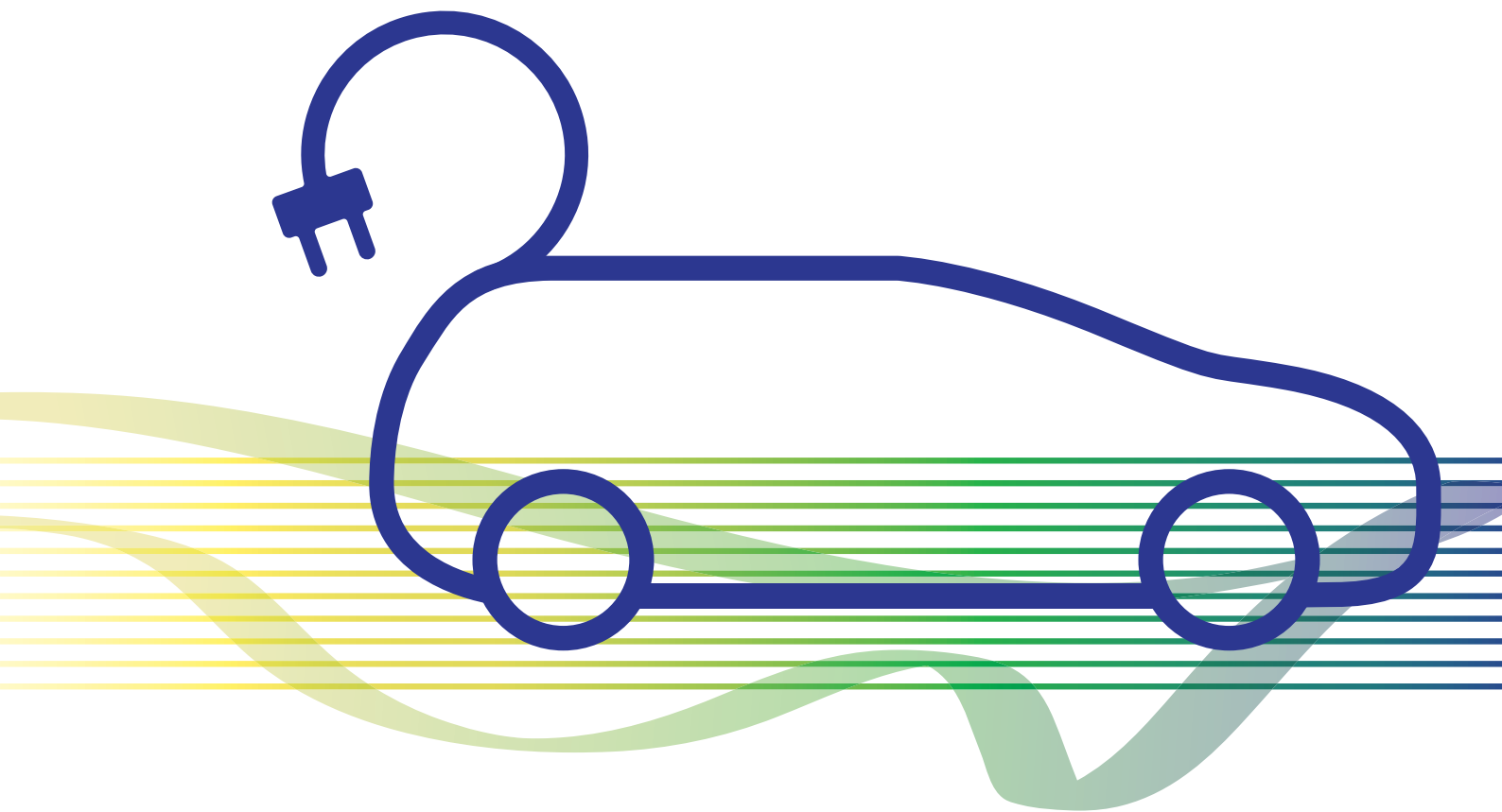


26th May 2011 . Brussels

The European Electric Vehicles Conference 2011

Will Electric Vehicles become a reality in Europe?

Sponsorship Prospectus



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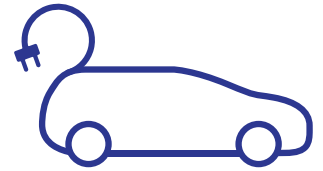
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- P 4 Sponsored Catering Packages
- P 5 Product Opportunities
- P 7 Sponsorship Reservation Form

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.

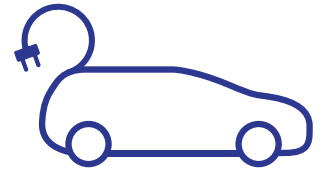
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Sponsorship Packages

Host Package: €5,000 + VAT

Becoming a host of the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package.

- Exclusive speaking position for company representative
- Full page colour advert in conference programme
- 3 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 conference CD-Rom (600 copies distributed) with exclusive ability to submit a conference report for inclusion
- 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: €3,750 + VAT

- Half page colour advert in conference programme
- 2 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 conference CD-Rom (200 copies distributed)
- 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



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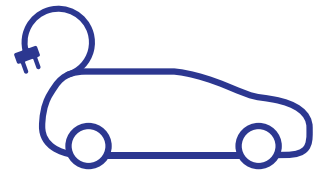


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Sponsorship Packages

Exclusive Sponsorship of Interactive Voting System: €2,500 + VAT

Our Interactive Voting System enables delegates to provide a live response to questions posed by the chair and see the real-time results in a variety of formats on the screens. This package offers your organisation the opportunity to become associated with this exciting new part of the conference format.

- Your company logo displayed at the beginning of the Interactive Voting sessions, which will take place at various stages throughout the event
- Company logo on conference website with link to company website
- Your company logo displayed in the bottom corner of all pages containing both questions and results
- Inclusion of a pdf containing company information with the summary of results that are sent out to all delegates immediately following the event



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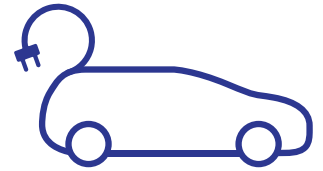


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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner €5,000 + VAT

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page colour advert in programme
- 3 complimentary delegate places

Exclusive Sponsorship of Lunch: €3,000 + VAT

- 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 + VAT

- 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 (3 per day): €2,500 + VAT

- 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, website and CD-ROM.

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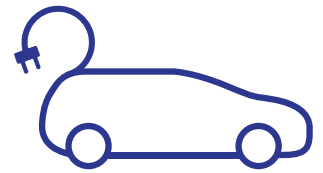


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Product Opportunities

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

€1250 + VAT + cost of production

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



Data Sticks

€1250 + VAT + 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 + VAT + 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 + VAT

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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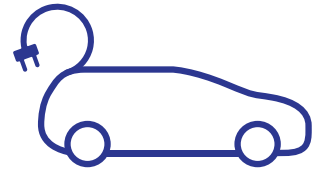


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Product Opportunities



Conference Badges

€1200 + VAT

All delegates are required to wear their personalised conference badge (attached to the lanyard) 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.



Conference Proceedings

€1245 + VAT

All delegates receive the conference proceedings on high quality CDs, printed with your company's logo and a short advert (either text/PDF or moving image, in which case size must be agreed beforehand).

These are made available, if possible, before the event. However it is best practice to deliver them after the event to all delegates to ensure all the presentations that are available are loaded to the CDs.

These CDs, in addition to being distributed to all delegates as part of the conference package, will also be made available for purchase to non-attendees post event.

This high value option reaches all delegates and is the most valued information and reference point beyond the event itself, this option is only available to selected organisations and it is recommended that you contact James Wilmott to discuss this high value, high exposure option.

> The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact James Wilmott.

We look forward to discussing the positive and high value promotion of your organisation.

Forum Europe

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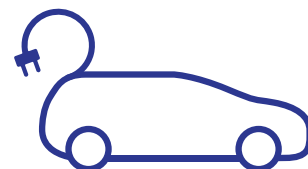


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Sponsorship Reservation Form

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

Platinum Sponsor Gold Sponsor Interactive Voting System

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

Cocktail Reception Lunch VIP & Speaker Dinner Refreshments

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

Sponsored Lanyards Data Sticks Conference Pens & Pads

Insert in Delegate Packs Conference Badges Conference Proceedings

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Company:

Address:

Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 668 992

Please contact James Wilmott to discuss all opportunities listed in this brochure.

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