

## Become a sponsor of the Energy and Environment Week today: The sooner you join the more you gain!

What do you expect when you sponsor an event? Are you looking to:

- gain exceptional visibility in connection with a topic you find important?
- build or reinforce a positive image for your organisation?
- benefit from a multi-channel, multi-month PR and ad campaign at a fraction of the cost and effort?
- actively shape a forum so that it reflects your view of where the industry should go?
- use it as an unbiased voice to convey your message to the market, media and politics?
- put yourself ahead of your competition?
- benefit from contacts that are only available to a privileged group?

And how many events deliver on your expectations?

Sponsoring EEW is worth every dime, because you ...

**HAVE YOUR SAY:** What topics are important to you? What are the messages that need to be conveyed to your (would-be) customers, politics and the media? As a sponsor you become a member of the EEW Advisory Board, a powerful group of individuals who determine what shape the event takes.

**MAKE THE NEWS:** Do you want to see your organization's name repeated in connection with climate protection, clean energy and energy efficiency – again and again? As a sponsor you are mentioned in every single press release that goes out from the time you sign up until even after the show.

**STAND OUT:** Do you want your organisation to be perceived as a leader, a group of people with a vision for a cleaner, healthier future, who take the initiative and act responsibly? As an EEW sponsor you stand out every time the event is promoted – through PR, advertising and direct mail to thousands of potential customers, investors, journalists and your competitors.

**SAVE TIME AND MONEY:** How much would it cost if you did all of this by yourself? How many people would be necessary for this, people who could work on something more important such as generating sales for your organization? As a sponsor you benefit from a multi-channel public relations, advertising and educational campaign month after month – without having to do all the work!

### **The Energy and Environment Week (EEW) 2010**

with Energy from Biomass and Waste® and Hydrogen Expo® · April 12-16, 2010 · Pittsburgh, PA  
Organizer: Freesen & Partner GmbH · Schwalbennest 7a · 46519 Alpen · Germany  
Tel. +49-2802-9484840 · info@ee-week.com · www.ee-week.com



This is what your EEW 2010 sponsor package includes:

#### EXHIBIT SPACE

- ❖ complimentary exhibit space in a prime location – in the heart of the show, close to the entrance and delegate luncheon area  
200 sq.ft for Gold Sponsors, 100 sq.ft. for Silver Sponsors

#### LOGO BRANDING

Your logo on the [www.ee-week.com](http://www.ee-week.com) website and all printed materials

- ❖ including show announcements and invitation cards which are mailed to thousands of industry and media contacts
- ❖ including the program book and show directory which are distributed to every attendee at the show

#### ADVISORY BOARD (Gold Sponsors only)

- ❖ 1 seat on the EEW Advisory Board – the group of people who determine what shape the event takes

#### SPEAKING OPPORTUNITIES

- ❖ guaranteed speaking opportunities at the Conference – you can appoint a speaker from your own organisation or from a partner to talk about successfully implemented technology or a new project you are involved in  
2 speaking opportunities for Gold Sponsors, 1 for Silver Sponsors

#### PRESS RELEASES

Your organization will be highlighted as a sponsor in every EEW press release – this makes your name stand out up to 15 times

- ❖ all news items are sent to journalists in the US, Canada and overseas
- ❖ and to thousands of contacts from the authorities, utilities, investors, the agricultural and forestry sector, the food processing and restaurant business, pulp and paper, the cement industry, the wood processing sector, the chemical and petroleum industry, the automotive sector, and many more

#### INVITATION CARDS

- ❖ invitation cards for reduced admission to the Conference + Expo (at no cost to you) – a great means for you to invite your customers, partners and other important business contacts to your booth  
Gold Sponsors receive 1,000 invitation cards, Silver sponsors 500.

#### CONFERENCE PASSES

- ❖ complimentary conference tickets which give free admission to the conference and to all Networking Receptions held in the expo hall  
20 conference tickets for Gold Sponsors, 10 for Silver Sponsors

Don't miss a day of the EEW 2010 campaign!  
Become a sponsor today to benefit from the full extent of the package.

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