



## SPONSORSHIP OPPORTUNITIES

Sponsorship of the Energy Efficiency Global Forum & Exposition (EE Global), being held April 27-29, 2009 in Paris, France, will provide your organization with unparalleled visibility. The inaugural EE Global, held in Washington DC in 2007, offered participants the latest in energy efficiency technology from 79 exhibitors, the opportunity to listen to presentations from nearly 200 of the industry's leading voices, as well as an opportunity to network and conduct business with over 800 fellow attendees, representing 33 countries. We are confident that EE Global 2009 will improve upon the tremendous success of 2007, firmly securing its role as the premier international energy efficiency event.

EE Global sponsorship opportunities are available at five levels: Founding (\$100,000), Platinum (\$75,000), Gold (\$50,000), Silver (\$25,000) and Bronze (\$10,000). Below is an overview of the general benefits associated with each sponsorship level. In addition, sponsors at/above \$25,000 may select from specific sponsorship packages outlined in this document. For more information, or to reserve your sponsorship, contact Marcia Pappas Devaney, Director, Public and Corporate Relations at 202-530-4351 or [mdevaney@ase.org](mailto:mdevaney@ase.org).

Benefit	Founding \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$10,000
Full Page Ad in the EE Global Show Daily	X				
Plenary Session Welcome Remarks or Video	X				
Company Logo Visibility During Opening Session	X	X			
Complimentary Room for a Company Event or Meeting	X	X			
One Promotional Piece Pre-stuffed in Tote Bag	X	X			
Eligible to Conduct a Hotel Room Drop	X	X	X		
Speaking Opportunity at Sponsored Event <i>(if applicable)</i>	X	X	X		
Signage Specific to Sponsored Event <i>(if applicable)</i>	X	X	X	X	
Acknowledged in Electronic Marketing Mailings	X	X	X	X	
Attendee List, At Any Point, Upon Request	X	X	X	X	
Ability to Select Custom Sponsorship Package <i>(detailed below)</i>	X	X	X	X	
Acknowledged in Preliminary Mailings	X	X	X	X	X
Logo on Forum Web Site	X	X	X	X	X
Acknowledged in On-site Program	X	X	X	X	X
Complimentary Passes to Welcome Reception	16	12	8	4	2
Complimentary Passes to Grand Finale Reception	5	4	3	2	1
Complimentary Forum Registrations	5	4	3	2	1
9m <sup>2</sup> Exposition Booth Spaces	6	4	2	1	n/a

## Founding Sponsor Packages - \$100,000

### Plenary Luncheon

Wednesday, April 29, 2009

Attendees become a captive audience as they sit down to enjoy a plenary luncheon hosted by your organization. The Alliance provides the venue, basic audio-visual support, the food, and the coordination of all logistics. The message, however, is in your hands. Develop a program. Perhaps you want your CEO to address the delegation, or maybe you work with a celebrity or politician that would like to address the crowd; either way, the Alliance will work with you to develop a "must attend" agenda! In addition, you can place promotional items at the tables, your logo will be displayed on the screen, and a table(s) will be reserved in the front of the room for your VIPs.

### Grand Finale Reception (open to 2 Founding Sponsors or 4 Platinum Level Sponsors)

Tuesday, April 28, 2009

In addition to serving as the capital of France, Paris is filled with history, culture and excitement. This will be evidenced as EE Global delegates and exhibitors are treated to a memorable experience at the Grand Finale Reception on Tuesday, April 28. As a networking highlight of EE Global, the reception promises to offer your organization unparalleled visibility as you are given the opportunity to green light every aspect of the evening, from the venue, to the menu, to the special details that make an event unforgettable.

## Platinum Level Sponsor Packages - \$75,000

### Welcome Reception in the Exposition Hall (or 2 Gold Level Sponsors)

Monday, April 27, 2009

The Welcome Reception will serve as the "kick-off" of the Forum, as delegates, media and invited dignitaries convene in the exposition hall to network, and catch a first glimpse at the impressive array of displays. The most impressive displays will be yours, thanks to the added signage noting your sponsorship, strategic placement of buffet tables, name cards with your logo on every table, and more.

## Gold Level Sponsor Packages - \$50,000

### Wi-Fi Sponsor

Not only will you capture everyone's attention, but Forum attendees will want to thank you for the ability to check e-mail and stay connected with their devices in the Exposition Hall area. Lounges, displaying your company logo, will provide a comfortable place to surf the web. When delegates connect, they will be taken directly to your homepage as a reminder of your sponsorship.

### Translation Services

Your contribution will ensure that EE Global is truly an international, bilingual event, by enabling the Alliance to provide translation services for all sessions in to French. Signage near the translation booths will evidence your sponsorship in the plenary theater and all four breakout rooms, and you will be verbally thanked in the plenary sessions, ensuring that by the end of the conference every EE Global attendee will know your name in both English and French!

### Proceedings & Speaker Presentation Website (or 2 Silver Sponsors)

Thanks to your sponsorship delegates will be able to access and download the EE Global proceedings and speaker presentations from a secure website which will go live immediately following the event, and will stay active for a full year. Your organization will be featured as the sponsor, providing your logo and a direct link to your website.

### Tote Bags (open to 4 organizations)

Nothing comes more in handy while in the Exposition Hall than a bag to place materials in. Each delegate will receive a tote bag with your logo prominently displayed, when they sign-in at the registration desk. Filled with a number of goodies, this item is sure to be a delegate favorite that will be used not only at EE Global, but for years to come.

**THREE LEFT!**

### Lunch in the Exposition Hall (or 2 Silver Sponsor)

Tuesday, April 28, 2009

After a long morning of sessions, Delegates will be invited to the Exposition Hall to refuel and reenergize. You will be front and center with strategic placement of tables and tent cards with your logo on every table. Delegates are sure to stop by and view your display which is capped off with a raffle conducted from your booth.

**SOLD!**

### Name Badge Lanyard

Delegates will be wearing their nameta... as they go, which means attendees are a walking advertisement for your company. Your company logo will be prominently featured on the lanyards. That's a lot of face time for three days!

**SOLD!**

### Silver Level Sponsor Packages - \$25,000

### Agenda At A Glance

This item is sure to be a favorite of for... Instead, of having to rifle through their program to look-up where to go next, delegates can... shirt pocket, or name badge holder and pull out an informative pocket agenda. Your company name... go are prominently featured on the cover of the agendas, which will be slipped into delegates' name badge.

**SOLD!**

### Media Room

A quiet alcove for members of the media to gain instant internet access, write and edit articles, and submit stories to their publications. Here they will have the opportunity to relax and enjoy refreshments provided by your sponsorship which will be denoted by signage inside and outside the room.

### Agenda Break (Two breaks available)

Breaks in the conference agenda allow... to refuel, network, and confer about the latest energy-efficiency initiatives in the Exposition Hall. You will be front and center with ample signage and buffet tables featuring tent cards bearing your logo.

**SOLD!**

SPONSORED BY:

