

Lighting the way

EWEA OFFSHORE 2013
19 - 21 November 2013
Frankfurt, Germany

SPONSORSHIP OPPORTUNITIES

19 - 21 November 2013, Frankfurt, Germany


OFFSHORE 2013
FRANKFURT
ORGANISED BY EWEA
19 - 21 NOVEMBER
www.ewea.org/offshore2013

SUPPORTED BY:



EWEA
THE EUROPEAN WIND ENERGY ASSOCIATION

ORGANISED BY:

Edition 2013/10

01

Event materials

- Event bags
- Lanyards for conference delegates
- Lanyards for visitors and exhibitors
- Badges
- Pens
- Markers
- USB sticks

02

Event services

- Breakfast presentation
- Coffee break presentation
- All day coffee areas
- Coffee back pack
- Water bottles
- Smoothie bar
- T-shirts
- Candies
- Relaxation area
- Cloakroom

03

Communication and networking

- Wireless internet
- Cyber stations
- Messaging screens

04

Banners

- Outdoor
- Façade
- Exhibition halls/corridors

05

Social events

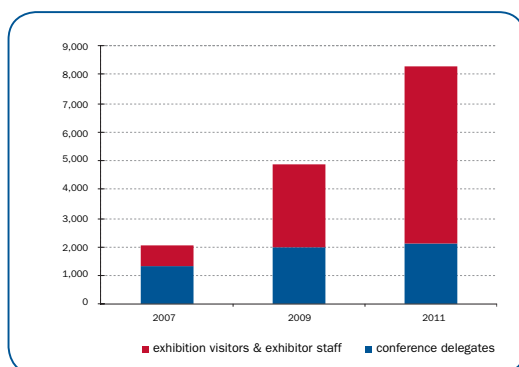
- Opening reception
- Conference dinner
- Official stand parties
- Networking events



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 20 years of experience in organising events in the wind energy sector. EWEA OFFSHORE 2013 is the world's largest offshore 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.



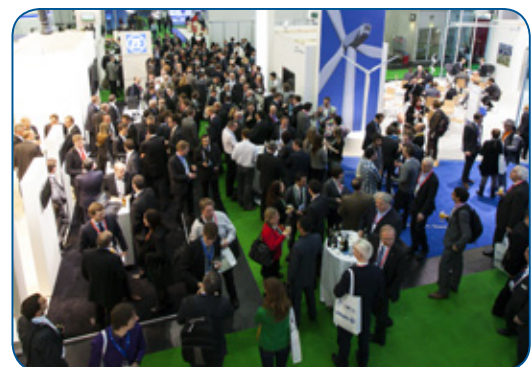
Get visibility

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.

Growing since its beginning, EWEA OFFSHORE 2013 will build on the success of the 2011 edition, which attracted more than 480 exhibitors and over 8,200 participants from the entire offshore wind energy supply chain.

Reach your target audience

EWEA OFFSHORE events attract a diverse range of professionals within the offshore wind energy community and related sectors (management, manufacturers, engineers, financiers, developers, researchers, etc.). Event participants come from over 60 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 promotional requirements. We seek to maximise added value to the sponsor and work with our partners to make sure that they get maximum visibility. 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!

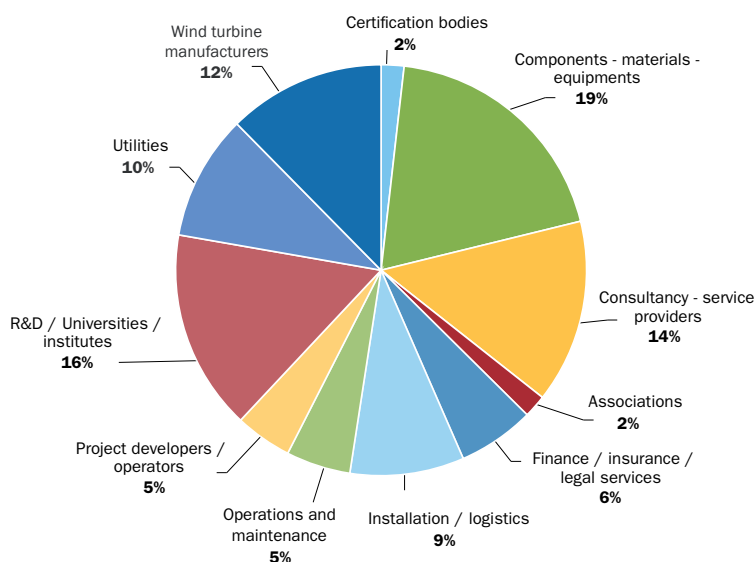
EWEA OFFSHORE 2013 – The world's largest offshore wind energy conference and exhibition – will take place at Messe Frankfurt in Frankfurt, Germany from 19th to 21st November 2013.

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.

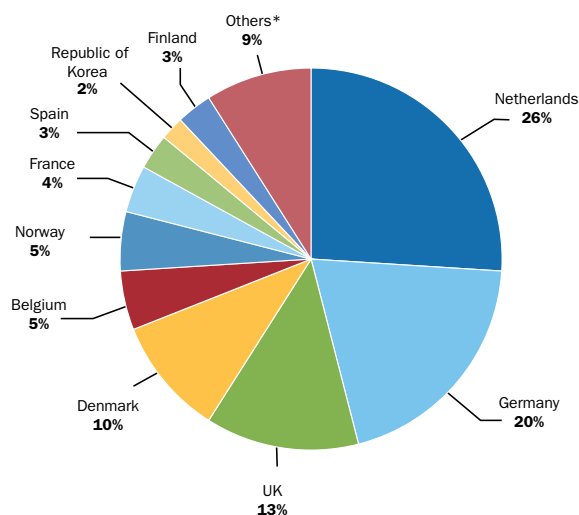
This 3-day event combines an extensive exhibition with a comprehensive conference programme (covering 4 tracks in over 25 sessions) and reputable networking opportunities. What better way to reach the full spectrum of wind energy sectors.

EWEA OFFSHORE 2011 attracted a record breaking 8,200+ participants coming from over 60 different countries. EWEA OFFSHORE 2013 is expected to build on this success.

Industry sectors present at EWEA OFFSHORE 2011



Top 10 countries represented at EWEA OFFSHORE 2011



* More than 60 countries in total

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's publication (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 in one of the hall entrances
- Visitor invitations for the sponsor's guests (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 EWEA's Media Officer, Peter Sennekamp. These will be made available to all EWEA OFFSHORE 2013 accredited press members.
- One complimentary conference delegate pass for any sponsorship beyond €10,000

Event materials

01

Event bags

SOLD

Why sponsor the EWEA OFFSHORE 2013 event bags?

- Bags handed out to all participants [The bag contains the EWEA Offshore 2013 exhibition catalogue 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 OFFSHORE 2013 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)

Branding visibility includes

- Sponsor's logo printed on the lanyards (along with EWEA OFFSHORE 2013 event 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
- 6,000 lanyards distributed to all exhibitors and visitors
- Environmentally friendly material (PET or bamboo)

Branding visibility includes

- Sponsor's logo printed on the lanyards (along with EWEA OFFSHORE 2013 event logo)

Badges

SOLD

Why sponsor the badges?

- Badges are worn by 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 OFFSHORE 2013 event logo)

Event materials

Pens € 10,000

Why sponsor the pens?

- 2,500 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 OFFSHORE 2015 event logo)

Markers € 7,500

Why sponsor the markers?

- 2,500 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 OFFSHORE 2015 event logo)

USB sticks € 15,000

Why sponsor the USB sticks?

- 2,500 USB sticks handed out to all conference delegates
- Practical gifts such as USB sticks are sure to remain in use long after the event, repeating your advertising message each time the product is used
- Environmentally friendly material

Branding visibility includes

- Sponsor's logo engraved on the USB sticks (along with EWEA OFFSHORE 2015 event logo)
- The USB sticks are exclusively preloaded with sponsor's advertisement (along with EWEA event material)

Breakfast presentation from € 5,000

Why sponsor a breakfast presentation?

- Convey your message face to face
- Invite conference delegates to enjoy a coffee before they start their day

Branding visibility includes

- Presentation of 15 minutes before the conference sessions start
- Two pop-up banners and two literature racks (to be supplied by the sponsor)
- Branded napkins/ sugar (to be supplied by the sponsor)
- Leaflets distributed in the welcome coffee area (to be supplied by the sponsor)

Location

- In the patio located in the via mobile, between the exhibition halls and the conference rooms

Coffee break presentation from € 5,000

Why sponsor a coffee break presentation?

- Reinforce your presence and convey your message face to face
- Associate your brand with a relaxing and warm moment at a very busy time of the day

Branding visibility includes

- Presentation of 15 minutes before the next session starts
- Two pop-up banners and two literature racks (to be supplied by the sponsor)
- Branded napkins/ sugar (to be supplied by the sponsor)
- Leaflets distributed in the welcome coffee area (to be supplied by the sponsor)

Location

- In the patio located in the via mobile, between the exhibition halls and the conference rooms

All day coffee areas (per day per area) from € 7,500

Why sponsor the all-day coffee area?

- 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, so your brand will get great visibility

Branding visibility includes

- Sponsor's logo printed on the banner indicating location of the coffee break area
- Two pop-up banners and two literature racks per area (to be supplied by the sponsor)
- Branded napkins/ sugar (to be supplied by the sponsor)

Event services

Coffee back pack from € 12,000

Why sponsor the coffee bag packs?

- Mobile coffee establishes itself as both exciting and unexpected, attendees will appreciate that moment and associate it with your brand

Branding visibility includes

- 4 people serving coffee in the registration and conference areas during opening hours Tuesday-Thursday
- Sponsor's logo printed on the bag pack
- Branded cups/napkins/sugars/milk (to be supplied by the sponsor)
- Additional branding in the registration area (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
- 12,000 water bottles distributed during the event
- 8 fridges to be placed in key event areas

Branding visibility includes

- Sponsor's logo exclusively printed on each water bottle

Smoothie bar € 25,000

Why sponsor the smoothie bar?

- Three days of business networking and jumping from meeting to meeting can be tiring, so why not offer participants a refreshing drink which will boost their energy levels
- Smoothies will be served to all participants during the entire event, so your brand will get great visibility
- The smoothie bar will be indicated on the venue overview and on the floor plans and mentioned in the official event publications ("practical information" section)

Branding visibility includes

- Possibilities to brand the buffets/ serving stations with the sponsor's corporate branding
- Two literature racks and two pop-up banners (to be supplied by the sponsor)

T-shirts **SOLD**

Why sponsor the t-shirts?

- Get high exposure: over 100 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 logo printed on t-shirts worn by approximately 100 hostesses (together with the EWEA logo)

Event services

02

Candies € 6 ,000

Why sponsor the candies?

- Participants love a sponsor who supplies the goodies

Branding visibility includes

- 7,500 boxes marked with the sponsr's logo distributed in key event areas

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) **SOLD**

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
- At an event which takes place in winter, helpful staff will look after attendees' heavy winter coats and personal belongings providing a more convenient and comfortable visit to the event

Branding visibility includes

- Cloakroom counters 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 (umbrellas, notepads, etc.) (Items to be supplied by the sponsor)

Location

- Conference room building (Forum) and exhibition hall 3

Communication and networking

Wireless internet

SOLD

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

- Sponsor's name will be used as the network name
- Sponsor's corporate identity displayed on the homepage
- This service is promoted in the A-Z of the event guide and the exhibition catalogue

Cyber stations

SOLD

Why sponsor a cyber station?

- With international business people coming from across the globe, the opportunity to check emails and connect with colleagues is greatly appreciated
- Four dedicated areas with 10 computers each : a sponsorship of several cyber stations is also possible

Branding visibility includes

- Sponsor's logo printed on the banner indicating the location of the cyber station
- Sponsor's homepage displayed on all computers
- Branded mouse pads (to be supplied by the sponsor)
- Two literature racks and two pop-up banners (to be supplied by the sponsor)

Location

- Exhibition hall foyers with view on the exhibition

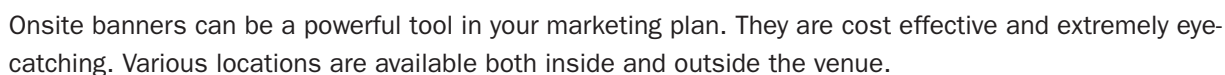
Messaging screens

€ 20,000

Why sponsor the messaging screens?

- If you are looking to communicate your message (animation/video, etc.) to a large audience in a bold way, this promotional item is for you
- Placed in 5 prominent locations across the venue, these screens will provide excellent exposure and visibility to your company brand throughout the entire event
- The screens will feature useful event information for all participants and you can be the exclusive on-screen advertiser

04



Description	Measurements Width x Height (cm)	Rate (€)
Outdoor advertising		
Advertising Tower (ref. Oktavo) (fairground, right corner of the agora in front of hall 3)	230 x 1000	9,000
10 Flags (ref. Omen) (fairground, right corner of the agora in front of hall 3*)	150 x 400	SOLD
Façade of the Forum (conference registration)		
Banner (West side - higher windows)	1500 x 290	8,500
Banner left (West side)	1820 x 240	SOLD
Banner right (West side)	1570 x 240	5,750
Banner on the window of the glass façade (two-sided)	244 x 435	3,250
Foyer Hall 3.0 (exhibition registration)		
Megaposter 1-5 (Hall 3 North)	1800 x 300	13,250
Megaposter right (Hall 3 North - higher windows)	785 x 915	13,500
Megaposter left (Hall 3 North - higher windows)	785 x 917	13,500

Banners

04

Description	Measurements Width x Height (cm)	Rate (€)
Via Mobile: Walkway from the Forum (conference) to Hall 3 (exhibition)		
Corpus M (self-standing tower (four-sides); different locations possible)	243 x 110	1,075
Corpus L (self-standing large tower (four-sides); different locations possible)	100 x 200	1,725
Corpus XL (self-standing extra large tower (four-sides); different locations possible)	145 x 215	2,150
Illuminated wall (two sides and ceiling; at the stairs leading to the Forum – level 0)	75 x 254.5	SOLD
Banner (walkway to hall 3 – coming from the Forum)	230 x 250	SOLD
Floor stickers (Vinyl; different locations possible)	180 x 120	1,125
E-poster (one-sided; different locations possible); e-poster terminal with an integrated 42 LCD flat screen (portrait format) and built-in PC	73.85 x 200	2,000
E-poster (two-sided; different locations possible); e-poster terminal with an integrated 42 LCD flat screen (portrait format) and built-in PC	73.85 x 200	3,000
Package of 5 e-posters (two-sided; different locations possible)	73.85 x 200	14,000
Triangle tower with integrated brochure rack (two-sides of advertising incl. integrated brochure rack)	60 x 200	1,500
Slim box (illuminated advertising board; front view; incl. integrated brochure rack)	120 x 200	2,000
Large slim box (illuminated advertising board; front view; incl. integrated brochure rack)	309 x 310	3,000
Conference registration & poster area		
1 banner on each side of the staircase in the conference registration area (Forum - level 0)	570 x 300	5,900 (price per banner)
Self-standing banner in the registration area	Max 85 x 200	SOLD
Exhibition hall entrances		
Banner at the entrances of Hall 3.0 (West)	500 x 300	3,850
Branding around the hall entrance doors (Hall 3.0) (price per hall entrance; two hall entrances available on each side of the Hall)		5,250 (price per entrance)
Hanging banner at the entrance of Hall 3.1 (price per entrance; two entrances available on each side of the Hall)	140 x 300	2,250 (price per banner)
10 slim boxes (several locations available at hall entrances and in hall foyers)	120 x 200	2,000 (price per slim box)
10 slim boxes XL (several locations available at hall entrances)	309 x 310	3,000 (price per slim box XL)

Aisle banners in the exhibition halls (3.0 and 3.1)		
Two aisle banners hung right beside the red letters (two-sides; beginning and end of each large aisle – 5m)	120 x 360	2,500
Aisle sponsorship package (including two aisle banners and one floor sticker)	Aisle banner: 120 x 360 Floor sticker: 200 x 100	2,975
Aisle sponsor with mobile coffee (including two aisle banners, one floor sticker and one bag pack distributing coffee all day)	Aisle banner: 120 x 360 Floor sticker: 200 x 100	7,500
Aisle sponsor & hotspot (including two aisle banners, one floor sticker and one hotspot)	Aisle banner: 120 x 360 Floor sticker: 200 x 100	SOLD

NB: The prices for banners include production, implementation and dismantling. All prices exclude VAT.

* Production not included for Omen flags

This venue offers excellent banner opportunities for sponsor visibility.

There is a possibility to add additional banner opportunities. We are always open to ideas and will discuss potential sponsorship opportunities for banners with you if you have any thoughts or ideas which we have not already mentioned. To discuss further, contact the **Sales Team** (sales@ewea.org)

Social events

Opening reception

SOLD

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

Tuesday 19 November 2013, Exhibition halls (3.0 and 3.1), 18:00 - 20:00

Why sponsor the opening reception?

- Promote your company, get great exposure and put your brand in the spotlight at this vibrant networking event www.ewea.org/offshore2013/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)
- Opportunity to provide branded materials and/or gifts to all attendees

Conference dinner

SOLD

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

Wednesday 20 November 2013, Gesellschaftshaus Palmengarten

www.ewea.org/offshore2013/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 400 – 500 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 (pop-up stand to be provided by the sponsor – location to be approved by EWEA)

Social events

05

Official stand parties

SOLD

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
- Visibility in the registration area on the day of the event
- PA announcements to be made in the exhibition halls shortly before your event starts (an exclusive benefit reserved to official stand parties)
- 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 guide, the exhibition catalogue and the networking section of the event website

Available options

1) Promotion only

- Promotion of the stand party in all event publications
- Two pop-up banners 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

Networking events

from € 7,000

Why organise a networking event?

- Host your own networking event and communicate your message face-to-face.
- You can expect many new potential customers to learn about your organization.
- Whether you want to invite a specific target audience (50 people) or all of your business contacts, there are many different meeting room sizes available.

Full event organisation (catering, drinks, security and promotion) handled by EWEA



www.ewea.org/offshore2013

www.ewea.org/offshore2013

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