

# ADVANCED ENERGY 2010

NEW YORK STATE'S PREMIER CONFERENCE FOR ADVANCED ENERGY

November 8 & 9, 2010 • New York Hilton • New York • USA

SPONSORSHIP AND EXHIBITOR PROSPECTUS



ADVANCED ENERGY  
RESEARCH & TECHNOLOGY CENTER

# The future of energy will be on display this November in New York — can you risk not to be there?

The people, the companies, and the technologies shaping our future will converge at **Advanced Energy 2010**. The conference offers an ideal venue for companies looking to expand the penetration of their products or services into this dynamic market.

## Why Advanced Energy 2010?

In past years the Advanced Energy Conference has attracted national and international business leaders, academics, researchers, innovators and policy makers from every area of the energy industry. These are buyers and decision makers who attend because this conference offers a comprehensive range of program tracks reaching into all aspects of conservation, efficiency, renewables, generation and energy management. Hosted annually by the Advanced Energy Research & Technology Center (AERTC) located at Stony Brook Research and Development Park, this conference is a logical extension of the AERTC mission:

***Innovative energy research, education and technology deployment with a focus on efficiency, conservation, renewable energy and nanotechnology applications for new and novel sources of energy.***



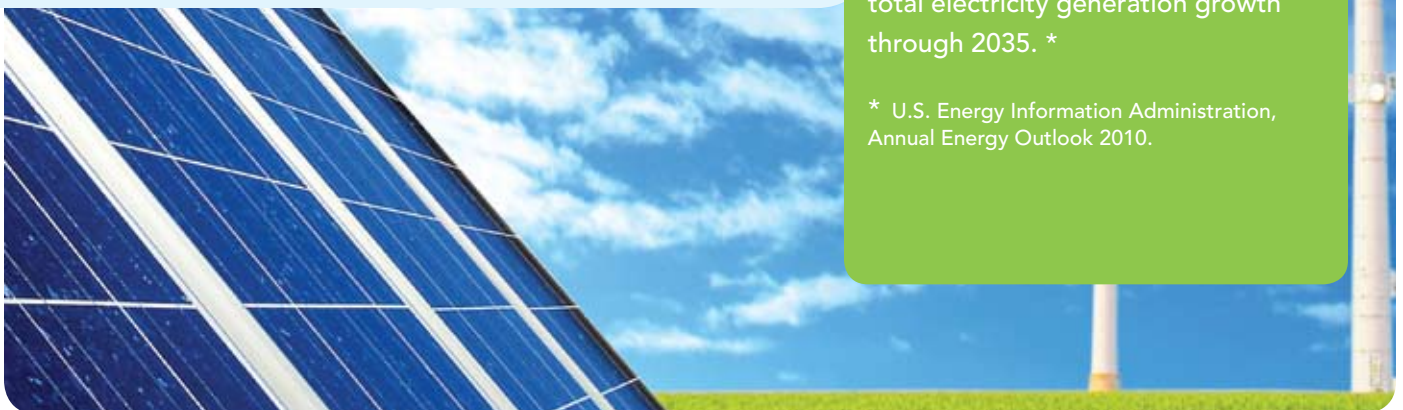
## Be part of a vital and growing market

The President's 2011 budget request includes \$40 billion in loan guarantees for innovative clean energy programs, and more than a half billion dollars for energy research.

Natural gas and renewable energy generation will account for the majority of capacity additions through 2035, with renewables gaining market share as coal declines. \*

Non-hydropower renewable energy sources will meet 41% of total electricity generation growth through 2035. \*

\* U.S. Energy Information Administration, Annual Energy Outlook 2010.



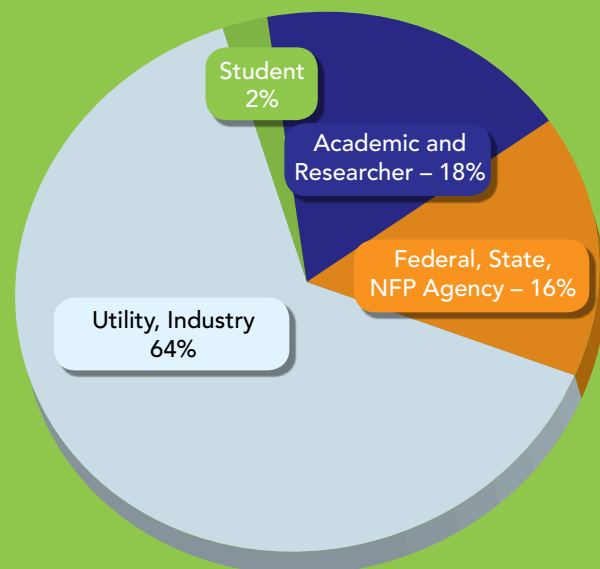
## Who should attend the Advanced Energy Conference?

In recent years space limitations have capped attendance at approximately 1,000, forcing many to be turned away. Moving the conference to the New York Hilton nearly **triples** capacity and **doubles** the available exhibit space. **Advanced Energy 2010** will be an ideal venue to grow, network and conduct business for anyone involved in the future of the energy industry, including:

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



### Attendees include buyers and influencers from across the energy industry



2009 Advanced Energy Conference attendee profile





## Make your product or service known to the leaders and decision makers.

### **Exhibit to an elite audience**

Advanced Energy 2010 will bring together top business leaders, academics, researchers and government officials—the people who are shaping the energy technologies and the policies of tomorrow. Exhibit at **Advanced Energy 2010** and your business will benefit from:

### **High-level Networking**

Here's a unique opportunity to access the industry's thought leaders, innovators, and policy makers.

### **Visibility**

Launch a product or service, or introduce your company to new markets at a venue where you know that it will be seen.

### **Broad Industry Penetration**

This conference spans the complete spectrum of renewable/sustainability energy and energy management technologies, covering markets in solar, wind, and geothermal power; geothermal energy; bioscience & technology; batteries & fuel cells; smart infrastructure, networks & cybersecurity; energy policy & finance; lighting research & green technologies; low-carbon society; intelligent & advanced transportation; and much, much more.

### **International Attendance**

**Advanced Energy 2010** will draw Energy Industry leaders from around the world and open new markets for your company.

### **Press Coverage**

By trade and mainstream media...from the communication center of the world...and live Twitter updates from the Conference floor.

### **Prominence**

Confirm your company's presence as an industry leader.



**Advanced Energy 2010 will allot space on a priority basis to exhibitors physically displaying or demonstrating innovative products and systems.**

## Take a leadership position in our energy future – become an Advanced Energy 2010 Sponsor.

There is no better way to underscore your organization's leadership within the industry than becoming a sponsor of **Advanced Energy 2010**.

### And sponsorship comes with significant advantages:

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

### To secure your sponsorship, contact:

**David Winchester, [david@cleantechrocks.com](mailto:david@cleantechrocks.com), 516.680.6811**



## Sponsorship Opportunities



### HOST SPONSOR

\$100,000

- Sponsor will have a Keynote speaking slot once at either lunch, breakfast or reception (schedule to be announced)
- Sponsor will have preferential positioning during Press Conference
- Welcome quotes from Host Sponsor Chairman/CEO or Senior Executive in Conference Program
- Acknowledgement in "Welcome Letter" in Conference Program
- Recognition of your company in opening remarks
- Luncheon Sponsors for first and second day – signage at entrance of luncheon area
- Sponsors at evening reception – signage at entrance of reception area
- Logo on Screen in meeting rooms
- 100 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 Cover Conference Program guide
- Logo placement in all Conference literature
- Advertorial feature in **Advanced Energy Center** Newsletter
- Sponsorship mentioned in Press Release
- Logo highlighted on all marketing and email campaigns
- Company highlighted for special press opportunities
- One (1) 30' wide exhibit with your choice of location
- 20 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 6 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 20 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 20 additional attendee tickets at a **50% discount\***  
(\* discounts honored on purchases made up to **October 15 only, providing there is space available**)





## Sponsorship Opportunities



### PLATINUM SPONSOR

\$50,000

- Recognition of your company in opening remarks
- Luncheon Sponsors for first and second day - signage at entrance of luncheon area
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in meeting rooms
- 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 Cover of Conference Program guide
- Logo placement in all Conference literature
- Advertorial feature in **Advanced Energy Center** Newsletter
- Sponsorship mentioned in Press Release
- Logo highlighted on all marketing and email campaigns
- Company highlighted for special press opportunities
- One (1) 20' wide exhibit
- 10 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 4 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 20 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 20 additional attendee tickets at a **50% discount\***

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### GOLD SPONSOR

\$25,000

- Recognition of your company in opening remarks
- Sponsors at evening reception with signage at entrance of Reception area
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in meeting rooms
- 50 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 Cover of Conference Program guide
- Sponsorship mentioned in Press Release
- Logo highlighted on all email campaigns
- One (1) 10' wide exhibit
- 5 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 20 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 20 additional attendee tickets at a **50% discount\***

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# Sponsorship Opportunities

## SILVER SPONSOR

\$15,000

- Listing as Silver sponsor on all **Advanced Energy Conference** signage
- Recognition on invitation as Silver Sponsor
- Coffee Break Sponsor – signage in Break Area
- 50 word profile and logo in the sponsor section of the Conference Program and on website
- Logo Placement on banner in Exhibit area or Main Ballroom
- One (1) 10' wide exhibit
- 3 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 10 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 10 additional attendee tickets at a **50% discount\***

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## CONFERENCE BAG SPONSOR (LIMIT ONE)

\$30,000

- Recognition for sponsoring sustainable tradeshow bags
- Logo placement along side **Advanced Energy Center** logo on sustainable bags
- 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
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 5 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 5 additional attendee tickets at a **50% discount\***

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## CONFERENCE NOTEPAD SPONSOR (LIMIT ONE)

\$20,000

- Logo placement along side of **Advanced Energy Center** logo on earth friendly Notepads
- 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
- One (1) 10' wide exhibit
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 5 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 5 additional attendee tickets at a **50% discount\***

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## CONFERENCE PEN SPONSOR (LIMIT ONE)

\$20,000

- Logo placement along side of **Advanced Energy Center** logo on earth friendly Pens
- 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

(continued on next page)





## Sponsorship Opportunities

*(Conference Pen Sponsor continued)*

- One (1) 10' wide exhibit
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 5 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 5 additional attendee tickets at a **50% discount\***

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### CONFERENCE REGISTRATION SPONSOR

**\$15,000**

- Earth-friendly lanyards made from recycled products with your company logo along side the **Advanced Energy Center** logo
- 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
- One (1) 10' wide exhibit
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 2 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 2 additional attendee tickets at a **50% discount\***

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### CONFERENCE SIGN SPONSOR

**\$12,000**

- Earth-friendly signage
- 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
- One (1) 10' wide exhibit
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 2 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 2 additional attendee tickets at a **50% discount\***

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### CONFERENCE POSTER SESSION SPONSOR

**\$12,000**

- Sponsors of Poster Session - signage at entrance of Poster session area
- Recognized as provider of \$1,000 in prizes for best Posters
- 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
- One (1) 10' wide exhibit
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 2 **VIP Exhibit Space ONLY** passes (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 2 additional attendee tickets at a **50% discount\***

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## Sponsorship Opportunities



### 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)

- Logo placement on Conference Proceeding and Event Guide
- 50 word profile and logo in the sponsor section of the Conference Program and on website
- Listing as sponsor on signage
- One Table Top Exhibit (Up-grade to a 10' space for an additional \$900)
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 2 **VIP Exhibit Space ONLY passes** (does not include lunch, reception or entrance into Ballroom for Keynotes)
- 2 additional attendee tickets at a **50% discount\***

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### SUPPORTER/EXHIBITOR 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
- 2 full **two day conference passes** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit
- 2 **VIP Exhibit Space ONLY passes** (does not include lunch, reception or entrance into Ballroom for Keynotes)

### CO-SPONSOR/EXHIBITOR

\$4,000

- Listing as sponsor on all conference materials and on signage
- 25 word profile in Exhibitor Guide and on website
- One Table Top Exhibit (Up-grade to a 10' space for an additional \$900)
- 1 full **two day conference pass** to all sessions and exhibit hall including lunch and cocktail reception
- 2 **VIP Exhibit Space ONLY plus Reception** passes to man your exhibit



# Who should exhibit at Advanced Energy 2010?

Anyone who does business... or wants to do business... with the world's foremost energy companies and agencies. Especially if you have equipment and systems that you want the energy world to see.

Automotive, Intelligent and Advanced Transport  
 Batteries & Fuel Cells  
 BioEnergy Products  
 Biofuels & Biomass Power  
 Carbon Trading, REC's, EEC's  
 Clean Air & Water  
 CleanTech Manufacturing  
 Colleges & Universities  
 Economic Development  
 Conservation & Pollution Mitigation  
 Consulting & Industry Research  
 Energy Associations  
 Energy Construction  
 Energy Legal Services  
 Engineering (EPCs)  
 Environmentally Friendly Production  
 Finance and Investment  
 Geothermal Energy  
 Government  
 Green Building Technologies  
 GreenIT Technologies  
 Hydro Power  
 Manufacturing  
 Nuclear Energy  
 Photovoltaics  
 PV Balance of System  
 PV Cells & Modules  
 PV Manufacturing  
 PV System Integration  
 Research & Development  
 Smart Grid  
 Smart Networks & Cybersecurity  
 Solar Design  
 Solar Heating & Cooling  
 Solar Thermal Electric  
 Utilities  
 Wave & Tidal Power  
 Wind Power and Components  
 Renewable Energy Development, Equipment & Technology



## Exhibitor Opportunities

Exhibit Space	Enhancements	Cost
10' Space	<ul style="list-style-type: none"> <li>Two (2) "Exhibit Only" passes</li> <li>Program listing as "Exhibitor"</li> <li>25 word profile in Exhibitor Guide and on Conference Website . . . . .</li> </ul>	\$2,900
6' Table	<ul style="list-style-type: none"> <li>Two (2) "Exhibit Only" passes</li> <li>Program listing as "Exhibitor"</li> <li>25 word profile in Exhibitor Guide and on Conference Website . . . . .</li> </ul>	\$1,900
Vehicle Display	<ul style="list-style-type: none"> <li>Two (2) "Exhibit Only" passes</li> <li>Program listing as "Exhibitor"</li> <li>25 word profile in Exhibitor Guide and on Conference Website . . . . .</li> </ul>	\$39 per sq. ft.

**To reserve your exhibit space, contact: David Winchester, david@cleantechrocks.com, 516.680.6811**

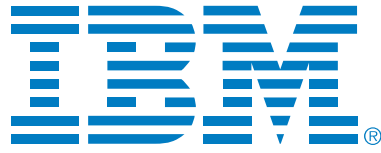


[www.aertc.org](http://www.aertc.org)



# 2009 Conference Sponsors

## Host Sponsors



## Platinum Sponsors



**NYSERDA**

New York State  
Energy Research and  
Development Authority



## Gold Sponsors



## Silver Sponsors



## Additional Sponsors



American Superconductor • LI High Tech Incubator • Northrop Grumman • Copper Development Association Inc. • NYS Department of Labor • NY Institute of Technology  
Long Island Forum for Technology (LIFT) • UTC Power • Suffolk County Community College • Bren-Tronics, Inc. • Northeast Sustainability Institute • Ascension Industries Inc.  
Center for Sustainable Ecosystem Nanotechnologies • Center for Future Energy Systems, Rensselaer Polytechnic Institute • Northville Industries  
Suffolk County Department of Economic Development/Workforce Housing & Department of Environment and Energy • Aegis Energy Services Inc. • Future Tech Enterprise, Inc.  
EmPower CES, LLC • Flad Architects • ATK • Direct Grid Technologies, Inc. • Eastern Energy Systems, Inc. • Ernst & Young LLP • Rivkin Radler