

2nd German American Energy Conference 2010 Sponsorship Packages

**Promising Markets for Renewables
and Energy Efficiency**

March 22-23, 2010

House of German Business, Berlin

Clean and sustainable energy is an objective of the Obama Administration and is a key issue in the transatlantic dialogue. A growing awareness of the security of energy supply and the importance of climate protection along with the proactive stance taken by the new US government will contribute to an intensification of the economic German American relationships.

In 2010, the 2nd German American Energy Conference will add the topic of Energy Efficiency to its program. In addition to the discussion about incentive programs on both federal and state levels in the USA, specific opportunities for cooperation, technological developments and pilot projects in the fields of solar, wind, and bioenergy will also be presented by German and American experts. Practical information on successful entry into the U.S. market for German companies will be a focal point of the conference. The two-day conference, consisting of several parallel events, remains the most important event for German industry in a transatlantic context for a sustainable energy supply.

The 2nd German Energy Conference will be conducted under the patronage of Rainer Brüderle, German Federal Minister of Economics and Technology, who is expected to open the conference on March 22, 2010. Additionally, other high-ranking politicians, such as the German Federal Foreign Minister and Vice Chancellor, Dr. Guido Westerwelle, are invited. Co-organizer of the two-day conference will be the German Ministry of Economics and Technology (BMWi). The organizers anticipate cooperation from key institutions, such as the Federal Foreign Office (AA) with the Transatlantic Climate Bridge, the Federation of German Industries (BDI), the Association of German Chambers of Industry and Commerce (DIHK) as well as Germany Trade & Invest. The most important renewable energy and energy efficiency industry associations in the US and Germany are once again expected to support the conference as partners. Other noteworthy US institutions such as the U.S. Department of Energy are also invited to participate in the conference.

**Shape the transatlantic energy dialogue of the future.
Become a sponsor of the 2nd German American Energy
Conference 2010 in Berlin.**



Our sponsorship packages for the 2nd German American Energy Conference 2010

Transatlantic Conference for a sustainable energy economy.

The 2010 Conference will highlight in detail solar, wind, and bio-energy as well as energy efficiency in the industry. The theme and slogan of the conference will be "Promising Markets for Renewables and Energy Efficiency."

Sponsorship as a communication tool.

Present yourself as a competent partner in the transatlantic energy dialogue. Leverage the attractive sponsorship offerings as a way to showcase your role in the renewable energy and energy efficiency economy in Germany and the US.

Sponsorship offers you many advantages:

- Connection with the international energy business community.
- Placement of your company in a circle of leading decision makers from government, business and trade associations.
- Communication of your brand, products or services in the context of innovative strategies for a sustainable energy supply.
- Heightened name recognition of your company due to your sponsorship of the German American Energy Conference.

Premium Sponsorship.

- Premier logo visibility for the entire conference on printed materials such as flyers, invitations, documents and participant lists.
- Comprehensive, accentuated display of company logo on banners and projector screen during the conference.
- Clearly visible, attention-grabbing logo on banner in entryway as well as behind the stage.
- Presence of company logo on conference website. (with direct link to company website)
- Designation as sponsor in all press releases in both Germany and the USA.
- Verbal mention of company during the official opening of the conference and prominent, technologically relevant events.
- Possibility to add promotional merchandise and materials to conference folders.
- Utilization of an exhibitor space (ca. 20 ft x 14 ft) for your presentation at the conference.
- VIP participation for four people in exclusive dinner with conference speakers.
- Four free passes at the entire two-day event. (\$7,100 value)

Price: \$44,500 (19% German VAT included)

Technology Sponsorship – Wind, Solar, Bioenergy or Energy Efficiency.

(max. 1 sponsor per technology)

- Premier logo visibility on printed materials such as flyers, invitations, documents and participant lists pertaining to the corresponding technology.
- Comprehensive display of company logo on banners and projector screen at the corresponding technology events.
- Clearly visible, attention-grabbing logo on banner of corresponding technology in entryway as well as behind the stage.
- Presence of company logo on conference website. (with direct link to company website)
- Verbal mention of company during the corresponding prominent, technologically relevant events.
- Utilization of an exhibitor space (ca. 10 ft x 7 ft) for your presentation at the conference.
- VIP participation for two people in exclusive dinner with conference speakers.
- Three free passes at the entire two-day event. (\$5,325 value)

Price: \$27,000 (19% German VAT included)

Our sponsorship packages for the 2nd German American Energy Conference 2010

Classic Sponsorship.

(max. 6 sponsors)

- Company logo visibility for the entire conference on printed materials such as flyers, invitations, documents and participant lists.
- Comprehensive display of company logo on banners and projector screen for the entire conference.
- Presence of company logo on conference website. (with direct link to company website)
- Utilization of an exhibitor space (ca. 10 ft x 7 ft) for your presentation at the conference.
- Two free passes at the entire two-day event. (\$3,550 value)

Price: \$18,000 (19% German VAT included)

Evening Reception Sponsorship.

(max. 1 sponsor)

- Exclusive sponsor presence at the evening reception; which will be attended by high-ranking conference participants, notable German and American speakers, and the US delegation.
- Company logo visibility on printed materials relating to the evening reception such as flyers, invitations, documents and participant lists.
- Comprehensive, accentuated display of company logo on banners and room decorations of the evening reception as well as the projector screen during events on both days relating to the evening reception.

- Presence of company logo on conference website. (with direct link to company website)
- Short greeting leading into the official opening of the evening reception by a high-ranking representative of the German Federal Ministry.
- Utilization of an exhibitor space (ca. 10 ft x 7 ft) for your presentation at the conference.
- Two free passes at the entire two-day event. (\$3,550 value)

Price: \$27,000 (19% German VAT included)

Exhibitor Packages.

(max. 7 exhibitors for the two-day conference)

- Utilization of an exhibitor space (ca. 10 ft x 7 ft) for your presentation at the conference.
- Inclusion in the list of exhibitors.
- Presence of company logo on conference website. (with direct link to company website)
- One free pass at the entire two-day event. (\$1,750 value)

Price (ca. 10 ft x 7 ft): \$9,000 (19% German VAT included)

Additional information available at
www.gae-conference.com

The conference is being organized by the German American Chambers of Commerce (GACC) and the Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency.

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