

EF 2017
NEWABLE ENERGY FORUM

ENERGYEVENTS

 **NEWENERGYEVENTS**

2017 SPONSORSHIP
BROCHURE

COMPANY OVERVIEW

New Energy Events is a rapidly growing event organizer that is sharply focused on the development of world-class renewable projects across Latin America and the Caribbean. Our expanding portfolio of events reflects our belief that the obstacles and opportunities presented by many Latin American and Caribbean markets are often poorly understood by international developers and investors.

Through events, webinars, and the stream of market intelligence we deliver year-round to our stakeholders, we aim to close the knowledge gap and act as a vital bridge between local, renewable resources and international technology and capital. Our events address the key financing, regulatory, and technological issues that senior executives and policy-makers face as they frame a future for alternative energy.

For all of our events, our commitment to bringing key stakeholders to the table - most notably governments, utilities, developers, and financiers - elevates the quality of the dialog and provides our sponsors and delegates with superb opportunities both to get a handle on regional markets and to develop new business streams.

Unlike many event organizers, New Energy Events doesn't seek delegates, we seek outcomes. We are motivated by the issues surrounding the implementation of renewables, and sustained by our ability to bring world-class technology, capital, and solutions into the markets in which we are active.



SPONSORSHIP OPPORTUNITIES

CLASSIC SPONSORSHIP:

Choose the level that best suits the impression you want to make, the expertise you have to share, and the degree of access and engagement you wish to have with our conference attendees.

BRANDING SPONSORSHIP:

Choose high visibility for your brand and make an impact on hundreds of attendees. Options include meal and reception sponsorships, WiFi, Key Cards, Mobile App, etc.

THOUGHT LEADERSHIP SPONSORSHIP:

Partner with us throughout the year to create and distribute original, cutting edge content designed to promote the development of world-class renewable projects across Latin America and the Caribbean.

NEWSLETTER ADVERTISING:

According to Forbes, Forrester, the Direct Marketing Association and other marketing experts, e-Newsletter advertising continues to be one of the most effective ways to reach your target market. Our newsletter (New Energy News) gives you access to more than 6,000 + decision-makers in the world of Caribbean and Latin American renewables and infrastructure.



SPONSORSHIP OPPORTUNITIES

CLASSIC SPONSORSHIP

All “Classic” sponsorship opportunities give you:

- Exhibit space for networking, branding and live demonstrations at the event or events of your choice
- Delegate passes to bring your team for education and networking
- Brand reinforcement on-site, in the conference app, and online via our website and conference promotions, including our newsletter (delivered to 6,000 + inboxes and counting), advertisements, and social media campaigns.

Additional sponsorship benefits, at designated levels, include:

- Delegate lists with contact info
- The chance to host and brand a refreshment break or luncheon
- The opportunity to chair or participate in a panel
- Private receptions with regional stakeholders
- Premier brand exposure on the stage backdrop



SPONSORSHIP PACKAGES CHART

	Standard \$5,000	Bronze \$10,000	Silver \$15,000	Gold \$20,000	Platinum \$27,500
Delegate Passes Number of Complimentary Delegate Passes	1	2	3	4	5
Exhibition Presence Table-top in Exhibition Hall*	●	●	●		
10' x 10' Exhibition Stand				●	●
Branding Logo on event website and conference workbook	●	●	●	●	●
Logo on banners and throughout conference online network		●	●	●	●
Corporate Profile on event App	●	●	●	●	●
Logo on stage backdrop			●	●	●
Social media (Twitter, LinkedIn) featuring sponsor participation in event				●	●
Company logo on front cover of conference workbook					●
Full page corporate ad in conference workbook					●
One press release to domestic and regional press highlighting sponsor participation					●
Banner Ad on event App				●	●
Networking Delegate List with Contact Details		●	●	●	●
Closed Door Reception with top-level, regional stakeholders				●	●
Private Networking Room at conference venue for client meetings					●
Agenda Opportunity to collaborate and chair a session on a mutually agreed topic				●	●

* Table-tops may be upgraded to a 10' x 10' Exhibition Booth for US\$2,500

SPONSORSHIP OPPORTUNITIES

EXCLUSIVE BRANDING SPONSORSHIPS



• **Cocktail Reception (Day One) \$25,000:**

This is the time for conference attendees to enjoy some social time together as the networking continues, with nearly 100% delegate attendance. As the Cocktail Sponsor, you can get creative and make a lasting impression on them as you reinforce the power of your brand. How about a special cocktail drink, created in your logo colors? Past receptions have included ocean-side parties and exciting tech demonstrations.

Benefits Include:

- Your company logo will appear on exclusive signage, identifying you as the reception sponsor, displayed throughout the cocktail reception areas
- You have the option to make a welcome address at the opening of the cocktail reception
- You have the option to provide (at cost) additional features for the reception such as custom cocktails, decorations, photobooths, musical entertainment, etc.
- You will be allocated six (6) delegate passes
- All additional internal passes may be purchased at a 20% discount
- You may distribute corporate marketing collateral or literature throughout the cocktail reception areas, and throughout the main networking areas during the main conference
- Your company logo will appear on all pre-event marketing materials, on-site signage and banners, and on the main conference website, listing your firm as the 'Cocktail Reception Sponsor'

• **Refreshment Breaks \$17,000:**

Refreshment sponsors enjoy ubiquitous branding during key networking times throughout the conference. Your logo can be everywhere while attendees enjoy a snack, visit with exhibitors, network with one another and discuss business opportunities.

Benefits Include:

- Your company logo will appear on exclusive signage displayed throughout the conference and refreshments areas, stating that your firm is the exclusive 'Refreshment Break Sponsor'
- You may distribute corporate marketing collateral or literature throughout the refreshment break areas, and throughout the main networking areas during the main conference. (Examples include branded cocktail napkins, coffee cups, coffee jackets, decorations, wrapped mints, etc.)
- You will be allocated four (4) delegate passes
- All additional internal passes may be purchased at a 20% discount
- Your company logo will appear on all pre-event marketing materials, on-site signage and banners, and on the main conference website, listing your firm as the 'Refreshment Break Sponsor'

• **Welcome Reception \$20,000:**

Be the first sponsor to greet attendees at the pre-conference Welcome Reception the evening before the conference begins. The best place to meet and greet, get creative with your sponsorship, and make an outstanding first impression.

Benefits Include:

- Your company logo will appear on exclusive signage displayed throughout the Welcome Reception areas
- You have the option to make a welcome address at the opening of the Welcome Reception
- You have the option to provide (at cost) additional features for the reception such as custom cocktails, decorations, photobooths, musical entertainment, etc.
- You will be allocated three (3) delegate passes
- All additional internal passes may be purchased at a 20% discount
- New Energy Events will send out a co-branded email invitation to the entire conference delegate list one week before the event, inviting them to attend the Welcome Reception
- You may distribute corporate marketing collateral or literature throughout the Welcome Reception areas, and throughout the main networking areas during the main conference
- Your company logo will appear on all pre-event marketing materials, on-site signage and banners, and on the main conference website, listing your firm as the 'Welcome Reception Sponsor'

• **Delegate Bag or Folder \$18,000:**

Every attendee gets a bag or folder to hold their conference materials and to bring home after the event. This powerful branding opportunity puts your artwork and message in the hands of every delegate, and creates a strong sense of your brand throughout the conference.



Benefits Include:

- Your company logo prominently displayed on the Delegate bags or Folders distributed at registration to all attendees and speakers. This item will contain event materials, marketing items and agendas
- You will be allocated three (3) delegate passes
- All additional internal passes may be purchased at a 20% discount
- You may provide corporate marketing collateral or literature to be handed out at registration check-in
- Your company logo will appear on all pre-event marketing materials, on-site signage and banners, and on the main conference website, listing your firm as the 'Delegate Bag Sponsor'

• **Lanyard \$17,000:**

Put your logo front-and-center throughout the conference, on the lanyards worn by every conference attendee, including speakers on-stage.

Benefits Include:

- Your company logo will be exclusively branded on the lanyards worn by all delegates and speakers for the duration of the conference. (The lanyards will be produced for you at no extra cost, however you are welcome to use your own as well.)
- You will be allocated three (3) delegate passes
- All additional internal passes may be purchased at a 20% discount
- You may provide corporate marketing collateral or literature to be handed out at registration check-in
- Your company logo will appear on all pre-event marketing materials, on-site signage and banners, and on the main conference website, listing your firm as the 'Lanyard Sponsor'

• **Key Card \$17,000:**

Your artwork appears on the hotel key cards, used throughout the conference venue. Use this space for branding, messaging, or gamification and other engagement opportunities.

Benefits Include:

- Your corporate logo and/or artwork will be exclusively branded on all of the hotel key cards provided to guests staying at the conference venue
- You will be allocated two (2) delegate passes (in addition to your speaker)
- All additional internal passes may be purchased at a 20% discount
- You may provide corporate marketing collateral or literature to be handed out at registration check-in
- Your company logo will appear on all pre-event marketing materials, on-site signage and banners, and on the main conference website, listing your firm as the 'Hotel Key Card Sponsor'



• **Conference App \$22,000:**

At CREF 2016, Mobile App adoption was 100%. With nearly 50,000 page views and around 1,100 in-app networking messages sent, the mobile app played a critical role in our attendees' conference experience, via networking, logistics, and engagement features. Event app sponsorship combines opportunities for both exposure and engagement.

Benefits Include:

- You will be allocated four (4) delegate passes (in addition to your speaker)
- All additional internal passes may be purchased at a 20% discount
- Your artwork will be featured on the app Splash Screen & Home screen-- make an exceptional first impression, and be the first thing everyone sees when they log on to the app
- In-app banner ads for exceptional exposure (Sponsors who had banner ads in the CREF2016 app received 8-10x more views within the app than those who had no ads).
- Your branding on attendee notifications, updates and reminders
- Your branding on the in-app maps
- First access to attendee app data, including "favorited" sessions
- Your branding on live, in-app polling, surveys, and sponsored leaderboards
- Your branding on the email sent to all attendees to introduce them to the app



SPONSORSHIP OPPORTUNITIES

THOUGHT LEADERSHIP SPONSORSHIP

Our conferences bring together the most dynamic thinkers and doers at the forefront of renewable energy in the Caribbean and Latin America. In addition to unparalleled networking opportunities, these events produce the world's most cutting edge content in terms of research, strategy, insight, and frontline business experience.

A Thought Leadership Sponsorship positions you as the co-creator, producer and distributor of this extremely valuable, exclusive, original content, designed to promote the development of world-class renewable projects in this region to a targeted audience.

As a Thought Leadership Sponsor, you'll co-present with New Energy Events, the following:

- Branding opportunities on our Thought-Leadership Video Series. This new digital series produced by New Energy Events consists of concise and incisive interviews with leading industry players, in which we challenge them with five market-critical questions in a highly digestible, five-minute segment. We call them Five-In-Five, and we are promoting them with a strong social media distribution campaign designed for virality within targeted industry circles
- Guest by-line in our newsletter, distributed to 6,000+ readers every two weeks. (Articles must be non-commercial and are subject to approval)
- Guest blog posts on our website. (Posts must be non-commercial and are subject to approval)
- Opportunities to engage as a speaker on the New Energy Events conference schedule, as per your area of expertise
- Webinars: You'll have the opportunity to chair and participate in a webinar focusing on your area of expertise, produced and co-promoted by New Energy Events to our database of regional stakeholders



SPONSORSHIP OPPORTUNITIES

NEWSLETTER ADVERTISING

Newsletter advertising offers more precise targeting for your message than any other form of advertising. The ROI for e-mail marketing continues to far surpass other channels. According to a recent report from the Direct Marketing Association, e-newsletters advertising returned \$48.06 in revenue for every dollar spent. (By contrast, non-e-mail Internet marketing delivered only \$19.94 for every dollar spent).

The New Energy Events Newsletter is seen by 6,000+ readers, every two weeks.



NEW ENERGY EVENTS SPONSORS



NEW ENERGY EVENTS PARTNERS



CONTACT US

If you would like to learn more about New Energy Events, our portfolio of events, and how to work with us in 2017 to grow your regional business, please contact us:

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