



SPONSORSHIP PROPOSAL

Nigeria Alternative Energy Expo 2012 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. Put your brand in front of this unique audience with a sponsorship package.

- i. Face-to-Face interaction with the buyers, 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 NAEE 2012 sponsorship packages are designed to meet unique business needs and budget. Carefully chosen events will help 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.

About NAEE

The Nigeria Alternative Energy Expo 2012 is Nigeria's premier alternative energy event. NAEE 2012 takes place at the Yaradua Convention Centre, Abuja Nigeria from September 17-19 2012. The event will feature an impressive line-up of local and international speakers, delegates and exhibitors, who will gather to debate a new energy future for Africa's biggest nation.

Are you a solutions provider looking to build your business in Nigeria?

This year's Event will be built around the theme "Reforming Nigeria's power sector with alternative solutions". NAEE 2012 takes place in partnership with Nigerian's Energy Commission, Renewable Energy Programme of the Ministry of Environment, as well as numerous other local and multinational organizations, like REEEP, AREA, UNEP, UNESCO, ADB, World Bank from both the public and private sectors. The first Expo attracted companies from over 16 countries showcasing solutions that have worked in other countries. This year's event will attract more than 4,000 Renewable Energy professionals and over 100 exhibiting companies from all over the World. NAEE is designed to enable participants stay abreast of industry developments and highlight issues affecting the energy industry and highlight technologies, strategies and policies covering the wind, solar, biomass, hydro, geothermal, ocean/tidal/wave, bio-power, bio-fuels and hydrogen in Nigeria.

The objective of the Nigeria Alternative Energy Expo is to:

- ✓ Create a platform for all stakeholders to network and transfer knowledge.
- ✓ Promote and educate the public about other forms of Alternative Energy
- ✓ Showcase both local and international renewable energy initiatives and technologies.
- ✓ Mobilize and sensitise Nigerians across all sectors to act on climate change.
- ✓ Create a platform for Business, Government and NGO's to showcase solutions.

Description	Platinum	Gold	Silver	Bronze
Quantity Available	1	2	4 (1 Sold)	Unlimited
Cost	\$ 35000.00	\$ 20000.00	\$ 10000.00	\$ 8500.00
EXHIBITION BENEFITS				
Exhibition stand	16 SQM	12 SQM	9 SQM	9 SQM
Complimentary Conference Registration	10	7	4	2
CONFERENCE BENEFITS				
Acknowledgement in opening Plenary session	Yes	Yes		
BRANDING				
Branding at Registration Area	Yes	<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"/>		
ADVERTISING EXPOSURE				

Advertise in Final Programme	Full page, outside back cover	Full Page, inside cover	Full page in body of magazine	-
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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
Founding partner eco-leaders	\$25,000.00		Green Forerunner programme will focus on empowering young municipal leaders passionate about solving local environmental issues in a global partnership with other leaders. This programme will profile young leader/ nominee and their municipalities internationally through a well-designed structure and a global network to accelerate their individual potential. Video on green awareness and new innovations on 5 screens throughout the venue. 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	\$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

day)			
Energy Award	\$20,000.00		Branding of event as host, including electronic branding and placement of banners, and an opportunity for 12 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 NAEF 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 NAEF 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

Digital NAEF Brochure

Description		Price	Tick
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

Description		Price	Qty
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 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. NAAEE 2012 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 NAAEE 2012.
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 July 2012, liable for 50% discount 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.

Sub Total:	
VAT:	
Grand Total:	

Signature: _____

Date: _____

FOR MORE INFORMATION CONTACT:

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