

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



BE A PART OF PVSC'S Action-Packed Floor Show

The 38th annual PVSC is the signature event in the burgeoning solar power technology and market sector. Exhibit at this premier event where you can meet with over 2,000 key scientists and engineers on the forefront of photovoltaic research and development. You'll find unparalleled networking, exposure and lead-generation opportunities at the 38th IEEE Photovoltaic Specialists Conference and Exposition.

The best platform to showcase your products and technologies

- Reach the PV scientific community. These people are looking for the latest products, technologies and services for their projects.
- Connect with technological leadership from industry, academia and government as well as with noted researchers and scientists.
- PVSC attendees are there to evaluate solar cell and PV-related product technology. Access your target audience where they gather to find solutions they can implement immediately.

Meet with PV professionals from: INTERNATIONAL ACADEMIA

- Fundamental research results in physics, material and applications

RESEARCH

- Fundamental materials
- State of the practice improvements in systems and processes
- State-of-the-art advancements in materials and concepts

INDUSTRY

- Fundamentals and New Concepts for Future Technologies
- Chalcogenide Thin Film Solar Cells and Related Materials
- CdTe and other II-VI Materials
- III-V and Concentrator Technologies
- Crystalline Silicon Technologies
- Amorphous, Nano, and Film Si Technologies
- Organic Photovoltaics
- Space Technologies
- Advances in Characterization of Photovoltaics
- PV Modules and Terrestrial Systems
- Concentrator Photovoltaics (CPV)
- Flat Plate Silicon to Thin Film CIGS to Active Tracking CPV
- PV Velocity Forum: Accelerating the PV Economy

FOCUS ON THE ECONOMY

- PV Velocity Forum
- Pecan Street Project
- Clean Energy Incubator Programs

EDUCATION

- High School PV Competition
- Solar on a school – Solar Energy for Bright Minds fundraiser
- Acclaimed Sunday Tutorial Workshops
- Austin Solar Day

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/pvsc38**



Connect with new hires through the PV Jobs Program

Recruit your next new hires through direct interaction with the best and brightest photovoltaic specialists. Use your space on the exhibit floor to attract prospective graduate students, post-docs, or senior scientists and engineers. Use the PV Jobs web tool on the conference website to post job openings and graduate and post-graduate opportunities and browse résumés posted by attendees.

Be a part of the best

The exhibit floor is stocked with innovative products and services from companies serious about staking a presence in the PV field. The attendees/buyers are looking for innovative products and solutions and have the purchasing authority and budgets to buy. This is a show you cannot afford to miss.

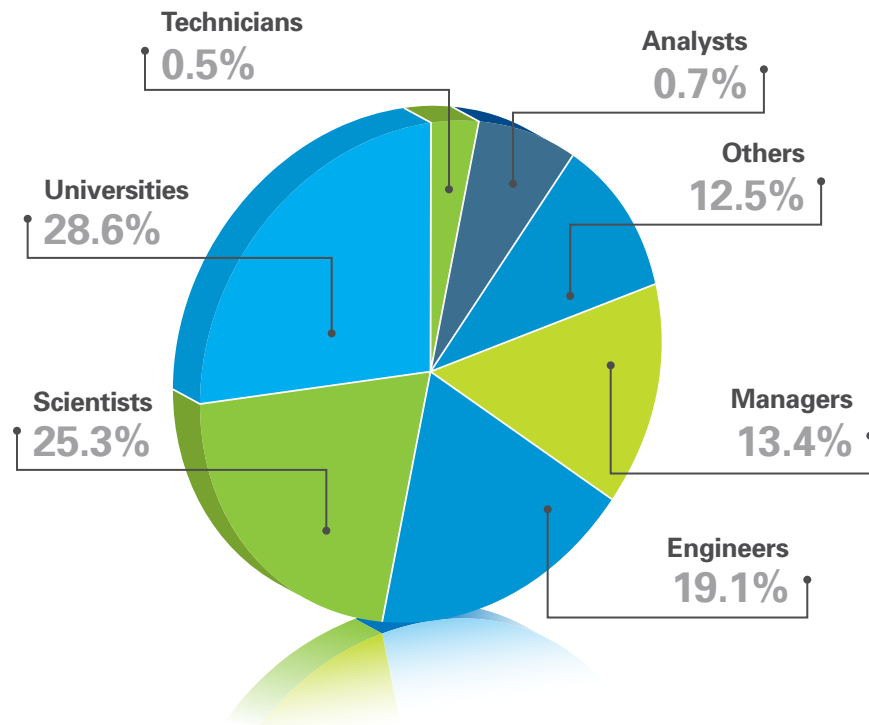
Buyers delivered directly to your booth

Sign up to exhibit to ensure your products and services are added to the buying plans of PVSC attendees.

Who should exhibit?

- Test and Measurement Equipment Manufacturers
- Research Laboratories
- Universities with PV and alternative energy focus
- PV Material Providers
- PV Subsystem Manufacturers and integrators
- Critical PV Components Designers and Manufacturers
- Federal, State and Local Government Alternative Energy Advocacy Groups
- Alternative Energy Investors

Connect with key decision makers



Don't miss the premier technical photovoltaic event of the year.
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Your competitors will be there. WILL YOU?

- | | | |
|-------------------------------------|--------------------------------------|--------------------------------------|
| Abet Technologies | IEEE | Photon USA Corp |
| AIST-NT Inc | IEEE Women in Engineering | PV Measurements, Inc. |
| Alpha-Omega Power Technologies, LLC | J. A. Woollam Co., Inc. | Qioptiq Space Technology |
| Arizona State University | Keithley Instruments, Inc. | Saudi Aramco |
| ATK Space Systems | Konica Minolta Sensing | Semilab Co., Ltd |
| ICAMECA Instruments, Inc. | Kurt J Lesker | Sinton Instruments |
| Carl Zeiss, Inc. | LayTec in-line GmbH | Spectrolab, Inc. |
| Dark Field Technologies, Inc. | MKS Instruments, Inc. | Tau Science Corporation |
| EKO Instruments USA Inc. | Momentive | Thermo Fisher Scientific |
| Entegris | National Renewable Energy Laboratory | TS-Space Systems Ltd |
| Evans Analytical Group | Naval Research Laboratory | U.S. Department of Energy |
| Ferro Electronic Materials | OAI | University of Washington |
| Filmetrics, Inc. | OpTek Systems Inc. | UT - Wright Center for Photovoltaics |
| First Solar, Inc. | Oriel Instruments | Innovation and Commercialization |
| HeatWave Labs Inc | Oxford Instruments | WEP Control |
| HORIBA Scientific | | Wiley - Blackwell |

Why Austin?

Austin is quickly becoming known throughout the world as a premier clean tech hub. Home to industry-leading wind turbine and photovoltaic manufacturers, clean energy R&D, biofuels, energy storage, smart grid, electric vehicles, and many green building companies, Austin is leading the clean energy revolution.

Innovative clean energy research facilities and business support networks are among the best in the country. Austin also boasts a Green Jobs Task Force, creating green job workforce training programs to support the scores of leading companies that are calling Austin home, particularly in solar.

Solar companies are in a unique position to capitalize on Austin’s unique ecosystem. Because Texas has its own grid, Austin can implement technology changes more quickly and offer its electric grid as a real-world proving ground, as seen with the world-renowned Pecan St. Project. Austin is also home to Clean Energy Incubator, which offers an environment dedicated to helping young clean energy companies succeed by attracting funding and turning ideas into reality.

Over the next few years, several more solar technology companies will join the ranks of the leading solar technology companies who already call Austin home, including SolarBridge Technologies, HelioVolt, and Sun Power.

Don't wait - take a minute and reserve your space now.
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Photovoltaic Specialists Conference – Exhibit Dates: June 4 - June 7, 2012

EXHIBIT SPACE RENTAL

TABLE TOP PACKAGE

\$2,000 per table top

Table Top Size: 8' x 10'
Backwall Drape: Blue/Gold
 Gold/Blue
Sidewall Drape: Blue
Table Skirt Color: Blue
Aisle Carpet Color: Blue

(1) - 6' Skirted Table
 (2) - Padded Side Chairs
 (1) - One line ID sign (7"x 44")
 Included in package price
 Standard Booth Package
 (Drape Booth Space Only)

Limit one (1) table top per company. Table Top Package is only available to small businesses and nonprofit organizations. Applications subject to confirmation of eligibility.

STANDARD BOOTH PACKAGE

\$2,700 per exhibit booth

Booth Size: 10' x 10'
Backwall Drape: Blue/Gold
 Gold/Blue
Sidewall Drape: Blue
Table Skirt Color: Blue
Aisle Carpet Color: Blue

(1) - One line ID sign (7"x 44")
 Included in package price

VALUE BOOTH PACKAGE

\$3,000 per exhibit booth

Booth Size: 10' x 10'
Backwall Drape: Blue/Gold
 Gold/Blue
Sidewall Drape: Blue
Table Skirt Color: Blue
Aisle Carpet Color: Blue

(1) - 6' Skirted Table
 (2) - Padded Side Chairs
 (1) - Standard Carpet
 (1) - Wastebasket
 (1) - 500 Watt Electrical Outlet
 (1) - One line ID sign (7"x 44")
 Included in package price

EXHIBIT HOURS

Monday, June 4 5:30 PM - 8:30 PM
 Exhibit Hall Opening Reception
Tuesday, June 5 10:00 AM - 5:00 PM
Wednesday, June 6 10:00 AM - 5:00 PM
Thursday, June 7 10:00 AM - 3:00 PM

INSTALLATION

Sunday, June 3 8:00 AM - 5:00 PM
Monday, June 4 8:00 AM - 3:00 PM

DISMANTLE

Thursday, June 7 3:30 PM - 7:00 PM

f This was a stellar show for OneLight to introduce our novel PV characterization technology to the broader PV community. As newcomers we felt it was a very welcoming and stimulating environment! **”**

-David Todd, OneLight Corp.

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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

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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 job posting on the conference site	✓	✓	✓
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	2 times	3 times	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) \$15,000

When: Saturday, June 2 - Thursday, June 7

Where: Austin, Texas

Who: All attendees invited to participate Sponsorship includes: Up to 2,000 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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