

www.knowledgefoundation.com

11<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE

# Small Fuel Cells<sup>SM</sup> 2009

Portable & Micro Fuel Cells for Commercial & Military Applications

May 7-8, 2009 • Orlando, FL USA

 KNOWLEDGE FOUNDATION  
TECHNOLOGY COMMERCIALIZATION ALLIANCE

www.knowledgefoundation.com

# Sponsor & Exhibitor Prospectus

Special One Day Symposium

# Portable Energy 2009

Conveniently Timed  
**SMALL FUEL CELLS 2009**  
May 7-8, 2009  
Orlando, FL USA

Innovative Alternatives to Fuel Cells & Batteries for Portable Power Devices

May 6, 2009 • Orlando, FL USA

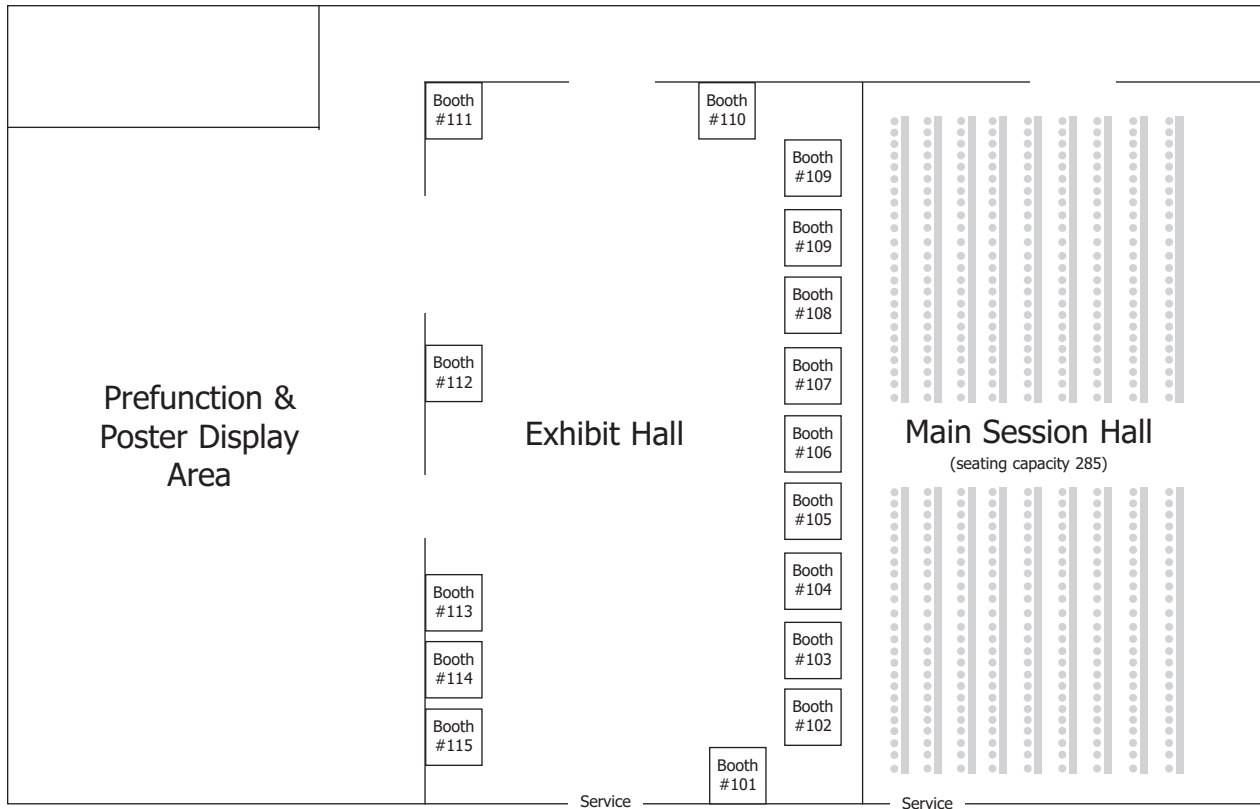
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for complete details contact **Craig Wohlers** at (617) 232 7400 ext. 205  
or email at [cwohlers@knowledgefoundation.com](mailto:cwohlers@knowledgefoundation.com)

# Exhibit Space Layout

## The Florida Hotel & Conference Center **Legends Ballroom**



# Exhibiting Opportunities

## **3 DAYS - 10'x 10' Exhibit Booth Space** Cost: \$2,799

### **Benefits:**

- 10'x10' booth space in close proximity to the meeting room
- 1 conference registration to 2 days of event
- 1 exhibit-only booth attendant (*additional booth attendants \$150*)
- 1 set of conference documentation
- 3'x 6' draped table with 1 standard electrical strip
- 8.5"x 11" black and white advertisement inserted into the conference documentation binder (*upgrade your ad to color for \$199*)
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting

## **2 DAYS - 10'x 10' Exhibit Booth Space** Cost: \$2,299

### **Benefits:**

- 10'x10' booth space in close proximity to the meeting room
- 1 conference registration to 2 days of event
- 1 exhibit-only booth attendant (*additional booth attendants \$150*)
- 1 set of conference documentation
- 3'x 6' draped table with 1 standard electrical strip
- 8.5"x 11" black and white advertisement inserted into the conference documentation binder (*upgrade your ad to color for \$199*)
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting

# Exhibiting Opportunities

## Hospitality Suite

Cost: \$4,399

### Benefits:

- Private meeting room for up to 15 people for 2 days
- Food & beverage, room rental, taxes & service charges included for basic hospitality suite for 2 days
- 10' x 10' booth space in close proximity to the meeting room
- 2 conference registrations
- 2 sets of conference documentation
- 8.5"x 11" 4-color advertisement inserted into the conference documentation binder
- 2 sets of mailing labels of conference attendees for your 2 time use
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website
- 20% discount registration coupons for 4 of your prospects/clients

## Product Showcase Presentation\*

Cost: \$1,299

**\*Must be a paid exhibitor to be eligible**

### Benefits:

- Provide a 45 minute presentation to conference attendees as part of the conference workshop to showcase your products and services. You are strongly encouraged to provide product demonstrations during your presentation.
- As a conference presenter your organization will be included in the conference agenda providing you will additional exposure to your clients.

# Advertising Opportunities

## **Name Badge Lanyards**

Cost: \$2,000

### **Benefits:**

- Your company logo prominently displayed to all conference delegates on name badge lanyards given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic name badge lanyards with your company logo included

## **Conference Notepad & Pens**

Cost: \$1,500

### **Benefits:**

- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic notepads and pens with your company logo included

## **On-site Materials Display**

Cost: \$329

### **Benefits:**

- Display your materials prominently at the conference

## **Documentation Binder Advertising**

4-Color: \$399

B&W: \$299

### **Benefits:**

- 8.5" x 11" black and white or 4-color advertisement inserted into the conference documentation binder

## **Website Banner Advertising**

Cost per click:

\$30.00

(billed monthly)

### **Benefits:**

- (1) 468 pixel x 60 pixel banner ad placed prominently on [knowledgefoundation.com](http://knowledgefoundation.com)

# Advertising Opportunities

## Conference Tote Bags

Cost: \$3,000

### Benefits:

- Your company logo prominently displayed to all conference delegates on customized tote bags given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic tote bags with your company logo included

## Wireless Internet Access

Cost: \$3,000

### Benefits:

- Your company logo prominently displayed as the sponsor of wireless internet access at the conference for the duration of the conference
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder

## CD Rom Label Logo Placement

Cost: \$3,000

### Benefits:

- Your company logo prominently displayed to all conference delegates on customized 4-color Cd Rom of the conference documentation
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder

# Sponsorship Opportunities

## Conference Title Sponsor

Cost: \$20,000

### Benefits:

- (5) Conference registrations
- (1) 20' x 20' conference exhibit space
- (3) Exhibit-only booth attendants
- (5) Free Annual Memberships to the Knowledge Foundation
- Choice of event sponsorship - Luncheon, Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5"x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as title sponsor on all marketing materials and on conference website prior to event
- Press release mention of title sponsorship
- Company logo included as title sponsor on cover of conference docs
- Opening remarks recognition of your title sponsorship to all conference delegates
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Gold Sponsor

Cost: \$10,000

### Benefits:

- (3) conference registrations
- (1) 10' x 10' conference exhibit space
- (2) Exhibit-only booth attendants
- (3) Free Annual Memberships to the Knowledge Foundation
- Choice of event sponsorship - Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5"x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as gold sponsor on all marketing materials and on conference website prior to event
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

# Sponsorship Opportunities

## Silver Sponsor

Cost: \$5,000

### Benefits:

- (2) conference registrations
- (1) 10' x 10' conference exhibit space
- (1) Exhibit-only booth attendant
- (2) Free Annual Memberships to the Knowledge Foundation
- 4-color advertisement in conference documentation binder
- Company logo featured prominently as silver sponsor on all marketing materials and on conference website prior to event

## Luncheon Sponsor

Cost: \$6,500

### Benefits:

- (1) 10' x 10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic luncheon
- 8.5"x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company
- Your marketing materials will be prominently displayed at event
- Inclusion in promotional literature as an event sponsor
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Cocktail Reception Sponsor

Cost: \$5,000

### Benefits:

- (1) 10' x 10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic cocktail reception
- 8.5"x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company
- Your marketing materials will be prominently displayed at event
- You will be included in promotional literature as an event sponsor
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

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# Registration Form

**Event** Small Fuel Cells 2009 & Portable Energy 2009

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City State Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

## Please sign me up for:

- |   |   |
|---|---|
| <input type="checkbox"/> 2 DAY - 10' x 10' Exhibit Booth Space \$2,299.00 | <input type="checkbox"/> Notepad & Pen Sponsor \$1,500.00                       |
| <input type="checkbox"/> 3 DAY - 10' x 10' Exhibit Booth Space \$2,799.00 | <input type="checkbox"/> On-site Materials Display \$329.00                     |
| <input type="checkbox"/> Additional Exhibit-Only Booth Attendant \$149.00 | <input type="checkbox"/> Black & White Doc Binder Ad \$299.00                   |
| <input type="checkbox"/> Conference Title Sponsor \$20,000.00             | <input type="checkbox"/> Additional Exhibit-Only Booth Attendant \$149.00       |
| <input type="checkbox"/> Gold Sponsor \$10,000.00                         | <input type="checkbox"/> Full Color Doc Binder Ad \$399.00                      |
| <input type="checkbox"/> Silver Sponsor \$5,000.00                        | <input type="checkbox"/> Web Banner Advertising \$30 per click (billed monthly) |
| <input type="checkbox"/> Luncheon Sponsor \$6,500.00                      |   |
| <input type="checkbox"/> Cocktail Reception Sponsor \$5,000.00            |   |
| <input type="checkbox"/> Conference Workshop Sponsor \$5,000.00           |   |
| <input type="checkbox"/> Hospitality Suite \$4,399.00                     |   |
| <input type="checkbox"/> Tote Bag Sponsor \$3,000.00                      |   |
| <input type="checkbox"/> Cd Rom Label Advertising \$3,000.00              |   |
| <input type="checkbox"/> Wireless Internet Access \$3,000.00              |   |
| <input type="checkbox"/> Name Badge Lanyard Sponsor \$2,000.00            |   |
| <input type="checkbox"/> Product Showcase Presentation \$1,299.00         |   |

**FAX, MAIL, CALL, E-MAIL TO:**  
**The Knowledge Foundation**  
**18 Webster Street**  
**Brookline, MA 02446 USA**  
**Tel: (617) 232-7400 ext. 210**  
**Fax: (617) 232-9171**  
**E-Mail:**  
[lkennedy@knowledgefoundation.com](mailto:lkennedy@knowledgefoundation.com)

## Method of Payment

- Master Card    Visa    American Express

Card Number: \_\_\_\_\_ exp. \_\_\_\_\_