



## **SPONSORSHIP PROPOSAL**

Nigeria Alternative Energy Expo 2011 gives you access to reach the decision makers, Government, Private sector, Financiers, academics, and all stake holders in the Nigerian rapid growing alternative energy Market. NAAE 2011 will help your organisation achieve the following:

- i. Face-to-Face interaction with the best prospects and innovators.
- ii. Build your data base
- iii. Networking opportunities
- iv. Increase brand recognition and raise your profile and visibility
- v. Showcase new approaches, projects, technologies and process to a targeted audience

The NAAE 2011 sponsorship packages are designed to meet unique business needs and budget. NAAE 2011 will help you enhance your existing relationships, engage and develop long standing relationships in the Nigerian market. Your organisation will receive full exposure during and after the event.

We took our time to design options that will suit your plan and budget; you can also build your custom package by selecting only what will work for you.

Description	Platinum	Gold	Silver	Bronze
<b>Quantity Available</b>	<b>1</b>	<b>2</b>	<b>4 (1 Sold)</b>	<b>Unlimited</b>
<b>Cost</b>	<b>\$ 65000.00</b>	<b>\$ 50000.00</b>	<b>\$ 25000.00</b>	<b>\$ 5000.00</b>
<b>EXHIBITION BENEFITS</b>				
Exhibition stand	5m x 5m	5m x 3m	3m x 3m	3m x 3m
Complimentary Conference Registration	8	5	2	1
<b>CONFERENCE BENEFITS</b>				
Acknowledgement in opening Plenary session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BRANDING</b>				
Branding at Registration Area	<input type="checkbox"/>			
Company synopsis in brochure	500 words	350 words	250 words	150 words
Company synopsis on Sponsor page website, including logo & URL link	500 words	350 words	250 words	150 words
Acknowledgement in all promotional material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement in all correspondence with delegates	<input type="checkbox"/>			
Logo to be included on all sponsor-dedicated banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inserts into delegate packs	8 page	4 page	2 page	1 page
List of delegates prior to event	<input type="checkbox"/>	<input type="checkbox"/>		
<b>ADVERTISING EXPOSURE</b>				
Advertise in Final Programme	Full page, outside back cover	Full Page, inside cover	Full page black & white in body of magazine	

Opportunity	Cost	Tick	Details
USB's	\$10,000.00		Logo on all USB's 1 Complimentary delegates Logo, URL link & synopsis on NAEE website Insert into delegate bags (2 pages) Full page black & white advertisement in final programme. Company synopsis & logo in final programme Logo included on looped presentation in venue & exhibition hall
Green Partner	\$20,000.00		Logo on Spotme device and banners throughout the venue. Conference content and database will be yours (where permission granted). Full page full colour advertisement in the final programme. 3 Complimentary Delegates 3m x 3m Exhibition Stand Insert into delegate bags (8 pages) 500 word Write-up, logo and URL link on NAEE website 500 word write-up and logo in the final programme Logo included on looped presentation in venue & exhibition hall
Internet Cafe	\$10,000.00		Branding of internet café area Logo on screen saver Permission to supply branded mouse pads 75 Word write-up, logo and URL link on NAEE website 75 Word write-up and logo in final programme Insert into delegate bag (1 page) The internet café area can be used as your exhibition area. Logo on looped presentation in venue & exhibition area

Conference Pens	\$2,000.00		Logo on pen 75 Word write-up, logo and URL link on NAEE website 75 Word write-up and logo in final programme Logo on looped presentation in venue & exhibition area
Name Badges & Lanyards	\$5,000.00		Logo on Lanyard and name badge 75 Word write-up, logo and URL link on NAEE website 75 Word write-up and logo in final programme Logo on looped presentation in venue & exhibition area
Writing Pads	\$5,000.00		Logo on writing pad 75 Word write-up, logo and URL link on REA website 75 Word write-up and logo in final programme Logo on looped presentation in conference venue & exhibition area
Conference Lunch and Tea Breaks for full conference (3 days – including exhibition open day)	\$7,000.00		Branding of tea / coffee stations for the day 75 Word write-up, logo and URL link on NAEE website 75 Word write-up and logo in final programme Logo on looped presentation in conference venue & exhibition area
Networking cocktail function at Sandston Convention Centre	\$20,000.00		Branding of event as host, including electronic branding and placement of banners, and an opportunity for 7 minute speech
Welcome pack insert	\$5,000.00		Logo on mini programme to be included in badge pouch 75 Word write-up, logo and URL link on NAEE website 75 Word write-up and logo in final programme Logo on looped presentation in conference venue & exhibition area
Conference Bags	\$20,000.00		Branding on Conference Bag 150 Word write-up, logo and URL link on NAEE website 150 Word write-up and logo in final programme Logo on looped presentation in conference venue & exhibition area Distribution of promotional materials to delegates 1 x complimentary delegate

### NAEE Networking Gala

Description	Exposure Value	Cost to Sponsor	Qty
NAEE Networking Gala Dinner	\$200,000.00	\$75,000.00	
VIP Table	\$15,000.00/ Table	R 7,500.00 / Table	

### Targeting Exhibitors, Visitors & Media

Description	Exposure Value	Cost to Sponsor	Qty
Exhibitor, Visitor and Media Bags	\$ 100 000.00	\$ 45,000.00	
Brochure Stand Distribution	\$5000 / A4 Space	\$2500 / A4 Space	
Brochure Stand Branding	\$ 30 000.00	\$ 10,000.00	
Exhibitor, Visitor and Media Lanyards	\$ 30 000.00	\$ 10,000.00	

### Digital NAAEE Brochure

<b>Description</b>		<b>Price</b>	<b>Tick</b>
Inside Front Cover – includes a printed logo free opposite your company listing		\$2000.00	
Inside Back Cover – includes a printed logo free opposite your company listing		\$2000.00	
Full Page Inside – includes a printed logo free opposite your company listing		\$2000.00	
Half Page Vertical		\$1500.00	
Half Page Horizontal		\$1500.00	
Strip Advert		\$1000.00	
2 Medium Logo – includes logo on website and catalogue		\$1000.00	

### Web Banner Advertising

<b>Description</b>		<b>Price</b>	<b>Qty</b>
Exhibitor Secure Page		\$2500.00	
Visitor Secure Page		\$2500.00	
Media Secure Page		\$1500.00	

**Terms and Conditions**

1. Please complete the booking form, indicating the opportunity you would like to book, then print and fax this form back to Mathesis Consulting on +44 844 774 8854 or e-mail it to *sponsorship@mathesisconsulting.com*
2. While every effort to ensure colour matching is made, the publishers cannot accept responsibility for errors. It is recommended that a proof is provided together with your material.
3. Material will only be accepted in electronic format. (See below for specific file format. No positives will be accepted. The preferred format is Press PDF.
4. Adverts must be in CMYK colour format and at least 300 DPI. (Should you be unsure of the resolution of your advert, please contact your advertising agency.
5. The publisher reserves the right to place adverts wherever they deem appropriate.
6. NAEE 2011 and its organisers, agents and suppliers will not be held responsible for any bad quality advertisements/logos/artwork/ if not supplied in the requested format.
7. Sponsorship and advertising must be paid in full prior to exhibiting at NAEE 2011.
8. All financial queries must be addressed to Mathesis Consulting.
9. Cancellation policy as follows:
  - a. Formal cancellation letter must be send through to Mathesis Consulting
  - b. Cancellation received by the end of September 2011, liable for 50% discount fee.
  - c. Cancellation received by the end of September 2011, liable for 100% cancellation fee.
10. Sponsors or advertisers who fail to deliver the material deadline dates will be liable for 100% of the advert costs and many not feature in the booked media.
11. When sending material electronically or by delivery please ensure that the company name, marketing contact, telephone and booking type are clearly marked.
12. Material supplied in the incorrect format will be changed by Mathesis Consulting and such changes will be billed accordingly.
13. Please feel free to contact us if you have any queries or need assistance with this form on tel:+44 20 3239 6611.

**I have read all these terms and conditions above and confirm my booking.**

<b>Sub Total:</b>	
<b>VAT:</b>	
<b>Grand Total:</b>	

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**FOR MORE INFORMATION CONTACT:**

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