

# inter solar

connecting solar business

EUROPE

PV ENERGY WORLD SPECIAL EXHIBIT SPONSORSHIPS



June 13–15, 2012

The World's Largest  
Exhibition for the Solar Industry  
New Munich Trade Fair Centre, Germany

[www.intersolar.de](http://www.intersolar.de)

**PHOTO:** Today, approximately 17% of Germany's electricity demands are met by around a million solar, wind, and hydropower installations as well as biogas combined heat and power (CHP) plants.



## PV ENERGY WORLD'S SUCCESS STORY

The share of photovoltaics in Germany's electricity supply is growing at a welcome rate and is set to rise from 4% to over 10% by 2020. However, in order for the power supply system to smoothly accommodate this amount of solar power, it needs to become more sophisticated and flexible. Intersolar Europe 2011 therefore introduced the special exhibit PV ENERGY WORLD to reflect the importance of this issue within the future development of photovoltaics. The exhibit revealed the growth potential of solar power in the German energy mix as well as the steps and innovations necessary to drive this growth forward.

This special exhibit was a hit; visitors, journalists and exhibitors alike were all very impressed with the event. No other issue stimulates the industry and public discussion more than the future of this infrastructure. Those who can offer solutions and ideas for the storage and intelligent distribution of solar power today will determine the technological and social developments of tomorrow.

For this reason, Intersolar Europe 2012 will again feature the PV ENERGY WORLD and develop it further. As a sponsor, you too can enjoy the high level of attention enjoyed by the special exhibit – it is a magnet for visitors, media, exhibitors and companies spanning the global solar industry. A wealth of communication material, print and online media, as well as side events will boost your involvement and exposure. Take a closer look!

Organizers



**PHOTO:** Sponsor and supporter logos are strategically positioned on the walls within the different thematic areas of the special exhibit for maximum visibility.





PHOTOS: 1 Background information about PV ENERGY WORLD for trade journalists. 2 The highly informative PV ENERGY WORLD magazine is distributed free of charge to the visitors.

PHOTO: TV team doing an interview at PV ENERGY WORLD.

## MEDIA SPOTLIGHT ON PV ENERGY WORLD

International media interest at Intersolar Europe was huge, generating extensive worldwide coverage of the exhibition, its exhibitors and the latest technology from the solar industry. A total of 1,206 international journalists from over 30 countries were on-site to report on Intersolar Europe, among them were over 100 broadcast journalists reporting directly from the event – some as live broadcasts. In total, over 10,000 reports on Intersolar Europe appeared around the world in print media, on TV, online, in radio broadcasts and via news agencies.

Numerous newsletters and reports provided extensive coverage on PV ENERGY WORLD, both in the run-up to Intersolar Europe and following it. The special exhibit themes captivated the media, visitors and companies from across the solar industry. An exclusive PV ENERGY WORLD press brunch presented the perfect opportunity for trade journalists to gather important background information and brought media representatives, researchers and companies together under the motto “Connecting Solar Business.”

## FUTURE INDUSTRY TOPICS IN ONE PLACE

PV ENERGY WORLD 2011 offered a clear vision on the following topics as part of the large interactive exhibit:

- Smart Grids: Improved grid integration of solar power
- Smart Cities: Model energy regions and cities
- Smart Buildings and E-Mobility: PV integration on buildings, storage technology and on-site consumption
- Smart PV Technology and Economy: Market statistics, supply chain, innovations
- The future energy mix

This selection of themes at the PV ENERGY WORLD provided an extensive, tailored program in terms of content and format. The exhibits and display boards served to inform visitors and stimulate discussion. Expert presentations provided information on the latest technology; guided tours, including VIP tours, created new information channels to attract the higher circles within international politics. The Fraunhofer Institute for Solar Energy Systems (ISE) was the scientific coordinator of PV ENERGY WORLD 2011.



PHOTO: High ranking politicians – for example the Indian Minister Dr. Farooq Abdullah (right) - gathered information at PV ENERGY WORLD.



PHOTO: Always popular: The special exhibit presentation forum.



## BENEFITS OF BEING A SPONSOR

The special exhibit PV ENERGY WORLD gives sponsors the opportunity to be involved in an area that will determine the future of the PV industry. Sponsors are perceived as visionary and innovative drivers that can provide pioneering technological solutions.

### As a sponsor you will benefit from

- Extensive advertising as part of the special exhibit in all Intersolar Europe media
- Broad exposure of your company at the exhibition
- Strong national and international media interest
- Another opportunity for you to advertise your products
- Image transfer from the initiators of the special exhibition

### SPONSORSHIP OPPORTUNITIES

The special exhibit offers potential sponsors a variety of sponsorship packages. These packages vary according to the objectives of the sponsor.

- Main sponsor
- Sponsor
- Supporter

### Contact

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PHOTO: High-value booth construction for the display of sponsor logos at the presentation area of PV ENERGY WORLD.



## MAIN SPONSORS OF THE SPECIAL EXHIBIT PV ENERGY WORLD Limited to three main sponsors

€20,000

### Benefits

- 2,000 points in the Intersolar Membership Program
- Opportunity for presentations of up to two exhibits in the thematic areas<sup>1</sup>
- Your company will be mentioned in all media relating to the PV ENERGY WORLD (both print and online media)
- An online profile of your company on the Intersolar Europe website
- An advertising banner for your company (120 x 240 pixels) on the special exhibit website with a link to your website (the banner has to be provided by the sponsor)
- Editorial article in the special exhibition brochure (1 page max., 10,000 copies)
- High visibility for your logo at the special exhibit
- Daily presentation slot in the special exhibit's accompanying program
- Your staff may be in charge of exhibits at the PV ENERGY WORLD
- Opportunity to distribute and display company information material
- Signposting of your company's own exhibition booth at Intersolar Europe
- Stop on guided tours for reporters and visitors
- Four free exhibitor passes
- Two free Intersolar Europe Conference tickets for the "PV Grid Integration and Storage Technologies" session
- 20 free visitor passes for Intersolar Europe

## SPONSORS OF THE SPECIAL EXHIBIT PV ENERGY WORLD

€10,000

### Benefits

- 1,000 points in the Intersolar Membership Program
- Opportunity to give presentations of an exhibit within a thematic area<sup>1</sup>
- Mentioned in all media relating to the PV ENERGY WORLD (both print and online media)
- Your logo will be highly visible in the thematic area
- Presentation slot in the special exhibit's accompanying program
- Opportunity to distribute and display company information material
- Signposting of your company's own exhibition booth at Intersolar Europe
- One free Intersolar Europe Conference ticket for the "PV Grid Integration and Storage Technologies" session

## SUPPORTERS OF THE SPECIAL EXHIBIT PV ENERGY WORLD

€3,000

### Benefits

- 300 points in the Intersolar Membership Program
- Mentioned in all media relating to the PV ENERGY WORLD (both print and online media)
- Your logo will be highly visible within the thematic area
- Supporters will be mentioned as providers of relevant solutions and their Intersolar exhibition booth will be signposted.

### 1 Please note

Only products which fit in with the overall concept of the special exhibit PV ENERGY WORLD and which have been approved by the organizers and the scientific coordinator may be presented. The decision on the acceptance is at the organizer's discretion.

Prices do not include VAT.

## | SPOTLIGHT ON SPONSORS AT PV ENERGY WORLD



Sponsors are highlighted at PV ENERGY WORLD thanks to prominently placed exhibit spaces:

- Exclusive presentation of two exhibits (main sponsors) or one exhibit (sponsors) within the appropriate thematic area of PV ENERGY WORLD
- Your staff can choose to be in charge of your exhibits during the entire exhibition upon request (main sponsors/sponsors)
- Distribute and display company materials (main sponsors/sponsors)
- Information for visitors to locate your company's primary booth at Intersolar Europe (main sponsors/sponsors/supporters)



Your Company logos are strategically positioned at the special exhibit for maximum visibility:

- Within the appropriate segment of the PV ENERGY WORLD
- On informational materials
- Within the presentation area
- On advertising columns promoting the main sponsors/sponsors



Your presentation as part of PV ENERGY WORLD's accompanying program shows off your company's expertise, products and solutions to the international audience at Intersolar Europe:

- Main sponsors: daily presentation slot
- Sponsors: single presentation slot

## | A STOP ON GUIDED TOURS FOR PRESS REPRESENTATIVES AND DELEGATIONS



Franz Untersteller, Baden-Württemberg Minister of the Environment (center), discusses solutions for the future of energy supply at PV ENERGY WORLD.



India's Minister for Renewable Energy, Dr. Farooq Abdullah (second from left), and attendees belonging to the Indian VIP delegation find out about an exhibit from Solarwatt, one of the sponsors.



Martin Zeil, Deputy Prime Minister of Bavaria and Bavarian State Minister of Economic Affairs, Infrastructure, Transport and Technology (left) visits the PV ENERGY WORLD.

## PROMINENT COVERAGE IN INTERSOLAR EUROPE MEDIA



Benefit from excellent web traffic on the Intersolar Europe website

- Your own online company profile on the Intersolar Europe website (main sponsors/sponsors/supporters)
- An advertising banner for your company (120 x 240 pixels) on the special exhibit's dedicated webpage with a link to your website (main sponsors)



Your company logo will be featured in all print media relating to Intersolar Europe's PV ENERGY WORLD:

- Free PV ENERGY WORLD magazine inspires experts and media alike (10,000 copies)
- PV ENERGY WORLD informational flyer (10,000 copies) attracts exhibition visitors to the special exhibit



■ Editorial article in the PV ENERGY WORLD magazine illustrates the main sponsor's expertise – using words and photos (10,000 copies)

- Your logo in the PV ENERGY WORLD magazine gives your company a visual presence as the main sponsor, sponsor or supporter (10,000 copies)



You also enjoy extensive coverage in widely-circulated, high-caliber print materials about Intersolar Europe, the world's largest exhibition for the solar industry.

PV ENERGY WORLD sponsor logos will be printed in:

- The on-site edition of the exhibition magazine (40,000 copies)
- The exhibition magazine (240,000 copies)
- The Intersolar Europe Event Directory (50,000 copies)
- The Intersolar Europe exhibition guide (50,000 copies)

## EXTRA SERVICES TO BOOST EXHIBITION SUCCESS



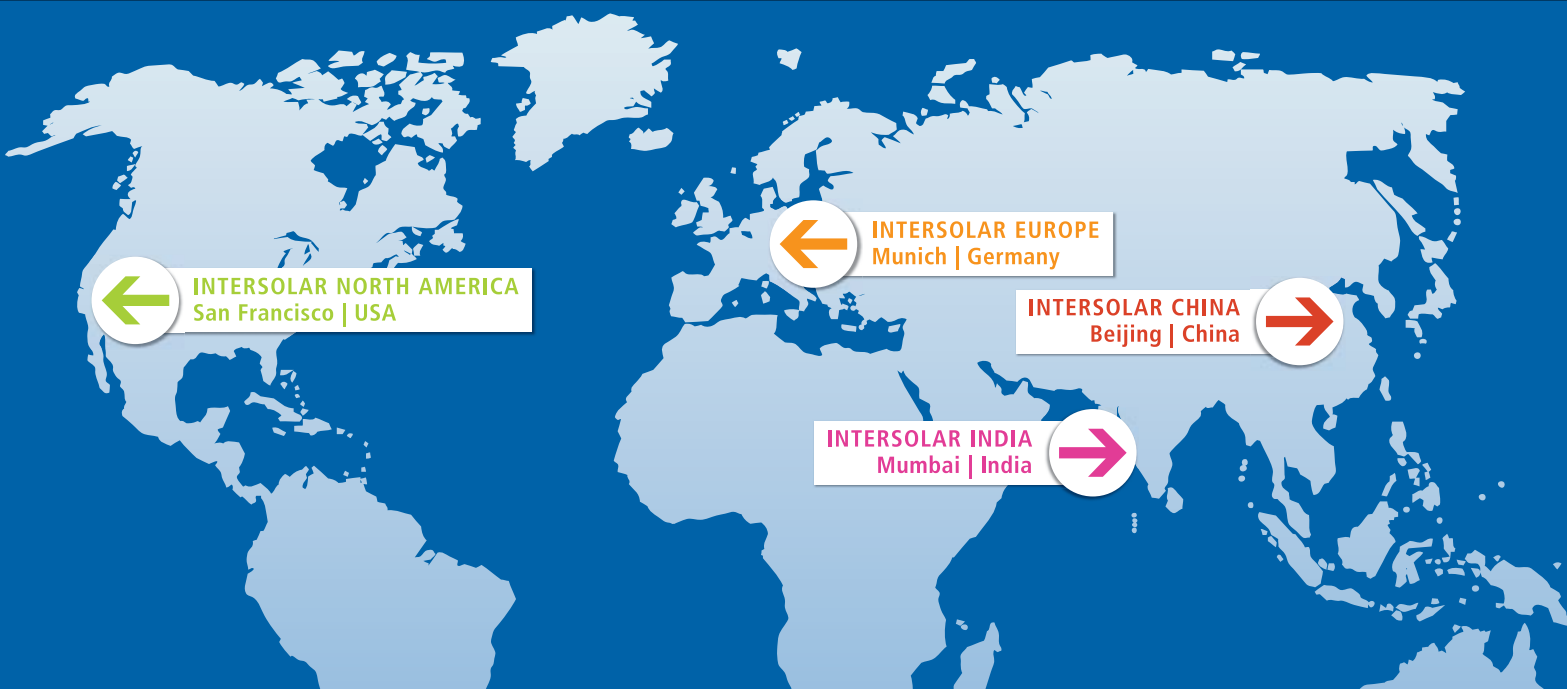
Benefit from additional client contact. As one of the PV ENERGY WORLD's main sponsors you receive:

- Four additional exhibitor passes
- 20 free visitor passes for the exhibition



Knowledge takes you one step ahead – as a sponsor, you are given free conference tickets for the "PV Grid Integration and Storage Technologies" session at the Intersolar Europe Conference, each worth around €450.

- Main sponsors: two tickets each
- Sponsors: one ticket each



## PV ENERGY WORLD

Intersolar Europe 2012  
June 13–15, 2012, Munich

### ORGANIZERS

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Intersolar is a member of the main  
trade fair associations.