

In association with:



EUROPEAN FUTURE ENERGY FORUM 2010 SPONSORSHIP

The European Future Energy Forum 2010 (EFEF) will bring together the world's leading companies and investors to promote the adoption of future energy projects and partnerships in Europe.

Through a unique format of high level discussion, interactive roundtables and an international exhibition the Forum will showcase the latest future energy initiatives and technologies, and profile companies leading the way in developing sustainable future energy and environmental solutions.

As part of the dynamic 2010 event programme we have also developed a range of high-level sponsorship and feature opportunities for companies wishing to position their brand as leading investors in future energy markets. The 2010 Sponsorship Programmes include the following Platinum and Gold Opportunities and Exhibitor Upgrades.

To find out how your company can benefit from profiling as a Sponsor at EFEF 2010 in London, or discuss specific tailored feature or sponsorship ideas please contact:

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2010 Sponsorship Opportunities

Platinum Sponsorship

Roundtable Arena Sponsor • Day One VIP & Delegate Lunch • Registration Sponsor
Official Exhibition Bag • Daily Newsletter • Future Energy Theatres
Official Conference Delegate Pack

Gold Sponsorship

International Media Centre • Delegate Networking Area • VIP Programme •
Exhibitor Party (Co-Sponsorship) • Day Two and Three VIP and Delegate Lunches

Exhibitor Promotional Upgrades

'You are Here Boards' • Conference Pocket Programme • Exhibition Z- Card
Exhibition Bag Inserts • Official Pen and Notepad Sponsorship •
Official Publication Wraps • Show Guide Advertising • Venue Media • Outdoor Installations

Supported by:



A  **WORLD FUTURE ENERGY** EVENT
EuropeanFutureEnergyForum.com

Platinum Sponsorship

Platinum Sponsorship will position your company as one of the European Future Energy Forums main brand partners alongside our hosts UKTI and Masdar.

As Platinum Sponsors your organisation will benefit from the following integrated branding and promotional rights and have the opportunity to exclusively sponsor one of the Platinum Sponsorship Programmes.

Platinum Sponsorship Promotional Rights:

- Platinum Sponsor positioning on **all** communications as one of the events main partners
- Branding and Platinum Sponsor credits on all aspects of the events promotional campaign
- Company logo and Platinum Sponsor credits on the main event signage at the Forum
- Logo and credits on the EFEF website with reciprocal links to your company url.
- Official partner PR and media opportunities leading up to a during the Forum
- Use of the EFEF Logo and Platinum Sponsor credits for the term of the sponsorship
- 5 complimentary FULL conference delegate passes

Roundtable Arena

£60,000

The Roundtables are a unique concept promoting the development of global energy partnerships and interactive knowledge exchange by hosting over 150 co-located roundtable presentations during the event

International project owners, technology developers, manufacturers, investors and bankers will be invited to host roundtable presentations and present their projects and ideas to potential buyers, partners and investors.

Located in a central location on the main exhibition floor 'The Roundtable Arena' is the main focus of this activity and the central hub for business development at the event.

As the title sponsor of the Roundtable Arena, your company will have exclusive naming and branding rights of the arena and the opportunity to profile your commitment to investing in future energy solutions and partnerships.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Exclusive naming and branding rights of the 'The Roundtable Arena'
- Dedicated area for scheduled workshops and presentations
- Extensive branding incorporated into all aspects of the 'The Roundtable Arena' design Including branded walls, plasma screens, digital branding, hanging banners and signage
- Headline branding and naming rights on all 'The Roundtable Arena' promotions
- Branded 'The Roundtable Arena' online pages and email communications
- A dedicated online area on the EFEF website promoting the EFEF Roundtable speakers and schedules and including sponsor promotional content and links.
- A dedicated branded 'EFEF Roundtable' dedicated section within the official show guide
- Exclusive distribution of promotional materials and gifts within the 'The Roundtable Arena'

Day One VIP & Delegate Lunch

£45,000

The Day One Lunch is attended by the distinguished Day One speaker panel, VIP guest delegation and around 1,000 conference delegates from some of the world's leading companies and institutions.

As the main sponsors your company will be invited to conduct a welcome address during the lunch and exclusively host and brand both the VIP Private Dining area and main delegate lunch room.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Exclusive hosts of a sit down lunch held on the first day of the Forum
- Exclusive hosts of the VIP Private Dining area for dignitaries and speakers
- Exclusive branding of the main conference delegate lunch area
- The option to invite a VIP or Guest speaker to conduct a short lunch address
- Branded VIP & delegate lunch invitations
- Branded menus and table cards
- Multi-media branding and the option to play promotional footage during the lunch
- Exclusive distribution of promotional materials and gifts

Registration Sponsor

£45,000

As the Official Registration Sponsor your company will gain a direct association to the Forum and extensive brand recognition amongst all visitors attending the event.

Your company's logo will be integral to the design of the registration desks and your brand and message will be printed on all visitor badges and lanyards. In addition, to the high profile branding throughout the event, your logo will feature within the online registration area of the Forum's website, and on all registration email broadcasts and communications.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Brand integrated within the design of the registration booths and e-check in desks
- Your logo and credits will feature on all visitor and delegate badges
- Your logo and company message will be printed on the official EFEF lanyard
- Your logo will be integrated within the online registration pages, with reciprocal links
- Your logo will feature on all pre-event registration communications

Official Exhibition Bag

£45,000

Official Exhibition Bag will be given to all visitors attending the World Future Energy Exhibition (Approx 8,000 bags). As the exclusive sponsor, your logo will feature prominently on one side of the exhibition bag providing extensive brand awareness amongst all delegates and visitors.

In addition, your company will have rights to insert promotional material in each bag to ensure maximum brand recognition and support your exhibition presence during the event.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Your logo and message will feature on one side of the Exhibition Bag (8,000 bags)
- A branded exhibition bag collection desk will be located in the main registration area
- Option to provide promotional literature to be inserted into each bag
- Option to include small branded promotional items or visitor gifts

Future Energy Theatres

£45,000

The popular Future Energy Theatres offer sponsors the chance to run an exclusively named and branded workshop theatre on the main exhibition show floor. As Title Sponsors your company will have the opportunity to demonstrate its expertise and showcase your team, projects and partners throughout the three-day event.

Each theatre will run a series of independent sessions and industry debates with the aim of creating a centre of ideas and innovation in future energy solutions. Themes for the 2010 Future Energy Theatres include Finance, Solar, Green Construction, Carbon, Wind, Automotive and Energy Efficiency.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Exclusive naming rights of one of the EFEF Future Energy Theatres
- A purpose built branded theatre on the exhibition show floor
- A lead role in the programme development and speaker acquisition
- Dedicated online area on the EFEF website providing speaker and programme information
- Integrated marketing and promotion as part of the global visitor marketing campaign
- Data collection of visitors attending the theatre throughout the four days

Conference Delegate Pack

£45,000

The Conference Delegate Pack will provide registered delegates and speakers with a comprehensive guide to the forum and conference programme. The Delegate Packs will comprise of a high quality folder containing important event information, delegate invitations and the Conference Programme; a perfect bound guide book including a full conference overview, speaker profiles and presentation abstracts.

As the Official Sponsors, you will gain exclusive branding of the pack alongside the UKTI and Masdar and extensive advertising rights in the conference programme, including the exclusive option to include promotional material within each folder.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Exclusive cover branding of the Official Conference Pack, alongside UKTI and Masdar
- The option to include promotional material and information within each delegate pack
- Official Conference Programme Sponsor credits and front cover branding
- Up to 5 advertising pages will be allocated for your exclusive use within the Conference Programme, including the Outside Back Cover advertising position

Daily Newsletter

£45,000

The Daily Newsletter sponsorship provides the widest possible brand exposure to all EFEF visitors and ensures your corporate message is directly linked to the latest industry news and announcements. The newsletter is published daily and distributed to visitors, exhibitors and press as they arrive at the event.

Sponsorship Rights Include:

- Platinum Sponsor positioning, credits and promotional rights
- Headline sponsorship of the daily newsletter x 3 issues
- Headline sponsorship of the e-news (number of issues to be confirmed)
- Premium advertising including the front page banner and outside back cover
- Your logo and credits will feature on all daily news communications
- Branded newsletter baskets and distribution points around the venue
- Optional editorial and promotional inclusions

Gold Sponsorship

Gold Sponsors benefit from hosting one of the selected events or branding initiatives during the forum and will also receive the following promotional rights

Gold Sponsorship Promotional Rights:

- Gold Sponsor positioning on key event communications
- Branding and credits within the events promotional campaign
- Company logo and Gold Sponsor credits on the key event signage
- Logo and credits on the EFEF website with reciprocal links to your company url.
- Official partner PR and media opportunities leading up to a during the Forum
- Use of the EFEF Logo and Gold Sponsor credits for the term of the sponsorship
- 2 complimentary FULL conference delegate passes

International Media Centre

£30,000

The International Media Centre is the central hub for all press activity during the event and will provide state of the art broadcast and working facilities for over 100 members of the world's leading print and broadcast media. As the main sponsor, your company will have exclusive Media Centre naming rights and gain the opportunity to position itself as a leading name in the global future energy debate.

Sponsorship Rights Include:

- Gold Sponsor positioning, credits and promotional rights
- Exclusive naming rights of the International Media Centre
- Branding integrated in the design and promotion of the Media Centre
- Exclusive branding of the Online Media Centre and downloads
- USB branded press packs including sponsor feature content and press releases
- Logo on all media invites and event press releases
- Exclusive rights for branded items and press gifts (Sponsor to provide)

VIP Programme

£30,000

The VIP Programme provides a unique opportunity to generate awareness amongst some of the world's most influential policy makers and CEO's. Your company's brand will be associated to all aspects of the VIP promotion as the exclusive sponsor of the VIP programme and lounge.

The VIP lounge will comprise of a sponsor branded reception area, informal meeting space, work stations, complimentary refreshments and a fully supported speaker room for exclusive use of dignitaries, VIP's and speakers throughout the event.

Sponsorship Rights Include:

- Gold Sponsor positioning, credits and promotional rights
- Exclusive naming rights as sponsors of the VIP Programme and Lounge
- Exclusive branding of the VIP and Speaker lounge facilities throughout the event
- Your logo and credits will feature on VIP invitations and all VIP pre-event communications
- Your brand will be included in the design of the VIP welcome desk
- Your logo and credits will appear on the VIP Car Park Passes and lounge invitations

Day Two and Three, VIP and Delegate Lunches

£30,000

The EFEF Lunches will be attended by the distinguished speaker panel, the VIP guest delegation and around 1,000 conference delegates from some of the world's leading companies and institutions.

As the main sponsors your company will be invited to conduct a welcome address during the lunch and exclusively host and brand both the VIP Private Dining area and main delegate lunch room.

Sponsorship Rights Include:

- Gold Sponsor positioning, credits and promotional rights
- Exclusive hosts of a three - course lunch (Approx 1,000 guests)
- Exclusive hosts of the VIP Private Dining area for dignitaries and speakers
- Exclusive branding of the adjoining main conference delegate lunch area
- The option to invite a VIP speaker to conduct a short lunch address
- Branded VIP & delegate lunch invitations
- Branded menus and table cards
- Multi-media branding and the option to play promotional footage during the lunch
- Exclusive distribution of promotional materials and gifts

Delegate Networking Area

£30,000

The Official Delegate Networking Area will be located directly outside the Roundtable Arena and aims to provide a focal point for all delegate and speaker networking during the event.

As the title sponsors you will have exclusive naming rights of the area and your brand will be wholly integrated within design and promotion to ensure maximum brand visibility throughout the event.

Sponsorship Rights Include:

- Gold Sponsor positioning, credits and promotional rights
- Exclusive naming rights of the Networking Area
- Dedicated networking breaks throughout the four day Forum
- Brand integration within the design and promotion of the networking area including plasma screens (for corporate campaigns and promotional videos), hanging banners and signage
- Exclusive company branded zone for sponsor hosted meetings and networking
- Branded floor marker footprints leading the delegate to the networking area
- The option to provide branded stationery, gifts and promotional material

Co-Sponsorship Exhibitor Party

£30,000

The Exhibitor Party is a must attend networking opportunity for over 500 guests. The reception will be held at ExCeL and provides a superb opportunity to host and network with some of the world's leading stakeholders in future energy.

Sponsorship Rights Include:

- Gold Sponsor positioning, credits and promotional rights
- Co-Sponsorship of The Official Exhibitor Party
- Hosts of a 3 hour drinks reception for 500 guests including banqueting and entertainment
- Co-Sponsor branding rights and profiling during the reception
- Branded invitations and guest communications
- Distribution of promotional materials and gifts

Exhibitor Promotional Upgrades

The following options have been created **exclusively** for exhibiting companies to help create strong brand awareness amongst all visitors and drive visitor traffic to your stand.

Conference Pocket Programme

£20,000

The pocket guide is one of the most popular and useful tools to help delegates plan their day.

The pocket programme will feature the conference program at a glance and list all the conference sessions and speakers. Your company brand will be integrated into the design of the programme which will also feature a promotional page positioning your organisation alongside the forum content and high profile speaker panel.

Exhibition Z- Card

£20,000

A handy Exhibition Z-Card will be inserted into all exhibitor bags providing visitors with a reference floor plan and full exhibitor lists with stand location numbers.

Your companies brand will be integrated within the design of the Z-card which will incorporate a direct promotion of your exhibition stand location enabling you to promote your participation and increase visitor traffic to your stand.

'You are Here Boards'

£20,000

The 'You are Here Boards' floor plans will be strategically placed around the venue and used constantly by visitors to navigate around the show and locate specific exhibitors and products.

Your logo, brand message, stand number and location will feature prominently on the 'You are Here Boards' enabling you to influence visitor choice and drive additional traffic to your stand.

Official EFEF Notepad and Pen Sponsorship

£20,000

The Official Notepad and Pen will be inserted into each exhibition bag providing an ideal opportunity for your company to generate brand awareness amongst all visitors attending the event.

* Sponsors to supply the pen to be approved by the organisers and co-branded EFEF.

Exhibition Carrier Bag Inserts

£15,000

Create a lasting impression amongst all visitors attending the Forum and increase your brand awareness during the event. Up to three exhibiting companies will be given the opportunity to provide a branded promotional item to be inserted with the exhibition carrier bags.

Over 20,000 bags will be given out during the four-day forum.

*Sponsors to provide the insert items to be approved by the organisers.