

UNDER THE PATRONAGE OF H.H. GENERAL SHEIKH MOHAMMED BIN ZAYED AL NAHYAN
CROWN PRINCE OF ABU DHABI & DEPUTY SUPREME COMMANDER OF THE UAE ARMED FORCES

Hosted by

Masdar
A MUBADALA COMPANY



**WORLD
FUTURE
ENERGY
SUMMIT**
Abu Dhabi 2012

**POWERING
SUSTAINABLE
INNOVATION**

16 - 19 January 2012, ADNEC

**SPONSORSHIP AND
E-BRANDING
OPPORTUNITIES**

Organized by

 **Reed
Exhibitions**



www.WorldFutureEnergySummit.com

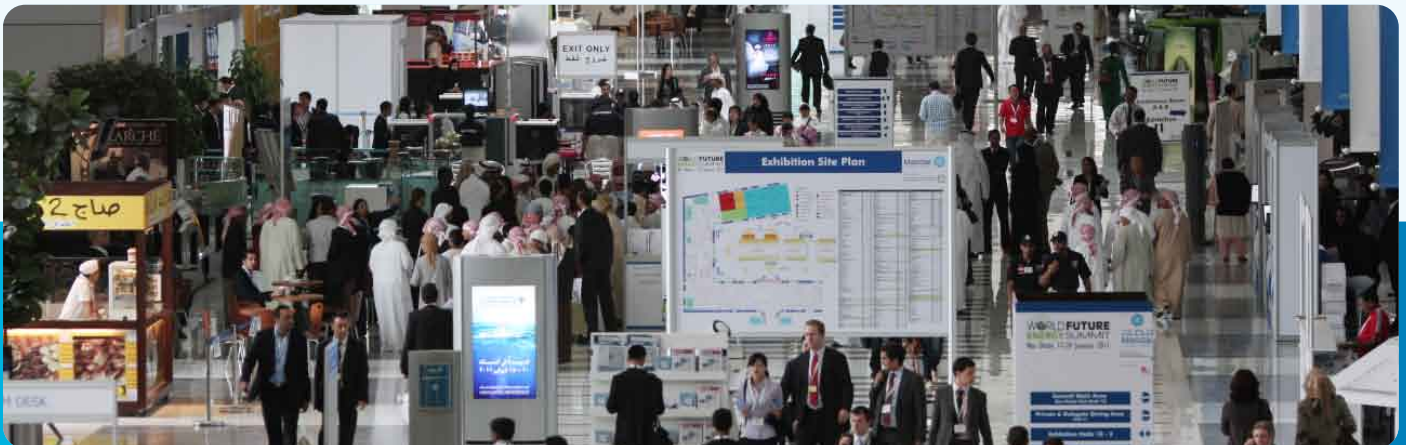


Since its inception in 2008, World Future Energy Summit “WFES” has evolved as the world’s foremost and must-attend annual meeting for the renewable energy and environment industry.

In 2011, WFES uniquely brought together over 26,391 attendees from 112 countries including world leaders, international policy makers, industry leaders, investors, experts, academia, intellectuals and journalists to find practical and sustainable solutions for today’s energy security and climate change challenges.

Global Media Campaign

The 2012 edition will be supported by an international media campaign across all platforms including TV, radio, billboards, newspapers, specialized magazines and websites as well as a targeted direct marketing campaign. Over 700 international members of media are expected to show their support including key partners: CNN, Time & Fortune, The National, Financial Times, Renewable Energy Focus, Al Arabiya and more.



WHY SPONSOR?

- Position your company as a leading investor in the future energy market
- Gain access to global leaders, policy and decision makers
- Host exclusive networking events
- Profile your technologies and projects and meet with global partners
- Reach over 25,000 event attendees along with thousands of website visitors
- Align your brand to a high profile regional and international event marketing campaign
- Benefit from global media coverage
- And most importantly... ensure that your company maximizes all business opportunities at the world’s foremost future energy event



Platinum Sponsorship Benefits:

- Platinum Sponsor positioning on all communications as one of the event's main sponsors where applicable (excluding the outdoor campaign)
- Platinum Sponsor positioning on the main event signage which are located above exhibition hall entrances
- Platinum Sponsor logo on the WFES 2012 website with reciprocal links
- A full page advertisement within the official mini CD catalogue
- 20 VIP parking passes
- 3 complimentary FULL conference delegate passes

packages available:

- Day One VIP and Delegate Lunch
- Day Two VIP and Delegate Lunch
- Official Transport Partner
- Official Welcome Reception
- Future Energy Theatres
- Roundtable Arena
- Speaker Lounge and Speaker Packs
- Official Conference Delegate Packs
- International Media Centre
- Video Streaming Partner
- Delegate Networking Area
- VIP Packs & Lounge

Exhibitor Upgrades:

- 'You are Here' Boards
- Event Planner (includes Z map and mini CD show catalogue)
- Exhibition Z Card Map
- Exhibition Bag Inserts
- Official Pen Sponsorship
- Outdoor Installations (subject to approval)



Gold Sponsorship Benefits:

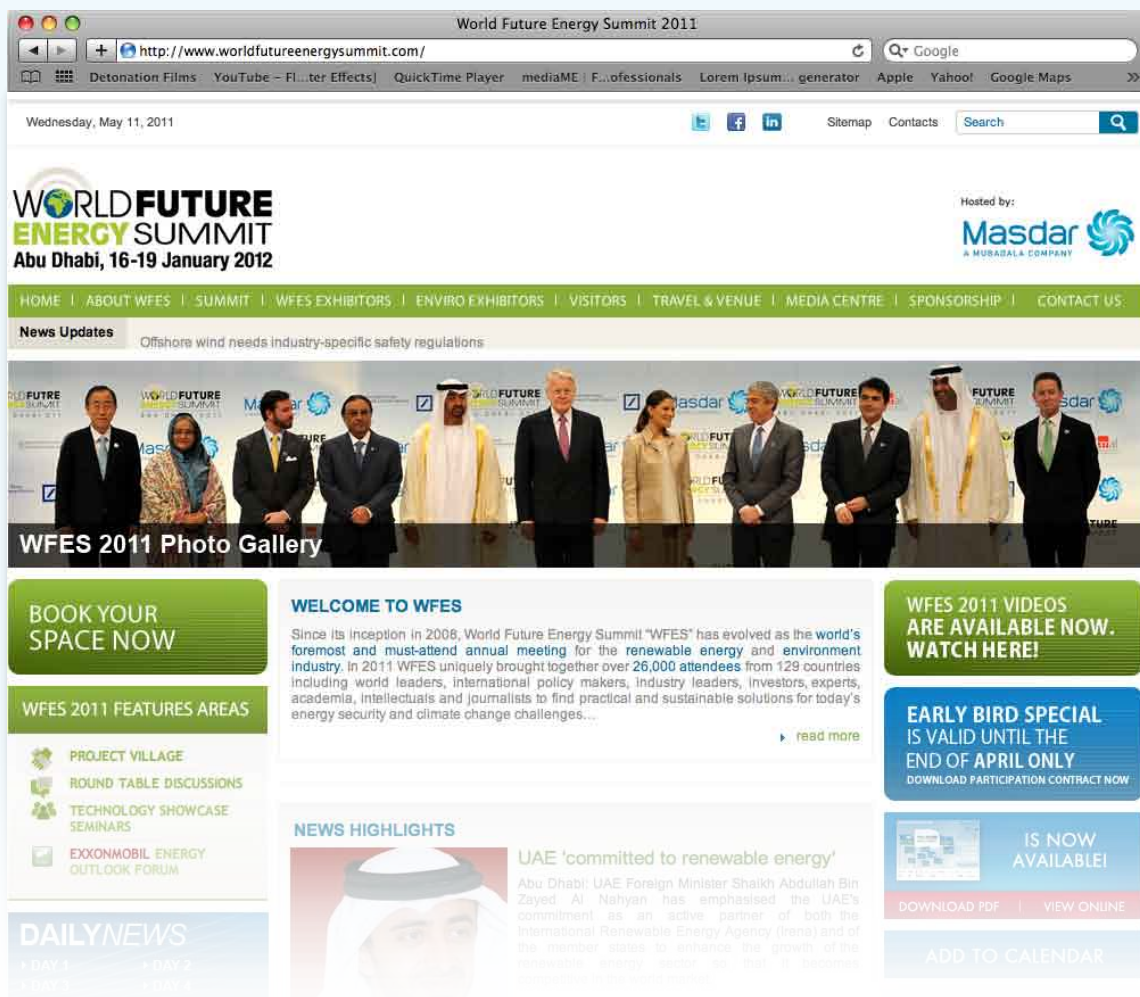
- Gold Sponsor positioning on key communications where applicable (excluding the outdoor campaign)
- Company logo on the main event signage at the summit which are located above exhibition hall entrances
- Gold Sponsor logo on the WFES 2012 website with reciprocal links
- 5 VIP parking passes
- 2 complimentary FULL conference delegate passes

packages available:

- Day Three VIP and Delegate Lunch
- Day Four VIP and Delegate Lunch
- Hosted Networking Events
- Official Publication Wrap
- Exhibitor Lounge

E-BRANDING OPPORTUNITIES

Online advertising is proving to be the most powerful and cost-effective tool to drive traffic to your company website. The WFES 2011 website received over 1.6 million page views from the key stakeholders in the renewable energy sector. A range of exclusive e-branding tools are now available to align your brand with the foremost event in the future energy industry.



2011 Highlights

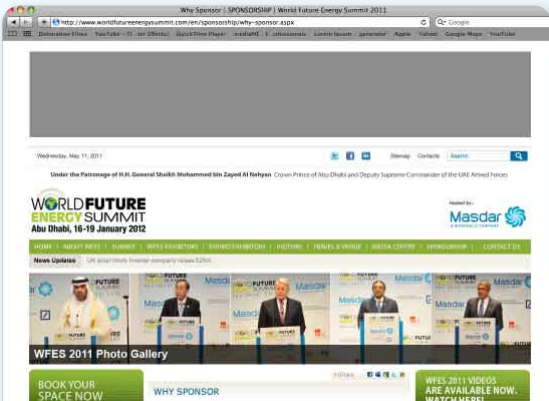
26,391 Attendees
112 Countries represented
201 High Level Speakers
600 Exhibiting Companies

Website Statistics

Average of **5 minutes** per visit.
1.6 million page views
894,000 website visits

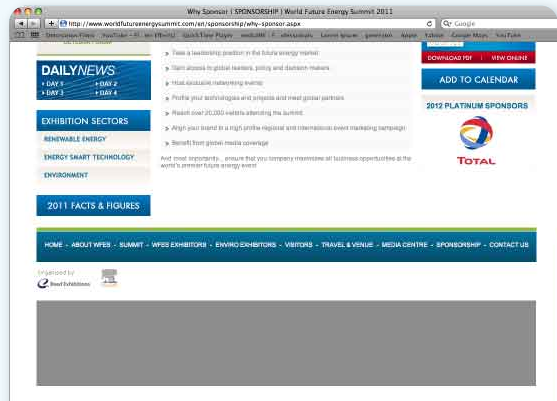
Benefits of WFES e-branding opportunities:

- Position your organisation as a key player in global sustainable energy solutions online
- Align your brand with a high profile regional and international online marketing campaign
- Increase your organisation's web traffic with additional web links
- Target thousands of exhibitors, visitors and sponsors in the renewable energy industry for an entire year
- Benefit from global media coverage



Banner Description: Web Header

Location: Top of home page of WFES 2012 website
Characteristics (cm): 1000 x 90
Rate AED: 30,000



Banner Description: Web Footer

Location: Bottom of homepage of WFES 2012 website
Characteristics (cm): 1000 x 90
Rate AED: 25,000

Banner Description	Location	Characteristics (cm)	Rate AED
Online Exhibitors Directory	WFES 2012 sub page	762x90	20,000
Online Visitors Registration page	WFES 2012 sub page	762x90	20,000
Floor Plan	WFES 2012 sub page	228x400	15,000
E-newsletter	Top Banner	762x90	25,000
E-shot	Prominent location within the HTML page	228x90	15,000



Banner Description: WFES Blog

Location: Top of blog
Characteristics (cm): 228x90
Rate AED: 30,000



Banner Description: Countdown Timer

Location: Centre of homepage of the WFES 2012 website
Characteristics (cm): 228x90
Rate AED: 50,000