

SOLAR POWER UK

EXHIBITION 2012



2-4 OCTOBER 2012, THE NEC BIRMINGHAM

SPONSORSHIP BROCHURE

www.solarpowerukevents.org

Solar Power UK is the must attend B2B event for the solar industry. As such, it has the ability to provide your company with high level exposure and identify it as a leader within the rapidly emerging UK solar market.

Why Sponsor?

- Increase your company's visibility with exclusive branding of key features within the exhibition hall
- Be identified as a leader in one of the world's top 10 solar markets
- Capture the attention of potential buyers at the show
- Enhance awareness of your products
- Drive traffic to your stand by standing out from the crowd

Customise your Package

All sponsorship packages in the following pages are shown as a guideline and reflect the level of deliverables we are happy to offer for the price quoted.

If the package doesn't quite meet your needs or correspond to the message you want to convey, then please contact the Sales Team to discuss your thoughts – we're more than happy to tailor packages to suit your requirements.



Please note that sponsorship opportunities are only open to those companies exhibiting at Solar Power UK 2012.

Overall Sponsor

Exclusive opportunity - £50,000 + VAT

Exclusive Registration Sponsor –

- Overall sponsorship of the online registration page on the show website
- Confirmation email sent to pre-registered attendees with logo and 100 word message
- Acknowledgement of sponsor with click-through logo by registration icon on website home page
- Branding of registration desks onsite
- Large floor tile in registration area with company logo
- Opportunity for registration staff to wear branded polo shirts (sponsor to supply)
- One welcome banner at entrance of the exhibition hall welcoming visitors

Speaking opportunity

- 1 speaking opportunity for a senior “C-Level” staff member in one of the seminar halls. (Topic to be agreed with organiser).
- 1 speaking opportunity in the freely accessible workshop in either the PV Interactive feature area or the Green Deal feature area.

Other branding deliverables

- Company logo on banner at registration area thanking all sponsors
- Double page advertisement in show catalogue
- Company name and logo as Overall Sponsor on dedicated Sponsor page on show website
- Company name and logo as Overall Sponsor on dedicated Sponsor page on show catalogue
- Insert in visitor bag (subject to approval by organiser)
- Primary logo as Overall Sponsor on e-newsletters, print advertisements and promotional materials for Solar Power UK
- 20% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.
- Exclusive video interview with C-Level executive from your company which will be featured on PV-Tech Newscast, YouTube and Solar Power Portal.

Tickets for attendance

- Unlimited exhibition tickets
- 10 tickets for the Gala Evening Dinner
- Unlimited tickets for staff to access all seminar areas.

Networking Dinner Sponsor

Exclusive opportunity - £50,000 + VAT

Exclusive Networking Dinner Sponsor –

- Branding and decoration of dinner venue
- Pop-up banners in pre-dinner drinks area (sponsor to supply)
- Branding on Networking Dinner Ticket & Menus
- Primary table positions at the event
- Welcome speech opportunity at the networking dinner.

Speaking opportunity

- 1 speaking opportunity for a senior “C-Level” staff member in one of the seminar halls. (Topic to be agreed with organiser).
- 1 speaking opportunity in the freely accessible workshop in either the PV Interactive feature area or the Green Deal feature area.
- Other branding deliverables
- Company logo on banner at registration area thanking all sponsors
- Double page advertisement in show catalogue
- Company name and logo as Networking Dinner Sponsor on dedicated Sponsor page on show website
- Company name and logo as Networking Dinner Sponsor on dedicated Sponsor page on show catalogue
- Insert in visitor bag (subject to approval by organiser)
- Logo as Sponsor on e-newsletters, print advertisements and promotional materials for Solar Power UK
- 20% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.
- Exclusive video interview with C-Level executive from your company which will be featured on PV-Tech Newscast, YouTube and Solar Power Portal.

Tickets for attendance

- Unlimited exhibition tickets
- 20 tickets for the Gala Evening Dinner
- Unlimited tickets for staff to access all seminar areas.

Gold Sponsor

2 positions available - £35,000 + VAT

Package A

*Visitor Bag Sponsor
(10 000 units)*

Exclusive branding of the visitor bag – given out to all visitors on arrival at the show

Package B

*Lanyard and Badge Sponsor
(10 000 units)*

Exclusive branding of the lanyard and visitor badge - used by all visitors to the show.

Speaking opportunity

- 1 speaking opportunity for a senior “C-Level” staff member in one of the seminar halls. (Topic to be agreed with organiser).
- 1 speaking opportunity in the freely accessible workshop in either the PV Interactive feature area or the Green Deal feature area.

Other branding deliverables

- Company logo on banner at registration area thanking all sponsors
- Full page advertisement in show catalogue
- Company name and logo as Gold Sponsor on dedicated Sponsor page on show website
- Company name and logo as Gold Sponsor on dedicated Sponsor page on show catalogue
- Insert in visitor bag (subject to approval by organiser)
- Logo as Sponsor on e-newsletters, print advertisements and promotional materials for Solar Power UK
- 15% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.
- Exclusive video interview with C-Level executive from your company which will be featured on PV-Tech Newscast, YouTube and Solar Power Portal.

Tickets for attendance

- Unlimited exhibition tickets
- 8 tickets for the Gala Evening Dinner
- 8 tickets for staff to access all seminar areas.

Silver Sponsor

4 positions available - £22,500 + VAT

Package A

*Exclusive Green Deal
Seminar Hall Sponsor*

Overall sponsorship of Green Deal seminar hall

Branding on large banner outside hall

Branding on seminar bag given to all attendees

Branding as sponsor on seminar programme guide in show catalogue

Package B

*Exclusive Solar Thermal
Seminar Hall Sponsor*

Overall sponsorship of Solar Thermal seminar hall

Branding on large banner outside hall

Branding on seminar bag given to all attendees

Branding as sponsor on seminar programme guide in show catalogue

Package C

*Exclusive Solar PV
Seminar Hall Sponsor*

Overall sponsorship of Solar PV seminar hall

Branding on large banner outside hall

Branding on seminar bag given to all attendees

Branding as sponsor on seminar programme guide in show catalogue

Package D

Exclusive Pen Sponsor

Exclusive sponsor of the pen which will be inserted into all visitor and seminar bags

Speaking opportunity

- 1 speaking opportunity for a senior “C-Level” staff member in ‘your’ seminar hall. (Topic to be agreed with organiser).
- 1 speaking opportunity in the freely accessible workshop in either the PV Interactive feature area or the Green Deal feature area

Other branding deliverables

- Company logo on banner at registration area thanking all sponsors
- Full page advertisement in show catalogue
- Company name and logo as Silver Sponsor on dedicated Sponsor page on show website
- Company name and logo as Silver Sponsor on dedicated Sponsor page on show catalogue
- Insert in seminar bag (subject to approval by organiser)
- Logo as Sponsor on e-newsletters, print advertisements and promotional materials for Solar Power UK
- 10% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Tickets for attendance

- Unlimited exhibition tickets
- 6 tickets for the Gala Evening Dinner
- 6 tickets for staff to access all seminar areas

Bronze Sponsor

6 positions available - £15,000 + VAT

Package A

Exclusive Directional Signage Sponsor

Exclusive sponsorship of all directional signage throughout the Exhibition Hall

Package B

Exclusive Pocket Floor Plan Sponsor

Exclusive sponsorship of Pocket Floor Plan of the Exhibition Hall.

Exclusive sponsorship of three You Are Here Boards in the exhibition hall

Package C

Exclusive Press Centre Sponsor

Exclusive sponsorship of the Press Centre next to the entrance hall.

Branded information rack to be displayed in registration to be filled with sponsor brochures

Package D

Exclusive Seminar USB stick Sponsor

Exclusive sponsorship of high quality USB sticks to be inserted into all seminar bags.

Package E

Exclusive Seminar Folder Sponsor

Exclusive sponsor of high quality Folders to be inserted into seminar bags for all 3 halls

Package F

Exclusive Seminar Paper Pad Sponsor

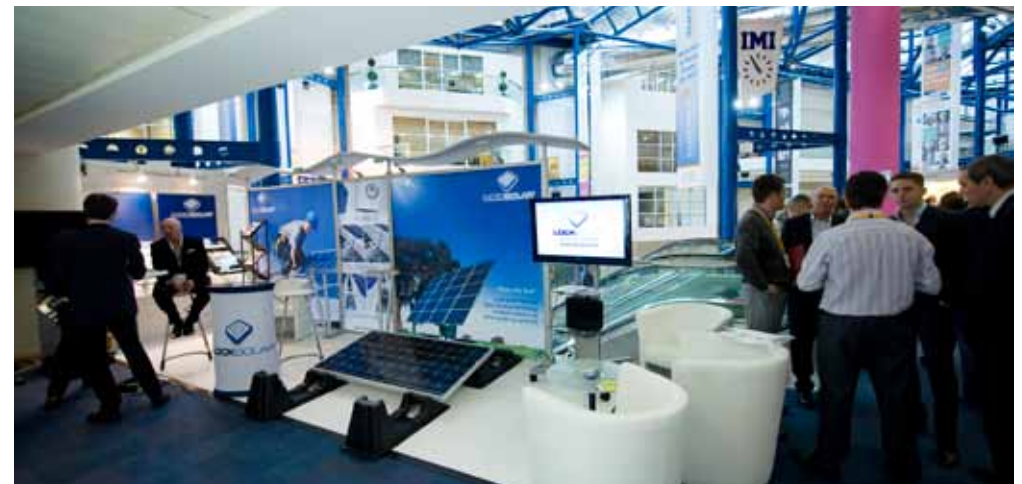
Exclusive sponsor of high quality Paper Pads to be inserted into seminar bags for all 3 halls

Other branding deliverables

- Company logo on banner at registration area thanking all sponsors
- Half page advertisement in show catalogue
- Company name and logo as Bronze Sponsor on dedicated Sponsor page on show website
- Company name and logo as Bronze Sponsor on dedicated Sponsor page on show catalogue
- 5% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Tickets for attendance

- Unlimited exhibition tickets
- 4 tickets for the Gala Evening Dinner
- 4 tickets for staff to access all seminar areas.



Feature Area Sponsor

3 positions available – from £6,000 + VAT

Green Deal Feature Package £6,000 + VAT

Overall Green Deal Interactive Feature Sponsor

Exclusive branding as sponsor on the Green Deal feature area

Speaking opportunity at Green Deal feature workshop

Solar Thermal Feature Package £10,000 + VAT

Overall Solar Thermal Interactive Feature Sponsor

Exclusive branding as sponsor on the Solar Thermal feature area

Speaking opportunity at Solar Thermal feature workshop

Product placement in feature

Solar PV Feature Package £10,000 + VAT

Overall Solar PV Interactive Feature Sponsor

Exclusive branding as sponsor on the Solar PV feature area

Speaking opportunity at Solar PV feature workshop

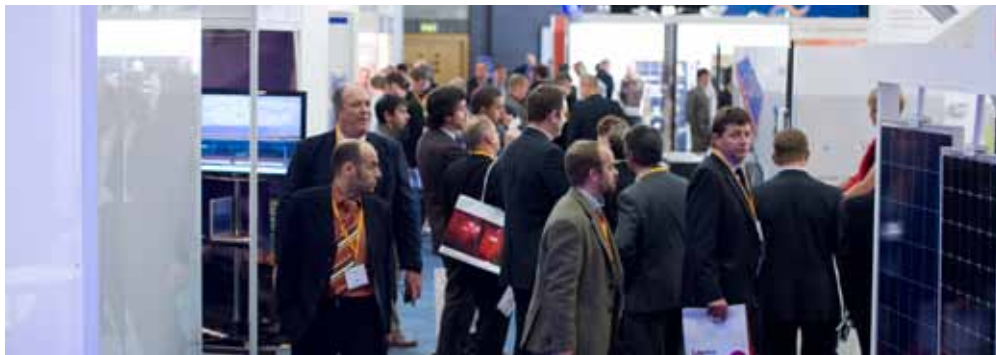
Product placement in feature

Other branding deliverables

- Half page advertisement in show catalogue
- Company name and logo on dedicated Sponsor page on show website
- Company name and logo on dedicated Sponsor page on show catalogue
- 5% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Tickets for attendance

- Unlimited exhibition tickets
- 2 tickets for the Gala Evening Dinner
- 2 tickets for staff to access all seminar areas



Seminar Session Sponsor

6 opportunities available £5,000 + VAT

Exclusive Sponsorship of a half day seminar programme

2 from the Green Deal,
2 from Solar Thermal,
2 from PV

Logo on sessions programme in show catalogue

Branded coffee point for attendees

Other branding deliverables

- Company name and logo on dedicated Sponsor page on show website
- Company name and logo on dedicated Sponsor page on show catalogue
- 5% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Tickets for attendance

- Unlimited exhibition tickets
- 2 tickets for the Gala Evening Dinner
- 2 tickets for staff to access all seminar areas



Other Branding Opportunities

Hanging Banner **6 opportunities available -** **£3,000 + VAT per position**

Exclusive branding on a 13 m x 2.5 m banner to be hung around the perimeter of the hall.

Other branding deliverables

Company name and logo on dedicated Sponsor page on show website.

Company name and logo on dedicated Sponsor page on show catalogue.

5% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Recycling Points **One position available** **£3,000 + VAT**

Exclusive Sponsorship of 5 prominently displayed Recycling Bins in the exhibition hall.

Other branding deliverables

Company name and logo on dedicated Sponsor page on show website.

Company name and logo on dedicated Sponsor page on show catalogue.

5% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Exclusive Sponsorship **of 3 You Are Here Boards** **around the Exhibition Hall** **£3,000 + VAT**

Large floor plan with full exhibitor listing - your stand highlighted.

Other branding deliverables

Company name and logo on dedicated Sponsor page on show website.

Company name and logo on dedicated Sponsor page on show catalogue.

5% discount for advertisements in Solar Business Focus UK and www.solarpowerportal.co.uk if ordered before 2nd October 2013.

Advertise in the Official Show Catalogue

Why not enhance your entry in the show catalogue with an advert alongside?

Distributed to all attendees to the show, this publication has a shelf life of a year

Full page colour £1,950 + VAT

½ page colour £1,250 + VAT

2-page spread £3,250 + VAT

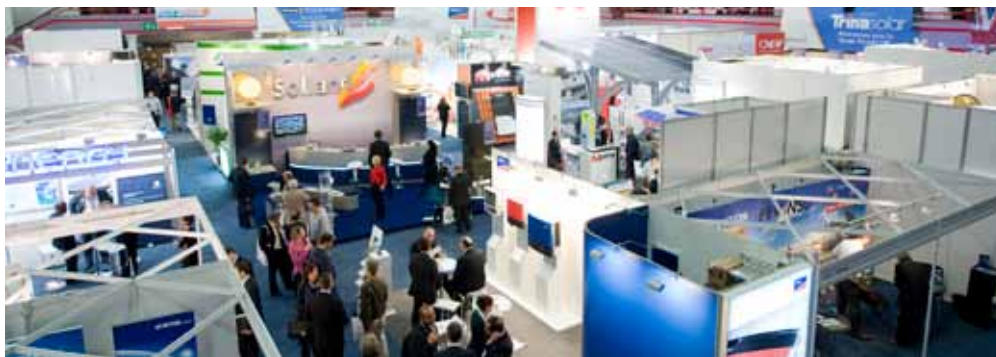
Inside Front Cover £2,750 + VAT

Inside Back Cover £2,250 + VAT

Back Cover £3,250 + VAT

“Solar Power UK is the only place where you can meet with everyone involved in the UK solar industry under one roof. If you want to transform from an MCS-accredited installer into a successful business, then this is definitely the place to be!”

Martin Cotterell, Company Chairman, MCS Steering Committee & Technical Director, Sundog



**INTERESTED IN FINDING OUT MORE?
THEN CONTACT OUR SALES TEAM TO DISCUSS
YOUR REQUIREMENTS:**

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"As a partner and exhibitor of the Solar Power UK 2011, the British Photovoltaic Association found the event to be highly beneficial to our members. High quality seminar sessions, the quality of visitors, especially installers, and the venue's central location were important factors in the success of the event. The BPVA will have a strong presence at this year's event with a pavilion stand and look forward to another exciting event"

Reza Shaybani Chairman British Photovoltaic Association

"The Solar Trade Association is a proud partner of the UK's premier solar event. Solar Power UK 2011 was a great place to hear what's new in solar and network with key industry players. We look forward to seeing you at this year's event"

Stuart Pocock, Chief Executive, Solar Trade Association (STA)

Organised by



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