



Cleantech Forum San Francisco

March 26-28, 2012

Sponsorship Opportunities

As the premier research, advisory and events company for the global cleantech industry, Cleantech Group's insights and analysis help clean technology innovation and investment leaders make better informed decisions.

As the longest running events in the space, Cleantech Forums are where industry leaders, cleantech visionaries, and corporate executives gather to bring the trends to life, set the agenda for the year ahead, and make the connections that will drive their businesses forward.

Demonstrated benefits for sponsors:

- Get access to top cleantech innovators and business executives from Fortune 1000 companies, top investment firms, worldwide governments, and the hottest startups
- Position and promote your organization as a leading cleantech player to a high-level audience of CEOs, corporate strategy executives and decision-makers
- Associate your brand with the world's most important cleantech industry event of the year

Cleantech Forum San Francisco 2012: The Power of Global Partnerships

Perhaps no industry boasts a more diverse set of stakeholders than cleantech. Multi-national businesses, investors, governments, startups, and consumers are all critical to cultivating innovation and promoting technology adoption. Taking a good idea from drawing-board to broad deployment may depend on multiple technology partnerships, regulatory approvals, and customer buy-in, not to mention sufficient capital. The ability to build relationships across the value chain – and across the world – will determine which companies and technologies succeed or fail.

The 2012 Cleantech Forum San Francisco will mark the 10th anniversary of Cleantech Forums, the annual gathering of the global clean technology innovation community. Our theme this year is "The Power of Global Partnerships," an exploration of how strategic relationships are playing an ever more important role in the future of clean technology. While the San Francisco Forum has always been an international event, for the first time we'll be inviting specific delegations from all over the world including China, Israel, India and Korea.

Join us – and make a big impact – as we celebrate 10 years of clean technology, looking back on past successes and learnings, in San Francisco, March 2012.

Reach cleantech leaders and innovators.
Contact Cleantech Group today at
forums@cleantech.com

Who Should Sponsor?

Cleantech Forum San Francisco is your best opportunity to get your message out to high level cleantech executives, stakeholders, and thought-leaders.

Whether your goal is to make contacts, increase your brand awareness or promote your cleantech initiatives, Cleantech Forum San Francisco is the perfect platform.

Sponsoring companies include:

- Cleantech companies
- Business and professional services agencies including accounting and law firms
- Sustainability leaders (consultants, green marketing and design)
- Enterprise carbon accounting providers
- Economic development agencies promoting their regions

An Audience of International Innovators and Decision-Makers

- Companies are a great mix - from large multinational corporations (35%), to startups (12% are entrepreneurs), and investors (26%).
- Top industries represented include energy efficiency/infrastructure, energy generation/storage, utilities, manufacturing/industrial, and water and wastewater.
- One quarter of those registered are from companies with revenues of \$500 Million or more.

*Over half (56%)
have C-level or
Partner titles*

23% of 2011 attendees traveled from locations outside the United States



Exposure to 50,000+ Cleantech Executives

Your sponsorship is not just about reaching the hundreds of executives in attendance, but it also puts your brand in front of the Cleantech Group's exclusive network through promotional email marketing programs and online promotion.

3M Company	Ernst & Young	Philips
ABB Ltd	Flextronics	Portland General Electric Company
Acorn Energy	Fujitsu Limited	PricewaterhouseCoopers
Airbus	GE	Procter & Gamble
Alabama Power Company	General Dynamics Information Technology	Research In Motion
Alcatel-Lucent	GlaxoSmithKline	Rolls-Royce
AMD	Google	S & C Electric
American Water Company, Inc.	Hewlett-Packard	Safeway, Inc.
Applied Materials	Hines Interests, L.P.	Sam's Club
Argonne National Laboratory	Honeywell	Samsung
Austin Energy	HSBC	San Diego Gas and Electric
BC Hydro	Hyundai	SAP AG
Best Buy	IBM	Schneider Electric
Boeing	Intel Corporation	Siemens Corporation
Boston Power	Itochu	Sodexo, Inc.
BP Alternative Energy	John Deere Renewables	Southern California Edison
Cargill	Johnson Controls	Starbucks Corporation
CB Richard Ellis	Juniper Networks, Inc.	SunEdison, LLC
Chubb & Son	Kaiser Permanente	Symantec
Coca-Cola Company	KLM	TATA Power Corp.
Colgate-Palmolive	Linde AG	Taylor-DeJongh
Comcast	Lockheed Martin	The World Bank
Comerica	Long Island Power Authority	Toyota Motor Sales
Consolidated Edison	Los Angeles Department of Water and Power	U.S. Department of Commerce
Constellation Energy	Marks & Spencer	U.S. Department of Energy
Corning, Inc.	Mayor's Office, City of Los Angeles	U.S. Environmental Protection Agency
Daimler AG	McAfee	UBS
Dell	McGraw-Hill Broadcasting	Unilever Ventures
Deloitte	Microsoft Corporation	Veolia Environnement
Dow Chemical	Motorola, Inc.	Verizon Communications
Duke Energy	National Semiconductor	Volkswagen
DuPont	Nokia Corporation	Walmart
Eastman Chemical Company	Northeast Utilities System	Walt Disney Corporation
EDF	Pacific Gas and Electric Company	Wells Fargo & Co.
EMC	Panasonic	Westinghouse Electric Company
Emerson	Pepco Energy Services	Yahoo!

“The Forum was first-rate, one of the best I’ve attended, for sure.”

– John Denniston, KPCB, keynote speaker at the 2011 Cleantech Forum San Francisco

Premier Positioning For All Sponsors

Whether your goal is to make contacts, increase your brand awareness or promote your cleantech initiatives, pre-, during, and post-event promotion keeps your company top of mind.

All Sponsors Receive:

Pre-event benefits:

Associate yourself with the industry-leading conferences:

- Logo and link on event homepage
- Logo, link and description on sponsor page
- Logo in selected attendee marketing emails
- Name listed in pre-event press release highlighting sponsors

Get a head start on promoting your cleantech initiatives

- Access to press list 1 week prior

Invite clients and prospects to participate

- \$300 discount for customers and clients
- Co-marketing kit

Onsite benefits:

Showcase your cleantech initiatives

- Booth in Innovation Pavilion*

Prominent branding throughout the event

- Logo on signage onsite
- Name, logo, URL and description in guide
- Logo on sponsor thank you slide

Increase your exposure

- One handout distributed at registration

Closely associate your brand with the top cleantech events

- On-stage thank you from Sheeraz Haji, Sheeraz Haji

Post-event benefits:

Branding opportunities continue to keep you top of mind

- Logo and mention in post-event email to attendees

For maximum impact, follow up directly with attendees

- One time use of the postal mailing list (via 3rd party mailhouse of your choosing)

The sooner you sponsor, the more exposure you receive.

Your logo appears in most marketing emails.

Marketing will begin in August 2011.

“Cleantech Group did a great job organizing a productive and thought-provoking event and environment. The Cleantech Forum in San Francisco featured great speakers, and had an audience that was interesting, engaging, as well as insightful. Topics were relevant, current and will help shape future dialogue around the smart grid and EV industries moving forward.”

- Colin Read, VP of Corporate Development, ECOtality

**All except Bronze Sponsors*

Sponsorship Packages

Our new sponsorship packages are designed to fully integrate your company into the event with pre-, onsite and post-event exposure and benefits. Additional benefits for each level of sponsorship allow you to choose the level of branding and reach that is best for you.

Platinum Sponsorship

Your best opportunity to make a strong impression on this exclusive audience

- 5 conference passes
- 2 VIP dinner invitations
- Booth in Innovation Pavilion
- Full page ad in program guide
- Opportunity to handout materials/gift
- Opportunity to briefly address attendees
- Logo on all marketing materials and signage related to the sponsorship

Event Committee Partnership

- 2 conference passes (inclusive of speaker)
- 1 VIP dinner invitation
- Priority consideration for a speaking position
- Booth in Innovation Pavilion
- Access to VIP sessions
- Use of a meeting room onsite
- Logo on all marketing materials and signage related to the sponsorship

Platinum Sponsorship Packages

Attendee Dinner/Reception

Reach the broadest audience with your message at the dinner – open to all attendees

- Exclusive sponsorship (1 available)
- Reserved table at dinner
- Up to 10 guests may attend dinner
- Logo cards on every table
- Brief address during dinner
- Opportunity to collaborate with Cleantech Group on entertainment

VIP Dinner/Reception

The VIP dinner is an invitation only event for influencers, speakers and others.

- Exclusive sponsorship (1 available)
- Reserved table at dinner
- Up to 10 guests may attend VIP dinner
- Logo cards on every table or around venue
- Brief address during dinner
- Opportunity to collaborate with Cleantech Group on entertainment

Innovation Pavilion

Demonstrate your commitment to innovation by sponsoring the exhibit area – a showcase for the newest technologies

- Exclusive sponsorship (1 available)
- Contact information for companies participating in Innovation Pavilion one week prior to the start of the Forum
- Logo on signage in and around Pavilion

Gold Sponsors

- 3 conference passes
- 2 VIP dinner invitations
- Booth in Innovation Pavilion
- Half page ad in program guide
- Logo on all marketing materials and signage related to the sponsorship

Silver Sponsors

- 2 conference passes
- 1 VIP dinner invitation
- Booth in Innovation Pavilion
- Quarter page ad in program guide
- Logo on all marketing materials and signage related to the sponsorship

Bronze Sponsors

- 1 conference pass
- Quarter page ad in program guide
- Logo on all marketing materials and signage related to the sponsorship

Cleantech Awards

This program recognizes exceptional achievements in clean technology

- Exclusive sponsorship (1 available)
- Participation in awards program – may nominate winners and help develop categories
- Opportunity for brief introduction at Cleantech Awards program
- Logo on signage

Entrepreneur Showcase

16 specially selected start-ups pitch their companies onstage to the Forum crowd

- Exclusive sponsorship (1 available)
- Contact information for companies participating in Entrepreneur Showcase one week prior to the start of the Forum
- Participation in selection of companies for the Showcase
- Logo on signage and materials for the Showcase

Contact Cleantech Group today at forums@cleantech.com to learn more about our Event Committee Partnerships and Sponsorship Packages.



www.cleantech.com

Gold Sponsorship Packages

Lunch

- Exclusive sponsorship for that day's lunch (2 total available)
- Logo cards on buffet tables
- Designation in agenda and guide
- Thank you slide in main room on the day of your lunch

Breakfast

- Exclusive sponsorship for that breakfast (3 total available)
- Logo cards on buffet and drink tables
- Designation in agenda and guide
- Thank you slide in main room on the day of your break

Silver Sponsorship Packages

Networking Breaks

- Exclusive sponsorship for that break (5 total available)
- Logo cards on buffet and drink tables
- Designation in agenda and guide
- Thank you slide in main room on the day of your break

Wireless

- Exclusive sponsorship (1 available)
- Logo cards with wireless access information around Forum
- Designation in guide and other marketing materials
- Thank you slide in main room

Bronze Sponsorship Packages

Attendee Gift

- Exclusive sponsorship (1 available)
- Logo on attendee gift placed on tables or seats in main room of the Forum – attendees will bring back to their workplace and use after the Forum
- Help us choose a gift to deliver your custom message

Forum Connect

- Exclusive sponsorship (1 available)
- Logo on the official online community site of Cleantech Forum San Francisco
- Mention in marketing materials promoting use of Forum Connect
- Thank you slide in main room

Cleantech Tour

- Exclusive sponsorship of the cleantech tour of the Bay Area
- Help develop the agenda of facilities, plants, installations or other sites of interest
- Your representative is welcome to host the tour and escort the group from site to site
- Your logo on all tour-related communications

Program Guide

- Exclusive sponsorship (1 available)
- Logo on cover of program guide
- Upgrade to full page ad in guide

Press Room

- Exclusive sponsorship (1 available)
- Logo cards on tables in press room
- Logo on signage outside the press room

Bag

- Exclusive sponsorship (1 available)
- Logo on reusable bag given out at registration

Water Stations and Bottles

- Exclusive sponsorship (1 available)
- Logo on metal water bottles given out at registration
- Logo on water coolers stationed around the Forum
- Thank you slide in main room

Lanyard

- Exclusive sponsorship (1 available)
- Logo on lanyard given out at registration that attendees must wear throughout the Forum

“I can honestly say it's the best event I've ever been to in terms of the number of meetings we've had and seniority level of stakeholders those meetings have been with.”

- Jamie Vollbracht, Carbon Trust (2011 sponsor)