

3rd German American Energy Conference 2011 Sponsorship Packages

**Global Energy Challenges –
Transatlantic Business Opportunities**

May 12 - 13, 2011

House of German Business, Berlin

After two years under the Obama administration, promising programs have been developed to allow for the implementation of renewable energies, technological advancements, and lasting energy efficiency measures. Several US states have already taken the appropriate measures to increase the use of environmentally friendly and sustainable energy sources. The development of these sources is being promoted through comprehensive funding instruments and financial aid. On the national level, the Obama administration has been proactively promoting environmental awareness to address global energy challenges effectively which is reflected in the increase of renewable energies to approximately 11 percent of the US energy mix. These current conditions have created one of the largest markets for renewable energy that US and German companies can tap into. A transatlantic dialogue can not only intensify German-American economic relations but also increases concrete business opportunities.

To showcase the US market potential and new technologies in renewable energies as well as energy and climate policies the German American Chamber of Commerce (GACC) and the German Energy Agency GmbH (dena) are hosting the 3rd German American Energy Conference 2011 titled "Global Energy Challenges – Transatlantic Business Opportunities". Continuing on the success of the previous years, this event will address cross-cutting issues such as emissions trading, network expansion, smart grids and storage technologies as well as US-specific framework conditions and support programs at the federal and state level.

Be part of this transatlantic energy dialogue. Become a sponsor for the 3rd German American Energy Conference 2011 in Berlin.



Supported by:



Federal Ministry
of Economics
and Technology



on the basis of a decision
by the German Bundestag

Our sponsorship packages for the 3rd German American Energy Conference 2011

Transatlantic Conference for a sustainable energy economy.

Under the title "Global Energy Challenges – Transatlantic Business Opportunities", we will look at cross-cutting topics, such as emissions trading, network expansion, smart grids and storage technologies.

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 sustainable renewable energy economy in Germany and in the US.

A 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.

(max. 1 sponsor)

- Premier logo visibility for the entire conference on printed materials such as flyers and documents etc.
- Accentuated display of company logo on banners and projector screen during the conference.
- Presence of company logo on conference 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.
- Possibility to add promotional merchandise and materials to conference folders (upon agreement).
- Utilization of an exhibitor space (ca. 20 ft x 7 ft).
- VIP participation for two people in exclusive dinner with conference speakers.
- Four free passes at the entire two-day event. (\$4,833 value)

Price: \$33,750*

Classic Sponsorship.

(max. 6 sponsors)

- Company logo visibility for the entire conference on printed materials such as flyers, documents etc.
- Comprehensive display of company logo on banners and projector screen for the entire conference.
- Presence of company logo on conference website.
- Utilization of an exhibitor space (ca. 10 ft x 7 ft).
- Two free passes at the entire two-day event. (\$2,417 value)

Price: \$13,500*

*(Prices are based on a 1.35 US-Dollar/Euro exchange rate (subject to change). German VAT does not apply.)

Our sponsorship packages for the 3rd German American Energy Conference 2011

Evening Reception Sponsorship.

(max. 1 sponsor)

- Exclusive sponsor presence at the evening reception; which will most likely be opened by the Federal Minister of the Environment.
- Company logo visibility on printed materials relating to the evening reception such as flyers, documents etc.
- Accentuated display of company logo on banners and room decorations during the two day conference as well as the projector screen during the two day conference.
- Opportunity for exclusive branding of the evening reception through laying out of marketing materials (upon agreement).
- Presence of company logo on conference 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).
- Two free passes at the entire two-day event. (\$2,417 value)

Price: \$20,250*

Conference Folder Sponsorship.

(max. 1 sponsor)

- Exclusive display of sponsorship through a full-page four-color ad on the left inner fold of the conference folder. Highly effective marketing placement as the conference folders will be presented to all conference participants and will be circulating throughout the entire conference.
- Company logo visibility for the entire conference on printed materials such as flyers, banners, as well as on the projector screen, etc.
- Presence of company logo on conference website
- One free pass at the entire two-day event (\$1,208 value).

Price: \$13,500*

Exhibitor Packages.

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

- Utilization of an exhibitor space (ca. 10 ft x 7 ft).
- Inclusion in the list of exhibitors.
- Presence of company logo on conference website
- One free pass at the entire two-day event. (\$1,208 value)

Price: \$6,750*

Additional information available at
www.gae-conference.com

*(Prices are based on a 1.35 US-Dollar/Euro exchange rate (subject to change). German VAT does not apply.)

The conference is organized by the German American Chambers of Commerce (GACC) and the Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency. **For further information, please contact:**

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