

## **SPONSORSHIP PROPOSAL**

***RIO 12 – World Climate & Energy Event***

***LAREF 2012 – Latin America Renewable Energy Fair***

17<sup>th</sup> –19<sup>th</sup> of January 2012  
Granada, Nicaragua

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## ***RIO 12 – World Climate & Energy Event***

### ***LAREF 2012 – Latin America Renewable Energy Fair***

#### **International Conference & Exhibition**

17<sup>th</sup> to 19<sup>th</sup> of January 2012

Location:

Granada, Nicaragua, Casa dos Tres Mundos

#### **Intention**

Renewable Energies, such as solar, wind, geothermal energy and sustainable biomass, represent the future of energy supply. Since the 1992 Rio Earth Summit, the use of renewable energies has been promoted to offset climate change, preserve natural resources, increase energy security, and provides electricity to remote and impoverished regions.

In recent years, growth in the renewable energy sector has been strong. In 2010, global renewable energy capacity reached 1320 GW – 25% of total generation capacity. The renewable energy sector now employs over one million people worldwide and in 2010 generated more than US\$ 266 billion in investments. Although vast opportunities for the renewable energies market exist, many obstacles remain.

*RIO 12* continues the successful legacy of previous *World Climate & Energy Events*. Leading experts will present the latest in renewable technologies, resource efficiency, policy analysis, financing options and carbon trading. Opportunities for networking and developing business relations are a cornerstone of the event.

Due to successful mass production of renewable energy (RE) power supplies and its components, RE generation costs are now well below consumer electricity prices in most countries of Latin America and the Caribbean – this offers excellent business opportunities, even in countries without particular grid-feed tariffs. *RIO 12* will be the meeting point of present and future players in this field.

## Structure of RIO 12

### The International Conference

Speakers at *RIO 12* represent the scientific community, energy industry, finance and policy fields associated with the implementation of energy saving strategies and renewable energies.

Former *RIO*-Conferences have been attended by Professor Martin Green (Alternative Nobel Prize Laureate, world leader in Si-photovoltaic conversion efficiency, University of New South Wales, Australia), Dr. Hermann Scheer † (Alternative Nobel Prize Laureate, Chairman of WCRE, President of Eurosolar), Prof. Peter Landsberg † (University of Southampton, Journal editor and “Nature” author), Prof. Olav Hohmeyer (University of Flensburg, pioneer in carbon trading), Prof. Chris Wronski (Pennsylvania State University, pioneer in PV thin film technology), Prof. Adolf Goetzberger (founder of Solar Fraunhofer Institute, former ISES President), Mechthild Rothe (EU Parliament Deputy), Prof. Maurício Tolmasquim (CEO of EPE - Energy Research Company, former CES of Ministry of Energy), Fernando Gabeira (Federal Deputy and bestseller author), Prof. Dr. Bautista Vidal (Head Pro-Álcool, the largest RE program ever), Dr. Franz Alt (Bestseller author and TV-journalist), Rosa Moreno (Greenpeace), Laura Porto (MME), Dr. Everaldo Feitosa (Director Brazilian Wind Energy Center, Vice President World Wind Energy Association), Mauro Passos (America do Sol, Director of Instituto Ideal), just to mention some participants and supporters. Furthermore the Brazilian Ministry of Energy (MME), the German Energy Agency (DENA), Eurosolar, ISES Brazil, the World Council for Renewable Energy (WCRE) and GIZ (international cooperation enterprise for sustainable development with worldwide operations) have been fully backing the events and predictably will send their top representatives also to *RIO 12*.

### The Exhibition *LAREF 2012* (Latin America Renewable Energy Fair)

The Latin America Renewable Energy Fair, in tandem with *RIO 12*, will provide companies and institutions the opportunity to present their latest technologies and solutions to an expanding Latin American and Caribbean market and providing the perfect opportunity to build business relations.

The following organizations and companies have been attended previous *RIO* Events and are expected to return for *LAREF 2012*. At *LAREF 2003/05/06/09* Petrobrás, Eletrobrás, the German Ministry of Economics & Labour (BMWA), AET, ABEER, CanalEnergia, Wobben-Enercon Windpower, GTZ, Gamesa, SEBRAE, Valentin - Energysoftware, Isototón, Bosch Solar SE, Brasil Energia, Solardynamics, Soletrol, Q-cells SE, Solon SE, Nordex Energy AG, Eolica, Suntech Power SE, PI-Berlin AG, PE Europe, Riosolar Ltda, MAN B&W, Energia Pura, Altercoop, UfE, Renexpo, Kyocera Solar do Brasil, Greenpeace and more exhibited their products and projects. The Latin America Renewable Energy Fair has been supported by the German Ministry of Economics & Labour (BMWA), German-Brazilian Chamber of Commerce (AHK), German Energy Agency (DENA), Heinrich Boell Foundation, Isototón, GIZ, FURNAS and the State of Rio de Janeiro.

### The Political Round Table

Government representatives and policy analysts will discuss legislation, identify trends and obstacles, and provide effective solutions for the application of renewable energies. Sponsors have the right to hand-in suggestions and issues to be discussed.

### Excursions

Excursions to existing and potential renewable energy projects (photovoltaics, wind, geothermal) in the region are scheduled on 19<sup>th</sup> of January 2012, offering numerous contacts and networking opportunities (pictures show a part of the wind park Amayo, Rivas (63 MW) and the Volcano Concepción in Omeptepe).



### Expert-Workshop 2012

The Brazilian Government established a net-metering legislation for Photovoltaic Grid-Feeding in 2011 which will get into power in early 2012. That legislation - together with high levels of solar irradiance, elevated electricity prices, and a prospering population - sets the ground for a new, highly attractive market. The expert workshop in Rio de Janeiro on 28-29th of February 2012 will focus on the technical (grid connection requirements in particular), legislative, and administrative issues of PV-implementation in Brazil.

The invited speakers are senior experts from the Brazilian energy program, the regulatory agency, import certification and customs.

## Means of Sponsorship

### **Category GOLD**

#### **Participation in the *RIO 12* Steering Committee**

GOLD-level sponsors will have the right to nominate a representative of the Steering Committee who will decide on additional event and workshop topics. GOLD sponsors will also be represented as official event sponsors.

#### **Conference Admission**

GOLD-level sponsors will receive eight full conference passes, the *RIO 12* - Book of Proceedings and will be able to participate at the official conference banquet.

#### ***RIO 12* - Conference Bag**

GOLD-level sponsor logos will be printed on conference bags and the sponsor can supply promotional material (i.e. flyers, leaflets, brochures, booklets) to be included in the conference bags which will be distributed to the participants.

#### **Own Banners**

GOLD-level sponsors will have venue space reserved to display three of their own banners (size and location will be determined).

#### **Main Banner**

GOLD-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

#### **On-Stage Speaker's Banner**

GOLD-level sponsor logos will be displayed below each sponsoring speaker.

#### **Opening and Closing Ceremony**

GOLD-level sponsors will be mentioned at the opening and closing ceremony of *RIO 12*.

#### **Opening Lecture Presentation**

GOLD-level sponsors may speak for 20 minutes at the opening day.

#### ***RIO 12* - Program Booklet**

GOLD-level sponsor logos will appear on 1,000 *RIO 12* program booklets that will be distributed to recipients throughout the world.



### **Title page of the *RIO 12* - Book of Proceedings**

GOLD-level sponsor logos will appear on the title & sponsor pages of the *RIO 12* - Book of Proceedings.

### **Web & Internet**

Gold-level sponsors will have their logo, weblink, and sponsorship status advertised on the *RIO 12* homepage.

### ***LAREF 2012* - Exhibitor**

GOLD-level companies and institutions will have the opportunity to display information about their products and services in booths (16 m<sup>2</sup>) located in the indoor or outdoor exhibition area (as preferred, see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive four free pages to present their company profile.

### **Expert-Workshop 2012**

GOLD-level sponsors will receive two workshop tickets (value 1150€ per ticket).



## Category SILVER

### **Conference Admission**

SILVER-level sponsors will receive four full conference passes, the *RIO 12 - Book of Proceedings* and will be able to participate at the official conference banquet.

### **RIO 12 - Conference Bag**

SILVER-level sponsor logos will be printed on conference bags and the sponsor can supply promotional material (i.e. flyers, leaflets, brochures, booklets) to be included in the conference bags which will be distributed to the participants.

### **Own Banners**

SILVER-level sponsors will have venue space reserved to display one of their own banners (size and location will be determined).

### **Main Banner**

SILVER-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

### **Opening and Closing Ceremony**

SILVER-level sponsors will be mentioned at the opening and closing ceremony of *RIO 12*.

### **Lecture Presentation**

SILVER-level sponsors may speak for 10 minutes at the event.

### **RIO 12 - Program Booklet**

SILVER-level sponsor logos will appear on 1,000 *RIO 12* program booklets that will be distributed to recipients throughout the world.

### **Title page of the RIO 12 - Book of Proceedings**

SILVER-level sponsor logos will appear on the title & sponsor pages of the *RIO 12 - Book of Proceedings*.

### **Web & Internet**

SILVER-level sponsors will have their logo, weblink, and sponsorship status advertised on the *RIO 12* homepage.

### **LAREF 2012 - Exhibitor**

SILVER-level companies and institutions will have the opportunity to display information about their products and services in booths (8 m<sup>2</sup>) located in the indoor exhibition area (see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive two





free pages to present their company profile.

**Expert-Workshop 2012**

SILVER-level sponsors will receive one workshop ticket (value 1150€).



## Category BRONZE

### **Conference Admission**

BRONZE-level sponsors will receive two full conference passes, the *RIO 12 - Book of Proceedings* and will be able to participate at the official conference banquet.

### **Conference Bag**

BRONZE-level sponsor logos will be printed on conference bags and the sponsor can supply promotional material (i.e. flyers, leaflets, brochures, booklets) to be included in the conference bags which will be distributed to the participants.

### **Main Banner**

BRONZE-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

### **Opening and Closing Ceremony**

BRONZE-level sponsors will be mentioned at the opening and closing ceremony of *RIO 12*.

### ***RIO 12* - Program Booklet**

BRONZE-level sponsor logos will appear on 1,000 *RIO 12* program booklets that will be distributed to recipients throughout the world.

### **Title page of the *RIO 12* - Book of Proceedings**

BRONZE-level sponsor logos will appear on the title & sponsor pages of the *RIO 12* - Book of Proceedings.

### **Web & Internet**

BRONZE-level sponsors will have their logo, weblink, and sponsorship status advertised on the *RIO 12* homepage.

### **LAREF 2012 - Exhibitor**

BRONZE-level companies and institutions will have the opportunity to display information about their products and services in booths (4 m<sup>2</sup>) located in the indoor exhibition area (see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive two free pages to present their company profile.

## Comparative Table of Sponsorship

	BRONZE	SILVER	GOLD
Participation in the <i>RIO 12</i> Steering Committee	-	-	✓
Conference Admission	2	4	8
Conference Bag	✓	✓	✓
Own Banners	-	1	3
Main Banner	✓	✓	✓
On-Stage Speaker's Banner	-	-	✓
Opening and Closing Ceremony	✓	✓	✓
Opening Lecture Presentation	-	-	20 min
Lecturer Presentation	-	10 min	-
<i>RIO 12</i> - Program Booklet	✓	✓	✓
Title Page of the <i>RIO 12</i> - Book of Proceedings	✓	✓	✓
Web & Internet	✓	✓	✓
<i>LAREF 2012</i> - Exhibitors	4 m <sup>2</sup>	8 m <sup>2</sup>	16 m <sup>2</sup>
Expert-Workshop 2012	-	1	2
Sponsorship (€)	5,000	10,000	15,000
Sponsorship (US\$)	6,900	13,800	20,700
Sponsorship (C\$)	157,500	315,000	472,500

Sponsors have the right to direct their sponsorship to certain areas of the event (e.g. congress, exhibition, public events, round tables, marketing, and/or translation).

A detailed cost balance of the event will be provided on request.  
GOLD and SILVER sponsors will be advertised in print media 2 months prior to the event.

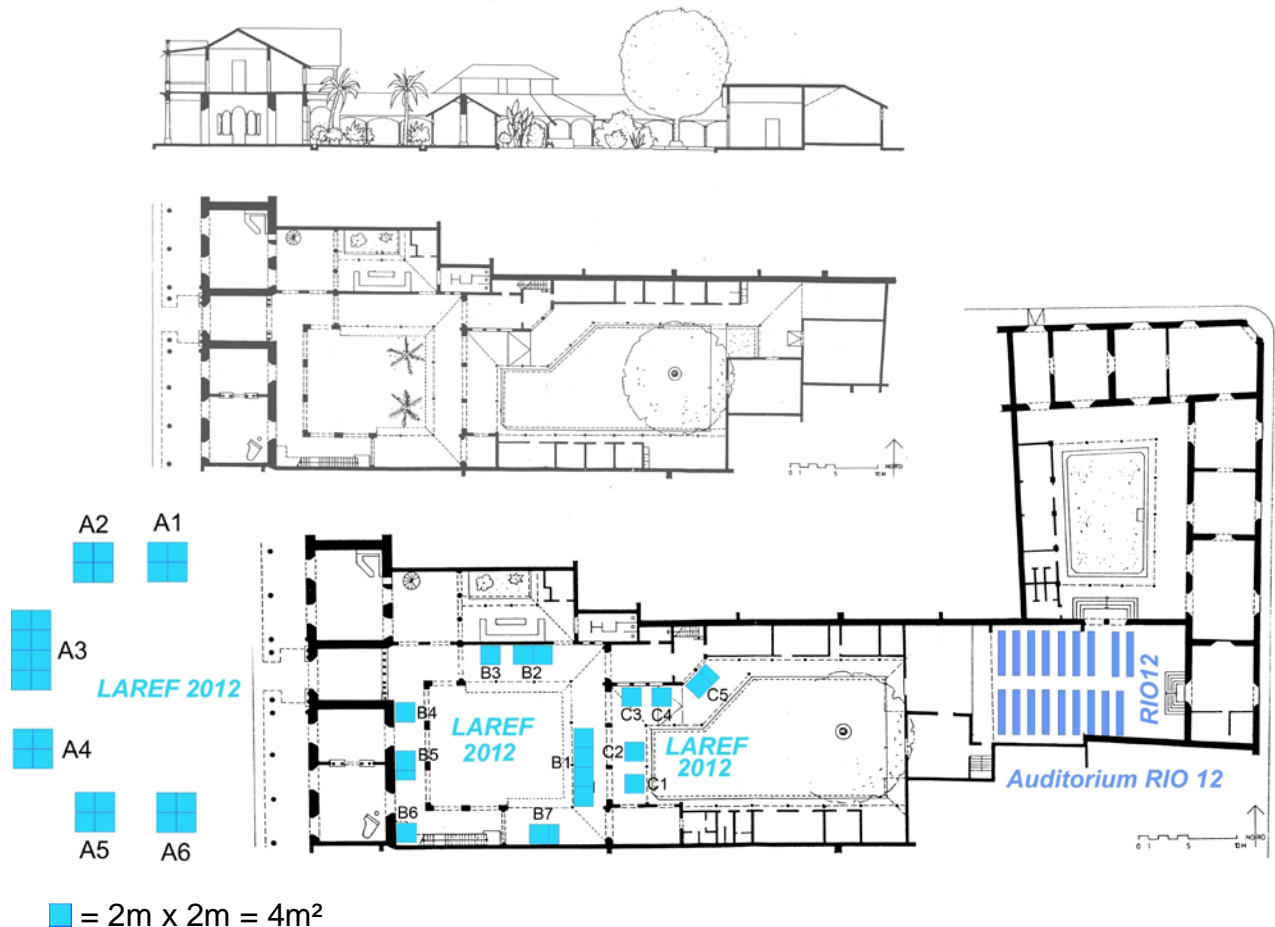
In order to secure logo placements on the aforementioned conference items, the following deadlines should be considered:

Program booklet:	14 <sup>th</sup> of December 2011
Conference bags & proceedings & catalogue:	28 <sup>th</sup> of December 2011
Banners & Posters:	11 <sup>th</sup> of January 2012

## ANNEX

### Floor plan of **RIO 12 – LAREF 2012**

Additional booth space can be booked for a fee of 200 €/m<sup>2</sup> (A) resp. 300 €/m<sup>2</sup> (B & C), booths at C-section are suitable for small tables only.



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