



## Advertising and sponsorship opportunities

[www.ewea.org/annual2015](http://www.ewea.org/annual2015)

Paris Porte de Versailles, Pavillon 1

IN PARTNERSHIP AND SUPPORTED BY:



EVENT AMBASSADORS:



ORGANISED BY:



# Always aim high

## EWEA 2015 Annual Event



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OF EWEA 2015

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(EWEA 2014)

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# Become a sponsor of EWEA 2015 and...

## **GET VISIBILITY**

Choose from a range of sponsorship packages designed to raise your profile

## **REACH YOUR TARGET AUDIENCE**

Expose your company to an international audience of thousands of professionals in the wind industry

## **INCREASE YOUR EXPOSURE TO DECISION MAKERS**

Position your company as an industry leader and strengthen your brand

## **TAILOR MADE PACKAGES**

Talk to us about your innovative sponsorship ideas

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# Post-event report



## PARTICIPANTS BY SECTOR

17%	Component / materials / equipment manufacturers
14%	Wind turbine manufacturers
11%	Consultancies and service providers
9%	Utilities / Power generation energy companies
9%	Project developers and operators
8%	R&D institutes and universities
8%	International, national and regional associations
5%	Operations & maintenance
5%	Finance, insurance and legal services
3%	Installation and logistics
2%	Certification / Classification bodies
1%	Public authorities
1%	Marine contractors and shipyards
1%	Media and event organisers
7%	Other

## PARTICIPANTS BY COUNTRY

TOP 10

35%

1 SPAIN

14%

2 GERMANY

8%

3 UNITED KINGDOM

4 DENMARK

5 FRANCE

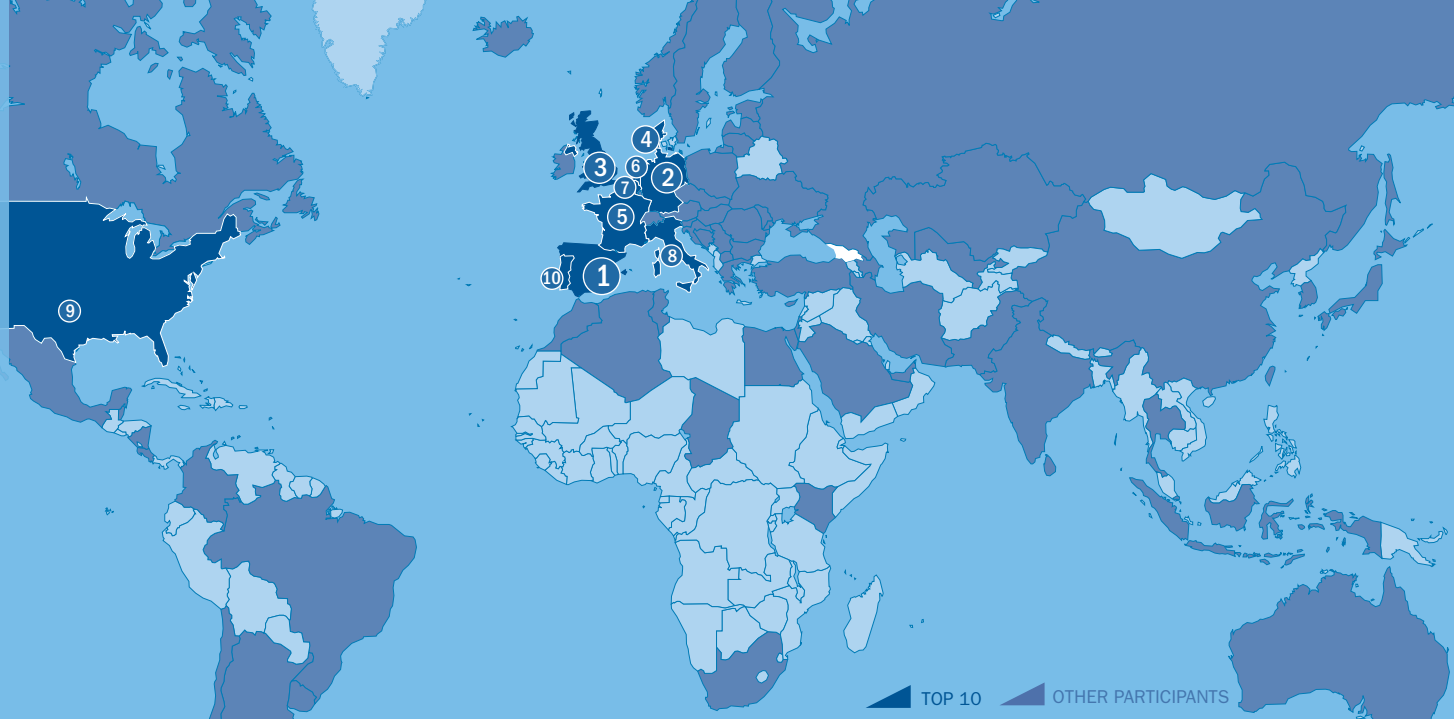
6 NETHERLANDS

7 BELGIUM

8 ITALY

9 UNITED STATES

10 PORTUGAL



TOP 10

OTHER PARTICIPANTS

## PARTICIPANTS BY PROFILE

37%

Technical

24%

Management

25%

Sales & Marketing

7%

Financial

7%

Communication & Public Affairs

80+

Countries

145+

Regional, national and international associations

8,000+

Participants

“As the leading European wind sector gathering, the EWEA conference and exhibition is a highly efficient and enjoyable way of maintaining existing business contacts and making new ones.”

David Jones  
Managing Director -  
Head of Renewable Energy at  
Allianz Capital Partners GmbH

“EWEA 2014 has converted over the years into an international platform that allows its participants to efficiently network at the highest corporate levels, making it a primary event for us to attend.”

Alessandro Bracco  
Global Marketing Director  
at Vestas

“EWEA's annual gathering, EWEA 2014, was the perfect place for us to exhibit for the first time with our new name Senvion. We had a lot of traffic at our stand. The event was a great success!”

Dirk Luttermann  
Manager Fairs, Events & Sponsoring  
at Senvion

Join us in Paris at

EWEA 2015 Annual Event

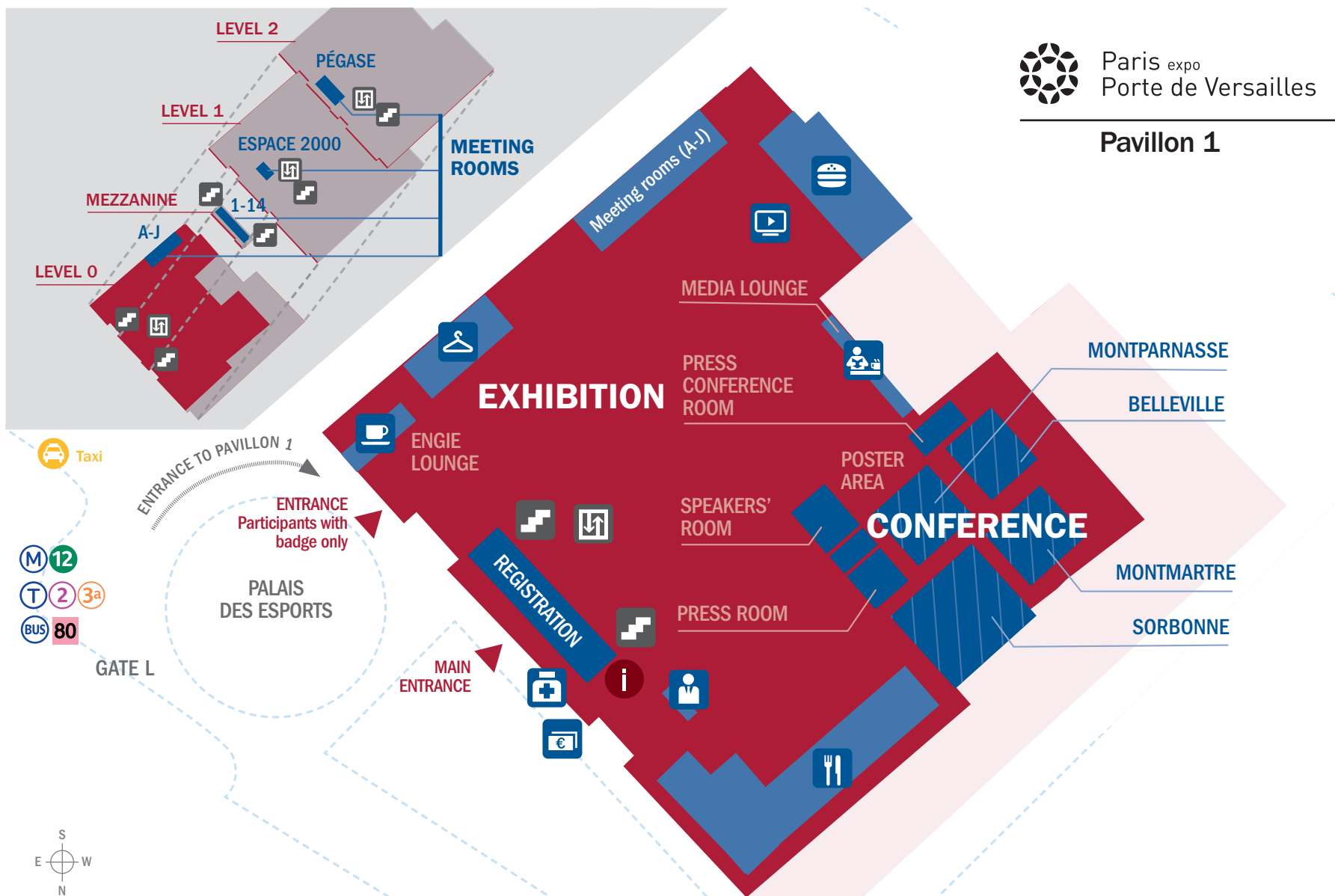
17 - 20 November 2015

[www.ewea.org/annual2015](http://www.ewea.org/annual2015)



Paris expo  
Porte de Versailles

## Pavillon 1



ATM



Cash bar



Career lounge



Coffee break



Cloakroom



First aid



Lift



Information



Live TV Studio



Lunch area



Media lounge



Stairs



Conference



Exhibition

# 1

## EVENT MATERIALS

Badges  
Event bags  
Lanyards  
Notepads  
Post-it



# Badges

Be seen by everyone



Your investment includes:

- **Personalised badges are worn by all participants** at all times giving your brand maximum reach and visibility throughout the event. The lanyards have 2 hooks so that the front side of the badge remains visible at all times.
- **Your logo printed on all badges** (along with the 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)

**SOLD OUT**

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## Event bags

Lend a hand and get maximum exposure



Your investment includes:

- **Bags handed out to all participants** in the registration area
- **Bags lend a helping hand** by holding material collected at the event - and they are seen in use long after the event has ended!
- Each bag **includes the official exhibition catalogue** and **one exclusive insert** (to be provided by the sponsor) (max. A4, double sided printed page)
- **Your logo/visual** printed on all bags (along with EWEA event logo)
- **Environmentally-friendly** material

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# Lanyards

Accompany participants everywhere they go



Your investment includes:

- Lanyards **handed out to all registered participants**
- Environmentally friendly material (PET or bamboo) – with 2 hooks
- **Your logo printed** on the lanyards (along with the event logo)

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# Notepads

Get participants' attention when they take notes



Your investment includes:

- Notepads in **A5 format**, including cover and 25 sheets handed out to all participants in key event areas
- **Your branding printed on the cover** of the notepads (along with the event logo)
- **Your logo printed on each sheet** (along with the event logo)

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# Pens

Put your company logo in the hands of participants



Your investment includes:

- **Pens handed out to all participants** in key areas of the venue
- **Your logo printed** on the pens (along with the EWEA logo)
- **Pens remain in use long after the event** - they are a continuous sales tool
- **Environmentally friendly material**

PRICE

€ 7,500

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# Post-it

Stick your brand everywhere



Your investment includes:

- Post-it (size: **10x10 cm** including cover) distributed in **key event areas**
- **Your branding printed** on the cover of the post-it (along with the event logo)
- **Your logo printed** on each sheet (along with the event logo)

PRICE

€ 7,500

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# 2

## EVENT SERVICES

Branded coffee break areas

Cloakroom

Hostesses t-shirts

Mobile coffee in the exhibition aisles

Relaxation area

Water bottles

Welcome coffee

## Branded coffee break areas

Promote excellence with the best coffee around



Your investment includes:

- **Be at the place where participants meet** to talk business or enjoy a break
- **Your logo on the signs** indicating the coffee break area
- **Sponsor's product on display alongside four pop-up banners** in the coffee break area (to be supplied by the sponsor)
- **Mention of the coffee break on the exhibition floor plans** (exhibition catalogue, networking map, "you are here boards")
- **Promotion** of the coffee break area in the **A-Z section of the event website** and in the exhibition catalogue
- **Additional option:** The coffee break area can be equipped with a hotspot (additional cost: € 2,500)

PRICE

from € 6,500

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# Cloakroom

Create a lasting first impression



 Cloakroom				
CLOAKROOM OPENING HOURS	Monday 10 March 8:00>20:30	Tuesday 11 March 8:00>19:30	Wednesday 12 March 8:00>19:30	Thursday 13 March 8:00>14:30



Your investment includes:

- Don't underestimate the importance of first and last impressions. The cloakroom is the ultimate branding point for an event sponsor, offering **immediate visibility**
- **Two cloakrooms** (Hall A and Exhibition entrance)
- Cloakroom **tickets branded** with your logo
- **Two branded signs placed at the counters** (artwork to be supplied by the sponsor)
- **Two literature racks** to display your leaflets included in the package
- **Your gifts can be distributed** exclusively at the cloakroom (items to be supplied by the sponsor)

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## Hostesses t-shirts

Promote excellent service through a friendly team



Your investment includes:

- **Over 80 hostesses** welcome and help participants at the event
- **Associate your company branding** with the smiley faces of the EWEA hostesses
- **Your branding on t-shirts** and jackets worn by all official event hostesses

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## Mobile coffee in the exhibition aisles

Get brand visibility around the venue



Your investment includes:

- **Coffee served in the exhibition aisles** from 10:00 to 16:30 on Tuesday/Wednesday/Thursday and from 10:00 to 14:00 on Friday
- **5 branded coffee backpacks**
- **Branded cups** included in the package
- **Two pop-up banners** to be displayed at the entrance to hall E (at the exhibition entrance)

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## Relaxation area

Show you care about your customers



Your investment includes:

- **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
- **One welcome host(ess) and 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
- **Your logo printed on signs** indicating the relaxation area and on the welcome desk
- **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)

**RESERVED**

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# Water bottles

Promote an essential service and energise the event



Your investment includes:

- **10.000 water bottles** available in key areas of the venue
- **Your branding on the label of the water bottles** (artwork to be provided by the sponsor)
- **Promotion of the water bottles in the A-Z section of the event website** and in the exhibition catalogue

**SOLD OUT**

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## Welcome coffee

Welcome potential customers with a coffee and a smile



Your investment includes:

- **Coffee served every morning** in the registration areas (conference entrance and exhibition entrance) and in the poster area
- **Branded cups** included in the package
- **Two literature racks and four pop-up banners** included in this package (to be provided by the sponsor)

PRICE

**€ 5,000**  
(for the whole event)

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# 3

## COMMUNICATION & NETWORKING

Charging stations for mobile devices

Wireless internet

# Charging stations for mobile devices

Promote exceptional customer service through good communication



Your investment includes:

- **Essential service for people on the move**
- **Secure charging service for mobile devices:** users can confidently leave their devices on charge in the lockers so that they are free to continue their exhibition visit
- **Your logo on the signs** indicating the location of the charging stations
- **Branding of the lounge surrounding the charging stations** – Up to four pop up banners can be displayed in the area (to be provided by the sponsor)
- **Location of the charging stations indicated on the event floor plans** (online, event publications and “you are here boards”)
- **Promotion of the charging stations in the A-Z section of the website, in the networking map and in the highlights of the day** distributed to all exhibitors every morning

PRICE  
€ 10,000

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# Wireless internet

Connect people everywhere they go



Your investment includes:

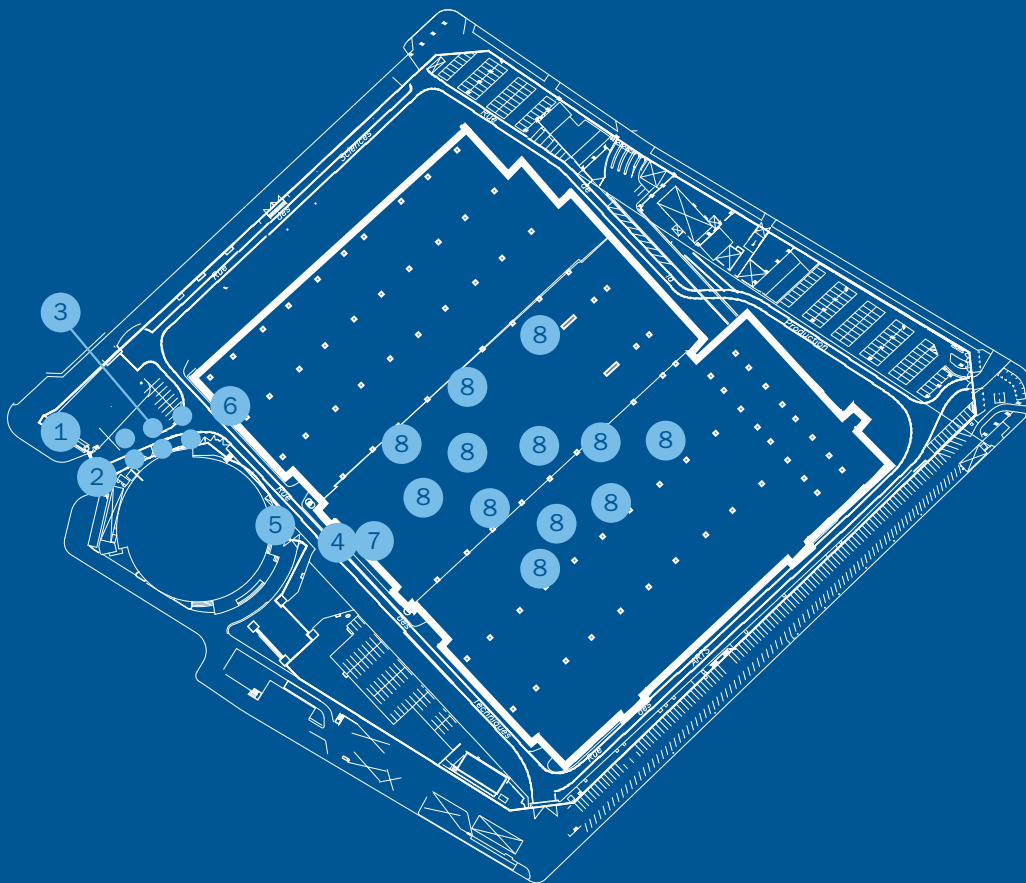
- At an event which attracts thousands of professional business people, you can **reach a large audience** by providing internet access and making it easy for these on-the-go professionals to stay connected
- **Login details and welcome page can be customised**
- **Login details to the wireless internet printed on the reverse side of the badge**
- **Login page linked with your corporate website** which allow you to monitor the traffic generated by this investment
- **Promotion of the wireless internet in the A-Z section of the website**, in the networking map and in the highlights of the day distributed to all exhibitors every morning
- **Login details to the wireless internet printed in all event publications and on the event floor plans**

PRICE  
**€ 18,000**

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# 4

## BANNERS



### OUTDOORS

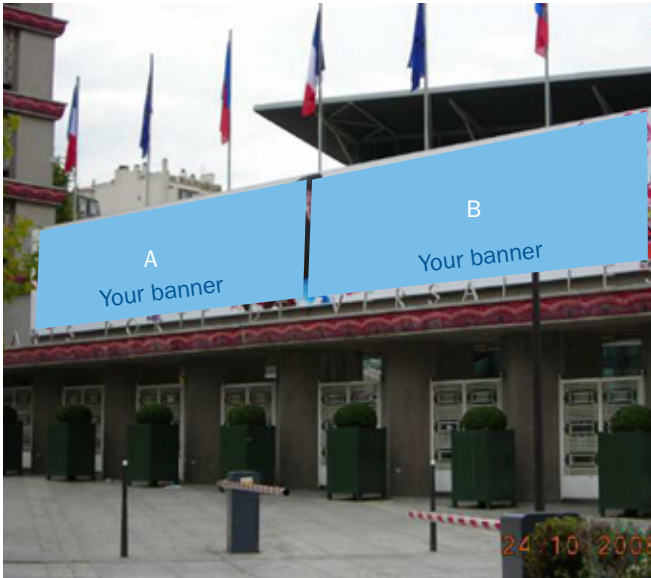
- ① Banner in entrance A (left side)
- ② Banner in entrance L (verso side)
- ③ Mobile totems
- ④ Flags in the entrance V
- ⑤ Banners in Palais des Sports (left side)
- ⑥ Façade banners (exhibition registration entrance)
- ⑦ Façade banner (conference registration entrance)

### EXHIBITION HALL

- ⑧ Aisle banners

## Banner in entrance A (left side) ①

### Outdoors

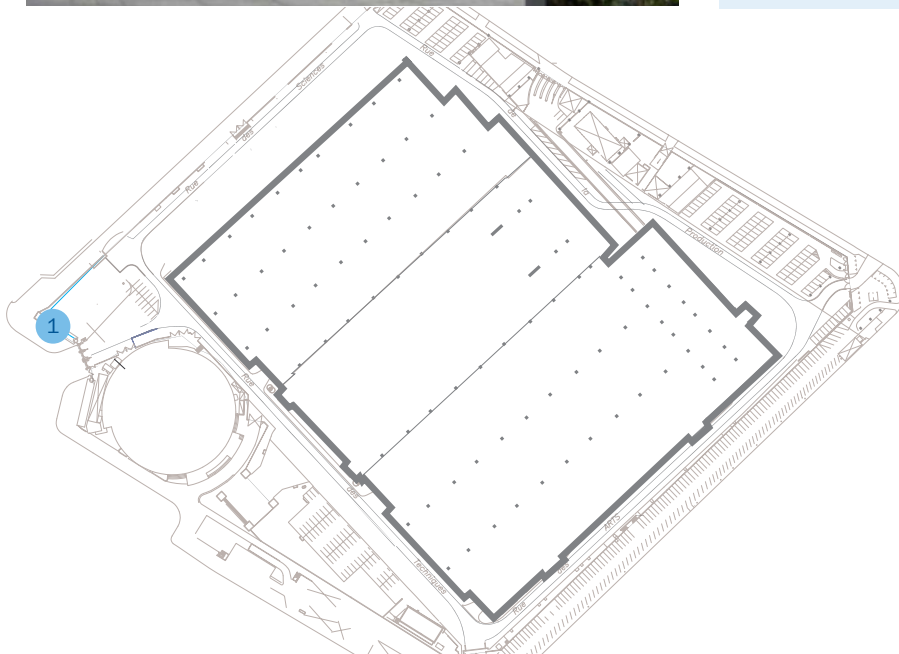


Dimensions (with x height):

10000 x 3000 mm

**Banner A:** 1 banner, left side (1-sided)

**Banner B:** 1 banner, right side (1-sided)



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## Banner in entrance L (verso side) 2

### Outdoors



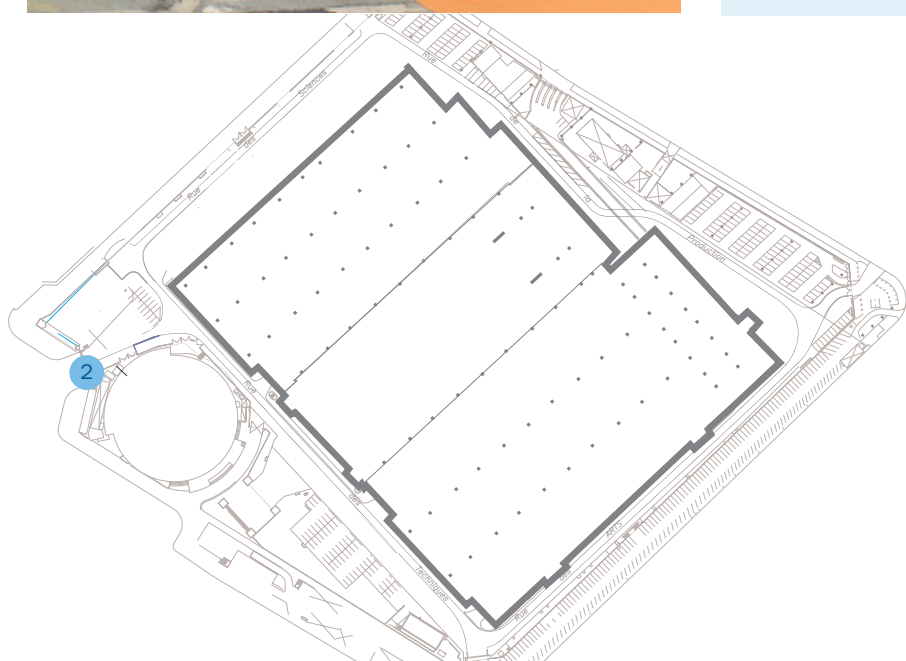
Dimensions (with x height):

**Banner A** (1-sided): 4500x4650 mm, 1 banner

**Banner B** (1-sided): 4500x4650 mm, 1 banner

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## Mobile totems 3

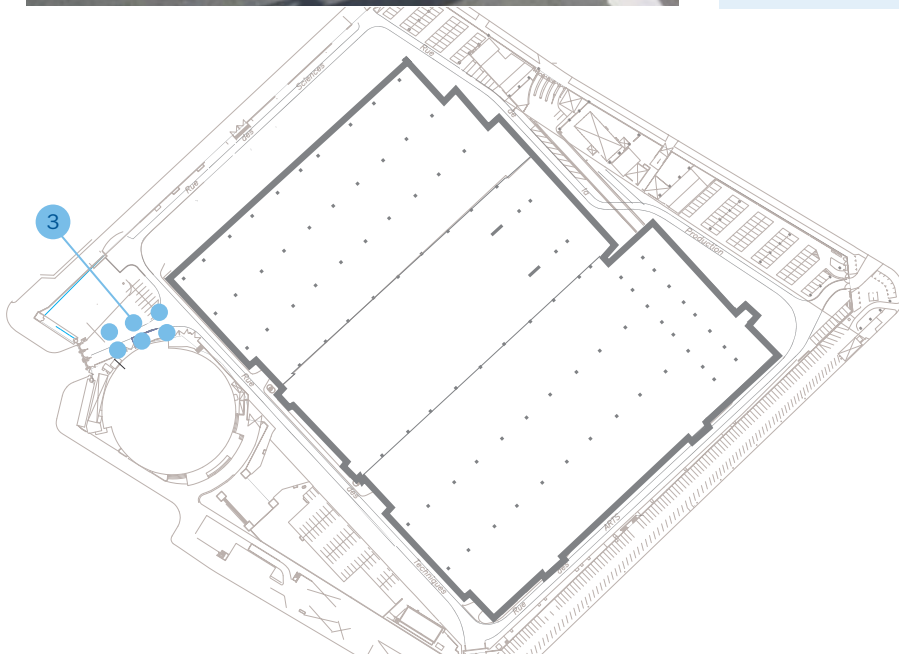
### Outdoors



Dimensions (with x height):  
**6 mobile totems**  
(12 banners, 2-sided, 780 x 1850 mm)

**SOLD OUT**

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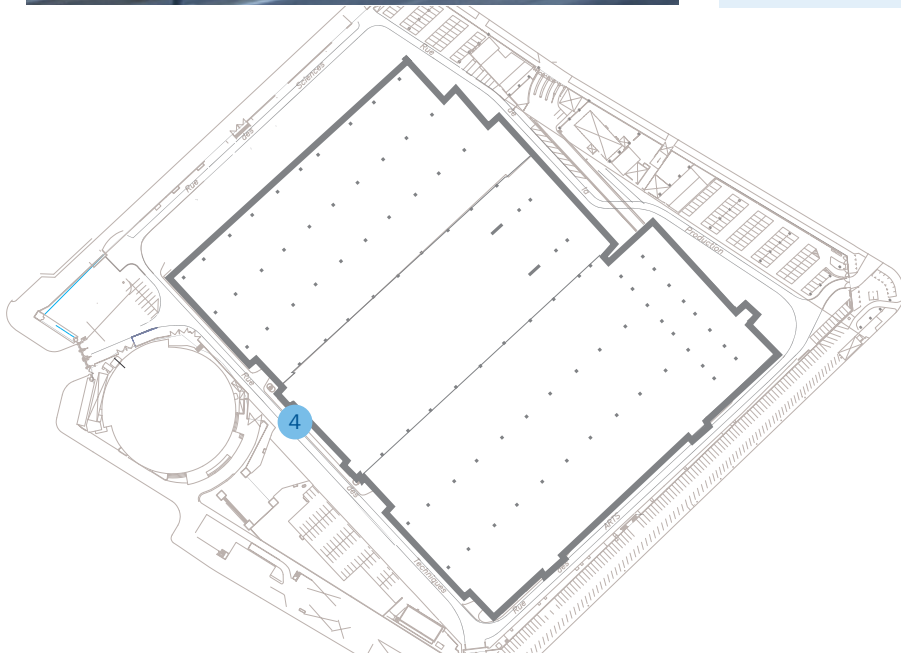


## Flags in the entrance V 4

### Outdoors



Dimensions (with x height):  
1100 x 9400 mm  
x flags (2-sided)



**SOLD OUT**

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# Banners in Palais des Sports (left side) 5

## Outdoors



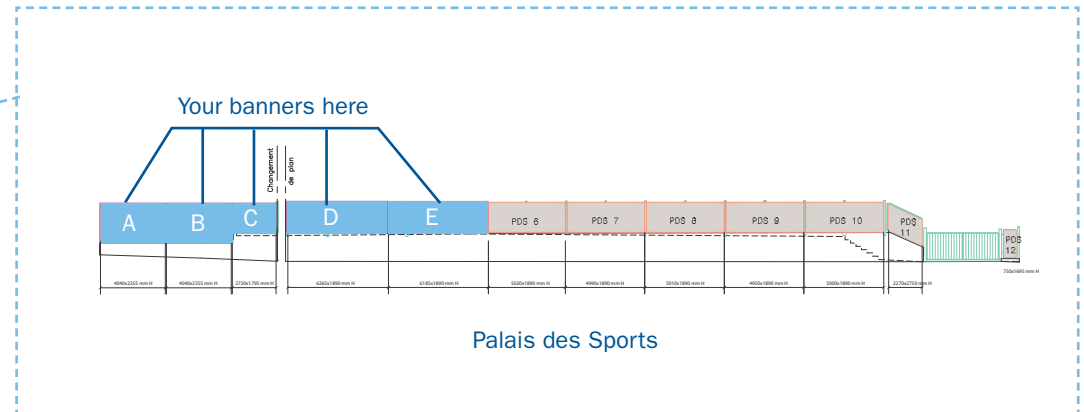
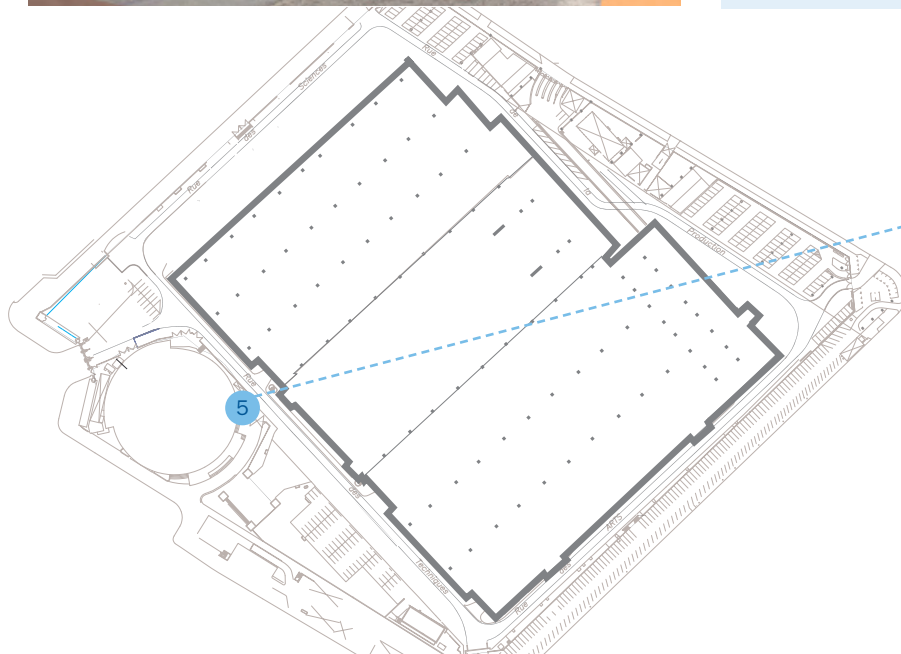
### Dimensions (with x height):

- **Banner A:** 4040 x 2355 mm
- **Banner B:** 4040 x 2355 mm
- **Banner C:** 2720 x 1795 mm
- **Banner D:** 6265 x 1890 mm
- **Banner E:** 5020 x 1890 mm

### PRICE

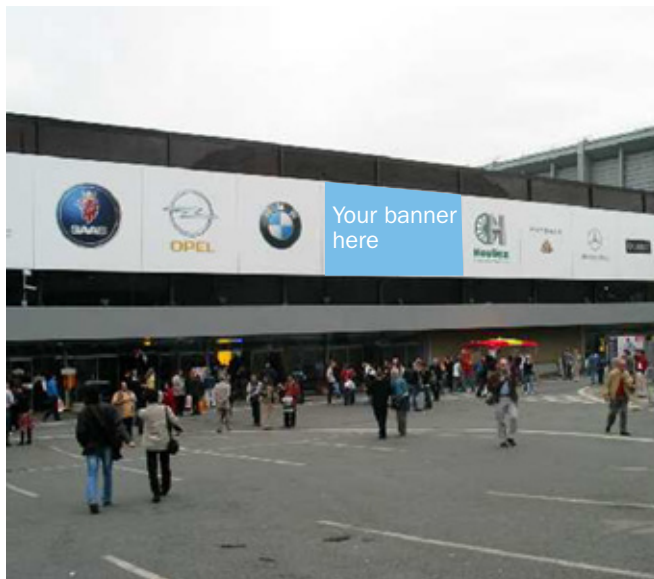
- A: € 4,500
- B: € 4,500
- C: € 3,500
- D: € 5,000
- E: € 4,500

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## Façade banners (exhibition registration entrance) 6

### Outdoors



Dimensions (with x height):

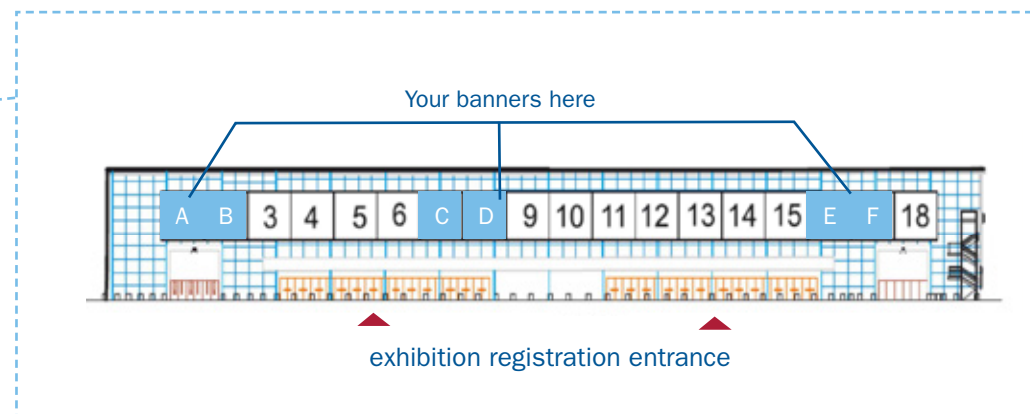
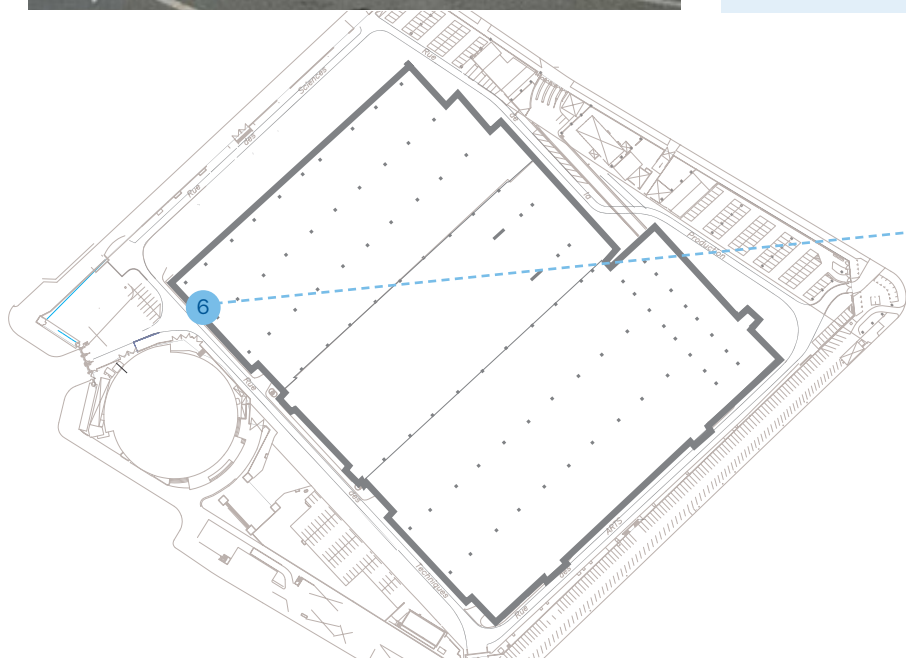
5030 x 5200 mm

6 banners (1-sided)

PRICE

**€ 5,000**  
per module (6 modules available)

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## Façade banner (conference registration entrance) 7

### Outdoors



Dimensions (with x height):

**Banner A** (1-sided): 5990 x 10350 mm

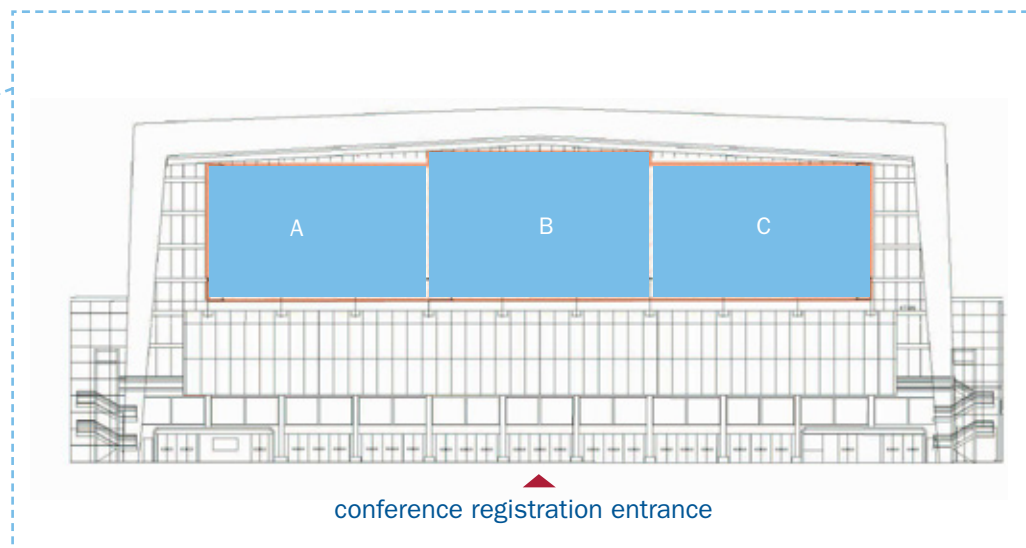
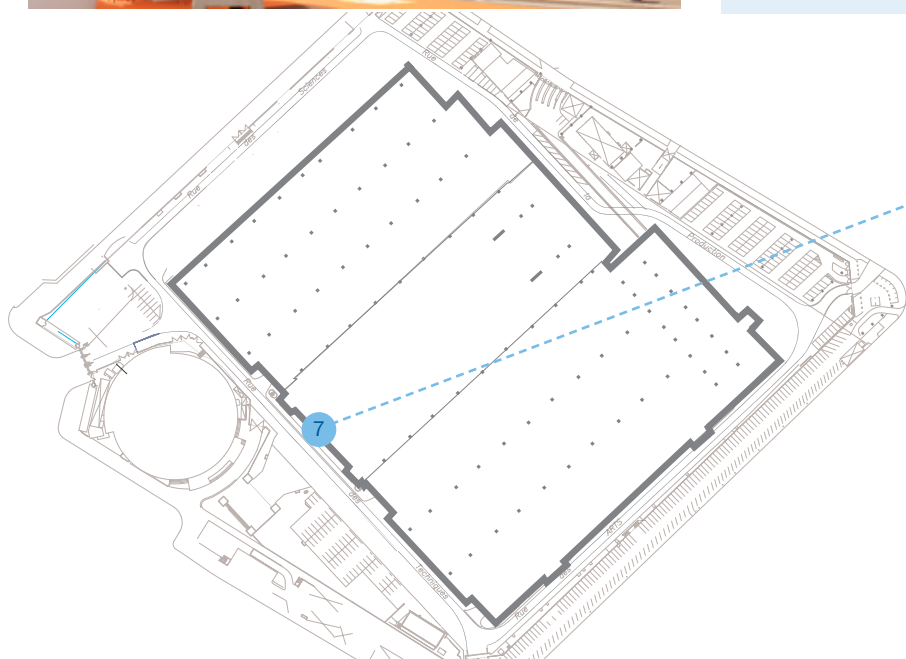
**Banner B** (1-sided): 5990 x 11350 mm

**Banner C** (1-sided): 5990 x 10350 mm

PRICE

€ **15,000**  
(per banner)

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## Aisle banners 8

### Exhibition hall



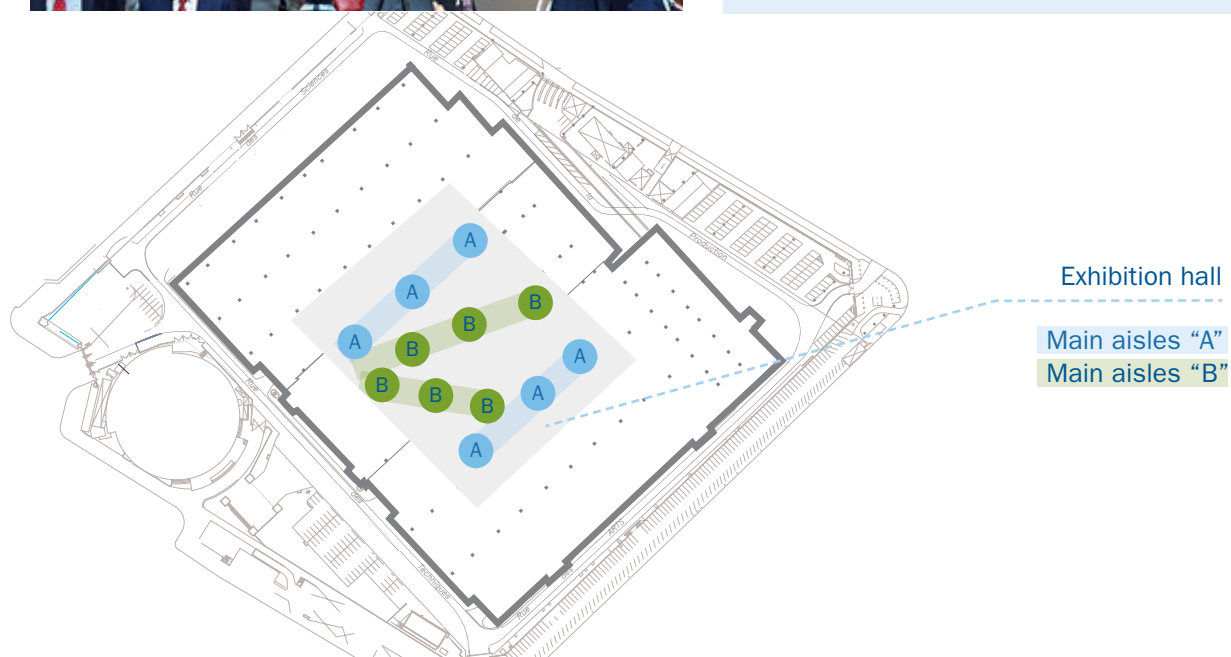
Dimensions (with x height):

**OPTION A:** 6 aisle banners (2-sided) 1500 x 400 mm

**OPTION B:** 6 aisle banners (2-sided) 1500 x 400 mm

**SOLD OUT**

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# 5

## ADVERTISING

Banner on the mobile website  
Exhibition floor plans

## Banner on the mobile website

Great brand exposure before, during and after



Your investment includes:

As the exclusive sponsor of the EWEA 2015 mobile website, you will be putting **your brand at the heart of the participants'** mobile event experience; as well as gaining outstanding visibility before, during and after the event.

PRICE

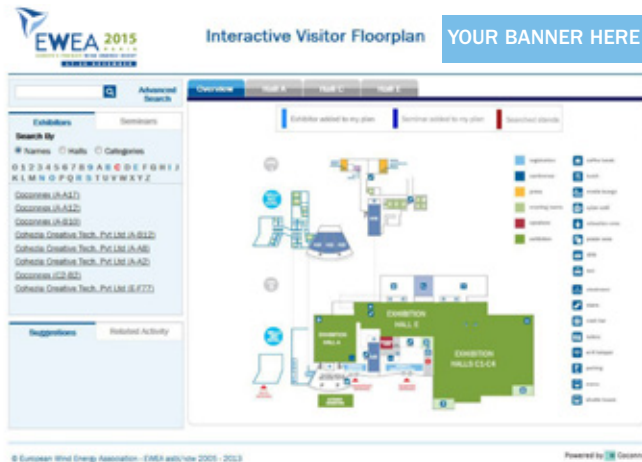
€ 3,500

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# Exhibitor floor plans

## Stand out from the rest



Your investment includes:

- **OPTION 1:**

**Banner on the online exhibition floor plans**

**Dimensions:** 160(w) x 65(h) px

Be visible when companies book their stand and attendees prepare their visit to the event.

- **OPTION 2:**

**Exclusive sponsorship (online)**

Be the only sponsor visible when companies book their stand and attendees prepare their visit to the event.

- **OPTION 3:**

**Exclusive sponsorship (online + printed exhibition floor plans)**

This package combines exclusive visibility on the online exhibition floor plans and on the “You are Here” Boards displayed in key areas of the venue. Combine a classical signage opportunity with exclusive online visibility!

**SOLD OUT**

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# 6

## SOCIAL EVENTS

Conference dinner

Networking event

Official stand parties

Opening reception

## Conference dinner Reach the industry's decision makers

Thursday 19 November 2015, 19:30-23:00

Venue to be confirmed and agreed with the sponsor



Your investment includes:

- **Exclusive dinner organised for 250-300 people** in a spectacular venue, providing the perfect opportunity to strengthen business relationships and raise brand awareness among top executives.
- **Promotion of the event through a dedicated page on the event website** incl. your logo
- **One corporate table including 10 dinner tickets** to invite your guests
- **One short opening speech** during the welcome cocktail
- **Branding of the venue** with your corporate identity to be agreed between EWEA and the sponsor
- **Your logo printed on the menu cards**
- **Your logo printed on the dinner tickets**
- **PA announcements in the exhibition halls** to announce the bus transfers to the conference dinner

PRICE

€ 30,000

Price for exclusive sponsorship

CONTACT US

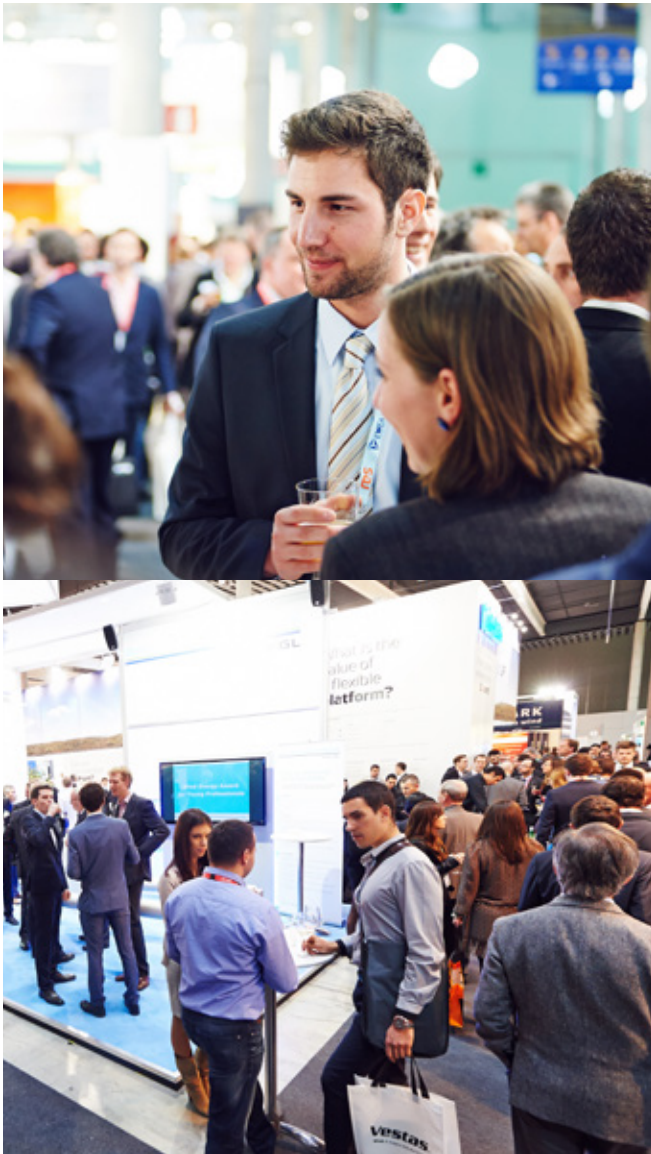
[sales@ewea.org](mailto:sales@ewea.org)

\*Co-sponsorship available:  
please contact the EWEA sales team



# Networking event Forge new business horizons

(breakfast, lunch, customer event, etc.)



Your investment includes:

- **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 meeting spaces are available** at the venue to host your event
- Based on your expectations, the **EWEA team will define a powerful concept** for your event

PRICE  
from € 6,000

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# Opening reception Create lasting first impressions

Tuesday 17 November 2015, Exhibition halls, 18:00-20:00



Your investment includes:

- Official Opening reception **open to all participants**
- **Attract over 1,000 attendees** to your stand and offer them drinks and finger food
- **EWEA takes care of the whole organisation for you:** catering, service, security, cleaning after the reception, etc.
- **Dedicated page on the event website** including your logo and hyperlink to the website of your choice
- **PA announcements in the halls** on the day of the event driving traffic to your stand
- **Two pop-up banners** to be displayed in the registration area (to be supplied by the sponsor)
- **Branded invitations can be distributed** to all participants (to be provided by the sponsor)

**SOLD OUT**

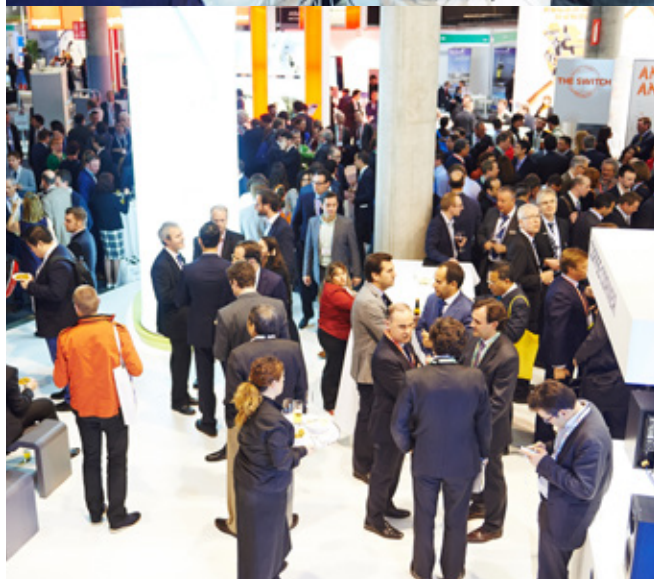
**CONTACT US**  
[sales@ewea.org](mailto:sales@ewea.org)

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\*Co-sponsorship available:  
please contact the EWEA sales team

# Official stand parties

Drive traffic to your stand



Your investment includes:

- **Promotion of the stand party on the event website and in all event publications**
- **You can invite all of your business contacts and attract new ones**
- **Branded invitations to the stand party displayed in the registration area 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, the event newsletters, the official publications (exhibition catalogue, networking map, etc.)**

## AVAILABLE OPTIONS

### PROMOTION ONLY: € 6,000

- 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

### FULL EVENT ORGANISATION: 13,500 €

- As well as promotion, EWEA also takes care of full organisation including catering and drinks (based on 250 people for a duration of 90 minutes)

PRICE

from € 13,500

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SLOTS AVAILABLE	Tuesday	Wednesday	Thursday	Friday
08:30-10:00		Breakfast	Breakfast	Breakfast
11:30-12:30	Aperitif	Aperitif	Aperitif	Aperitif
16:00-17:30	Opening reception	Official stand party	Official stand party	
17:30-19:00	18.00-20.00	Official stand party	Official stand party	

## Wind Power Forecasting

Autumn 2015, Belgium

Featuring topics such as numerical weather prediction models and improving accuracy in forecasting, as well as new and emerging technologies and research, this workshop will provide participants with fresh thinking.