Illuminated poster columns

1 side for EWEA signage and 1 side for sponsor signage

€ 15,000
for 10 signs

Branded escalator handrails

connecting the different building levels and the conference area to the exhibition area

€ 10,000
per unit



REGISTRATION AREA AND CLOAKROOM

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

Big round banner

Only one position available (Size: 7m in diameter)

€ 15,000

Branded registration desks

€ 15,000

Exclusive cloakroom package

including branded cloakroom counters, 2,000 branded wardrobe tickets and opportunity to display and distribute sponsor material in the area

€ 15,000

Branded cloakroom counters

€ 10,000

Hanging banners

hanging banners in the foyers 9, 10 and 11 (Size 5 x 2 m)

€ 6,000

Self-standing banners (four pieces)

to the left and right hand sides of the registration area (Size max 0,85 x 2 m)

€ 3,500



EVENT MATERIALS

Place your logo on the official event materials

KEY BENEFITS

By leveraging a wide choice of event materials where your corporate logo will have the highest visibility you will:

- Gain exposure
- Drive brand awareness

Event guide (2,500 pieces)

logo on front cover and footer of all pages, one page advert on inside front cover

€ 20,000

Add a branded bookmark to the event guide

€ 5,000

Water bottles (14,000 pieces)

sponsor logo exclusivity, available at various distribution points throughout the venue during the event

€ 20,000

USBs for conference delegates (2,500 pieces)

content/insert is either exclusive or shared with other sponsors

from
€ 15,000

Electronic inserts (2,500 pieces)

electronic file to be supplied by sponsor; information uploaded onto the official USB for conference delegates

€ 2,000

Pens for conference delegates (2,500 pieces)

€ 10,000

Note pads for conference delegates (2,500 pieces)

€ 10,000

Markers for conference delegates (2,500 pieces)

€ 7,000

Hand cleaning gel (7,000 pieces)

€ 7,000

Candies (7,000 pieces)

sponsor logo exclusivity, available at various distribution points throughout the venue during the event

€ 7,000

T-shirts hostesses

€ 5,000

Visitor bags (5,000 pieces)

Confirmed sponsor



Badge ribbons for conference delegates (2,500 pieces)

Confirmed sponsor



Badge ribbons for visitors and exhibitor staff (5,000 pieces)

Confirmed sponsor



Delegate bags (2,500 pieces)

Confirmed sponsor



Badges for all participants (7,000 pieces)

Confirmed sponsor



EVENT FACILITIES

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

KEY BENEFITS

- Maximise your exposure at very popular and busy service areas

Transport cards (2,500 pieces)

branded desk in the registration area incl. one free standing banner (1 X 2 m). Distribution of 2,500 one-day tickets to EWEA OFFSHORE 2011 participants (on a first come, first served basis). 20-second film displayed in more than 100 trams covering the whole public transportation network in Amsterdam **€ 20,000**

Cyber Café

branded area (sponsor logo), logo on directional signage banner (1 piece) for media point, cobranded computer screens (EWEA/sponsor), branded mouse pads (to be supplied by sponsor) **€ 18,000**

Job board package

branded area (sponsor logo), logo on the website (practical information section), priority listing for the sponsor's posts, logo on the powerpoint presentation (on loop throughout the event) **€ 18,000**

Relaxation area

branded area (sponsor logo), logo on directional signage banner (one piece) **€ 15,000**

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

“We support EWEA in their work to secure a clean energy future and we benefit from getting an effective marketing tool having our logo on the badges.”

Gina Nielsen, Marketing Coordinator, A2SEA

EWEA lead sponsors



GE Energy



SIEMENS



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



www.ewea.org/offshore2011



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