

ADVANCED ENERGY 2011

NEW YORK STATE'S PREMIER CONFERENCE
FOR ADVANCED ENERGY



SPONSORSHIP AND EXHIBITOR PROSPECTUS



ADVANCED ENERGY
RESEARCH & TECHNOLOGY CENTER

New York State's premier energy conference comes to Buffalo this October

Last November in New York City, the Advanced Energy 2010 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 showcased the latest technologies and brought together business leaders, researchers and academics, innovators, and policy makers. This year, **Advanced Energy 2011** will focus the eyes of the energy industry on Buffalo, New York.

New venue and new opportunities

Hosted by the Advanced Energy Research & Technology Center at Long Island's Stony Brook University, this conference has traditionally been held in the downstate metropolitan area. Taking it to Buffalo for 2011 recognizes the depth to which advanced energy research and development penetrates New York's expanding business base, and its importance to the State's economic growth. Why should your company or organization sponsor and exhibit at **Advanced Energy 2011**?

- **Increased statewide exposure** – The Buffalo venue is expected to attract broader participation from across the State, and Western New York in particular, offering access to businesses and research centers that may not have attended before.
- **Extended geographic reach** – Buffalo's convenient proximity opens the conference to greater participation from the major metropolitan centers in Western Pennsylvania, Ohio, Michigan, much of the Midwest, and Eastern Canada.
- **Enhanced academic participation** – The 2011 Conference will offer greater accessibility for scholars, researchers and students from the Upstate colleges and universities, as well as major academic centers in Pennsylvania, Ohio, Ontario and Quebec.
- **A discount in 2012** – Sponsors and exhibitors at the 2011 Conference will enjoy a 10% discount on their 2012 investment when the Advanced Energy Conference returns to New York City the following autumn.



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 2011.

** Source: U.S. Energy Information Administration Annual Energy Outlook 2011*

Marketing and Conference
Promotion by: SMM Advertising



Who is expected to attend Advanced Energy 2011?

Attendance topped 1,000 in each of the prior two years, and attracted an extremely broad representation of professionals from every segment of energy research, policy and business. Buffalo 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
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



Advanced Energy 2011 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. Academics, researchers and students comprised 33% of attendees in 2010, with industry, utility, and government/regulatory representatives composing the remaining 67%.

Advanced Energy 2010 Attendee Highlights

- 31 states and 16 countries represented
- Attendees from 533 different organizations
- Participation by 37 colleges and universities
- 10 National Laboratories in attendance
- Representatives from 6 U.S. military organizations and the Department of Homeland Security



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 2011** will put special emphasis on several key areas: Smart Grid, Solar, Offshore Wind, and Battery and Energy Storage, making attendance a “must” for any organization or individual involved with these technologies. Other areas to be spotlighted include BioEnergy, Building Efficiency, Electric Vehicles, and Natural Gas Supply and Demand.

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 Buffalo this October. Business leaders and investors, together with the top people from academia, research organizations and government agencies will be coming to **Advanced Energy 2011**. 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 2011** 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 2011** will attract energy industry leaders from around the world, and this year’s presence in Buffalo is expected to draw greater Canadian 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 2011** exhibitor solidifies your company’s position as an energy industry leader.

Advanced Energy 2011 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 2011 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 2011**. Enjoy the significant advantages that sponsorship brings:

- Immediately reinforce of 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



Sponsorship Overview

The **Advanced Energy Center** is hosting the 2011 Advanced Energy Conference on October 12 & 13, 2011, and is attracting prominent researchers in the energy field from academia, government, and industry sectors. The event will feature an Exhibitor Showcase and is being held at the Hyatt Regency Buffalo Hotel and Conference Center, at Two Fountain Plaza, Buffalo, NY , USA. This hotel is located only 12 miles from the Buffalo Niagara International Airport in the heart of the Theatre and Financial Districts. The Hyatt Regency Buffalo is accessible to all-major highways and expressways, making Niagara Falls and Seneca Niagara Casino just a twenty minute drive away.

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.

Our 2010 Advanced Energy Conference included over 1441 attendees, 114 exhibitions and 232 speakers and presenters.



Sponsorship Opportunities

HOST SPONSOR: \$30,000

- Sponsor will have a keynote speaking slot once at either breakfast, lunch, or reception (*schedule to be announced*)
- Sponsor will have visible positioning during press conference
- 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 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
- Sponsorship mentioned in Press Release (*if applicable*)
- Logo highlighted on all marketing and email campaigns
- Company highlighted for special press opportunities (*if applicable*)
- One (1) 30’ wide exhibit with your choice of location
- 20 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 4 Exhibit Space passes to man your exhibit
- 15 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30 only**
and providing there is space available)



PLATINUM SPONSOR: \$20,000

- Recognition of your company in opening remarks
- 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 Web site
- 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 Conference Program guide
- Logo placement in all Conference literature
- Sponsorship mentioned in Press Release (*if applicable*)
- Logo highlighted on all marketing and email campaigns
- Company highlighted for special press opportunities (*if applicable*)
- One (1) 20’ wide exhibit
- 10 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 3 Exhibit Space passes to man your exhibit
- 10 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30 only**
and providing there is space available)



GOLD SPONSOR: \$10,000

- 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 Web site
- 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 Conference Program guide
- Sponsorship mentioned in Press Release (*if applicable*)
- Logo highlighted on all email campaigns
- One (1) 10’ wide exhibit
- 10 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 5 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30 only**
and providing there is space available)

SILVER SPONSOR: \$7,500

- Listing as Silver sponsor on all **Advanced Energy Conference** signage
- Recognition on invitation as Silver sponsor
- Logo placement in Conference Proceeding and Event Guide
- 50-word profile and logo in the sponsor section of the Conference program and on Web site
- Logo Placement on banner in Exhibit area or Main Ballroom
- One (1) 10’ wide exhibit
- 7 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 3 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30**
only and providing there is space available)



CONFERENCE BAG SPONSOR (LIMIT ONE): \$7,500

- 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 Web site
- Listing as major sponsor on signage
- Recognition on invitation
- One (1) 10' wide exhibit
- 3 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30**
only and providing there is space available)

CONFERENCE NOTEPAD (LIMIT ONE): \$4,000

- 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 Web site
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
- 3 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30**
only and providing there is space available)



CONFERENCE PEN SPONSOR (LIMIT ONE): \$4,000

- 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 Web site
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
- 3 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30 only and providing there is space available**)

CONFERENCE REGISTRATION SPONSOR: \$5,000

- Earth-friendly lanyards made from recycled products with your company logo along side **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 Web site
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
- 3 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30 only and providing there is space available**)



CONFERENCE SIGN SPONSOR: \$4,000

- Sponsor of 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 Web site
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
- 3 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30**
only and providing there is space available)

CONFERENCE POSTER SESSION SPONSOR: \$4,000

- Sponsors of Poster Session - signage at entrance of Poster session area
- Recognized as provider of cash prizes for best Posters
- One representative to join elite panel of judges for contest
- Logo placement in Conference Proceeding and Event Guide
- 50-word profile and logo in the sponsor section of the Conference program and on Web site
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
- 2 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30**
only and providing there is space available)



CONFERENCE GREEN SPONSOR: \$5,000

Green Sponsors comprise companies and organizations from within and outside of 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 Web site
- Listing as sponsor on signage
- One Table Top Exhibit (One (1) Table Exhibit (Up-grade to an 10' space for an additional \$250)
- 2 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount**
(discounts honored on purchases made up to **September 30 only and providing there is space available**)

SUPPORTER/EXHIBITOR SPONSOR: \$2,500

- 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 Web site
- Logo placement on all Conference literature
- One (1) 10' wide exhibit
- 2 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit

CO-SPONSOR/EXHIBITOR: \$1,500

- Listing as sponsor on all conference materials and on signage
- 25-word profile in Exhibitor Guide and on Web site
- One (1) Table Exhibit
- 1 full **two-day conference pass** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 2 Exhibit Space passes to man your exhibit



EXHIBITOR (10' WIDE EXHIBIT): \$1,295

- One (1) 10' wide exhibit
- 2 Exhibit Space passes to man your exhibit
- Listing in Program as Exhibitor
- 25-word profile in Exhibitor Guide and on Web site

EXHIBITOR (6' TABLE TOP): \$995

- One (1) exhibit (6' Table)
- 2 Exhibit Space passes to man your exhibit
- Listing in Program as Exhibitor
- 25-word profile in Exhibitor Guide and on Web site

EXHIBITOR (VEHICLE DISPLAY): \$895

- Display will be outside at entrance of Hyatt
- 1 full **two-day conference pass** to all sessions and exhibit hall including breakfast, lunch and the Industrial Networking Reception
- 25-word profile in Exhibitor Guide and on Web site
- One (1) exhibit (6' Table) additional \$600 and includes 2 Exhibit Space passes to man your exhibit
- One (1) 10' wide exhibit additional \$800 and includes 2 Exhibit Space passes to man your exhibit

Listings in Program must be confirmed sponsor/exhibitors no later than September 14, 2011. Otherwise, listing will appear in Program Addendum.



ADVANCED ENERGY 2010 SPONSORS

Host Sponsors



GE Energy



New York Power Authority



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Additional Sponsors



NORTHROP GRUMMAN



RPI: Center for Future Energy Systems • Hudson Clean Energy Partners • Farmingdale State College • Syracuse Center of Excellence • Center of Excellence in Wireless and Information Technology (CEWIT)
 ATK • American Superconductor • EmPower CES, LLC • KEMA • SPIE • Super Power, Inc. • Ruskin Moscou Faltishek • Holtz Rubenstein Reminick LLP • AtmosAir Solutions
 Copper Development Association, Inc. • EcoScience Solutions, LLC • FLAD Architects • Suffolk County Industrial Development Agency • FutureTech Enterprise, Inc.
 Hoffmann & Baron, LLP • LIFT • LI High Technology Incubator • Nassau County Industrial Development Agency • Networking Magazine
 PACS Industries, Inc. • Swithgear Solutions Ltd. • Sustainability Institute at Molloy College • CORIX Group of Companies • Dayton T. Brown
 IREQ • Leviton Manufacturing Company • Mercury Corporation • Marathon Engine Systems • OwnEnergy • Lab Volt Systems, Inc.
 The Valley Group, a Nexan Company • UL DQS Inc. • Ultralife Corporation • Division 7 • SVAM • Northville Industries • Ascension
 Suffolk County Community College • Utiliworks Consulting, LLC • World Technology Corporation • Leds America, Inc.



Stony Brook University is an affirmative action/equal opportunity educator and employer.