

SPONSORSHIP PACKAGE SUMMARY

All sponsorship packages listed below include the following Value Added items:

- Upgraded company listing in the on-line and printed show guide to 75 word description and company logo
- Daily Recognition via PA Announcements on Exhibition Floor
- If provided, company literature inserted into attendee bags - one-page, two sided 8.5 x 11 piece (max. 80 lb. Stock)
- Recognition in "Thank You" ad in an issue of *Power Engineering* magazine
- Recognition on "Sponsorship Thank You" signage on show site
- Recognition in Preliminary Event Guide, Website and On-Site Show Guide

Opening Reception – \$16,000 Exclusive

Be the first sponsor to make a lasting impression and sponsor the Opening Night Reception, which includes hosted bars and heavy appetizers from 5:00 to 6:00 on Wednesday.

Networking Reception – \$10,000 Exclusive

The Networking Reception featuring hosted bars will take place on Thursday from 3:00 until the exhibit floor closes at 5:00. Get involved as a sponsor and position yourself as a major hospitality player at COAL-GEN.

Golf Sponsor – \$12,000.00 Exclusive

Exclusive sponsorship of the 2008 COAL-GEN golf tournament including recognition in all promotional material promoting the tournament. This includes the preliminary event guide, show guide, web-site and the option of including promotional items in the check-in bags. Includes two foursomes in the tournament.

Aisle Signs – LandCoast

Directional signage for all aisles on the exhibit floor will carry the sponsor logo. Signage can be seen from both directions and are located in the exhibit hall of the convention center.

Attendee Badge Holders – \$20,000 Exclusive

This package includes logo placement on the attendee badge holders "neck wallets" as well as value added items.

Attendee Registration Bags – NeuCo

Exclusive Attendee bag sponsorship! Make your company name and logo float around the show floor on the side of the registration bags. 2,500 pieces will be printed with your company's Black & White logo

Cyber Café – \$8,000 Exclusive

Your company name will be programmed into a screensaver on a rotating basis as well as being incorporated into graphics at the Cyber Café booth. There is usually a wait for a computer terminal, so why not get your name in front of one of the highest traffic areas at COAL-GEN.

Coffee Service – \$6,000 Exclusive

Fire up the conference by sponsoring the coffee service at keynote. Also included is the coffee service in the conference and exhibit area and during the mega sessions. Your company will be recognized with signage and on the napkins.

Conference Proceedings – \$8,000 Exclusive

What's more important to the conference delegates after the event than the complete conference proceedings? This package allows maximum take home exposure.

Hotel Key Cards – \$7,500 Exclusive

Effectively place your business card in every attendee's pocket. All hotel rooms booked in the COAL-GEN room block will be issued key cards with your name and/or logo imprinted. Subject to hotel participation.

Conference Notepad & Pens – \$6,000 Exclusive

Take advantage of this exclusive package and sponsor the notepads and pens available in the conference session rooms. Your clients will take notes on pads of paper with your company logo and website and write with a pen that bears your company logo.

Self Serve Registration – \$8,000

Help cut through the lines and make the registration process easier by sponsoring the self serve registration kiosks. Brand your company at the front door of the exhibit hall! Company logo desktop image on all registration computers and logo placement on self serve registration kick panels.

Gold Package – \$6,000 each / 3 Available 1 Sold **Roberts & Schaefer**

Help quench your target audience's appetite for new ideas, products and services that they are looking for. As a Gold sponsor you will have your name and logo in front of conference attendees on napkins and signs during both luncheons as well as participate in the Exhibit Floor giveaway and attendee bag literature distribution.

Official Show Guide – \$10,000 Exclusive

The Show Guide is the official, up-to-date information on the COAL-GEN. It is inserted into the attendee bags and is referenced multiple times a day by all attendees. Included in the package is a full page 4-color Ad, logo placement on the cover as well as your company's website on every text page.

Registration & Badge Mailing – \$9,000 Exclusive / \$5000 Shared / 2 Available

The sponsor of the Registration System gains great exposure throughout the registration area through logo placement on the registration counter kick-panels as well as company literature inserted into the pre-registered badge mailing (1500 pieces).

Silver Package – \$3,000 each / 4 Available

This package allows you to bundle your company's exposure into a great, low cost way and includes: Exhibit floor giveaway, literature distribution, 2 complimentary conference registrations as well as the standard over-and-above items included in all packages.

Floor Giveaway – \$2,000 each (Multiple Available)

Designed to increase traffic to each sponsor's booth as well as to maintain the traffic on the exhibit floor throughout the exhibition, sponsors of the giveaway are included in giveaway specific signage. Each sponsor is also supplied with in-booth signage and passport stamps for guests as they visit each sponsor. The giveaway drawing takes place 30 minutes before the show closes on the final show day.

Bill Langenheim - North America

Direct: 918-832-9256 Fax: 918-831-9875
Cell: 918-636-6686 E-mail: Bill@PennWell.com

Linda Fransson - International

Direct: +44 (0) 1992 656 665
Fax: +44 (0) 1992 656 700
Lindaf@PennWell.com