

Become a Sponsor – at SHC 2012!

SHC 2012 is the first of a new series of scientific and policy conferences on solar heating and cooling. The conference offers a discussion platform for project results and progress of the IEA SHC Programme's work, but also targets a much wider audience of the solar heating and cooling community. We invite all scientists and researchers as well as market and policy specialists to present and discuss their work. In addition to the technical topics, the conference also addresses market and policy schemes from an international perspective.

The SHC 2012 offers several sponsorship opportunities to help you find the most effective way to connect with our attendees and your target group. The variety of sponsorship packages allows you to find a fit for any budget. All sponsors will be recognized prominently before, during and after the conference as leading supporters of the SHC 2012.

Emphasize your position as a market leader and secure your sponsorship advantages

- Make direct personal contact with important players in your target group.
- Increase your brand recognition through your online and on-site presence.
- Profit from the opportunity to communicate with an international audience from all over the world.
- Connect with outstanding and talented young scientists in the field – a solid base for your human resources development.

Target group of SHC 2012

- R&D experts from companies, research institutes, and universities
- Scientists and researchers
- Market and policy specialists
- Experts of the solar heating and cooling community
- Representatives from finance and investment
- Policymakers

Venue

The SHC conference will be held at the InterContinental San Francisco Hotel. SHC 2012 is co-located with Intersolar North America in San Francisco and thus no exhibition space is included in the conference concept.

Interested in participating in Intersolar North America as an exhibitor? Please feel free to contact the Intersolar North America team for any questions about 2012's event:

U.S.: Ms. Pamm McFadden, Tel.: +1 303 443-4308, mcfadden@intersolar.us

Non-U.S.: Ms. Ludmilla Koch, Fax +49 7231 58598-28, exhibitorservice@intersolar.us

We look forward to working with you!

For more information and availability, please contact:

Ms. Stefanie Hermann

PSE AG

Tel.: +49 (0)761 47914-52

hermann@pse.de

Overview Sponsorship Categories

	Gold \$ 8,000	Silver \$ 6,000	Bronze \$ 4,000	
Gold, Silver and Bronze Sponsorship	Company presentation in a special commercial session	✓	✓	✓
	Your banner advertisement on conference website, 550x250px	✓	✓	✓
	Your logo on the SHC-conference website Your logo in each newsletter Your logo on banners in the conference room Your logo in the conference program Your logo on a logo wall at the registration desk	most prominent position	2 nd prominent position	3 rd prominent position
	Your roll-up at the conference	2 roll-ups	1 roll-up	-
	Your promotional material included in the conference bag (one free insert)	✓	✓	✓
	Your advertisement in the printed conference program - upgrade possible!	half-page	half-page	half-page
	Full conference tickets including dinner	3 tickets	2 tickets	1 ticket

	Upgrade for Gold-, Silver-, Bronze Sponsorship	Without Gold-, Silver-, Bronze Sponsorship	
Special Promotions	Welcome Reception Sponsor (limited to one sponsor)	\$ 2,000	\$ 5,000
	Dinner Sponsor (limited to one sponsor)	\$ 4,000	\$ 8,000
	Coffee Break Sponsor (One conference day: a.m. and p.m.)	\$ 2,000	\$ 5,000
	Logo on promotional material		
	Conference Bag Sponsor (one sponsor only)	\$ 3,000	\$ 6,000
	Lanyard Sponsor (one sponsor only)	\$ 3,000	\$ 6,000
	Notepad and Pen Sponsor (one sponsor only)	\$ 2,000	\$ 4,000
	Advertisement in conference program		
inside cover page, 4c (1/1 page – limited to one sponsor)	\$ 2,000	-	
inside page, 4c (1/1 page)	\$ 1,000	\$ 3,000	
Advertisement banner in one conference newsletter	\$ 1,000	\$ 3,000	

Gold Sponsorship (limited to 3 sponsors)

\$ 8,000 (+ VAT/sales tax if applicable)

Promotion before and after the conference

- >>> Company presentation in a special commercial session
- >>> Your banner advertisement on conference website section sponsor page, 550x250px
- >>> Company logo
 - Your logo on most prominent position on the SHC-conference website, linked with your website (estimated visits 2,500/month in the last months before the conference)
 - Your logo on most prominent position in each newsletter sent by the conference team of SHC, linked with your website (newsletter distribution app. 2,500 recipients, app. 8 newsletter in total)
 - Your logo on most prominent position on banner in the conference room
 - Your logo on most prominent position in the conference program (app. 400 copies at the conference)
 - Your logo on most prominent position on a logo wall at the registration desk
- >>> Two company roll-ups at a prominent spot at the conference*
- >>> Your promotional material included in the conference bag (one free insert)
- >>> Your advertisement in the printed conference program, 1/2 page, inside page - upgrade possible!
See special promotions for Gold Sponsors below.
- >>> Conference tickets
 - Three full conference tickets including dinner

Special promotions - upgrade for Gold Sponsors (all prices plus VAT/sales tax if applicable)

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|--|---|
| <ul style="list-style-type: none"> >>> Welcome Reception Sponsor * \$ 2,000 <ul style="list-style-type: none"> • Publicity during the event – present yourself during the Welcome Reception (e.g. roll-up, company flags and give-aways) • Your name in conference program next to Welcome Reception announcement • Your logo on conference website | <ul style="list-style-type: none"> >>> Logo on promotional material <ul style="list-style-type: none"> • Your logo on conference bags ** \$ 3,000 • Your logo on lanyards ** \$ 3,000 • Your logo on notepads and pens ** \$ 2,000 |
| <ul style="list-style-type: none"> >>> Dinner Sponsor * ** \$ 4,000 <ul style="list-style-type: none"> • Your roll-up at dinner location • Your name in conference program next to dinner announcement • Your logo on conference website and menu card • Dinnerspeech 10 minutes | <ul style="list-style-type: none"> >>> Advertisement <ul style="list-style-type: none"> • Your advertisement in conference program (app. 400 copies at the conference) <ul style="list-style-type: none"> • upgrade to inside cover page, 4c, 1/1 page ** \$ 2,000 • upgrade to inside page, 4c, 1/1 page \$ 1,000 • Your advertisement banner in conference newsletter
Banner at the bottom of one newsletter, 800x200px, JPG, linked with your website (newsletter distribution to app. 2,500 recipients) \$ 1,000 |
| <ul style="list-style-type: none"> >>> Coffee Break Sponsor * \$ 2,000 <ul style="list-style-type: none"> • Publicity during the event – present yourself during the coffee breaks for one conference day (a.m. and p.m.) (e.g. roll-up, company flags, sugar sticks, printed napkins/serviettes and give-aways) • Your name in program next to breaks • Your logo on conference website | |

(*) The sponsorship package does not include production costs for any promotional materials (roll-up, printed napkins/serviettes, give-aways etc.)

(**) Option limited to one sponsor

Silver Sponsorship (limited to 3 sponsors)

\$ 6,000 (+ VAT/sales tax if applicable)

Promotion before and after the conference

- >>> Company presentation in a special commercial session
- >>> Your banner advertisement on conference website section sponsor page, 550x250px
- >>> Company logo
 - Your logo on 2nd prominent position on the SHC-conference website (linked with your website), estimated visits 2,500/month in the last months before the conference
 - Your logo on 2nd prominent position in each newsletter sent by the conference team of SHC (linked with your website) (newsletter distribution app. 2,500 recipients, app. 8 newsletter in total)
 - Your logo on 2nd prominent position on banner in the conference room
 - Your logo on 2nd prominent position in the conference program
 - Your logo on 2nd prominent position on a logo wall at the registration desk
- >>> One company roll-up at 2nd prominent spot at the conference *
- >>> Your promotional material included in the conference bag (one free insert)
- >>> Your advertisement in the printed conference program, 1/2 page, inside page - upgrade possible!
See special promotions for Silver Sponsors below.
- >>> Conference tickets
 - Two full conference tickets including dinner

Special promotions - upgrade for Silver Sponsors (all prices plus VAT/sales tax if applicable)

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| <ul style="list-style-type: none"> >>> Welcome Reception Sponsor * \$ 2,000 <ul style="list-style-type: none"> • Publicity during the event – present yourself during the Welcome Reception (e.g. roll-up, company flags and give-aways) • Your name in conference program next to Welcome Reception announcement • Your logo on conference website | <ul style="list-style-type: none"> >>> Logo on promotional material <ul style="list-style-type: none"> • Your logo on conference bags ** \$ 3,000 • Your logo on lanyards ** \$ 3,000 • Your logo on notepads and pens ** \$ 2,000 |
| <ul style="list-style-type: none"> >>> Dinner Sponsor * ** \$ 4,000 <ul style="list-style-type: none"> • Your roll-up at dinner location • Your name in conference program next to dinner announcement • Your logo on conference website and menu card • Dinnerspeech 10 minutes | <ul style="list-style-type: none"> >>> Advertisement <ul style="list-style-type: none"> • Your advertisement in conference program (app. 400 copies at the conference) <ul style="list-style-type: none"> • upgrade to inside cover page, 4c, 1/1 page ** \$ 2,000 • upgrade to inside page, 4c, 1/1 page \$ 1,000 • Your advertisement banner in conference newsletter
Banner at the bottom of one newsletter, 800x200px, JPG, linked with your website (newsletter distribution to app. 2,500 recipients) \$ 1,000 |
| <ul style="list-style-type: none"> >>> Coffee Break Sponsor * \$ 2,000 <ul style="list-style-type: none"> • Publicity during the event – present yourself during the coffee breaks for one conference day (a.m. and p.m.) (e.g. roll-up, company flags, sugar sticks, printed napkins/serviettes and give-aways) • Your name in program next to breaks • Your logo on conference website | |

(* The sponsorship package does not include production costs for any promotional materials (roll-up, printed napkins/serviettes, give aways etc.)

(**) Option limited to one sponsor

Bronze Sponsorship (limited to 3 sponsors)

\$ 4,000 (+ VAT/sales tax if applicable)

Promotion before and after the conference

- >>> Company presentation in a special commercial session
- >>> Your banner advertisement on conference website section sponsor page, 550x250px
- >>> Company logo
 - Your logo on 3rd prominent position on the SHC-conference website (linked with your website), estimated visits 2,500/month in the last months before the conference
 - Your logo on 3rd prominent position in each newsletter sent by the conference team of SHC (linked with your website) (newsletter distribution app. 2,500 recipients, at least 8 newsletter in total)
 - Your logo on 3rd prominent position on banner in the conference room
 - Your logo on 3rd prominent position in the conference program
 - Your logo on 3rd prominent position on a logo wall at the registration desk
- >>> Your promotional material included in the conference bag (one free insert)
- >>> Conference tickets
 - One full conference ticket including dinner

Special promotions - upgrade for Bronze Sponsors (all prices plus VAT/sales tax if applicable)

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| <ul style="list-style-type: none"> >>> Welcome Reception Sponsor * \$ 2,000 <ul style="list-style-type: none"> • Publicity during the event – present yourself during the Welcome Reception (e.g. roll-up, company flags and give-aways) • Your name in conference program next to Welcome Reception announcement • Your logo on conference website | <ul style="list-style-type: none"> >>> Logo on promotional material <ul style="list-style-type: none"> • Your logo on conference bags ** \$ 3,000 • Your logo on lanyards ** \$ 3,000 • Your logo on notepads and pens ** \$ 2,000 |
| <ul style="list-style-type: none"> >>> Dinner Sponsor * ** \$ 4,000 <ul style="list-style-type: none"> • Your roll-up at dinner location • Your name in conference program next to dinner announcement • Your logo on conference website and menu card • Dinnerspeech 10 minutes | <ul style="list-style-type: none"> >>> Advertisement <ul style="list-style-type: none"> • Your advertisement in conference program (app. 400 copies at the conference) <ul style="list-style-type: none"> • upgrade to inside cover page, 4c, 1/1 page ** \$ 2,000 • upgrade to inside page, 4c, 1/1 page \$ 1,000 • Your advertisement banner in conference newsletter <ul style="list-style-type: none"> • Banner at the bottom of one newsletter, 800x200px, JPG, linked with your website (newsletter distribution to app. 2,500 recipients) \$ 1,000 |
| <ul style="list-style-type: none"> >>> Coffee Break Sponsor * \$ 2,000 <ul style="list-style-type: none"> • Publicity during the event – present yourself during the coffee breaks for one conference day (a.m. and p.m.) (e.g. roll-up, company flags, sugar sticks, printed napkins/serviettes and give-aways) • Your name in program next to breaks • Your logo on conference website | |

(*) The sponsorship package does not include production costs for any promotional materials (roll-up, printed napkins/serviettes, give-aways etc.)

(**) Option limited to one sponsor

Special promotions

The following options for special promotions do not require a Gold, Silver or Bronze Sponsorship.
 All prices plus VAT/sales tax if applicable.

>>> Welcome Reception Sponsor *

\$ 5,000

- Publicity during the event – present yourself during the Welcome Reception (e.g. roll-up, company flags and give-aways)
- Your name in conference program next to Welcome Reception announcement
- Your logo on conference website

>>> Dinner Sponsor * **

\$ 8,000

- Your roll-up at dinner location
- Your name in conference program next to dinner announcement
- Your logo on conference website and menu card
- Dinnerspeech 10 minutes

>>> Coffee Break Sponsor *

\$ 5,000

- Publicity during the event – present yourself during the coffee breaks for one conference day (a.m. and p.m.) (e.g. roll-up, company flags, sugar sticks, printed napkins/serviettes and give-aways)
- Your name in program next to breaks
- Your logo on conference website

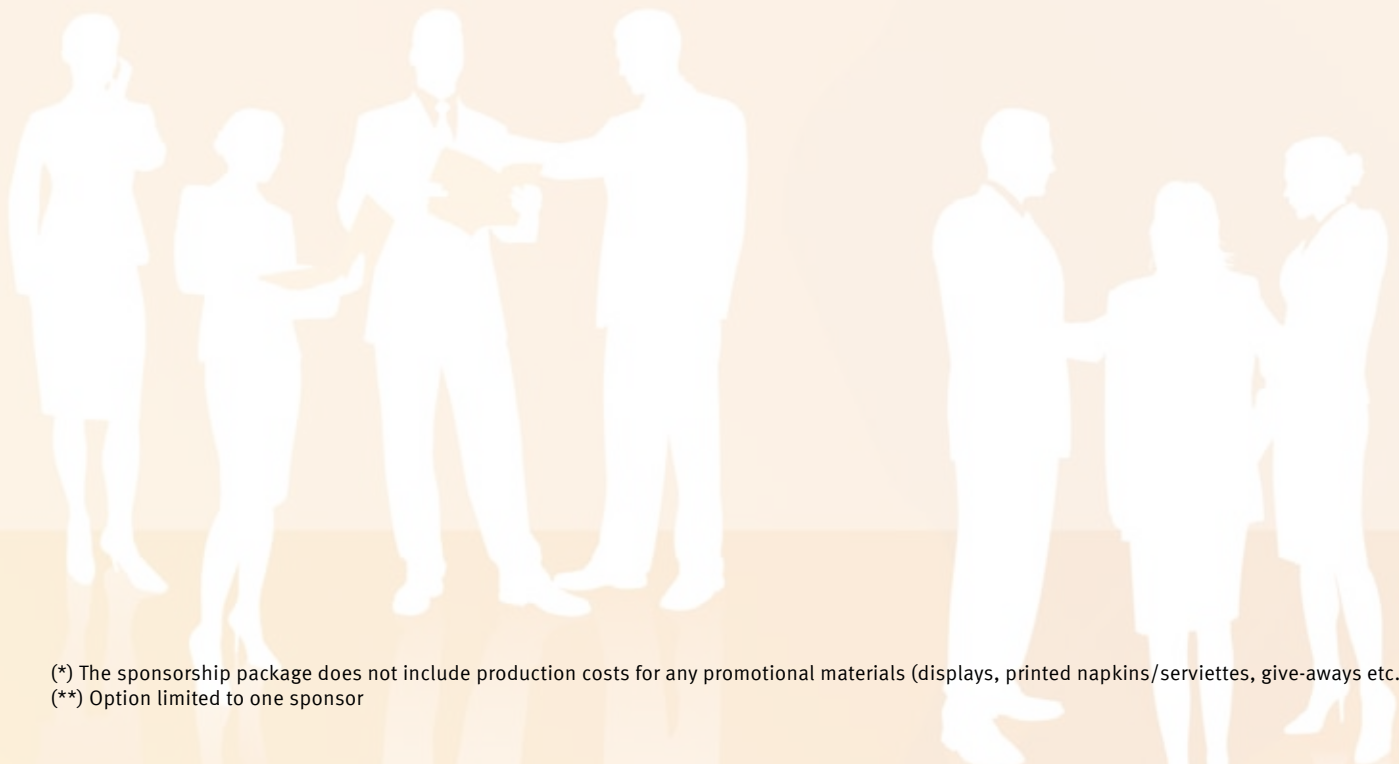
>>> Logo on promotional material

Gold-, Silver and Bronze Sponsors are granted a preferential right to book this option!

- Your logo on conference bags ** \$ 6,000
- Your logo on lanyards ** \$ 6,000
- Your logo on notepads and pens ** \$ 4,000

>>> Advertisement

- Your advertisement in conference program (app. 400 copies at the conference) inside page, 4c, 1/1 page \$ 3,000
- Your advertisement banner in conference newsletter
 Banner at the bottom of one newsletter, 800x200px, JPG, linked with your website (newsletter distribution to app. 2,500 recipients) \$ 3,000



(*) The sponsorship package does not include production costs for any promotional materials (displays, printed napkins/serviettes, give-aways etc.)
 (**) Option limited to one sponsor