

SPONSORSHIP OPPORTUNITIES

**RE
RE
RE** **THINK.
BUILD.
FUEL.**

NUCLEAR POWER
INTERNATIONAL

DECEMBER 11-13, 2012

ORANGE COUNTY CONVENTION CENTER ■ ORLANDO, FL

WWW.NUCLEARPOWERINTERNATIONAL.COM

Owned & Produced By:



Presented By:



Supported By:



Co-located With:



ALL SPONSORSHIPS INCLUDE:

- Sponsor logo displayed on the event website on the Sponsorship Page
- Sponsor logo in Preliminary Event Guide
- Sponsor logo in the printed onsite Show Guide
- Sponsor Logo on Keynote PowerPoint Slide*

* Excluding Car Giveaway and the Video Wall sponsorships.

- Thank you recognition in Nuclear Power International magazine show issue
- Ability to include literature in attendee bags (literature provided by sponsor)*
- Recognition in signage at the event

SPONSORSHIP PACKAGE SUMMARY

■ EVENT SPONSORSHIP — Exclusive \$25,000

- Lead Placement of Company Logo on all NUCLEAR POWER International marketing at the event
- Page Peel on NUCLEAR POWER International Website to run for Three (3) consecutive months. Run date to begin upon receipt of artwork.
- Company logo on directional NPI banners
- Company logo on directional NPI floor stickers
- Company logo on NPI online and printed Exhibit Floor Plan
- 2 Complimentary Full Delegate Registrations
- Lead Placement of Company Logo on all NUCLEAR POWER International marketing on the website
- 1 Full page ad in the event show guide, Run of Book

■ ANCHOR SPONSORSHIP — Three Available, One Sold \$3,900 per year

* Three Year Commitment

- Sponsor of Opening Reception (which includes a bar near the exhibit booth and signage)
- One (1) Full Page ad in the onsite Show Guide, Run of Book
- One (1) Email Blast to the pre-show attendee List

■ BANNER SPONSORSHIP — EXHIBIT HALL — Multiple Available \$10,000

- Sponsor to receive one (1) single-sided full color Banner inside Exhibit Hall

■ BANNER SPONSORSHIP — MAIN LOBBY — Multiple Available \$15,000

- Sponsor to receive one (1) single-sided full color Banner inside the Main Lobby

■ EXHIBIT FLOOR CAR GIVEAWAY SPONSORSHIP — Five Available \$2,000

- Sign displayed in sponsor's booth on exhibition floor naming them as a participating company
- Sponsor logo on banner displayed at car at PennWell booth
- Sponsor booth Number on giveaway entry card provided to all delegates

■ DELEGATE COFFEE BREAKS SPONSORSHIP — Two Available \$7,500 each for the length of the event

- Sponsor imprinted on coffee wraps for to-go cups provided

■ CONFERENCE NOTEPADS/PENS SPONSORSHIP — Exclusive \$4,000

- Sponsor logo on pads of paper at Conference Sessions
- Sponsor logo on ink pens at Conference Sessions

■ CONFERENCE PROCEEDINGS SPONSORSHIP — Exclusive \$6,000

(co-sponsored with PGI Conference Proceedings)

- Sponsor logo on postcards containing access code to online conference proceedings link
- Sponsor logo on Conference Proceedings tickets given at registration
- Sponsor logo on the landing page for the online proceedings

■ DELEGATE NETWORKING MEALS SPONSORSHIP — Two Available \$15,000

- Sponsorship includes 2 Networking Breakfasts and 2 Delegate Lunches during the event.
- Sponsor logo on banner in lunch area
- Sponsor logo on napkins at all events
- Sponsor logo on table tent cards at all events
- Sponsor receives two reserved tables in delegate lunch area each day and twenty tickets
- Sponsor receives two tickets for each Networking Breakfast

■ DRINKS WITH 20K OF YOUR CLOSEST FRIENDS — Multiple Available \$7,500

- Bar station in or by sponsor's booth on both Tuesday and Wednesday during the Exhibit Floor Receptions
- Sponsor log on napkins at bar station
- Sponsor logo on table tent cards

■ GOLF TOURNAMENT SPONSOR — Exclusive \$15,000

- Sponsor logo (one-color) on golf balls provided to all players at tournament
- Sponsor logo (full color) on banner at the Golf Course for tournament
- Sponsor logo (one-color) displayed on golf carts (if GPS capable – then displayed on GPS system)
- Sponsor logo (full color) displayed on tee/flag signs
- Sponsor receives 1 (one) complimentary foursome at Golf Tournament

■ EXHIBITOR BRANDING PACKAGE — Four Available \$4,500

- Sponsor logo on floor overlay in aisle in front of sponsor's booth
- Inclusion in Exhibit Floor Car Giveaway sponsorship

■ EXHIBIT FLOOR MAP SPONSORSHIP — Exclusive \$6,000

- Sponsor logo on the live a2z floor plan website
- Sponsor logo on map inserted into the Official Show Guide
- One full page ad opposite the Floor Plan in the Official NPI Show Guide

■ KEYNOTE VIDEO SPONSORSHIP — Multiple Available \$8,000

- Sponsor logo near or above video screen/link on event website after show concludes to run for one full year or until the next NPI event.
- Sponsor logo on napkins at Keynote Coffee Break
- Sponsor logo on signage at Keynote Coffee Break

■ NETWORKING BREAKFASTS — Exclusive \$10,000

- Sponsor logo on signage at Networking Breakfasts
- Sponsor receives two tickets for each breakfast
- Sponsor logo on napkins
- Opportunity to provide literature for delegate bags

■ PRODUCT LOCATOR — Limited Quantity - 2 Available \$4,000

- Attendees will search for products and services and print listings of those companies and a map with their matches. The Product Locator kiosk will be placed near your company's booth in the NPI Exhibition area. It and the copy paper will be branded with your company logo.

■ REGISTRATION COFFEE BREAK — Limited Quantity - 4 Available \$4,000

- Coffee service will be provided in the Registration area on Tuesday and Wednesday mornings while attendees wait in line. Your company name and logo will appear on coffee cup heat wraps and signs at the coffee break.

■ SHOE SHINE STAND SPONSORSHIP — Multiple Available \$5,000

- Sponsor logo on signs at two shoe shine stands in the exhibition hall or the foyer.

■ SHOW GUIDE SPONSORSHIP — Exclusive \$5,000

- One Full-Page ad in Official Show Guide, Premium Position
- Company URL on the bottom of every non-advertising page and a corner tab on the front cover of Show Guide

■ SMART PHONE RECHARGE KIOSKS — Two Available \$6,000

- Automatic charging station for smart phones and PDAs. Your company message may play on the high definition LCD screen located in your booth or within the NPI Exhibition area.

■ 'YOU ARE HERE' BOARD SPONSORSHIP — One Available \$10,000

- 'You Are Here' Sign with map of Exhibit Hall floor plan
- Sponsor logo branded onto signage stand
- Sponsor Booth highlighted on You Are Here Floor Plan on Structure

■ POWER GENERATOR SPONSORSHIP — Multiple Available \$2,500

- Sponsor a Utility to send unlimited Conference Delegates (employees of the Utility) to NUCLEAR POWER International. Utilities that qualify are companies that generate electricity, a utility, muni, co-op, public power provider, on-site power producer, IPP or company that generates at least 1 MW of energy. Participating Utilities will be verified by the Managing Editor for Power Engineering to qualify for participation.

■ VIDEO WALL SPONSORSHIP — Four Segments Available \$2,000

- Sponsor-provided video, 2-minutes maximum, on rotation on Video Wall at event.
- Sponsor logo on structure surrounding Video Wall
- Sponsor video guaranteed to play at least on one time per hour

*Video must be provided by designated deadline and in requested format

■ SOCIAL MEDIA SPONSORSHIP — Four Available \$2,500

- Two Tweets per Day posted to Twitter during event
- Three postings on Facebook in the one month leading up to the event and two postings per day during the event.
- Two LinkedIn posts per day of the event

For Exhibit and Sponsorship Information Contact:

Bob Lewis

Canada, AL, FL, GA, KY, MS, NC,
SC, TN, VA
Ph: +1-918-832-9225
E-mail: blewis@penwell.com

Brian Bass

AK, AZ, AR, CA, CO, HI, ID, IA,
KS, LA, MN, MO, MT, NE, NV,
NM, ND, OK, OR, SD, TX, UT, WA,
WY, Mexico
Ph: +1-918-832-9298
E-mail: brianb@penwell.com

Bill Langenheim

CT, DE, DC, IL, IN, ME, MD,
MA, MI, NH, NJ, NY, OH, PA,
RI, VT, WV, WI
Ph: +1-918-832-9256
Cell: +1-918-636-6686
E-mail: bill@penwell.com

Linda Fransson

International
Ph: +46 317 999 023
E-mail: linda@penwell.com

Juan Gimenez

South America
Ph: +54 11 4787 3817
Cell: +54 911 6561 6165
E-mail: juang@penwell.com

Natalia Gaisenk

Russia
Ph: +7 499 271 93 39
E-mail: nataliag@penwell.com