



# ADVANCED ENERGY 2012

The Premier New York State Partnership of Energy Conferences

## **SPONSORSHIP AND EXHIBITOR PROSPECTUS**



ADVANCED ENERGY  
RESEARCH & TECHNOLOGY CENTER

OCTOBER 30 & 31, 2012 • JACOB JAVITS CONVENTION CENTER • NEW YORK • NY • USA  
[WWW.AERTC.ORG/CONFERENCE2012](http://WWW.AERTC.ORG/CONFERENCE2012)



## The Premier New York State Partnership of Energy Conferences comes to New York City this October

For the last five years Advanced Energy has firmly established its position as one of the Nation's foremost conferences on the future of energy. International in scope, with representation from six continents, this event showcases the latest technologies and brings together business leaders, researchers and academics, innovators, and policy makers. This year, **Advanced Energy 2012** will focus the eyes of the energy industry on New York City.

### New venue and new opportunities

Hosted by the Advanced Energy Research & Technology Center at Long Island's Stony Brook University, this conference has been held in several New York State metropolitan areas. Taking it to Manhattan's Jacob Javits Center for 2012 recognizes the rapid growth to which advanced energy research and development penetrates New York's expanding business base, and its importance to the State's economic growth.

Advanced Energy 2012 returns to New York City with a **new, expanded** format. This groundbreaking initiative brings the Advanced Energy Conference, New York State's premier advanced energy event, together with **energy conferences from across the state** for a comprehensive "conference of conferences" – and a not-to-be-missed opportunity to learn, share and network.

Why should your company or organization sponsor and exhibit at **Advanced Energy 2012**?

### It is projected that over the next 25 years...\*

- Electricity generation from renewable sources (other than hydropower) will account for nearly one-quarter of all expansion in energy generation, with a growth in generating capacity expected to exceed that of fossil fuels.
- Non-hydropower renewable generating capacity will more than double to 100 gigawatts, with BioMass generating capacity tripling to account for 20% of that output.
- Geothermal and Solar generating capacity will grow, primarily in the end-use sectors, with solar increasing five-fold.

**...with just the technologies and policies we have today.**

**What will the future really bring?  
Get your first look at Advanced Energy 2012.**

\* Source: U.S. Energy Information Administration Annual Energy Outlook 2012

- **Increased statewide and regional exposure** – The Jacob Javits venue is expected to attract broader participation from across the State, and the northeast corridor in particular, offering access to businesses and research centers that may not have attended before.
- **Access to Conference Attendees** – Professionals who may have only attended regional conferences in the past will be present. This offers your organization the opportunity to meet new people that are highly involved in the energy industry.
- **Enhanced academic participation** – The 2012 Conference will offer greater accessibility for scholars, researchers and students from New York colleges and universities.



Marketing and Conference Promotion by: SMM Advertising  
[www.smmadvertising.com](http://www.smmadvertising.com)

For further information on sponsorship, please contact: David Winchester, [david@cleantechrocks.com](mailto:david@cleantechrocks.com), 516.680.6811





**Advanced Energy 2012 is where to find energy industry buyers, influencers and policy makers**

The Advanced Energy Conference brings innovators and technologists together with corporations, investors and policy makers. On average, the conference is comprised of 33% academics, researchers and students, with industry, utility, and government/regulatory representatives composing the remaining 67%.

**Previous Advanced Energy Attendee Highlights**

- 31 states and 16 countries represented
- Attendees from more than 600 different organizations
- Participation by 37 colleges and universities
- 10 National Laboratories
- Representatives from 6 U.S. military organizations and the Department of Homeland Security

**Who is expected to attend Advanced Energy 2012?**

In 2010, when the conference was held in New York City, attendees approached 2000. It attracted an extremely broad representation of professionals from every segment of energy research, policy and business. The **Conference Partnership** promises to open the Conference up to an expanded geographic market and introduce new organizations and individuals to the most important event of its kind in the Northeast. The Advanced Energy Conference has proven itself to be a **perfect environment for networking and building business for:**

- |                                   |  |
|-----------------------------------|--|
| Architects                        | Renewable Power Providers              |
| Associations                      | Insurance Firms                        |
| Building Owners                   | Interconnection Companies              |
| Code Officials                    | Institutional Investors                |
| Consulting Firms                  | Investment Banks                       |
| Construction & Rigging Firms      | Law Firms                              |
| Contractors                       | Not-For-Profit Organizations           |
| Developers                        | Municipalities                         |
| Energy Companies                  | Energy & Policy Makers & Regulators    |
| Energy-efficient Companies        | Product Manufacturers                  |
| Engineers                         | Project Developers Oil & Gas Companies |
| Equipment/Component Manufacturers | Research & Development Companies       |
| Facility Managers                 | Schools & Universities                 |
| Faculty of American Institutions  | Utilities                              |
| Financial Services Firms          | Venture Capital Firms                  |
| Government/Regulatory Agencies    |  |

**Previous Advanced Energy Conferences have been highly attended**

A representative sampling of professional titles in attendance includes:

- |                          |   |
|--------------------------|---|
| President                | VP Research                                 |
| Chief Technology Officer | VP Technology                               |
| Executive Director       | VP Marketing                                |
| Chief Operating Officer  | Senior Technical Specialist                 |
| VP Governmental Affairs  | Managing Director, Research and Development |
| Chief Scientist          | Technical Development Manager               |
| General Manager          | Business Development Director               |
| VP Wind                  | Business Manager, Environmental Management  |



## A focused conference with a targeted audience of decision makers

Each year this conference draws attendees from every sector of the energy industry. **Advanced Energy 2012** will put special emphasis on several key areas: **Smart Grid, Solar, Offshore and Onshore Wind, Battery and Energy Storage** and **Energy Cybersecurity** making attendance a “must” for any organization or individual involved with these technologies. Other areas to be spotlighted include **BioEnergy, Building Efficiency, Electric Vehicles, Geothermal, Advanced Lighting, Tutorials and Standards, Clean Energy Workforce Training, and Global Energy Solutions.**

### Exhibit to the people who make the decisions

The people who will shape the future direction of energy technology and policy are focusing their attention on New York City. Business leaders and investors, together with the top people from academia, research organizations and government agencies will be coming to **Advanced Energy 2012**. Your business needs to be there, too, in order to capitalize on:



- **Networking at the highest levels**

These are the thought-leaders and innovators, the experts and officials who direct the Nation’s energy policy and programs. This is a unique opportunity to access the top people in the energy industry – in one place, at one time.

- **Enhanced visibility**

Introducing a new product? Looking to penetrate a new segment of the market? **Advanced Energy 2012** offers an unprecedented degree of exposure to the leaders who influence and make decisions.

- **Broad industry penetration**

Unlike conferences limited to specific technologies or market segments, the open structure of this Conference typically attracts the widest possible participation across all areas of renewable/sustainable energy and energy management technologies. Exhibiting organizations earn recognition beyond the parochial bounds of their particular segment, as well as significant opportunities for technological “cross-pollination” and identifying potential joint venture partnerships.

- **International exposure**

As in the past, **Advanced Energy 2012** will attract energy industry leaders from around the world, and this year’s presence at Jacob Javits in New York City is expected to draw greater participation than ever before.

- **Press coverage**

Participation by high-level speakers and presenters at the Advanced Energy Conference always draws the attention of both the trade and mainstream media, and provides exhibitors with national and worldwide visibility.

- **Prominence**

Presence as an **Advanced Energy 2012** exhibitor solidifies your company’s position as an energy industry leader.

**Advanced Energy 2012 will allot exhibit space on a priority basis to those who will be physically displaying innovative products and systems.**





## Take an elite position at the head of energy research and development by becoming an Advanced Energy 2012 Sponsor

Let the world know that your company is committed to the future of energy, and take its place as an industry leader. Join other top corporations and organizations as a sponsor of **Advanced Energy 2012**. Enjoy the significant advantages that sponsorship brings:

- Immediately reinforce your dedication to America's energy future to a major share of the industry's most important opinion leaders
- Public recognition for your sponsorship in conference literature and signage
- Your organization's logo and special sponsor profile in the Conference Program guide
- Maximum visibility in all public relations and marketing initiatives
- Enhanced awareness among government officials, investors, and potential technology partners
- Many more exclusive benefits, depending on your level of sponsorship

[See following pages for details]

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### Previous Advanced Energy Conference sponsors included important organizations such as:



## Sponsorship Opportunities

We invite you to become part of this major event by becoming one of our sponsors. Through sponsorship of this important event your organization will be recognized throughout the conference and will be assured maximum visibility.

### HOST SPONSOR: \$100,000

- Sponsor will have preferential positioning during Press Conference
- Sponsorship mentioned in Press Release
- Company highlighted for special press opportunities
- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Welcome quotes from Host Sponsor Chairman/CEO or Senior Executive in Conference Program
- Logo on Screen in Ballroom pre lunch/keynote address
- Logo on track letter signage outside each breakout session
- 150 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as Host sponsor on **Advanced Energy Conference** signage
- Recognition on invitation as Host sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo placement on back cover of Conference Program
- Logo placement in all Conference literature
- Logo highlighted on all marketing and email campaigns
- One (1) 30' wide exhibit with your choice of location; prime location charge waived
  - Includes three 6' tables, six chairs, company ID sign, waste paper basket
- 15 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 6 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 20 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)



## PLATINUM SPONSOR: \$50,000

- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in Ballroom pre lunch/keynote address
- Logo on screen in all **Advanced Energy Conference** breakout sessions
- 100 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as Platinum sponsor on **Advanced Energy Conference** signage
- Recognition on invitation as Platinum sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo placement on back cover of Conference Program
- Logo placement in all Conference literature
- Sponsorship mentioned in Press Release
- Logo highlighted on all marketing and email campaigns
- Company highlighted for special press opportunities
- Logo on track letter signage outside each breakout session
- One (1) 20' wide exhibit (does not include space for cars); prime location charge waived  
Includes two 6' tables, four chairs, company ID sign, waste paper basket
- 10 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 4 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 20 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)



## GOLD SPONSOR: \$25,000

- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in Ballroom pre lunch/keynote address
- Logo on screen in all **Advanced Energy Conference** breakout sessions
- 75 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as Gold sponsor on **Advanced Energy Conference** signage
- Recognition on invitation as Gold sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo Placement on back cover of Conference Program
- Sponsorship mentioned in Press Release
- Logo on track letter signage outside each breakout session
- Logo highlighted on all email campaigns
- One (1) 10' wide exhibit (does not include space for cars)
  - Includes one 6' tables, two chairs, company ID sign, waste paper basket
- 5 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 15 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)

## SILVER SPONSOR: \$15,000

- Listing as Silver sponsor on all **Advanced Energy Conference** signage
- Recognition on invitation as Silver sponsor
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo on Screen in Ballroom pre lunch/keynote address
- Logo on screen in all **Advanced Energy Conference** breakout sessions
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo Placement on back cover of Conference Program
- One (1) 10' wide exhibit (does not include space for cars)
  - Includes one 6' table, two chairs, company ID sign, waste paper basket
- 3 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 10 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)





### CONFERENCE BAG SPONSOR (LIMIT ONE): \$25,000

- Recognition for sponsoring sustainable **Conference** bags
- Logo placement along side **Advanced Energy Center** logo on sustainable bags
- Logo on Screen in Ballroom pre lunch/keynote address
- Logo on screen in all **Advanced Energy Conference** breakout sessions
- Logo placement in Conference Proceeding and Event Guide
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as major sponsor on signage
- Recognition on invitation
- One (1) 10' wide exhibit
  - Includes one 6' table, two chairs, company ID sign, waste paper basket
- 2 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 5 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)

**Sponsorship deadline 9/1/12 to ensure bag production**

### CONFERENCE NOTEPAD (LIMIT ONE): \$15,000

- Logo placement along side of **Advanced Energy Center** logo on earth friendly Notepads
- Logo on Screen in Ballroom pre lunch/keynote address
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
  - Includes one 6' table, two chairs, company ID sign, waste paper basket
- 2 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 5 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)

**Sponsorship deadline 9/1/12 to ensure notepad production**



### CONFERENCE PEN SPONSOR (LIMIT ONE): \$15,000

- Logo placement along side of **Advanced Energy Center** logo on earth friendly Pens
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo on Screen in Ballroom pre lunch/keynote address
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
  - Includes one 6' table, two chairs, company ID sign, waste paper basket
- 2 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 5 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)

***Sponsorship deadline 9/1/12 to ensure pen production***

### CONFERENCE SIGN SPONSOR: \$12,000

- Earth-friendly signage
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo on Screen in Ballroom pre lunch/keynote address
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
  - Includes one 6' table, two chairs, company ID sign, waste paper basket
- 2 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 5 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)





### CONFERENCE GREEN SPONSOR: \$12,000

Green Sponsors range from companies and organizations from within and outside the energy sector that understand and embrace the centrality of CleanTech (renewable energy, energy efficiency, sustainable products) to their business model and to the economic and environmental health of their community, their nation and their world. (For example: Government, Legal, Accounting, Financial Services, etc)

- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as sponsor on signage
- Logo on Screen in Ballroom pre lunch/keynote address
- One Table Top Exhibit (Up-grade to a 10' space for an additional \$1000)  
Includes one 6' table, two chairs, company ID sign, waste paper basket
- 2 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 5 **Exhibit Space ONLY plus Reception** passes (does not include breakfast, lunch or entrance into Ballroom for Keynotes)

### SUPPORTER SPONSOR: \$7,500

- Listing as Supporter/Exhibitor sponsor on all Advanced Energy Conference signage
- Recognition on invitation as Supporter/Exhibitor sponsor
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo placement on all Conference literature
- One (1) 10' wide exhibit  
Includes one 6' table, two chairs, company ID sign, waste paper basket
- 1 full **two day Conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Staff Exhibit Passes plus Reception** (does not include breakfast, lunch or entrance into Ballroom for Keynotes)
- 2 **Exhibit Space ONLY plus Reception** passes (does not include sessions, breakfast, lunch or entrance into Ballroom for Keynotes)

### CO-SPONSOR/EXHIBITOR: \$4,500

- Listing as sponsor on all conference materials and on signage
- 50 word profile in Exhibitor Guide and on Website
- One (1) Table Top Exhibit  
Includes one 6' table, two chairs, company ID sign, waste paper basket
- 1 full **two day Conference pass** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **Exhibit Space ONLY plus Reception** passes (does not include sessions, breakfast, lunch or entrance into Ballroom for Keynotes)





## Exhibitor Opportunities

### EXHIBITOR (10' EXHIBIT): \$3,250

- One (1) 10' wide exhibit
  - Includes one 6' table, two chairs, company ID sign, waste paper basket
- 2 **Exhibit Space ONLY plus Reception** passes (does not include sessions, breakfast, lunch or entrance into Ballroom for Keynotes)
- Listing in Program as Exhibitor
- 25 word profile in Exhibitor Guide and on Website

### EXHIBITOR (6' TABLE TOP): \$2,150

- One (1) exhibit (6' Table)
- 2 **Exhibit Space ONLY plus Reception** passes (does not include sessions, breakfast, lunch or entrance into Ballroom for Keynotes)
- Listing in Program as Exhibitor
- 25 word profile in Exhibitor Guide and on Website

### EXHIBITOR (VEHICLE DISPLAY): COST COMMONSURATE WITH VEHICLE SIZE

- Requires a minimum of two adjoining booth spaces
- Long space can be purchased by the sq. ft.
- 2 **Exhibit Space ONLY plus Reception** passes (does not include sessions, breakfast, lunch or entrance into Ballroom for Keynotes)
- 50 word profile in Exhibitor Guide and on Website

- Host & Platinum sponsors will have opportunity to select exhibit location on a first come, first serve basis; with premium charges waived for location
  - Premium charges for corner and entrance exhibit location for exhibits
  - Exhibit space allotted on a "first come, first serve" basis
  - All exhibit space will come with one 6' table, two chairs, and a waste basket
  - All exhibit space will be quartered off with pipe and drape
  - Electric and Internet will be available but is not included in Sponsorship/Exhibitor packages
  - General security will be provided but exhibitors should keep all small, portable devices such as laptops, scanners, etc with them at all times. We are not responsible for any personal or company property while attending/exhibiting at 2012 Advanced Energy Conference
  - Show floor is fully carpeted
- \* **No credit is available for any change requests. Additional charges may apply for substitutions or additions.**



# PREVIOUS CONFERENCE SPONSORS

## HOST SPONSORS



## PLATINUM SPONSORS



## ADDITIONAL SPONSORS



RPI: Center for Future Energy Systems • Hudson Clean Energy Partners • Syracuse Center of Excellence • ATK • American Superconductor • EmPower CES, LLC  
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