



## **SPONSORSHIP PROPOSAL**

### ***RIO 9 – World Climate & Energy Event*** ***LAREF 2009 – Latin America Renewable Energy Fair***

17<sup>th</sup> – 19<sup>th</sup> of March 2009  
Rio de Janeiro, Copacabana, Brazil  
Hotel Othon Palace

#### **RIO 9 – LAREF – Organization Office**

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## **CONTENTS**

### **Conference & Exhibition**

When & Where	3
Intention	3
Structure of RIO 9	4
Target groups	6

### **Means of Sponsorship**

Category PLATINUM	7
Category GOLD	9
Category SILVER	11
Category BRONZE	12
Comparison table of sponsorship categories	13
Annex	14



## **RIO 9 – World Climate & Energy Event**

## **LAREF 2009 – Latin America Renewable Energy Fair**

### **INTERNATIONAL CONFERENCE & EXHIBITION**

#### **When & Where:**

17th to 19th of March 2009

Location: Rio de Janeiro, Brazil, Copacabana, Hotel Othon Place, Av. Atlântica, 3264.

#### **Intention:**

Renewable Energies, such as solar, wind, and biomass, represent the future of energy supply. Since the 1992 Rio Earth Summit renewable energy has been promoted to offset climate change, preserve natural resources, increase energy security, and provide electricity to remote and impoverished regions.

In recent years, growth in the renewable energy sector has been strong. Between 2004 and 2007, global (non-hydro) renewable energy capacity grew by more than 185%, with 240 GW – 6% of total global capacity - generated in 2007. The renewable energy sector now surpassed the entire nuclear power supply and employs over one million people worldwide and, in 2007, for the first time ever, generated more than US\$100 billion in investments. Although vast opportunities for the renewable energies market exist, many obstacles remain.

*RIO 9* continues the successful legacy of previous World Climate & Energy Events. Leading experts will present the latest in renewable technologies, resource efficiency, policy analysis, financing options and carbon trade. Opportunities for networking and developing business relations are a cornerstone of the event.

## Structure of *RIO 9*

### The International *RIO 9* Conference

Speakers at *RIO 9* represent the scientific community, energy industry, finance and policy fields associated with the implementation of energy saving strategies and renewable energies. Presently Dr. Winfried Hoffman (President of EPIA, CTO at Applied Materials), Prof. Zhores Alferov (Nobel Prize in Physics 2000) and Dr. Franz Alt (Bestseller author and TV journalist) confirmed their presence at *RIO 9*.

Former *RIO*-Conferences were attended by Professor Martin Green (Alternative Nobel Prize Winner, World leader in silicon photovoltaic conversion efficiency, University of New South Wales), Dr. Hermann Scheer (Alternative Nobel Prize Laureate, Chairman of WCRE, President of Eurosolar), Prof. Peter Landsberg (University of Southampton, editor and “Nature” author), Carlos Minc (Federal Minister for Environment, Brazil), Prof. Olav Hohmeyer (University of Flensburg, pioneer in carbon trading), Prof. Chris Wronski (Pennsylvania State University, pioneer in PV thin film technology), Prof. Adolf Goetzberger (founder of Solar Fraunhofer Institute, former ISES President) Mechthild Rothe (EU Parliament Deputy), Prof. Maurício Tolmasquim (CES of the Brazilian Energy Ministry MME), Fernando Gabeira (Federal Deputy and bestseller author), Prof. Dr. Bautista Vidal (Head Pro-Álcool), the largest RE program ever), 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), just to mention some participants / supporters. The Brazilian Ministry of Energy (MME), the German Energy Agency (DENA), International Capacity Building, Germany (InWEnt), Eurosolar, ISES Brazil, the World Council for Renewable Energy (WCRE) and GTZ (international cooperation enterprise for sustainable development with worldwide operations) were fully backing the events and predictably will send their top representatives also to *RIO 9*.



Participants at the *RIO 6* – World Climate & Energy Event

**The Latin America Renewable Energy Fair (LAREF 2009)**

The *Latin America Renewable Energy Fair*, in tandem with *Rio 9*, will provide the opportunity for companies and institutions to present their latest technologies and services to an ever-expanding world market. Brazil, Latin America's largest renewable energy market and policy leader, is the perfect location for such an event.

The following organizations have attended previous RIO Events and are expected to return for *LAREF 2009* – providing the ideal opportunity to build business relations.

At LAREF 2003/05/06 Petrobrás, Eletrobrás, the German Ministry of Economics & Labour (BMWA), AET, ABEER, CanalEnergia, Wobben-Enercon Windpower, GTZ, Gamesa, SEBRAE, Valentin - Energysoftware, Isofotón, Ersol AG Solar Energy AG, Brasil Energia, Solardynamics, Soletrol Q-cells, Solon AG, Nordex Energy AG, Eolica, Suntech Power, PE Europe, MAN B&W, Energia Pura, Altercoop, UfE, Renexpo, Kyocera Solar do Brasil, Greenpeace and more exhibited their products and projects. The Latin America Renewable Energy Fair, was supported by the German Ministry of Economics & Labour (BMWA) and International Capacity Building, Germany (InWEnt), German- Brazilian Chamber of Commerce (AHK), German Energy Agency (DENA), Heinrich Boell Foundation, Isofotón, FURNAS and the State of Rio de Janeiro.



Impressions from *LAREF 2006* – *Latin America Renewable Energy Fair*

## Target Groups

### Workshops "(in process)"

Several workshops are scheduled throughout the RIO/LAREF 2009 Event:

- "From biofuels to mass transit" (Heinrich – Böll Foundation)
- "Production of Solar Silicon in Latin America" (CEPEL)
- "Rapid-rural electrification via photovoltaics"

### The Political Round Table

Government representatives and policy analysts will discuss legislation, identify trends and obstacles, and provide effective solutions for the application of renewable energies.

The RIO 3 and RIO 6 political round tables were organized by the Heinrich Boell Foundation.

### Get-Together and *Rio 9* - B2B Events

The new format of *Rio 9* Business-to-Business networking will take place at Brazilian business locations and provide attendees the opportunity to share their experience, knowledge and ideas with each other. B2B will focus upon networking opportunities via peer group seminars, intimate round table discussions, vendor community meetings, technical conferences and media briefings.

### 'Solar Power Rocks' – Copacabana Beach Concert

Popular artists will inspire the event via live performances on the beautiful, world-renown Copacabana beach. VIPs and politicians will be in attendance to speak throughout the concert about saving the world with renewable energies. Numerous media partners from TV, press and radio support *RIO 9 – World Climate & Energy Event 2009*. Nationwide and international coverage is guaranteed.



Live-Concert at Copacabana Beach



'The Rolling Stones 2006'

## MEANS OF SPONSORSHIP



### PLATINUM CATEGORY

#### **Participation in the *RIO 9* Steering Committee**

Platinum-level sponsors will have the right to nominate a representative for the Steering Committee, which will decide on additional Event and Workshop topics. Platinum sponsors will also be represented as official Event sponsors and co-host of the Exhibitor's Reception.

#### **Opening and Closing Ceremony**

Platinum-level sponsors will be mentioned at the opening and closing ceremony of *RIO 9*.

#### **Opening Lecture Presentation**

Platinum-level Sponsors may give a speech of 20 minutes during the opening ceremony.

#### **On-Stage Conference Speaker's Banner**

Platinum-level sponsor logos will be displayed below each sponsoring speaker.

#### **Main Banner Audience**

Platinum-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

#### **Title page of the *RIO 9* - Book of Proceedings**

Sponsor logos will appear on the title & sponsor pages of the *RIO 9 - Book of Proceedings*.

#### **Press Conference**

The Platinum sponsor has the right to participate at all press conferences.

#### ***RIO 9* - Program Booklet**

Sponsor logos will appear on 4,000 *RIO 9* program booklets that will be distributed to recipients throughout the world.

#### **Internet**

Platinum-level sponsors will have their logo, web link, and sponsorship status advertised on of the *RIO 9* homepage.

#### **LAREF 2009 Exhibitors**

Platinum-level companies and institutions will have the opportunity to display information about their products and services in booths (16m<sup>2</sup>) located in the indoor exhibition area (see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive four free pages to present their company profile.

#### ***RIO 9* - Conference Bag**

Sponsor's logos will be printed on conference bags 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.

**Own banners**

Platinum-level sponsors will have venue space reserved to display five of their own banners (size and location will be determined).

**RIO 9 Mailing Database**

After the event, Platinum-level sponsors will receive a mailing list of all participants – a selected database of highly qualified professionals from all over the world.

**Stage Banner of the Copacabana Beach concert**

Platinum-level sponsor logos will be printed on the main banner in front of the stage. (25x4m)

**Screens**

Big screens (about 10mx10m) to the left and to the right of the stage will project the logos of Platinum-level sponsors as part of a running loop.

**Inaugural Address of the Show**

Platinum-level sponsors will be promoted during the opening and closing ceremony of the *RIO 9 'Solar Power Rocks* concert and are encouraged to present on behalf of the Event theme.

**Main Concert Banner**

The Platinum-level sponsor's logo will be printed on the main banner in front of the concert entrance.

**RIO 9 - Public Announcement**

Posters, flyers, and public announcements with Platinum-level sponsor logos will be printed and published.

**Conference Admission**

Platinum-level sponsors will receive ten full conference and 'Solar Power Rocks' concert passes, the *RIO 9* Book of Proceedings and will be able to participate at the official conference banquet.





## **GOLD CATEGORY**

### **Participation in the *RIO 9* Steering Committee**

Gold-level sponsors will have the right to nominate a representative of the Steering Committee, which will decide on additional Event and Workshop topics.

### **Opening and Closing Ceremony**

Gold-level sponsors will be mentioned at the opening and closing ceremony of *RIO 9*.

### **Opening Lecture Presentation**

Gold-level Sponsors may speak for 10 minutes during the opening day.

### **Main Banner Audience**

Gold-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

### **Title page of the *RIO 9* - Book of Proceedings**

Sponsor logos will appear on the title & sponsor pages of the *RIO 9* Book of Proceedings.

### ***RIO 9* - Program Booklet**

Sponsor logos will appear on 4,000 *RIO 9* program booklets that will be distributed to recipients throughout the world.

### **Internet**

Gold-level sponsors will have their logo, web link, and sponsorship status advertised on of the *RIO 9* homepage.

### **LAREF 2009 Exhibitors**

Gold-level companies and institutions will have the opportunity to display information about their products and services in booths (8m<sup>2</sup>) located in the indoor exhibition area (see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive three free pages to present their company profile.

### ***RIO 9* - Conference Bag**

Sponsor's logos will be printed on conference bags 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.

### **Own banners**

Gold-level sponsors will have venue space reserved to display three of their own banners (size and location will be determined).

### **Screens at the Copacabana Beach concert**

Big screens (about 10mx10m) to the left and to the right of the stage will project the logos of Gold-level sponsors as part of a running loop.



**RIO 9 - Public Announcement**

Posters, flyers, and public announcements with Gold-level sponsor logos will be printed and published.

**Conference Admission**

Gold-level sponsors will receive six full conference and 'Solar Power Rocks' concert passes, the RIO 9 Book of Proceedings and will be able to participate at the official conference banquet.



## **SILVER CATEGORY**

### **Opening and Closing Ceremonies**

Silver-level sponsors will be mentioned at the opening and closing ceremonies of *RIO 9*.

### **Main Banner Audience**

Silver-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

### **Title page of the *RIO 9* - Book of Proceedings**

Silver-level sponsor logos will appear on the title & sponsor pages of the *RIO 9* Book of Proceedings.

### ***RIO 9* - Program Booklet**

Silver-level sponsor logos will appear on 4,000 *RIO 9* program booklets that will be distributed to recipients throughout the world.

### **Internet**

Silver-level sponsors will have their logo, web link, and sponsorship status advertised on of the *RIO 9* homepage.

### **LAREF 2009 Exhibitors**

Silver-level companies and institutions will have the opportunity to display information about their products and services in booths (6m<sup>2</sup>) located in the indoor exhibition area (see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive two free pages to present their company profile.

### ***Rio 9* Conference Bag**

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

### **Own banners**

Silver-level sponsors will have venue space reserved to display one of their own banners (size and location will be determined).

### ***RIO 9* - Public Announcement**

Posters, flyers, and public announcements with Silver-level sponsor logos will be printed and published.

### **Screens**

Big screens (about 10mx10m) to the left and to the right of the stage will project the logos of Silver-level sponsors as part of a running loop.

### **Conference Admission**

Silver-level sponsors will receive four full conference and 'Solar Power Rocks' concert passes, the *RIO 9* Book of Proceedings and will be able to participate at the official conference banquet.

## **BRONZE CATEGORY**

### **Opening and Closing Ceremonies**

Bronze-level sponsors will be mentioned at the opening and closing ceremonies of *RIO 9*.

### **Main Banner Audience**

Bronze-level sponsor logos will be printed on the main banner to be displayed in front of the audience.

### ***RIO 9* - Program Booklet**

Bronze-level sponsor logos will appear on 4,000 *RIO 9* program booklets that will be distributed to recipients throughout the world.

### ***Rio 9* Conference Bag**

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.

### **Internet**

Bronze-level sponsors will have their logo, web link, and sponsorship status advertised on of the *RIO 9* homepage.

### **LAREF 2009 Exhibitors**

Bronze-level companies and institutions will have the opportunity to display information about their products and services in booths (4m<sup>2</sup>) located in the indoor exhibition area (see Annex). Sponsoring companies also will have their name printed in the Catalogue of Exhibitors sponsor list and will receive one free page to present their company profile.

### ***RIO 9* - Public Announcement**

Posters, flyers, and public announcements with Bronze-level sponsor logos will be printed and published.

### **Screens**

Big screens (about 10mx10m) to the left and to the right of the stage will project the logos of Bronze-level sponsors as part of a running loop.

### **Conference Admission**

Bronze-level sponsors will receive two full conference and 'Solar Power Rocks' concert passes, the *RIO 9* Book of Proceedings and will be able to participate at the official conference banquet.

## Comparison Table of Sponsorship Categories

Promoting Action	PLATINUM	GOLD	SILVER	BRONZE
Part of Steering Committee	Yes	Yes	No	No
Opening and Closing Ceremony	Yes	Yes	Yes	Yes
Opening Lecture Presentation	Yes (20min)	Yes (10min)	No	No
Speaker's desk banner	Yes	No	No	No
Main Banner Audience	Yes	Yes	Yes	Yes
Title page of the <i>RIO 9</i> - Book of Proceedings	Yes	Yes	Yes	No
Part of Press Conference	Yes	No	No	No
<i>RIO 9</i> - Program Booklet	Yes	Yes	Yes	No
Internet-logo at <a href="http://www.rio9.com">www.rio9.com</a>	Yes	Yes	Yes	Yes
<i>LAREF 2009</i> Exhibitors	16 m <sup>2</sup>	8 m <sup>2</sup>	6 m <sup>2</sup>	4 m <sup>2</sup>
<i>RIO 9</i> - Logotype on conference bag	Yes	Yes	No	No
Material inside conference bag	Yes	Yes	Yes	Yes
Own Banner(s)	5	3	1	No
<i>RIO 9</i> Mailing Database	Yes	No	No	No
On Stage Concert Banner	Yes	No	No	No
Screens	Yes	Yes	Yes	Yes
Inaugural Address of the Show	Yes	No	No	No
Concert Banner	Yes	No	No	No
<i>RIO 9</i> - Public Announcement	Yes	Yes	Yes	Yes
Conference Admission, No. of persons	12 Pax	6 Pax	4 Pax	2 Pax

## Price list

Category	Sponsorship (R\$)	Sponsorship (€)
Platinum	126,000.00	50,000.00
Gold	63,000.00	25,000.00
Silver	25,000.00	10,000.00
Bronze	12,500.00	5,000.00

Sponsors have the right to direct their sponsorship to certain areas of the event (e.g. congress, exhibition, public events, round tables, marketing, and/or translation). A detailed cost balance of the event will be provided on request. High-level sponsors will be advertised in print media 2-3 months prior to the event. In order to secure logo placements on the aforementioned conference items, the following deadlines should be considered:

Program booklet: 14<sup>th</sup> of October 2008

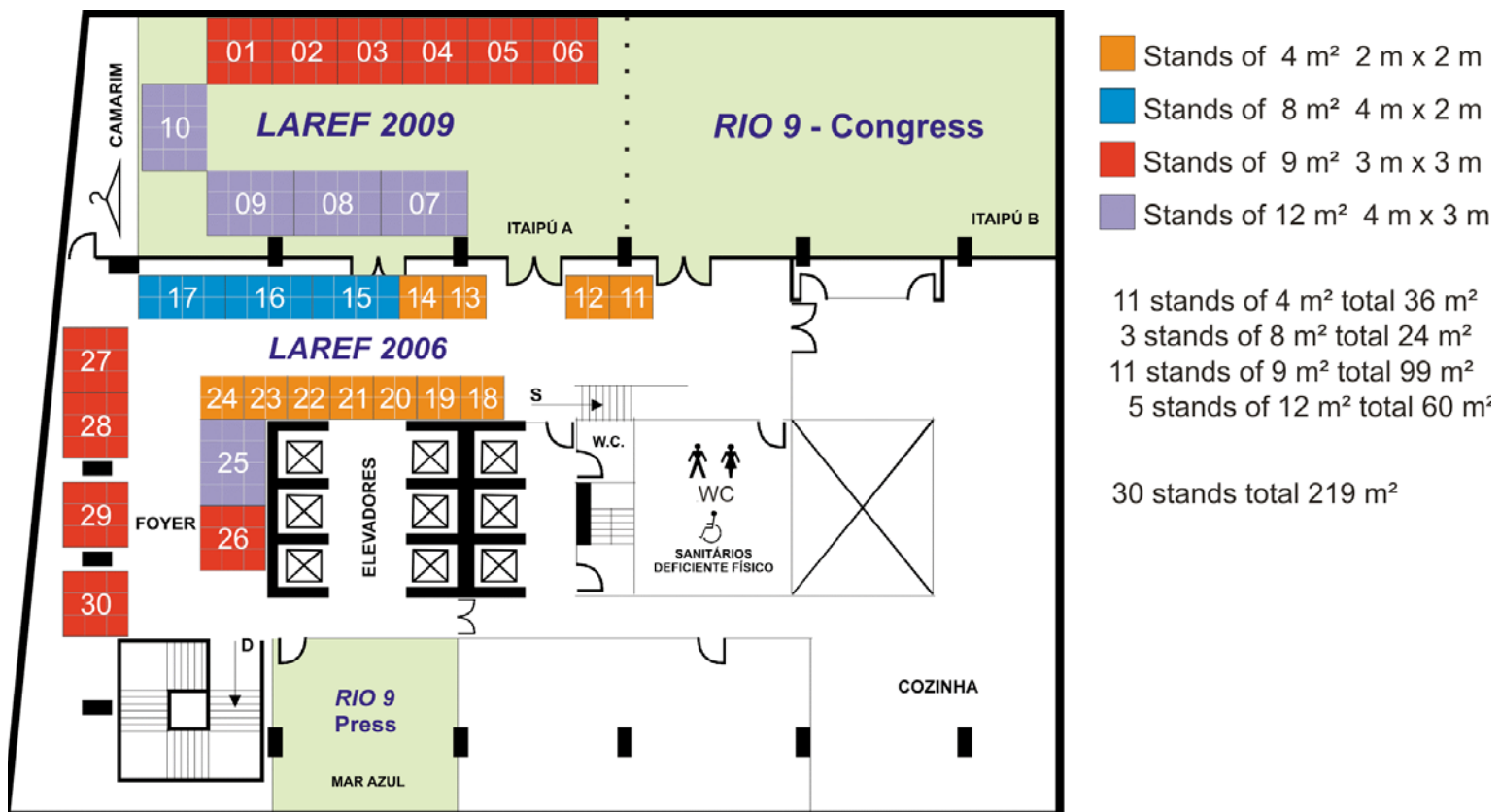
Conference bags & book of proceedings: 14<sup>th</sup> of November 2008

Banners: 21<sup>st</sup> of December 2008

\* in case of insufficient sponsoring support for the free concert, the event RIO 9 will take place without the concert - please feel free to contact us for further detail.

## ANNEX

Floor plan of RIO 9 – LAREF 2009



Rio Othon Palace Hotel  
Av. Atlântica, 3264, Copacabana  
Rio de Janeiro, Brazil

<http://www.othonhotels.com/H00266/meeting.asp>

[www.rio9.com](http://www.rio9.com)