

## **SPONSORSHIP PROPOSAL**

### ***RIO 5 – World Climate & Energy Event*** ***LAREF – Latin America Renewable Energy Fair***

**15<sup>th</sup> to 17<sup>th</sup> of February 2005**

**Rio de Janeiro, Brazil**

**Hotel Glória**

***RIO 5- LAREF- Organization Office***

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## **CONTENTS**

### ***Conference & Exhibition***

When & Where	3
Intention	3
Scope of <i>RIO 5</i>	4
Target groups	5

### ***Means of Sponsorship***

Category GOLD	6
Category SILVER	8
Category BRONZE	9
Comparison table of sponsorship categories	10
Price list	10

### ***Annex***

Floor plan of <i>RIO 5</i> - <i>LAREF</i>	11
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## **INTERNATIONAL CONFERENCE & EXHIBITION**

**RIO 5 – World Climate & Energy Event**  
**LAREF 2005 – Latin America Renewable Energy Fair**

### **When & Where**

15<sup>th</sup> to 17<sup>th</sup> of February 2005

Hotel Glória, Rua do Russel 632, Glória, Rio de Janeiro, Brazil

Event: <http://www.rio5.com>

Location: <http://www.hotelgloriario.com.br>

### **Intention**

World leaders met in Johannesburg two years ago and in Bonn this year with a strong commitment to increase the utilization of renewable energies, such as solar, wind, hydro and biomass. This decision will bolster an industry, which currently employs approximately 400,000 people worldwide and has returned steady growth rates in the range of 20% per annum over the previous decade.

Vast opportunities still exist to increase the participation of Renewable Energies in the global energy market. This will not only offset the impact of global climate change caused by greenhouse gas emissions but also most importantly provide critically needed energy supplies to developing regions while boosting economic development. Over previous years many obstacles to the renewable industry have been identified and should be overcome: Lack of knowledge in public and political circles, inadequate legislation, inefficient lobbying and insufficient market assessments are just some of them.

*RIO 5*, a follow-up to the successful *RIO 3* and *RIO 02*, is being held again in Rio de Janeiro to secure the implementation of this important commitment made in Johannesburg and Bonn. This event brings together leading experts from science, industry and politics to report on the latest research results, demonstrate new products and services, present successful applications, new architectural developments, assess project financing possibilities and form effective networks.

## **Scope of *RIO 5***

*RIO 5 – LAREF* will focus on strategies for increased application of renewable energies on a global scale as well as strategies for reduced energy consumption and sustainable development in order to decrease carbon dioxide emissions. The speakers at *RIO 5* represent academic research, the industry sectors and policies associated with these topics. The implementation and application aspect will be highlighted and demonstrated by the *LAREF* state-of-the-art exhibition, workshops, public events and political round tables.

**The International *RIO 5* Conference** will bring together leading experts from the fields of scientific research, politics and industry.

At *RIO 3* joined us e.g., Dr. Hermann Scheer (Alternative Nobel Prize Winner, Chairman of WCRE, President of Eurosolar), Prof. Dr. Peter Landsberg (University of Southampton, editor and author), Prof. Dr. Maurício Tolmasquim (CES of the Brazilian Energy Ministry MME), Fernando Gabeira (Federal Deputy and bestseller author), Prof. Dr. Bautista Vidal (Pro-Álcool), Dr. Franz Alt (bestseller author and TV-journalist), Rosa Moreno (Greenpeace), Laura Porto (MME), Dr. Everaldo Feitosa (Director Brazilian Wind Energy Center, Vice President World Wind Energy Association). The Brazilian Ministry of Energy (MME), the German Energy Agency (DENA), International Capacity Building, Germany (InWEnt), Eurosolar, ISES Brazil and the World Council for Renewable Energy (WCRE) are fully backing the event and will send top representatives.

**The Latin America Renewable Energy Fair (*LAREF 2005*)**, located nearby the *RIO 5* congress hall, will give companies and institutions the opportunity to present the latest

energy technology and services to a growing World- and Latin American market. With the implementation of the Renewable Energy Incentive Program PROINFA, Brazil has become the most important market for renewable energies in Latin America. PROINFA guarantees the construction of at least 3,300 MW power plants driven by biomass, wind and small hydropower. Other programs such as PRODEEM, "Luz para todos" (Light for all) open a market for the use of solar energy and other renewable energy technologies. Conditions in Brazil are very favourable to tie new business contacts at **LAREF 2005**.

At **LAREF 2003** Petrobrás, the German Ministry of Economics & Labour (BMWA), CanalEnergia, Wobben-Enercon Windpower, GTZ, SEBRAE, Q-cells AG, Valentin - Energysoftware, Ersol Solar Energy AG, Solon AG, Nordex Energy AG, Kyocera Solar do Brasil, Greenpeace and more exhibited their products and projects. The event was supported by the German Ministry of Economics & Labour (BMWA) and International Capacity Building, Germany (InWEnt), AHK, German Energy Agency (DENA), Heinrich Boell Foundation, CanalEnergia, FURNAS and the State of Rio de Janeiro. Most of these organizations and companies will also be present at **LAREF 2005**.

Related workshops, e.g. on productive use of renewable energy projects and on carbon crediting, will accompany the event.

The political round table with the participation of major governmental representatives will give the opportunity to discuss legislation, identify and eradicate obstacles, and provide efficient solutions for mass application of renewable energies. Excursions to Brazilian energy projects and local activities aim to encourage international contacts and co-operation.

## **Target Groups**

Companies, Governmental bodies, NGOs, financial institutions as well as Universities and Technology Centers, professionals and public interested in renewable energies and sustainable development.

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## **MEANS OF SPONSORSHIP**

### **CATEGORY GOLD**

- **Participation in the *RIO 5* Steering Committee:** Gold class sponsors will have the right to nominate a representative to include in the Steering Committee and decide on the topics of optional Industry Workshops, which will take place during the conference. Besides, the sponsors will have status as main official sponsors and co-host of the Exhibitor's Reception.
- **Main Banner:** The sponsor's logotype will be printed on the main banner in front or ahead the plenum.
- **Banner at speaker's desk:** The logotype is displayed below each speaker, increasing media presence significantly.
- **Own banners:** The sponsor will have a reserved space for three own banners in the venue as official sponsor. Size and location will be determined.
- **Opening and closing ceremony:** The sponsor will be mentioned at the opening and closing ceremony of *RIO 5*.
- **Lecture presentation** of 20 minutes at the opening day.
- **Title page of the *RIO 5* Book of Proceedings:** The logotype of the sponsor will appear on the title page and on the sponsor page of the *RIO 5* book.
- ***RIO 5* program:** The logotype of the sponsor will be included on the program-booklet of *RIO 5*, distributed to more than 4,000 recipients throughout the world.
- ***RIO 5* mailing database:** After the event, the sponsor will receive the mailing list of all participants with their contact information. This turns out to be a select database of highly qualified professionals from all over the world.
- **Internet:** The sponsor will have its logo or banner and the status of main sponsor on the first page of the website of *RIO 5* ([www.rio5.com](http://www.rio5.com)), with a link to its own website.
- **Exhibition *LAREF 2005*:** Companies and institutions will have the opportunity to provide information about their products and services in booths of 16 m<sup>2</sup> that will be

in the indoor exhibition area (see Annex). Companies also will have their name printed on the sponsor list as official sponsor in the Catalogue of Exhibitors and will receive four pages free of charge for presentation of their company profile.

- **Conference Bags:** The logotype of the sponsor will be printed on the conference bags (valid only for contracts signed before 1<sup>st</sup> of December 04) and the sponsor can supply promotional material (i.e. flyers, leaflets, brochures, booklets) to be included in the conference bags that will be distributed to the participants.
- **Conference Admission:** The sponsor will have the right for eight full conference registrations including the *RIO 5* Book of Proceedings and participation at the official conference banquet.

## CATEGORY SILVER

- **Main Banner:** The sponsor's logotype will be printed on the main banner in front or ahead the plenum.
- **Own banner:** The sponsor will have a reserved space for an own banner in the venue as official sponsor. Size and location will be determined.
- **Opening and closing ceremony:** The sponsor will be mentioned at the opening and closing ceremony of *RIO 5*.
- **Lecture presentation** of 10 minutes.
- **Title page of the *RIO 5* Book of Proceedings:** The logotype of the sponsor will appear on the title page and on the sponsor page of the *RIO 5* book.
- ***RIO 5* Program:** The logotype of the sponsor will be included on the program-booklet of *RIO 5*, distributed to more than 4,000 recipients throughout the world.
- **Internet:** The sponsor will have its logo or banner and the status of main sponsor in the first page of website of *RIO 5* ([www.rio5.com](http://www.rio5.com)), with a link to its own website.
- **Exhibition *LAREF 2005*:** Companies and institutions will have the opportunity to provide information about their products and services in booths of 8 m<sup>2</sup> that will be in the indoor exhibition area (see Annex). Companies also will have their name printed on the sponsor list as official sponsor in the Catalogue of Exhibitors and will receive two pages free of charge for presentation of their company profile.
- **Conference Bags:** The logotype of the sponsor will be printed on the conference bags (valid only for contracts signed before 1<sup>st</sup> of December 04) and the sponsor can supply promotional material (i.e. flyers, leaflets, brochures, booklets) to be included in the conference bags that will be distributed to the participants.
- **Conference Admission:** The sponsor will have the right for four full conference registrations including the *RIO 5* Book of Proceedings and participation at the official conference banquet.



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## CATEGORY BRONZE

- **Main Banner:** The sponsor's logotype will be printed on the main banner in front or ahead the plenum.
- **Opening and closing ceremony:** The sponsor will be mentioned at the opening and closing ceremony of *RIO 5*.
- **Title page of the *RIO 5* Book of Proceedings:** The logotype of the sponsor will appear on the title page and on the sponsor page of the *RIO 5* book.
- ***RIO 5* Program:** The logotype of the sponsor will be included on the program-booklet of *RIO 5*, distributed to more than 4,000 recipients throughout the world.
- **Internet:** The sponsor will have its logo or banner and the status of main sponsor in the first page of website of *RIO 5* ([www.rio5.com](http://www.rio5.com)), with a link to its own website.
- **Exhibition *LAREF 2005*:** Companies and institutions will have the opportunity to provide information about their products and services in booths of 4 m<sup>2</sup> that will be in the indoor exhibition area (see Annex). Companies also will have their name printed on the sponsor list as official sponsor in the Catalogue of Exhibitors and will receive two pages free of charge for presentation of their company profile.
- **Conference Bags:** The logotype of the sponsor will be printed on the conference bags (valid only for contracts signed before 1<sup>st</sup> of December 04) and the sponsor can supply promotional material (i.e. flyers, leaflets, brochures, booklets) to be included in the conference bags that will be distributed to the participants.
- **Conference Admission:** The sponsor will have the right for two full conference registrations including the *RIO 5* Book of Proceedings and participation at the official conference banquet.

## Comparison table of sponsorship categories

Promoting Action	Gold	Silver	Bronze
Part of Steering Committee	Yes	no	no
Own workshops	Yes	no	no
Own lecture	20 min	10 min	no
Own banner(s)	Yes (3)	Yes (1)	no
Logo at speaker's desk banner	Yes	Yes	no
Logo at main <i>RIO 5</i> banner	Yes	Yes	Yes
Opening & closing ceremony	Yes	Yes	Yes
Program booklet	Yes	Yes	Yes
Mailing data base	Yes	no	no
Logotype on conference bag	Yes	Yes	no
Material inside conference bag	Yes	Yes	Yes
Internet-logo at <a href="http://www.rio5.com">www.rio5.com</a>	Yes	Yes	Yes
Exhibition <i>LAREF 2005</i>	16 m <sup>2</sup>	8 m <sup>2</sup>	4 m <sup>2</sup>
Admission, No. of persons	8	4	2

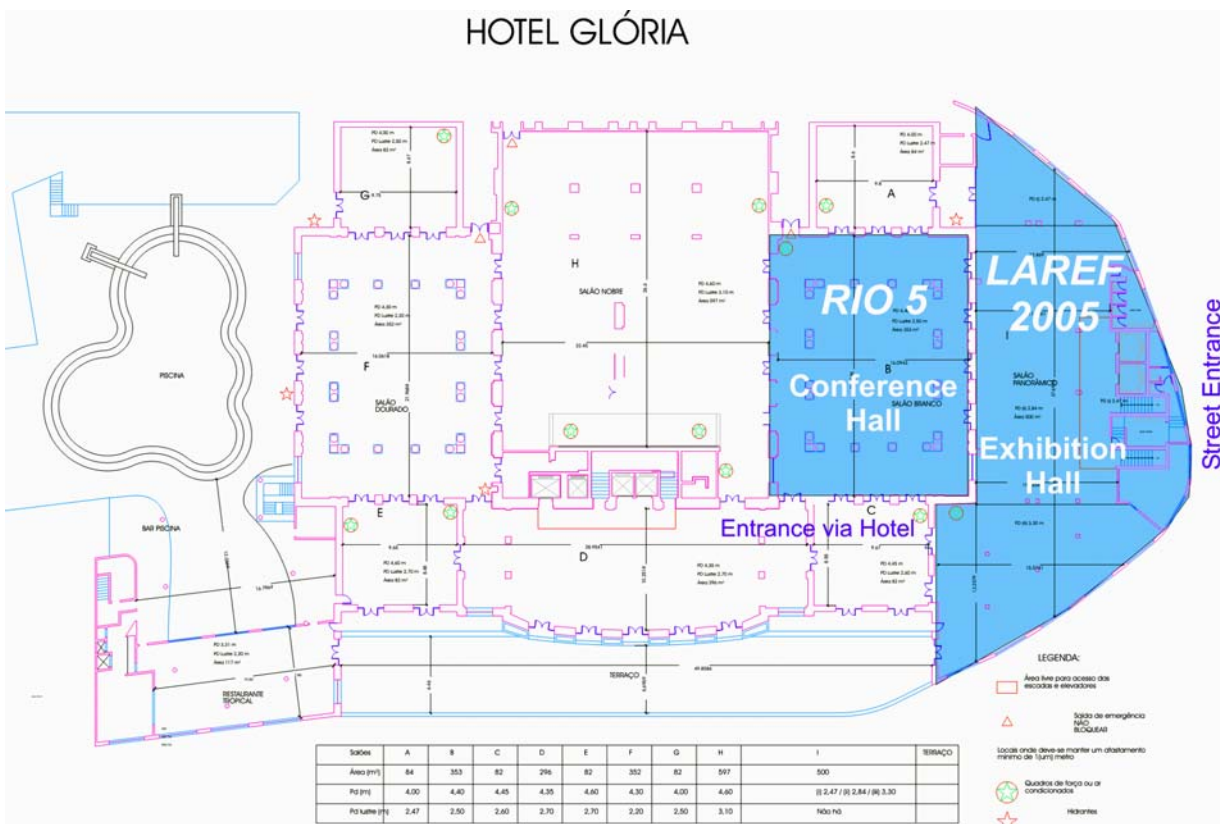
## Price list

Category	Sponsorship (R\$)	Sponsorship (€)
<b>Gold</b>	48,000.00	16,000.00
<b>Silver</b>	24,000.00	8,000.00
<b>Bronze</b>	12,000.00	4,000.00

The sponsor owns the right to direct the sponsorship to certain areas of the event (e.g. congress, exhibition, public events, round tables, marketing, translation).  
 A detailed cost balance of the event will be sent on request.

**ANNEX**

**Floor plan of RIO 5 – LAREF**



**Hotel Glória**

**Rua do Russel, 632 – Glória, Rio de Janeiro, Brazil**

**[www.hotelgloriario.com.br](http://www.hotelgloriario.com.br)**