

FOR WIND ENERGY MARKET EXPOSURE, SPONSOR AWEA EVENTS

REACH THOUSANDS OF WIND ENERGY PROFESSIONALS
HIGH VISIBILITY • CONSISTENT RECOGNITION • INSTANT CREDIBILITY

If you want to be recognized and valued as a wind industry market leader, look no further than the 2014 AWEA Sponsorship Program.

This comprehensive program provides high visibility through consistent recognition at our many AWEA professional events. With a myriad of exposure and marketing options – focused directly at qualified wind industry professionals – AWEA’s sponsorship program is widely acclaimed for its ability to position and brand companies with a broad spectrum of industry leaders.

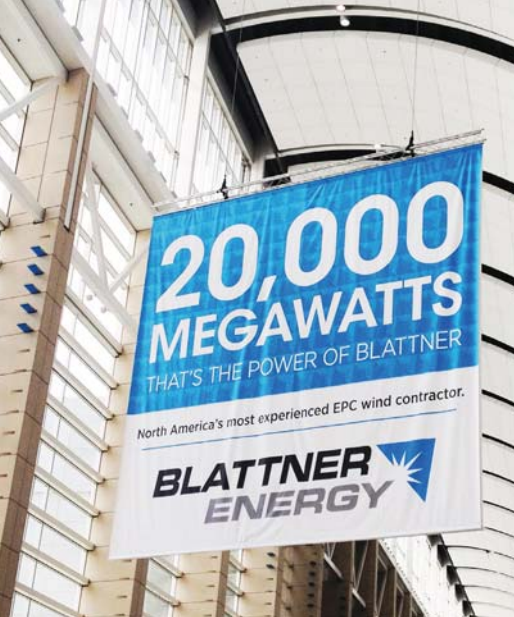
Sponsoring specific AWEA events throughout the year will give you full visibility with specific audiences, focused on important segments of the wind industry. In addition, sponsoring WINDPOWER® Conference & Exhibition, the world’s largest annual wind energy tradeshow, allows you the opportunity to broadcast your

company to tens of thousands of industry buyers, technical experts, and market suppliers.

This type of exposure is invaluable to companies that want to be considered as market leaders, and shows both commitment to a growing industry, and value as an market resource.

Based on the number of impressions, and the business partnerships that result from sponsorship, the 2014 AWEA Sponsorship Program is NOT just another sponsorship – it’s an indispensable addition to your annual sales and marketing plan.





SPONSORSHIP OPPORTUNITIES

The AWEA Sponsorship Program is known for recognizing and branding the leaders in the wind industry. If you want to be seen as an industry leader, need to gain market share and show your company's commitment to the wind industry, sponsoring AWEA events is the place to start.

AWEA's Sponsorship Program offers maximum exposure throughout the year, as well as at specific AWEA events. Please read through the brochure, decide which sponsorship package works best for your company, and select from the individual items on the menu until you reach your desired sponsorship dollar level.

Sponsorship levels take into account all sponsorship commitments during the year. You'll receive the additional exposure associated with your chosen Watt level at every event where you have selected sponsorships. The increased brand recognition at events key to your company's success is an indispensable addition to your sales and marketing plan.



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SPONSORSHIP LEVELS

WIND LEADER

Recognized as a
DYNAMIC LEADER
of the wind energy industry

\$300,000

TERAWATT

Recognized as a
PROMINENT LEADER
of the wind energy industry

\$100,000

GIGAWATT

Recognized as a
LEADING SUPPORTER
of the wind energy industry

\$75,000

MEGAWATT

\$50,000

KILOWATT

\$25,000

EVENT

< \$25,000

The 2014 Sponsorship Program provides new and exclusive opportunities. View the accompanying pages to see what is available.



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SPONSORSHIP ITEMS

Events & Programs

Breakfast, Breaks, and Luncheons

Sponsorship includes napkins branded with Sponsor logo in one color, full color recognition signage on or near the bars, buffet tables, or coffee stations and recognition in the Program Schedule (in print and online).

Receptions

In addition to branded napkins and bar, buffett and coffee signage, reception sponsorship at WINDPOWER incorporates your company logo on drink menu cards, plus recognition in the program schedule/Agenda.

General Sessions

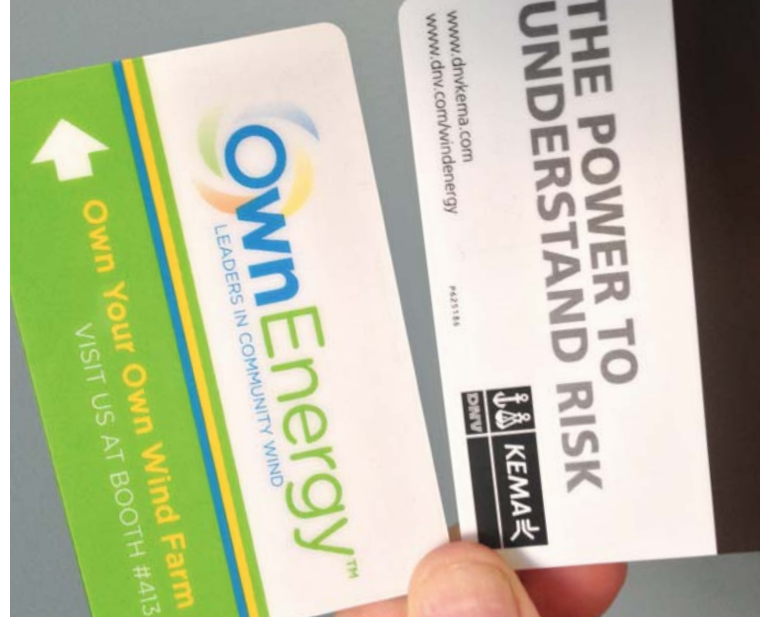
This education sponsorship includes signage outside the General Session with logo recognition, logo recognition in the pre-session slide deck, and recognition in the program schedule/agenda.

Session Tracks

Sponsorship of the session tracks consist of signage outside the session room with logo recognition on the day of the sponsored track, brochure placement on table outside the session room, logo recognition on in the pre-session slide deck, and recognition in the program schedule/agenda. Verbal recongition during session is subject to availability.



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SPONSORSHIP ITEMS

Onsite Materials

Pens, Highlighters, Lanyards, Notepads

Your logo printed on the item (black or watermark for notepads). This sponsorship can be selected for multiple events.

Conference Bags

Logo displayed on attendee conference bags during WINDPOWER, reaching thousands of attendees.

Hotel Keycards

Keycard sponsorship includes artwork and/or logo on front and back and is distributed to all guests in the AWEA room block. Especially impactful at WINDPOWER.

Water Stations

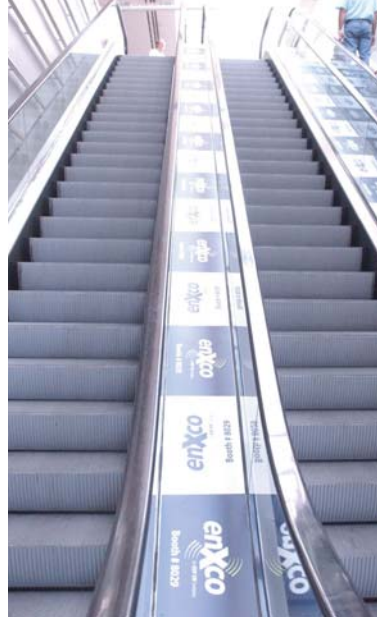
Water station sponsorship includes signage by the water stations with logo. Premium water sponsorship includes logo on reusable water bottles distributed at the event.

Show Directory Sponsorship

Belly band approximately 1" – 1.5" wide wrapping the directory with your company artwork and logo for immediate visibility. Your logo will also be included within the directory, along with a highlight of your commitment on a special recognition page. Lastly, your logo and booth number will be included on a dedicated "Thank You" page inside the directory.



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SPONSORSHIP ITEMS

Exhibition & Lounge Spaces

Exhibit Hall Aisle Signs

Logo and booth number recognition on aisle number sign closest to your booth. These signs provide added visibility and direction to your booth.

Event Banners & Wraps

This is a great opportunity to place your artwork and logo on a leading event banner or featured on a column "wrap" within event space.

Escalator Slicks

Escalator slicks feature your artwork and logo in the median between main event escalators leading to high visibility as traffic is consistently passing by.

Static Clings

Graphic applied to a glass panel in high traffic area, around escalator "fences" for example. Includes sponsor logo and booth number on white background.

Internet Access, Cyber Cafes

Signage for your company will be displayed in the lobby throughout event and within the cyber cafe area.

** AWEA and event contractor will implement all signage sponsorships.



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SPONSORSHIP OPPORTUNITIES

Annual Sponsorship Opportunities

Wind Leader Sponsor | \$300,000 | *Exclusive Opportunity*

- Top sponsor billing at every AWEA event in your event cycle
- Premium logo placement throughout AWEA events and AWEA websites
- Email blast to WINDPOWER attendees
- First priority for booth space selection for all AWEA events
- Complimentary exhibit space at **all** AWEA Seminars open to exhibition
- **8% discount** on WINDPOWER or Offshore WINDPOWER booths, **10% discount** if booking both
- **Two** invitations to attend the WINDPOWER VIP reception, plus **eight** invitations for your guests
- **Four** complimentary VIP full conference passes for WINDPOWER
- **Ten** complimentary one-day exhibit hall passes to invite clients or use for staff
- **Four** complimentary full conference passes for Offshore WINDPOWER
- **Two** complimentary full registrations for all other AWEA events
- Complimentary **full page** advertisement in the AWEA Membership Directory and Buyer's Guide
- Complimentary **full page** advertisement in Show Directory / Program guide for every AWEA event
- Complimentary **full page** advertisement in one day of the WINDPOWER Show Daily newspaper
- Verbal recognition of company, plus **100-word** company description in the opening session of all AWEA events during the year
- Company logo recognition and **100-word** company description in printed Program Guide or Show Directory for all AWEA events
- Complimentary announcement **ALL** Access WINDPOWER pre-show emails, sent to all registered attendees
- Recognition all year on AWEA Sponsor web page
- WINDPOWER Attendee List (*Name, Title, Company, Mailing Address*)
- Recognition in pre-WINDPOWER promotional emails
- Private luncheon with AWEA CEO and member of the AWEA Board of Directors
- Invitation to conduct a "Lunch and Learn" with AWEA staff
- Company led AWEA webinar
- Upgraded listing in AWEA Membership Directory/Buyers Guide
- Complimentary banner upgrade and Featured Exhibitor online listing at WINDPOWER and Offshore WINDPOWER booths
- Complimentary listing on Featured Exhibitor page of WINDPOWER Show Directory
- VIP advanced access to hotel reservations for WINDPOWER
- Complimentary brochure insert in WINDPOWER attendee bag
- Recognition in a special AWEA "thank you" advertisement
- Special recognition at the WINDPOWER General Session
- Company logo recognition on event website sponsor page
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in Opening Session of all AWEA events
- Literature placement on lobby sponsor table/kiosk at every AWEA event
- One AWEA hosted Webinar lead by your company



If you would like to discuss the sponsorship levels, options, features, and benefits, please contact Mike Swinburne at mmswinburne@awea.org or +1 (202) 383-2502.

SPONSORSHIP OPPORTUNITIES

Terawatt Sponsor | \$100,000 | *Limit of Four Companies*

- **25** Priority Points for WINDPOWER booth presale priority
- Complimentary exhibit space at any **four** AWEA Seminars open to exhibition
- **5% discount** on WINDPOWER and Offshore WINDPOWER booths, **8% discount** if booking both
- **One** invitation to attend the WINDPOWER VIP reception, plus **four** invitations for your guests
- **Two** complimentary VIP full conference passes for WINDPOWER
- **Five** complimentary one-day exhibit hall passes to invite clients or use for staff
- **Two** complimentary full conference passes for Offshore WINDPOWER
- One complimentary full registration for all other AWEA events
- Complimentary **¼ page** advertisement in Offshore WINDPOWER Show Directory
- Complimentary **¼ page** advertisement in **one** WINDPOWER Show Daily newspaper
- Verbal recognition of company, plus **50-word** company description in the opening session of your selected AWEA events
- Company logo recognition and **50-word** company description in printed Program Guide or Show Directory
- **Two** complimentary announcements in the Access WINDPOWER pre-show emails, sent to all registered attendees
- Recognition all year on AWEA Sponsors Web page
- WINDPOWER Attendee List (*Name, Title, Company, Mailing Address*)
- Footer advertisement in **one** pre-WINDPOWER promotional email
- Private luncheon with AWEA CEO and member of the AWEA Board of Directors
- Invitation to conduct a “Lunch and Learn” with AWEA staff
- Company led AWEA webinar
- Upgraded listing in AWEA Membership Directory/Buyers Guide
- Complimentary banner upgrade and Featured Exhibitor online listing at WINDPOWER and Offshore WINDPOWER booths
- Complimentary listing on Featured Exhibitor page of WINDPOWER Show Directory
- VIP advanced access to hotel reservations for WINDPOWER
- Complimentary brochure insert in WINDPOWER attendee bag
- Recognition in a special AWEA “thank you” advertisement
- Special recognition at the WINDPOWER General Session
- Company logo recognition on event website sponsor page
- Company logo recognition on signage at all AWEA events
- Company logo recognition on a “thank you” slide in event Opening Session of all AWEA events
- Literature placement on lobby sponsor table/kiosk at every AWEA event
- One AWEA hosted Webinar lead by your company



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SPONSORSHIP OPPORTUNITIES

Gigawatt Sponsor | \$75,000+ | *Limit of Six Companies*

- **17** Priority Points for WINDPOWER booth presale priority, **six additional** if also exhibiting at Offshore WINDPOWER
- Complimentary exhibit space at any **three** AWEA Seminars open to exhibition
- **5% discount** when exhibiting at both WINDPOWER and Offshore WINDPOWER
- **One** invitation to attend the WINDPOWER VIP reception
- **Two** complimentary full conference passes for WINDPOWER
- **Five** complimentary one-day exhibit hall passes to invite clients or use for staff
- **Two** complimentary full conference passes for Offshore WINDPOWER
- **Two** complimentary registrations for the AWEA Fall Symposium
- Verbal recognition of company in Opening Sessions of sponsored events and WINDPOWER
- Company logo recognition and **35-word** company description in printed Program Guide or Show Directory
- **One** complimentary announcement in the Access WINDPOWER pre-show emails, sent to all registered attendees
- Recognition all year on AWEA Sponsors Web page
- WINDPOWER Attendee List (*Name, Title, Company, Mailing Address*)
- Invitation to conduct a "Lunch and Learn" with AWEA staff
- Upgraded listing in AWEA Membership Directory/Buyers Guide
- Complimentary banner upgrade and Featured Exhibitor online listing at WINDPOWER and Offshore WINDPOWER booths
- Complimentary listing on Featured Exhibitor page of WINDPOWER Show Directory
- VIP advanced access to hotel reservations for WINDPOWER
- Company logo recognition on event website
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in event Opening Session
- Literature placement on lobby sponsor table/kiosk at every AWEA event



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SPONSORSHIP OPPORTUNITIES

Megawatt Sponsor | \$50,000+

- **11** Priority Points for WINDPOWER booth presale priority, **four additional** if also exhibiting at Offshore WINDPOWER
- Complimentary exhibit space at any **two** AWEA Seminars open to exhibition
- **Two** complimentary full conference passes for WINDPOWER
- **Five** complimentary one-day exhibit hall passes to invite clients or use for staff
- **One** complimentary full conference pass for Offshore WINDPOWER
- **One** complimentary registration for the AWEA Fall Symposium
- Recognition all year on AWEA Sponsors Web page
- Verbal recognition of company in Opening Sessions of sponsored events
- Company logo recognition in printed Program Guide or Show Directory
- Company logo recognition on event website
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in event Opening Session
- Literature placement on lobby sponsor table/kiosk at select AWEA events

Kilowatt Sponsor | \$25,000+

- **Six** Priority Points for WINDPOWER booth presale priority, **three additional** if also exhibiting at Offshore WINDPOWER
- Complimentary exhibit space at any **one** AWEA Seminar open to exhibition
- **One** complimentary full conference pass for WINDPOWER
- **Three** complimentary one-day exhibit hall passes to invite clients or use for staff
- Recognition all year on AWEA Sponsors Web page
- Company logo recognition in printed Program Guide or Show Directory
- Company logo recognition on event website
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in event Opening Session
- Literature placement on lobby sponsor table/kiosk at select AWEA events



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SPONSORSHIP OPPORTUNITIES

Event Specific Sponsorship Opportunities

Event Sponsor | \$15,000+

- **Three** Priority Points for WINDPOWER booth presale priority, **one additional** if also exhibiting at Offshore WINDPOWER
- **One** complimentary full registration pass for the event
- Company logo recognition in printed Program Guide or Show Directory
- Company logo recognition on event website
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in event Opening Session
- Literature placement on lobby sponsor table/kiosk at select AWEA events

Event Sponsor | \$5,000+

- **Two** Priority Points for WINDPOWER booth presale priority, **one additional** if also exhibiting at Offshore WINDPOWER
- Company logo recognition in printed Program Guide or Show Directory
- Company logo recognition on event website
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in event Opening Session
- Literature placement on lobby sponsor table/kiosk at select AWEA events

Event Sponsor | \$1,000+

- **One** Priority Points for WINDPOWER booth presale priority, **one additional** if also exhibiting at Offshore WINDPOWER
- Company logo recognition in printed Program Guide or Show Directory
- Company logo recognition on event website
- Company logo recognition on signage onsite
- Company logo recognition on a "thank you" slide in event Opening Session
- Literature placement on lobby sponsor table/kiosk at select AWEA events



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BOOK TODAY AND SPONSOR AWEA EVENTS

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We look forward to working with you in 2014!



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