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# **World Bioenergy – Clean Vehicles & Fuels**

**16 – 18 September 2009**

**Stockholm, Sweden**

**[www.WBCVF2009.se](http://www.WBCVF2009.se)**



**EXCLUSIVE MARKETING PACKAGES**



# World Bioenergy Clean Vehicles & Fuels 2009

... combines the world's premier bioenergy convention with the leading European event for sustainable transport solutions. The result is an integrated conference, excursion and tradeshow programme unlike any other.

Under the Patronage of H.M. King Carl XVI Gustaf of Sweden, WB-CVF 2009 takes a pragmatic look into a variety of topics all focusing on the practical implementation of bioenergy and sustainable transport systems. These are brought into a commercial context through the exciting field excursions to facilities in the greater Stockholm area.

**Influential** – with over 28 % of the utilized energy demand coming from bioenergy and having one of the fastest growing markets for sustainable transport solutions, Sweden is a renowned world leader attracting attention from key decision makers

**International** – attracting top speakers, delegates, officials, investors, lobbyists, researchers and industrialists from Europe and beyond to Stockholm, recently awarded the first European Green Capital prize

**Focused** – on fast tracking the commercial roll-out of bioenergy and sustainable transport solutions by using the power of example, a highly efficient business backdrop

**Concentrated** – three days of intense intelligence gathering, networking and knowledge exchange connects you directly with the right people saving you time and money

**Integrated** – located next to the conference the expo is wholly integrated as part of the event, not an add-on

**High profile** – hosted in Stockholm during the Swedish EU Presidency the event will attract significant international media attention in the run up to the UN Climate Conference in Copenhagen. A unique opportunity to communicate the value of your contribution to the renewable energy economy

Take advantage of this exclusive opportunity to leverage maximum market attention cost-efficiently by choosing one of our competitively priced and convenient marketing packages.

See you in Stockholm!

## FLEXIBLE ALU STAND PACKAGE

### Includes:

#### STAND AREA

#### WALLS

White wall boards mounted in an aluminium frame system. Lockable area.

#### CARPET

In sections, 50 x 50 cm. For colour options see next page!

#### FASCIA

Aluminium fascia modules. Fascia boards available in 7 optional colours – see next page. Fascia board text in Helvetica, in black or white text. To add your logo to the fascia board, please contact Exhibitor Services!

#### WIRELESS INTERNET CONNECTION

#### ELECTRICAL CONNECTION

1 x electrical socket 230V, 10A, max.  
2 000 W. Placing must be specified on drawing.

#### LIGHTING

1 spotlight for every 4 sqm stand space.

#### FURNITURE

Your choice of furniture from the [Service Catalogue](#) excluding glass counters, display cabinets and plants.

#### CLEANING

Your stand is cleaned before every day of the exhibition.



ADVERTISING MATERIAL NOT INCLUDED

# UNIQUE MARKETING OPPORTUNITIES

| BENEFITS |  | MAIN<br>"POWERED BY..." | GOLD              | SILVER            | BRONZE           |
|----------|--|-------------------------|-------------------|-------------------|------------------|
|          | Price in SEK (excl. VAT)   | 600 000 SEK             | 300 000 SEK       | 150 000 SEK       | 75 000 SEK       |
| 1        | No. of marketing packages opportunities available in each level  | 1                       | 3                 | 5                 | 7                |
| 2        | No. of free full event passes (for own personnel and/or clients)   | 60                      | 25                | 12                | 5                |
| 3        | Fully furnished exhibit space at the exhibition [1].   | 48 m <sup>2</sup>       | 24 m <sup>2</sup> | 12 m <sup>2</sup> | 6 m <sup>2</sup> |
| 4        | No. of free dinner (17/9) passes (for own personnel and/or clients)  | 60                      | 25                | 12                | 5                |
| 5        | Opportunity to hold a key-note address at the opening session (10 min).  | x                       |                   |                   |                  |
| 6        | Opportunity to host a dinner reception 17/9 and provide key-note address at the dinner (10 min).   | x                       |                   |                   |                  |
| 7        | Own private conference meeting room (8 pers. at Rica Talk) throughout the event.   | x                       | x                 |                   |                  |
| 8        | Opportunity to speak at a session (except opening resp. closing plenum).   | x                       | x                 |                   |                  |
| 9        | Corporate literature and giveaway [2] included the delegate packs  | x                       | x                 | x                 |                  |
| 10       | Corporate logo with tagline (size relative level) in the Conference Programme marked with respective marketing package level[5]  | 2x                      | 1x                | 1/2x              | 1/4x             |
| 11       | Use of the event logo with respective marketing package level in own materials and advertisements  | x                       | x                 | x                 | x                |
| 12       | Corporate logo and tagline (size relative level[3]) printed on the delegate packs  | 2x                      | 1x                | 1/2x              | 1/4x             |
| 13       | Acknowledgement by the organizers in the Conference Programme, Conference Documentation and post event communication   | x                       | x                 | x                 | x                |
| 14       | Corporate logo and tagline (size relative level) on all relevant displays/signage (posters, roll-ups etc) in the conference venue marked with respective marketing package level | 2x                      | 1x                | 1/2x              | 1/4x             |
| 15       | Corporate logo with tagline in all relevant pre-event e-advertising incl. link to own website  | x                       | x                 | x                 | x                |
| 16       | Web presentation: Corporate logo with tagline (size relative level) placed on the event web page with link to own website  | 2x                      | 1x                | 1/2x              | 1/4x             |
| 17       | Corporate logo with tagline (size relative level) displayed on intermission power point slide (used between sessions breaks etc) marked with respective marketing package level  | 2x                      | 1x                | 1/2x              | 1/4x             |
| 18       | Corporate logo with tagline (size relative level) displayed on excursion buses marked with respective marketing package level  | 2x                      | 1x                | 1/2x              | 1/4x             |

[1] Using ALU-flex stand package.

[2] WB-CVF staff to coordinate with client on appropriate item(s)

[3] Sizes are in relative proportions to one another with "Gold" being index 1, e.g. the "Main" corporate logo and tagline space is twice the size of "Gold".

[4] WB-CVF staff to coordinate wording with client prior to publishing

[5] Deadline for the printed Conference Programme v.1 is 30 April 2009.



See you at

# World Bioenergy - Clean Vehicles & Fuels 2009!

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World Bioenergy - Clean Vehicles & fuels is proudly organised by:



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