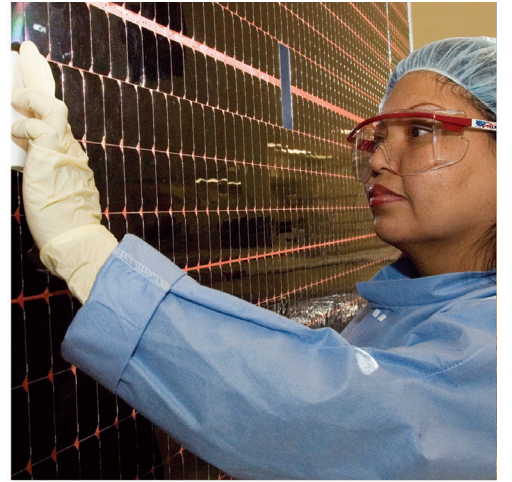


38TH IEEE PHOTOVOLTAIC SPECIALISTS CONFERENCE

GENERATE BUSINESS • REINFORCE EXISTING CLIENT RELATIONSHIPS • CLOSE DEALS



June 3-8, 2012 Austin Convention Center, Austin, TX

www.ieee-pvsc.org/pvsc38



Sponsorship Opportunities

Discover the power of how a sponsorship can maximize your company's brand recognition on and off the trade show floor. Every sponsorship can provide your company with specific, value-added exposure to your core market.

Opportunities exist for exhibitors and sponsorships of all sizes and budgets. Whether you are looking to increase brand recognition, reinforce your reputation as an industry leader or establish a new business, a PVSC sponsorship can help you achieve your goal.

Don't wait, some sponsorships are exclusive, so when they're gone, they're gone. Don't let your competitor be the one everyone meets, sees, and remembers. Become a part of PVSC-38 today.

Sign up now for one of the many opportunities listed here or contact Christine von Steiger (see contact information below) to discuss a package customized to your company's needs!

John Martin
PVSC-38 Exhibits Chair

Reach your target audience and be a part of this IEEE signature event.
CONTACT CHRISTINE VON STEIGER TODAY!



call: **413-783-0473**



e-mail: **cvonsteiger@pcm411.com**



info: **www.ieee-pvsc.org**



PROMOTIONAL SPONSORSHIPS:

Benefits	Corporate Contributor Cost \$6,000	Premier Contributor Cost \$12,000	Solar Contributor Cost \$30,000 (Only 6 Available)
10x10 booths includes carpet, electrical and drape	One (1) 10x10 corner booth included	Two (2) 10x10 corner booths included	Six (6) 10x10 booths included NOTE: All other exhibitors are limited to 4 (four) booths maximum
Full conference registration	One (1) conference registration included	Two (2) conference registrations included	Four (4) conference registrations included
Opportunity to register (1) additional conference attendee at IEEE discounted rate	One (1) additional conference attendee	Two (2) additional conference attendees	Four (4) additional conference attendees
Complimentary full color marketing advertisement in the guide	1/4 page ad	1/2 page ad	Full page ad
A link to your corporate site from the PVSC website. Includes corporate logo link and company brief	✓	✓	✓
Complimentary copy of the attendee mailing list	✓	✓	✓
Free 90-day posting on the conference site	5 Job Postings	10 Job Postings	20 Job Postings
Priority listing on select promotional items			Company logo on conference tote and lanyard
Complimentary booth and recognition at Austin Solar Day	Solar Day booth included	Bronze Sponsorship included	Silver Sponsorship included
Opportunity to provide a product demo *First come first served	Up to 2 times	Up to 3 times	Up to 4 times
Recognition on selected exhibits signage		✓	✓



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PROMOTIONAL SPONSORSHIPS:

Company Logo on Hotel Keycards **\$5,000**

Create brand awareness as the sponsor of the official hotel key cards. Let your logo be the first thing attendees see when they check into the conference hotel.

Communications and Demonstration Center (exclusive) **\$15,000**

Sponsor the center of the exhibits hall – centralized charging stations and product demonstration stage with wireless internet let all know who you are. Your company logo will appear on the stage and welcome page/signage throughout. Also, your company will receive one free demo spot on the stage each day exhibits are open (Mon-Thurs).

Attendee Conference Pens **\$5,000**

Every attendee gets a pen, uses it every day at the show and then takes it home and carries it around as a reminder of your company all year long. This sponsorship opportunity puts your brand directly in their hands.

SPONSORSHIP ELEMENTS:

- Sponsor to provide logo art
- PVSC to provide pens
- Pens will be placed in conference totes and in all sessions

Conference Water Bottles **\$8,500**

Distributed to all conference attendees, the water bottles are a refreshing way to get your name out. The water bottles are imprinted with the conference information, and the sponsoring company's name and logo are prominently printed at the top of each bottle. Water bottles will be placed in conference totes.

SPONSORSHIP ELEMENTS:

- Sponsor to provide logo art
- PVSC to provide bottles

Conference Note Pads **\$10,000**

Attendees will take important notes on note pads with your company logo pre-printed, and then use the pad to pass along information to their colleagues back at the office long after the exhibit hall closes! Target your message specifically to PVSC attendees and provide them thousands of reminders about your company at the same time.

SPONSORSHIP ELEMENTS:

- Note pads will be distributed by PVSC
- PVSC will produce the notepad with a one-color logo
- Sponsor to provide logo art



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Hotel Room Drop \$5,000

Your company can participate in the hotel room drop, ensuring that your promotional literature gets delivered to attendees before they arrive at the Convention Center. Your company's material will be delivered directly to the room of each PVSC attendee staying in the major hotels of the PVSC room block.

SPONSORSHIP ELEMENTS:

- Sponsor to provide material to PVSC

Aisle Signs (exclusive) \$4,000

Increase awareness of your company by exclusively displaying your company logo and booth number on all double-sided aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look at any aisle number. Hurry up and do not miss this opportunity.

SPONSORSHIP ELEMENTS:

- PVSC produces and installs aisle signs
- Sponsor to provide material to PVSC

Carpet Logos (only 11 available) \$2,500

Carpet logos will be strategically positioned in the main aisle in the center of the exhibit floor.

SPONSORSHIP ELEMENTS:

- Carpet logos are approximately 10'x10', 1-color with direct print
- PVSC will produce and install carpet logos
- Sponsor to provide artwork to PVSC

Lobby Banners (limited availability) \$5000-\$8000

It's all about location and as a banner sponsor your personalized banner will be strategically placed in the lobby of the Austin Convention Center.

SPONSORSHIP ELEMENTS:

- Sponsor to provide double-sided banner (PVSC can produce banner for an additional charge)
- PVSC to hang banner in the lobby
- Show management must approve all banners

Two-Sided Meter Panels (limited availability) \$1,875

These "indoor billboards" are sure to attract the eye of each participant as he or she walks through the exhibit level of the convention hall.

SPONSORSHIP ELEMENTS:

- PVSC produces, installs and dismantles panel (sponsor provides artwork with exact location to be determined by PVSC show management)
- The standing signs measure 1 meter by 8 feet high, are double-sided and free standing



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**Attendee Tote Insert
(limited availability,
25 available)
\$1,000**

Place an insert in the official attendee tote bag distributed to every attendee insuring your message will reach your direct audience – insert can be literature or a promotional product such as calendars, stress balls, key chains, or any other item with your logo on it.

SPONSORSHIP ELEMENTS:

- Sponsor to provide (1) insert/item in the tote bag
Maximum size 8.5" x 11", single or double sided. For product placement, call for specifications
- PVSC will stuff bags
- Insert must be received no later than May 31, 2012

**Exhibit Guide
Advertisements
(4 color)
Full Page \$2,000
Half Page \$1,200
Quarter Page \$900**

The Exhibit Guide is put into the hands of every attendee, exhibitor and members of the press who come to the show. But more importantly, it becomes our industry's buying guide after the show is over. As attendees reference this guide time-and-time again throughout the year, let your company stand out with a full or half page ad. Call for more details!

**Austin Walking Map
\$5,000**

Give attendees a bird's eye view of Austin, along with your logo placed prominently on the map.

EVENT SPONSORSHIPS:

**Poster Session
Networking
Reception & IEC 40th
Anniversary
Celebration
(exclusive)
\$25,000**

Reinforce your presence at the Conference by placing your name and logo in front of attendees and presenters as they interact during poster sessions. The poster sessions will be held in the late afternoon and will be accompanied by beverages and light refreshments. Your sponsorship will be acknowledged on signage in the Poster Sessions. You will also receive four (4) complimentary Conference passes and a complimentary full-page color ad in the Exhibitor Guide. Your sponsorship will include table tents and napkins at each reception station, and a reception station will be placed in close proximity to your booth on the exhibit floor. Your logo will be placed on the PVSC website with a link to your company web page as well.

Established at the University of Delaware in 1972, the Institute of Energy Conversion (IEC) is devoted to the research and development of thin-film photovoltaic solar cells and other photonic devices. Visit www.udel.edu/iec/aboutIEC.html for more information.

SPONSORSHIP ELEMENTS:

- Sponsor to provide ad to PVSC by May 1, 2012

For more information on sponsorship items and products, visit: pvsc.swagodelic.com
Exhibitors receive **10% off** any products they personally order.



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Exhibitor Opening Reception
Monday, June 4
(limited availability)
\$10,000

The opening reception is held in conjunction with the opening of the exhibits. Traditionally this has been the most attended social event of the Conference. Your company's support will be acknowledged on our exhibits signage as well as with a public thank you from the Conference Chair, Dr. B. J. Stanbery as he opens the event. Your company will also receive four (4) complimentary Conference Registrations and a complimentary full-page ad in the Exhibitors Guide. Your logo will be placed on the PVSC website with a link to your company web page as well.

SPONSORSHIP ELEMENTS:

- Sponsor to provide ad to PVSC by May 1, 2012
 - PVSC will order and set up food
- Call for exclusive sponsorship availability.

Breakfast Café
(only 3 available)
\$10,000

Reach attendees first thing in the morning as they start their day and prepare for the Sessions ahead. Benefits include signage and acknowledgement on the PVSC website with a link to your company website as well as two (2) complimentary Conference Registrations and a complimentary full page B/W ad in the Exhibitors Guide.

SPONSORSHIP ELEMENTS:

- Sponsor to provide ad to PVSC by May 1, 2012
- PVSC will order and set up food

Power Snack Breaks
\$5,000

Increase your visibility at a reasonable price by sponsoring the Power Breaks. Let attendees see your company message as they recharge for the next session. Benefits include signage and acknowledgement on the PVSC website with a link to your company web page as well.

SPONSORSHIP ELEMENTS:

- Sponsor to provide PVSC
- PVSC will order and set up food

Coffee/Refreshment Breaks (limited opportunities)
\$2,500

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company. A station will be strategically placed near your booth.

SPONSORSHIP ELEMENTS:

- Sponsor to provide company logo to PVSC
- PVSC will order and set up food stations



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Solar Energy for Bright Minds Fundraiser

Solar Energy for Bright Minds will give local schools the opportunity to compete to earn a substantial PV system installed on their school. For the first time, the winner of the annual PVSC High School Photovoltaic Design Competition will receive a PV system, installed on their school by a local solar power provider at no cost.

We invite you to share in the opportunity of creating this lasting legacy for future generations of Central Texas students. As a sponsor of Solar Energy for Bright Minds, you have the opportunity to partner with us to engage and foster the next generation of scientists, engineers and business people in this burgeoning global industry.

1st Annual Charity Golf Tournament

When: Monday, June 4

Where: Lost Creek Country Club, Austin, Texas

Format: 4 - Person Scramble

Who: All attendees invited to participate Sponsorship includes: Breakfast, golf rounds, awards, lunch Donation Goal: \$250 per round Tournament Sign-up Sheet and Sponsorships Available

Pedometer Fitness Challenge Sponsor (exclusive) \$5,000

When: Saturday, June 2 - Thursday, June 7

Where: Austin, Texas

Who: All attendees invited to participate Sponsorship includes: Up to 1,000 pedometers with sponsoring company's logo, exclusive signage in Exhibits Hall, Recognition at PV Award ceremony, inclusion on permanent memorial plaque and invitation to PV system ribbon cutting ceremony. The Challenge: Company Sponsorships based on total steps walked.

High School Science Fair (exclusive) \$2,500

Education is an integral part of the IEEE Society and the high school program is a tradition with PVSC. Become a corporate sponsor to keep this program alive as local high school students compete with innovative and fun PV projects that ensure the future of photovoltaics by promoting the future scientists of the world.



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