



# ECOGEN 2010

**THE POWER TO DELIVER**  
**UNITING THE CLEAN ENERGY INDUSTRY**

Sydney Convention and Exhibition Centre  
5 – 8 September 2010

First keynote speaker confirmed: The Hon. Peter Rae AO, Senior Vice President of the World Wind Energy Association

Early supporters of EcoGen2010:



**ecogeneration**  
The voice for Australia's clean energy industry



**EMISSIONS  
NEWS**



## Sponsorship and Exhibition Prospectus

[www.ecogen2010.com](http://www.ecogen2010.com)

# Your invitation

IT IS WITH great pleasure that I invite you to be part of EcoGen 2010, the industry conference and exhibition for Australia's clean energy industry.

Australia's clean energy industry is bringing sustainable solutions to the Australian energy market and making a sustainable energy future a reality in a land with abundant natural resources.

EcoGen 2010 will be a huge event offering those involved an interactive industry forum to promote their clean energy solutions.

Focusing on everything – and only – clean energy, the event will feature key speakers from Australia and abroad, an exhibition packed full of the latest and greatest clean energy solutions, and offer excellent networking and entertaining social events.

EcoGen 2010 is brought to you by the industry specialist publishers of *EcoGeneration* magazine and *Australasian Clean Energy Directory*, and will be the premier business to business event.

Industry leaders and decision makers from across the clean energy spectrum will come together for three days in a business environment to network, discuss the latest projects, people and technologies, and engage on key issues relevant to the industry's present and future.

EcoGen 2010 will feature:

- Leading speakers from Australia and abroad
- The latest technologies and solutions
- Highly engaged industry members for excellent networking opportunities and social events
- The inaugural Australasian Clean Energy Industry Awards to recognise excellence and success.
- Coverage of all facets of clean energy.

Clean energy and energy efficiency offer solutions to significantly curb emissions, secure a sustainable future and smarten up energy.

Key to implementing these energy solutions and advancing Australia's renewable and low-emission energy market are discussion, debate and promotion of the industry.

EcoGen 2010 is the forum dedicated to staging the business of clean energy.

The conference and exhibition is an event for industry, made possible by the industry and I look forward to working with you.

**Sarah Robertson**  
Editor – *EcoGeneration*



# ECOGEN2010

THE POWER TO DELIVER: UNITING THE CLEAN ENERGY INDUSTRY

## JUST CLEAN ENERGY, ALL CLEAN ENERGY

The 'main event' for the clean energy industry has arrived.

Building on years of experience and dedication to the clean energy industry, *EcoGeneration* magazine is proud to present EcoGen 2010.

EcoGen 2010 will bring together the highest levels of the clean energy industry, locally and internationally.

EcoGen 2010 will tackle the issues facing the clean energy industry and find the solutions.

**Changing our energy environment: renewable and low emission technologies to power a sustainable future.**

## Leadership

Leading Australasian and International speakers are being invited to cover topics such as:

- Wind power
- Water power – hydro and ocean technologies
- Solar power – including solar PV and solar thermal heating and cooling
- Bioenergy
- Geothermal energy
- Co- and trigeneration
- Energy efficiency and demand management
- Off-grid and on-grid applications, as well as smart grid technologies
- Other emerging/new renewable and low-emission solutions.

## Speakers

Speakers will include high profile leaders from government, industry and NGOs.

EcoGen 2010 is delighted to announce the first confirmed keynote speaker:

- **The Hon. Peter Rae AO**, Senior Vice President of the World Wind Energy Association and Chairman of the International Renewable Energy Alliance.

Other speakers confirmed so far include:

- **Dr Mark Diesendorf**, Deputy Directory, Institute of Environmental Studies, UNSW;
- **Professor David Harries**, Director of the Centre for Renewable Energy and Sustainable Technologies, Murdoch University;
- **Dr Muriel Watt**, Chair, APVA and IT Power Project Manager;
- **Richard Corkish**, School of Photovoltaic and Renewable Energy Engineering, UNSW;

- **Peter Dreher**, Rigby Cooke Lawyers partner and energy project specialist; with many more to come.

We look forward to providing you with further details on the exciting speaker program. Updates will be announced on the event website, [www.ecogen2010.com](http://www.ecogen2010.com)

## Technologies, projects, people, achievements

Taking place over three days, the conference will include plenary sessions and streamed sessions with a particular focus on specific technologies, projects, investment, policy and more. The event will also feature site visits, workshops, forums as well as social and networking functions, bringing the clean industry together at all levels.

## About Great Southern Press

Great Southern Press is the industry publishing and event management specialist who publish *EcoGeneration*, one of the world's leading clean energy publications.

Other clean energy publications and communication solutions by the *EcoGeneration* team include the *EcoGeneration* website, *The Australian Clean Energy Directory*, *Emissions News* and the *Wind Map*. Visit the *EcoGeneration* website to find out more about Australia's clean energy industry, from news to views and project, policy and technology information. [www.ecogeneration.com.au](http://www.ecogeneration.com.au)

*EcoGeneration* is the print and online publication committed to bringing you industry news, promoting discussion and debate and advancing the clean energy solutions of the future.

## Why choose EcoGen 2010?

Sponsoring and exhibiting at EcoGen 2010 will give you unparalleled access to the decision-makers in the clean energy industry, at a time when this is more vital than ever. Make the EcoGen advantage, your advantage.

- Just about clean energy, and all about clean energy
- Big and broad ranging, covering all facets of the clean energy industry
- High quality papers and the best local and international speakers
- A practical approach to the problems facing the clean energy industry
- High quality delegates and trade visitors, including top energy companies, government, investors, developers, engineers, consultants, specialists and professionals, local councils, schools and universities
- Spread the word and help grow the industry together
- Get a better perspective on clean energy
- Sensibly priced to give the best value for money
- *EcoGeneration* is a trusted and established name in clean energy
- Find out what is really happening in the clean energy industry.

**To secure your sponsorship, contact Tim Thompson on (03) 9248 5100 or [tthompson@gs-press.com.au](mailto:tthompson@gs-press.com.au)**

## SPONSORSHIP

Show your leadership in the clean energy industry with a sponsorship package tailored to suit your needs and give you maximum impact for your budget.

Choose the items you wish to sponsor from the following pages, the total value of the sponsorship you choose will automatically qualify you for one of the below levels and you will receive the additional benefits set out here. The prices below are only the threshold, and not an additional charge.

BASIC	BRONZE	SILVER (3 available)	GOLD (2 available)	PLATINUM (1 available)
<p><b>All sponsors receive these benefits</b></p> <p>Get on board to take advantage of the opportunities offered by this event and receive:</p> <ul style="list-style-type: none"> <li>• Recognition in the conference edition of <i>EcoGeneration</i></li> <li>• Recognition on the event website</li> <li>• Recognition in the event guide</li> </ul> <p><i>Plus the benefits from the items you have chosen from pages 6-8</i></p>	<p><b>Any sponsorship package of \$11,000 or more qualifies as Bronze</b></p> <p>Stand out from the crowd. Bronze sponsors receive all the benefits of Basic sponsorship, plus:</p> <ul style="list-style-type: none"> <li>• Recognition on sponsorship and entrance signs around the event</li> <li>• Opportunity to provide a promotional item or brochure in the satchel</li> <li>• Link to your website from the event site</li> </ul> <p><i>Plus the benefits from the items you have chosen from pages 6-8</i></p>	<p><b>Any sponsorship package of \$16,500 or more qualifies as Silver</b></p> <p>Play a major role in the event and receive all the Basic and Bronze benefits, as well as:</p> <ul style="list-style-type: none"> <li>• Recognition on promotional materials leading up to the event</li> <li>• 1 free 3 x 3 shell scheme exhibition booth</li> <li>• 1 complimentary delegate registration + 1 complimentary exhibitor registration</li> <li>• Rotated banner advertisement on event website</li> <li>• Unlimited exhibition visitor invites</li> </ul> <p><i>Plus the benefits from the items you have chosen from pages 6-8</i></p>	<p><b>Any sponsorship package of \$22,000 or more qualifies as Gold</b></p> <p>Show that you are a leader in clean energy, and receive the Basic, Bronze and Silver benefits, as well as:</p> <ul style="list-style-type: none"> <li>• 1 free 6 x 3 m exhibition space</li> <li>• 2 complimentary delegate registrations + 2 complimentary exhibitor registrations</li> <li>• Profile in the conference edition of <i>EcoGeneration</i></li> <li>• Online company profile</li> <li>• Speaking opportunity during the event</li> <li>• Opportunity to provide branded gifts to delegates</li> </ul> <p><i>Plus the benefits from the items you have chosen from pages 6-8</i></p>	<p><b>Any sponsorship package of \$33,000 or more qualifies as Platinum</b></p> <p>The ultimate strategic partnership with the event, the platinum sponsor will play a leading role in the direction of the event. As well as all the Basic, Bronze, Silver and Gold benefits, the Platinum sponsor will also receive:</p> <ul style="list-style-type: none"> <li>• The opportunity to be involved in the strategic direction of the event, including advice on speakers and topics</li> <li>• 1 free 6 x 6 m exhibition space</li> <li>• 4 complimentary delegate registrations and 4 complimentary exhibitor registrations</li> <li>• One reserved table of ten at the Gala Dinner</li> <li>• Multiple speaking opportunities</li> <li>• Major coverage of your company in <i>EcoGeneration</i></li> <li>• Incorporation of your company logo into the event logo for display in a variety of settings</li> <li>• Opportunity to follow up directly with delegates after the event</li> <li>• Chance to include your own questions in the post-event survey</li> <li>• The opportunity to host clients at your own function – we will provide organisation and marketing support for you to host select clients at your own function on one of the evenings</li> </ul> <p><i>Plus the benefits from the items you have chosen from pages 6-8</i></p>

### Why Sponsor?

- Strengthen your leadership role in the clean energy industry
- Differentiate yourself from your competitors
- Show that you support the industry and its leading event
- Generate new leads by networking
- Improve your brand recognition and image
- Create new partnerships and alliances
- Get the inside word on what is happening in the industry

**Choose the items on pages 6-8 that you would like to sponsor, then add up the total to see which sponsorship level you have achieved.**

For example, if you sponsor the Gala Dinner + satchels + nametag and lanyard, you will become the Platinum sponsor. If you choose the delegate sponsorship + pocket program, you will become a Gold sponsor. If you choose the opening cocktails + photos, you will be a Silver sponsor. If you choose a plenary sessions + the coffee, you will be a Bronze sponsor.

**SPONSORED ITEMS**

Select the items from the following pages that you wish to sponsor, the combined total price of these items automatically qualifies you for the sponsorship levels on the previous page.

All prices are in Australian dollars and include 10% GST.

**GALA DINNER \$22,000**



Tuesday, September 7, 2010

The clean energy industry's night of nights, the Gala Dinner will bring the highest levels of the industry together for a sophisticated evening of networking.

By sponsoring this item, you get much more than just your logo displayed, you will have the opportunity to have your company incorporated into the theming of the night, as well as the chance to speak to delegates.

*This item automatically qualifies as a Gold Sponsor, or add another \$11,000 to become the event's Platinum sponsor.*

**AWARDS \$16,500**

Opening in early 2010, and being presented at the Gala Dinner, these awards will recognise leadership and achievement in the clean energy industry.

Your sponsorship will help cover the expenses associated with these awards and you will have the opportunity to present the awards to the winners.

*This item automatically qualifies as a Silver Sponsor, or add another \$5,500 to become a Gold sponsor.*

**OPENING COCKTAILS \$13,200**

Get in first by sponsoring the official opening in the exhibition area on Sunday, September 5, 2010.

This option allows you to include major signage, be the first to address delegates, and officially launch your own exhibition stand, along with the rest of the exhibition.

*This item automatically qualifies as a Bronze Sponsor, or add another \$3,300 to become a Silver sponsor.*

**CARBON OFFSET - TRAVEL \$7,700**

This option will offset all the air and land travel associated with delegates and speakers coming to Sydney for the event.

The carbon offset sponsor will be acknowledged in the conference handbook and during the opening ceremony.

**CARBON OFFSET - THE EVENT \$6,600**

This option will offset all carbon emissions created during the holding of the exhibition, conference and social functions.

The carbon offset sponsor will be acknowledged in the conference handbook and during the opening ceremony.

**CARBON OFFSET - MARKETING AND PROMOTION \$5,500**

This option will offset all carbon emissions generated prior to the event, including all mailouts and printing of materials.

The carbon offset sponsor will be acknowledged in the conference handbook and during the opening ceremony.

**TOTAL CARBON OFFSET \$16,500**

Or, take all three and receive a discount of over 10% and automatically become a silver sponsor.

*This item automatically qualifies as a Silver Sponsor, or add another \$5,500 to become a Gold sponsor.*



**NET CAFÉ \$11,100**

A dedicated Net Café will be available in the exhibition area including set computers as well as spaces for delegates to plug in their own. Sponsorship of this option includes major signage at the Net Café, which will be visible to all throughout the event, as well as branded screensavers and the opportunity to provide other branded materials such as mouse pads.

*This item automatically qualifies as a Bronze Sponsor, or add another \$5,500 to become a Silver sponsor.*

**DELEGATE SPONSOR \$16,500**

This innovative option will allow the organisers to reduce the price of registration for all delegates to increase the overall turnout. This strategic opportunity is a great way to let delegates know that you have specifically helped them out. Your package includes acknowledgement on;

- The registration form (provided you confirm in time)
- Letters and emails to delegates
- The registration desk
- The delegate list

All making it clear that they are getting a reduced price thanks to you.

*This item automatically qualifies as a Silver Sponsor, or add another \$5,500 to become a Gold sponsor.*

**PLENARY SESSIONS \$5,500 (3 available)**

Each morning, all delegates will gather together for the keynote presentations before separating into streams. This represents a great opportunity to get your message across.

Your sponsorship includes background signage between presentations, the opportunity to display your own signage and the chance to address the session.

**STREAMED SESSIONS \$3,300 (12 available)**

Once the streamed sessions are finalised, they present a great opportunity for targeted sponsorship to reach particular sections of the industry. Let us know today if you are interested in this option to reserve your right to have first pick once the streams are finalised.

**LUNCHES \$3,300 (3 available)**

Lunches will be served to all delegates in the exhibition area each day, giving you an excellent opportunity to take advantage of their gratitude for providing them with a good feed. This option includes basic signage as well as the opportunity to supply branded napkins.

**BREAKS \$2,200 (6 available)**

Morning and afternoon tea will be served to all delegates in the exhibition area each day, and this well-earned break is also a great opportunity for promotion. This option includes basic signage as well as the opportunity to supply branded napkins. Please note sponsorship of the coffee station is a separate option and only that option includes the right to supply branded coffee cups.

**SATCHELS \$7,700**

Few sponsorship opportunities have quite the lasting presence as being the satchel sponsor. The well-made bags will not only be in abundant supply during the event, but are likely to be used by many delegates for considerable time after the event.



**NAME TAG AND LANYARD \$5,500**



The name tags and lanyard will be a ubiquitous presence throughout the event. Every time a delegate stumbles upon a half-remembered colleague and struggles to recall their name they will see your logo at the same time.



**POCKET PROGRAM \$5,500**

The pocket program will be an invaluable resource throughout the event. Every time a delegate pauses between sessions to check where they are heading next they will see your logo at the same time.

**PHOTOS \$5,500**

Our team of photographers will work tirelessly throughout the event capturing every highlight, then immediately distribute the images to delegates in special folders.



This is a great way to enjoy the good will of the event and sponsorship includes your logo on the display folders and in distribution areas.

**DAILY NEWS \$3,300 (3 available)**

This popular newsletter will be published each day of the event containing up-to-the-minute news and photos from the event. Sponsorship includes sole rights to include advertising in that issue, as well as a detailed profile. This is a great way to draw people to your stand or publicise anything that you are doing during the event.



**RESUABLE WATER BOTTLE \$3,300 (+ materials)**



A great way to make a splash, these sustainable water bottles will ensure delegates can keep hydrated without needing to churn through disposable cups. These branded items will also mean that all delegates will take your logo away with them.

**COFFEE STATION \$5,500**



The permanent coffee cart is certain to be a highlight of the event. This deluxe package includes a standard mobile coffee cart and professional barista as well as the sole rights to supply branded coffee cups and paraphernalia. Further options may be available for an additional fee.

**PENS \$2,200 (+ materials)**

Said to be mightier than the sword and often never available when needed, we will ensure pens are circulated throughout the week, including in satchels and in conference sessions, meaning grateful delegates will have a regular reminder of who your company is and in many cases will take these useful tools away with them too.

**NOTEPADS \$2,200 (+ materials)**

A vital, if overlooked tool, often never available when needed and in abundant supply when not, we will ensure notepads are circulated in appropriate volumes throughout the week, including in satchels and in conference sessions, meaning grateful delegates will have a regular reminder of who your company is and in many cases will take these useful tools away with them too.

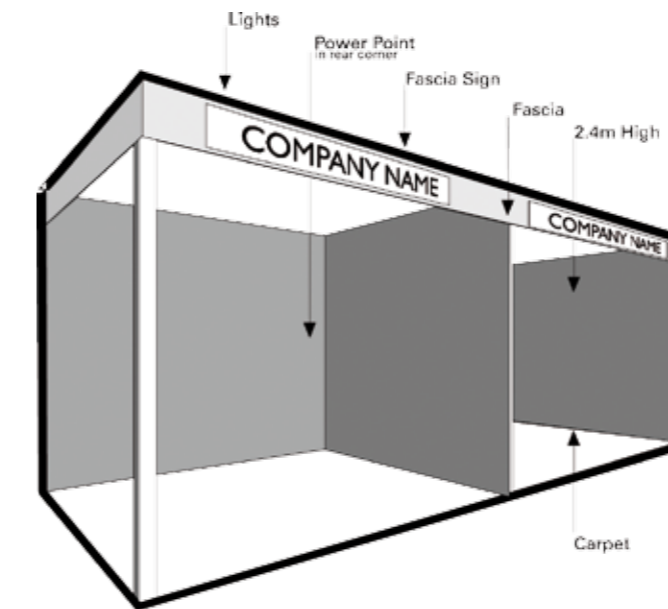
Eco-friendly paper is encouraged.

**SATCHEL GIFTS \$1,100 (+ materials)**

To ensure that everyone gets the most out of this option, it will be limited to one of each kind of gift, so get in quick if you've got something in mind. Some suggestions include; hats, shirts, USB keys, mini-footballs, stubby holders, bottle-openers, umbrellas, or any other original ideas.

Please note this option is provided free to all major sponsors, but please confirm your item early if you want to guarantee exclusivity.

**EXHIBITION**



EcoGen 2010 will attract serious decision makers from the industry, just the sort of people you want to get in front of with your products and services.

The opening cocktails, and all lunches and morning and afternoon teas, will be held in the exhibition area, ensuring you get high quality traffic.

**RATES**

The discounted member/advertiser rates are available to any companies that have at least one advertisement booked in *EcoGeneration* between September 2009 and September 2010, or companies that are members of the following associations:

- Alternative Technology Association
- Australian Solar Energy Society
- Australian Geothermal Energy Association
- Australian Geothermal Energy Group
- Australian Photovoltaic Association
- Bioenergy Australia
- Clean Energy Council
- Green Building Council of Australia
- New Zealand Solar Industries Association
- New Zealand Wind Energy Association
- Sustainable Electricity Association of New Zealand
- Western Australian Sustainable Energy Association
- Australian Alliance to Save Energy
- The Climate Institute
- Energy Efficiency Council
- Environment Business Australia
- Environment Institute of Australia and New Zealand
- International Council for Local Environment Initiatives
- New Zealand Business Council for Sustainable Development
- Solar Action New Zealand

	EARLY BIRD	REGULAR
<b>9SQM</b>		
Full	\$4,235.00	\$4,620.00
Member/advertiser	\$3,850.00	\$4,235.00
<b>18SQM</b>		
Full	\$8,000.00	\$8,800.00
Member/advertiser	\$7,300.00	\$8,000.00
<b>36SQM</b>		
Full	\$15,250.00	\$16,650.00
Member/advertiser	\$13,850.00	\$15,250.00

Early bird exhibition deadline – 31 March 2010

**Early bird bonus offer – be one of the first 10 organisations to book and get a write up on your company in the May/June edition of *EcoGeneration*!**

**See over the page for more information and the map >**



## VISITOR PROFILE

The exhibition will be open to conference delegates and trade visitors. Conference delegates will include;

- Government representatives
- Energy company executives
- Senior engineers
- Investors
- Environmental consultants
- Project developers
- Legal and other professionals

Trade visitors will include;

- Contractors
- Installers
- Engineers
- Manufacturers
- Construction companies
- Universities and schools
- Local government representatives

ECOGEN 2010 IS SUPPORTED BY THE WESTERN AUSTRALIA SUSTAINABLE ENERGY ASSOCIATION

“The world is changing and Australia is ramping up its commitment to renewable energy projects that will deliver a more sustainable Australian economy. This sector is changing daily with new announcements and innovative approaches to energy solutions for businesses, governments, and for communities – the only way to keep up is to be informed and EcoGen 2010 provides a great opportunity to do just that.”

- WA SEA CEO Prof. Ray Willis

## EXHIBITOR PROFILE

Exhibitors will include contractors, suppliers and manufacturers of products including wind, solar, bioenergy, geothermal, hydro, tidal, natural gas, cogeneration and trigeneration, and energy efficiency.

Products, technologies and services likely to be on display will relate to the following areas;

- Bioenergy processing & harvesting
- Cogeneration and trigeneration
- IT and communications management
- Geothermal
- Education, training & HR
- Clean energy research
- Energy efficient lighting, insulation, heating and cooling
- Energy monitoring
- Clean energy finance & insurance
- Fuel cells
- Gas-boosted renewable power
- Hydro power
- Project consultancy
- Solar PV
- Solar thermal
- Solar heating and cooling
- Transport
- Wave, tidal and current power
- Wind energy



## Sydney Convention Centre, Exhibition Space

