

SPONSORSHIP PROPOSAL

RIO 6 – World Climate & Energy Event
LAREF 2006 – Latin America Renewable Energy Fair

17th to 18th of November 2006

Rio Othon Palace, Copacabana

Rio de Janeiro, Brazil

RIO 6 – LAREF – Organization Office

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INTERNATIONAL CONFERENCE & EXHIBITION

RIO 6 – World Climate & Energy Event
LAREF 2006 – Latin America Renewable Energy Fair

When & Where

17th to 18th of November 2006

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

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

Latest event information: <http://www.rio6.com>

Intention

Renewable Energies, such as solar, wind, biomass and hydro, are without alternatives for the energy supply of the future. The promotion of Renewable Energies to fight climate change and to save the resources of our planet is on the agenda since the first UN-World-Summit in Rio de Janeiro 1992. The following UN-Summits in Kyoto, Johannesburg and the “Renewables 2004” in Bonn, brought together world leaders to take according steps and act on a global scale. In Johannesburg and Bonn a strong commitment was endorsed to increase considerably the utilization of renewable energies, in order to reduce greenhouse gas emissions, poverty, and the dependence on fossil fuels. This engagement will bolster an industry that already employs 500,000 people worldwide and provided steady growth rates in the range of 20% per annum over the previous decade.

Vast opportunities 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 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 and vision in public and political circles, inadequate legislation, inefficient lobbying and insufficient market assessments are some of them.

RIO 6, a follow-up to the successful *RIO 5*, *RIO 3* and *RIO 02 World Climate & Energy Events*, is being held again in Rio de Janeiro to secure the implementation Renewables and energy saving strategies. 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 policies and implementations, and show access to project financing via governmental policies, utility funds and international carbon trading via effective networks.

Structure of *RIO 6*

1. The International *RIO 6* Conference

The speakers at *RIO 6* represent the scientific community, the energy industry and policies associated with the implementation of energy saving strategies and renewable energies.

Our former RIO-Conferences we were joined by Dr. Hermann Scheer (Alternative Nobel Prize Winner, Chairman of WCRE, President of Eurosolar), Prof. Peter Landsberg (University of Southampton, editor and “Nature” author), 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), Prof. Martin Green (Alternative Nobel Prize Winner, World leader in silicon photovoltaic conversion efficiency, University of New South Wales), 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 and the World Council for Renewable Energy (WCRE) were fully backing the events and predictably will send their top representatives also to *RIO 6*.

2. The Latin America Renewable Energy Fair (LAREF 2006),

located nearby the *RIO 6* congress hall, will stress the demonstration and application aspects and give companies and institutions the opportunity to present their 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 2006*.

At *LAREF 2003/05* 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. Most of these organizations and companies will also be present at *LAREF 2006*.

3. Workshops

Related workshops will amplify the application aspect by fruitful, interactive discussions on specific topics. At *RIO 5* the following workshops took place:

- Workshop of the global solar and wind energy resource assessment project (SWERA) organized by the UN Environmental Program (UNEP)
- Workshop on Life-Cycle- Analysis and related software by the University of Stuttgart
- Workshop on productive and sustainable implementation of renewable energy projects by Capacity Building International (InWEnt)

- Workshop on effectively operating carbon trading business by compensation of air traffic emissions via land fill gas projects in Brazil by myclimate.com, Zurich, Switzerland.
- Workshop on an enhanced Kyoto Protocol (*“The RIO 5 – Protocol and Declaration”*), that is based on a “emission per capita rate”, organized by the World Council of Renewable Energies. The declaration was later approved by the final assembly of the *RIO 5* conference.

4. 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. At *RIO 3/5* the political round table was organized by the Heinrich Boell Foundation.

5. Excursions

to Brazilian energy projects and local activities aim to encourage international contacts and co-operation.

Target Groups

As we are committed in network-building the target groups we focus on are:

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

MEANS OF SPONSORSHIP

CATEGORY GOLD

- **Participation in the *RIO 6* 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.

- **Opening and closing ceremony**

The sponsor will be mentioned at the opening and closing ceremony of *RIO 6*.

- **Lecture presentation**

Speech of 20 minutes at the opening day.

- **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.

- **Title page of the *RIO 6* - Book of Proceedings**

The logotype of the sponsor will appear on the title page and on the sponsor page of the *RIO 6* book.

- **RIO 6 - Program booklet**

The logotype of the sponsor will be included on the program-booklet of *RIO 6*, distributed to more than 4,000 recipients throughout the world.

- **RIO 6 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 6* (www.rio6.com), with a link to its own website.

- **Exhibition LAREF 2006**

Companies and institutions will have the opportunity to provide information about their products and services in booths of 16 m² 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.

- **RIO 6 - Conference Bag**

The logotype of the sponsor will be printed on the 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.

- **Conference Admission**

The sponsor will have the right for eight full conference registrations including the *RIO 6* Book of Proceedings and participation at the official conference banquet.

CATEGORY SILVER

- **Opening and closing ceremony**

The sponsor will be mentioned at the opening and closing ceremony of *RIO 6*.

- **Lecture presentation**

Speech of 10 minutes.

- **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.

- **Title page of the *RIO 6* Book of Proceedings**

The logotype of the sponsor will appear on the title page and on the sponsor page of the *RIO 6* book.

- ***RIO 6* - Program booklet**

The logotype of the sponsor will be included on the program-booklet of *RIO 6*, 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 6* (www.rio6.com), with a link to its own website.

- **Exhibition *LAREF 2006***

Companies and institutions will have the opportunity to provide information about their products and services in booths of 8 m² 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.

- **RIO 6 - Conference bag**

The logotype of the sponsor will be printed on the 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.

- **Conference Admission**

The sponsor will have the right for four full conference registrations including the *RIO 6* Book of Proceedings and participation at the official conference banquet.

CATEGORY BRONZE

- **Opening and closing ceremony**

The sponsor will be mentioned at the opening and closing ceremony of *RIO 6*.

- **Main Banner**

The sponsor's logotype will be printed on the main banner in front or ahead the plenum.

- **Title page of the *RIO 6* Book of Proceedings**

The logotype of the sponsor will appear on the title page and on the sponsor page of the *RIO 6* book.

- ***RIO 6* program booklet**

The logotype of the sponsor will be included on the program-booklet of *RIO 6*, 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 6* (www.rio6.com), with a link to its own website.

- **Exhibition *LAREF 2006***

Companies and institutions will have the opportunity to provide information about their products and services in booths of 4 m² 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.

- ***RIO 6* - Conference Bags**

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 6* 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	No	No
Logo at main <i>RIO 6</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 www.rio6.com	Yes	Yes	Yes
Exhibition <i>LAREF 2006</i>	16 m ²	8 m ²	4 m ²
Admission, No. of persons	8	4	2

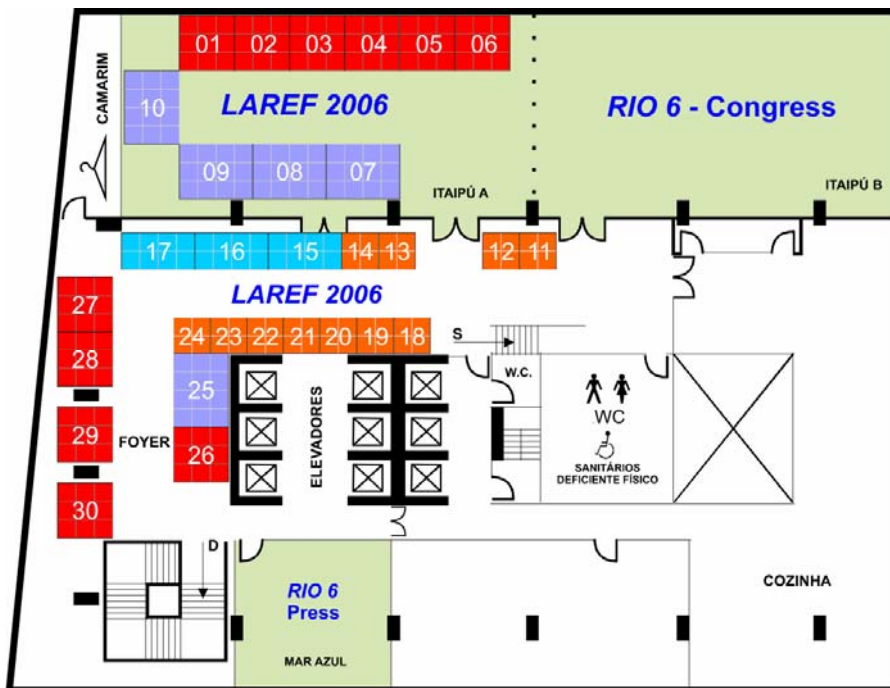
Price list

Category	Sponsorship (R\$)	Sponsorship (€)
Gold	50,000.00	20,000.00
Silver	25,000.00	10,000.00
Bronze	12,500.00	5,000.00

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. Participation of main sponsors will be announced in printed media already 2-3 months ahead of the event. In order to secure the placements of logotypes on the items mentioned the following deadlines should be considered: Program booklet: 1st of September 2006, conference bags and book of proceedings: 14th of October 2006, Banners: 21st of October 2006.

ANNEX

Floor plan of *RIO 6 – LAREF 2006*



- Stands of 4 m² 2 m x 2 m
- Stands of 8 m² 4 m x 2 m
- Stands of 9 m² 3 m x 3 m
- Stands of 12 m² 4 m x 3 m

11 stands of 4 m² total 36 m²
 3 stands of 8 m² total 24 m²
 11 stands of 9 m² total 99 m²
 5 stands of 12 m² total 60 m²

30 stands total 219 m²



Metro a Metro
Arquitetura
de Eventos e
Cenografia

Rio Othon Palace Hotel

Av. Atlântica, 3264, Copacabana, Rio de Janeiro, Brazil

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

www.rio6.com