



Forum | 
europe

The European Smart Grid Conference 2013

3rd October 2013
The Renaissance Hotel . Brussels

Host, Sponsorship and
Exhibition Prospectus

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www.smartgrid2013.eu



The European Smart Grid Conference 2013
3rd October 2013 / The Renaissance Hotel . Brussels

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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.



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About The European Smart Grid Conference 2013

The development of a pan-European smart grid promises to transform electricity generation via new energy management tools that will enable consumers to control their energy use and costs, leading to greater efficiencies.

European industry is facing a revolution in infrastructure and control. Issues such as adequate energy storage facilities, the impact that the plugging in of significant amounts of renewables to the grid will have, privacy and grid stability, standardisation and fundamentally, Europe's competitiveness, will all be addressed at this year's EU Smart Grids Conference. For full details please go to www.smartgrid2013.eu



Sponsorship of The European Smart Grid Conference 2013

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The European Smart Grid Conference 2013 offers sponsoring organisations the opportunity to become involved on a regular basis in a high-level industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at The European Smart Grid Conference 2013. Simply having your name and brand associated with a high-level event such as this can be extremely valuable as it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers.

Alternatively, should you wish to take a more active and high-profile role at the event, this year we are offering companies the chance to become Conference Hosts. In this scenario up to 3 organisations will act as hosts of the conference, with Forum Europe's role as event organiser very much secondary to this. In addition to the very high level of visibility offered by this package, the conference host is able to influence the scope of the event, and recoup their initial financial commitment via the sale of small sub-sponsorship packages.

Further details of the host package and all our other sponsorship opportunities can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact **Charlene Selmer** at charlene.selmer@forum-europe.com or call +44 (0) 2920 783024.



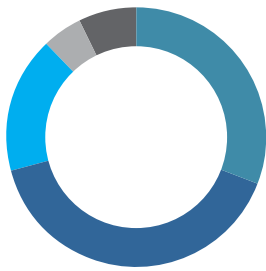
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Who attends Forum Europe telecom & energy events?



Delegate demographics



Recent Forum Europe energy and telecoms events have included the following speakers

Günther Oettinger, Commissioner for Energy, European Commission

Neelie Kroes, Vice President and EU Commissioner for Digital Agenda, European Commission

Sjím Kallas, Vice President and Commissioner for Transport, European Commission

William E. Kennard, US Ambassador to the EU

Gunnar Hökmark MEP

Ed Vaizey MP, Minister for Culture, Communications & Creative Industries, UK Government

Viviane Reding, Vice-President and Commissioner for Justice, Fundamental Rights and Citizenship, European Commission

Neoklis Sylikiotis, Minister of Commerce, Industry and Tourism, Cyprus

Niki Tzavela, MEP

Bogusław Sonik, MEP

Marie Donnelly, Director, Renewables, Research and Innovation, Energy Efficiency, DG Energy, European Commission

Tristan Aspray, Europe Exploration Operations Manager, ExxonMobil

Dale E. Ryan, Director, Chevron Bulgaria Exploration & Production

Sergei Komlev, Head of Contract Structuring & Price Formation Directorate, Gazprom Export

Howard Rogers, Director, Natural Gas Research Programme, Oxford Institute for Energy Studies

Steve Hart, Refining Director Europe, Africa & Middle East, ExxonMobil

Andrea Debbané, Vice President, Environmental Affairs, EADS & Airbus

Mathieu Grosch, MEP

Richard Mills, Director of Environmental Policy & Strategy for Europe Boeing

Klaus Schierhackl, Chief Financial Officer, ASFINAG & President, ASECAP

François Rancy, Director, Radiocommunication Bureau, International Telecommunication Union

Julius Knapp, Chief, Office of Engineering & Technology, FCC

Sudhir Gupta, Principal Advisor Spectrum Management, Telecom Regulatory Authority of India (TRAI)

Roberto Viola, Deputy Director General, DG CONNECT, European Commission

Mignon Clyburn, Commissioner, FCC

Pearse O'Donohue, Head of Unit, Radio Spectrum Policy, European Commission Senior Assistant Deputy Minister, Spectrum, Information Technologies and Telecommunications, Industry Canada

Zoran Stančić, Deputy Director General, DG CONNECT, European Commission

Kojiro Shiojiri, Ambassador of Japan to the European Union

Robert Holleyman, President and CEO, BSA | The Software Alliance

Andrea Renda, Senior Research Fellow, Head of Regulatory Affairs Programme, CEPS

Maria Martin-Prat, Head of Unit Copyright, DG MARKT, European Commission

Nicola Beer, Secretary of State for European Affairs, State of Hessen, Germany

Mercedes Bresso, President, Committee of the Regions

Jan Olbrycht, MEP

Denis Baupin, Deputy Mayor, Paris

Pekka Sauri, Deputy Mayor, Helsinki

Host Package

Conference Host: Initial outlay €20,000, with the opportunity to offset this cost in full

Becoming a Host of The European Smart Grid Conference 2013 will provide your company with the greatest possible level of exposure. The event will be branded as 'hosted' by up to three organisations, with the Forum Europe logo and information included as 'event organisers' very much secondary to this. In addition, the hosts will have the opportunity to support the development of the conference programme and have significant input and influence as part of this process, in liaison with the other conference hosts.

Further benefits include:

- Highest profile branding throughout the pre-event marketing period and on the event day, with recognition as conference host on the following:
 - ▶ Front page of conference brochure
 - ▶ Banners to be displayed in the conference room and refreshment area on the event day
 - ▶ Forum Europe website - with logo, description and hyperlink to your company website
 - ▶ Speaker Invitation letters
 - ▶ Marketing materials and press releases
 - ▶ Forum Europe Newsletters
- The opportunity for a high visibility 'keynote' speaking opportunity for a senior representative from each of the host companies
- Full page advert in conference programme
- Unlimited number of complimentary places for internal staff
- High-profile space allocated for an exhibition stand in the refreshments area.
- The opportunity to place delegate inserts into the conference bags
- The opportunity to act as the co-host of the pre-conference speaker and VIP dinner, in collaboration with the other conference hosts
- This package is limited to a maximum of three organisations, in order to ensure a high degree of exclusivity for the conference hosts

Offset your initial financial commitment, or even make a profit!

In addition to the benefits listed above, as a host company you would have the option to offset your organisation's financial input by offering smaller sponsorship packages (see sponsorship levels on next page) to your contacts and clients. All additional sponsorship revenue brought in by your company is offset against the cost of the initial commitment. This offers you the benefits of high profile visibility at a prestigious conference with the possibility of a very low financial commitment, or even the ability to make a profit from the event.

To discuss in more detail how the conference host opportunity works, please contact the event organiser, **Charlene Selmer** on the details below.

Sponsorship Packages

Platinum Package: €10,000

- Speaking position for company representative in high-level panel discussion
- Full page advert in conference programme
- 5 complimentary delegate places
- Priority branding on main stage
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters

Gold Package: €6,500

- Half page advert in conference programme
- 3 complimentary delegate places
- Branding on main stage
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters

Silver Package: €3,500

- Quarter page advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters

Catering Packages

Exclusive Sponsorship of Lunch: €4,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page colour advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Cocktail Reception: €3,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page colour advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (5 refreshment breaks): €3,000

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page colour advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.



Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€2000 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Conference Badges

€1500

All delegates are required to wear their personalised conference badge on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference

Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2750 + cost of production



Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.



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Sponsorship Reservation Form

I am interested in becoming a (please tick box):

Host Platinum Sponsor Gold Sponsor Silver Sponsor

I am interested in the following Catering Packages (please tick box):

Cocktail Reception Lunch Refreshments

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards Conference Badges Lanyard & Badge Package

Data Sticks Conference Pens & Pads Insert in Delegate Packs

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Company:

Address:

Name of contact:

Contact Tel. Number: Contact Email:

Signature: Date:

Please Faxback to +44 (0) 2920 020 432

Please contact **Charlene Selmer** to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 024 . Fax: +44 (0) 2920 020 432 . Email: charlene.selmer@forum-europe.com

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www.forum-europe.com

www.smartgrid2013.eu

Exhibit at The European Smart Grid Conference 2013

Stand Size: 2.5m x 3m / Cost: €2500



Be recognised as an important sector leader with an exclusive exhibition space during The European Smart Grid Conference 2013.

This 1 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the refreshment breaks scheduled for each day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the conference handout that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at **2.5m x 3m** and the ceiling height in the room is **3.5m**. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately **1.8m x 1m** included in the price.

Exhibitors are invited to prepare their stand between **14.00** and **17.00** the day before the conference.

To reserve your exhibition space at the event, please complete the form on page 11 and fax it back to us on **+44 (0) 2920 020 432**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:

Contact Person:

Address:

City: Country:

Postcode: Email:

Tel: Fax:

Description of organisation for conference handout, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Charlene Selmer on +44 (0) 2920 783 024.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €2500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The European Smart Grid Conference, 3rd October 2013, The Renaissance Hotel, Brussels and accepts the terms and conditions stated above.

Signature

Date