

WINDENERGY HAMBURG

WORLD'S LEADING TRADE FAIR FOR WIND POWER

Hamburg, 27 - 30 September 2016



Sponsorship Packages



The global on- & offshore expo

27 – 30 September 2016



Hamburg Messe

in cooperation with



windenergyhamburg.com

Greater visibility at the world's leading trade fair for wind power

WindEnergy Hamburg is a unique platform for the presentation of your company, products and services directed at, and perfectly tailored to, the wind power industry.

The world's leading trade fair for wind energy is the only global industry gathering for the entire onshore and offshore value-added chain. It provides the ideal setting for an in-depth global debate on the status and future of the sector.

More than 1,200 exhibitors and around 33,000 visitors from all parts of the world are expected, including all the big names in the energy industry.

Extend your reach and increase your visibility by exhibiting at WindEnergy Hamburg 2016 and underline your status as a key player in the wind energy industry. Book your sponsorship package now!

Our team will be happy to inform and advise you in detail on all the options.

80
NATIONS

> 33,000
VISITORS

> 1,200
EXHIBITORS

88 %
POSITIVE OVERALL EVALUATION

86 %
RATE OF FURTHER RECOMMENDATION

Our sponsorship packages

FULL RANGE

NEW PACKAGES



VIP PACKAGE

Use our BMW VIP-Shuttle Fleet to advertise your logo and ensure exclusive attention all day long. Move into the focus of our VIP-Guests and exhibitors.

Your logo will be placed on display on our VIP-Shuttle Fleet. You will be right at the centre of the VIP-action.



VISITOR PACKAGE

Be visible at first glance when the WindEnergy Hamburg visitors arrive to Hamburg. Place your logo on the Welcome Desks at HAM Airport, on three Rikshaws as well as on all Info Counters at three entrances to the trade fair.

After all, visitors and exhibitors will remember you whenever they arrive or leave the trade fair.

ON THE EXHIBITION GROUNDS



HALL SPONSORSHIP

Put your stamp on your hall: if you opt for a hall sponsorship package, one of our nine exhibition halls will be named after you, showing your special association with this very unique event.

Your logo will be placed on display in a prominent location in the hall. You will be right at the centre of the action.



CHARGING STATIONS

High footfall: give your brand a boost while visitors and exhibitors are charging their mobile devices.

Our four charging stations and rest areas are popular meeting places.



HOSPITALITY PARTNERS

Whip up an appetite for more: have your logo on place mats, serviettes and other catering accessories in all Stockholm restaurants & self-service snack bars.



HOSTESS SHIRTS

Alluring advertising: use our hostess shirts to advertise your logo and attract attention in all the right places all day long.

Our sponsorship packages

FULL RANGE

SELF-SERVICE DRINKS



WATER BOTTLES

Popular thirst-quencher: you could have your own branded water bottles, providing welcome refreshment and bringing pleasure to visitors and exhibitors alike.

The chilled drinks are available free of charge at six central self-service locations spread over the entire fairground.



COFFEE FACILITIES

Welcome pick-me-up: as a sponsor of the coffee stations you will earn brownie points which will serve you well on the likeability scale. After all, visitors and exhibitors will remember you whenever they help themselves to fresh coffee at any time of the day.

Giveaways



WELCOME BAGS

Bag an advertising opportunity with great mileage: welcome bags with your logo will be handed out to visitors at all entrances to the trade fair and will be in circulation all day promoting your brand – and in many cases will still be advertising your name many weeks after the trade fair.



LANYARDS

Hanging around in a positive sense: the handy holders for tickets and name badges can carry your logo as well, maintaining your visibility in the wind community.

The potential reach is great – with over 33,000 visitors and 1,200 exhibitors and their staff.

Our sponsorship packages

FULL RANGE

EVENT SPONSORSHIP



OPENING NIGHT

Playing host to the wind energy sector: as sponsor of the WindEnergy Hamburg opening party you will take centre stage and move into the focus of national and international industry insiders.

The event is a relaxed gathering of decision-makers from the wind energy sector and an opportunity for networking with prime movers and shakers.



BAR TOUR

Your turn to buy a round: give away 500 beer mats with your logo which can be exchanged for a free drink in six bars within walking distance of the fairground. Hamburg Messe will settle the account.

So your name will still be out there in the wind community in the evening after a successful day at the trade fair.



"POWERED BY" STORAGE TOUR

Stored in the memory: advertise your innovative capacity and expertise in storage technology and electric mobility.

Your logo will spark the interest of the experts gathering for the "Storage Tour".



"POWERED BY" RECRUITING DAY

Making light work of the job: the Recruiting Day on Friday 30 September is the best place to attract attention if you are looking for new recruits.

Advertise your merits as an attractive and secure employer. Suitable candidates will soon be beating a path to your door!



"POWERED BY" SPEAKERS' CORNER

Well spoken: the Speakers' Corner offers all exhibitors the chance to hold a very special sales pitch in one central transit area. Sponsor this unique soapbox and demonstrate your expertise and innovative spirit.

Every visitor will stop here and see your logo!

Basic services included in all packages

MANDATORY SERVICES

Each sponsorship package includes extensive baseline branding services for sponsors of WindEnergy Hamburg. You will definitely be visible from afar and easily recognisable throughout the trade fair.

- Your logo on the wall of sponsors at all three entrances to the exhibition
- Your logo in the trade fair/exhibitor directory under the heading "Sponsors"
- Your logo in the trade fair/exhibitor app under the heading "Sponsors"
- Your logo in the visitor guide under the heading "Sponsors"
- Your logo in the list of sponsors on our website
- Your logo on the separate microsite where applicable (depending on sector of industry)
- Link from your logo on our website to your website



Right in the centre of the VIP- action

VIP-PACKAGES - EXKLUSIVE

Use our BMW VIP-Shuttle Fleet to advertise your logo and attract attention of our most exclusive target group. Take centre stage and move into the focus of our VIP-Guests and exhibitors.

Our package of services

- Comprehensive basic package (see page 6)
- VIP Shuttle car Branding/Signage (for 4 E or Plug-In BMW Models)
- Branding of our VIP Guest Club



Right in the centre of the action – not only at the fairground

VISITOR-PACKAGE - EXKLUSIVE

Be visible at first glance! Welcome all exhibitors and trade fair visitors to Hamburg. Place your logo on the Welcome Desks at HAM Airport, on three Rikshaws as well as on all Info Counters at three entrances to the trade fair.

Our package of services

- Comprehensive basic package (see page 6)
- Your logo on the Welcome Desk at HAM Airport
- Your logo on display on three Rikshaws, connecting S-Bahn station Sternschanze and Central Entrance
- Your logo on display at the Info Counters at all entrances (east, central & south)



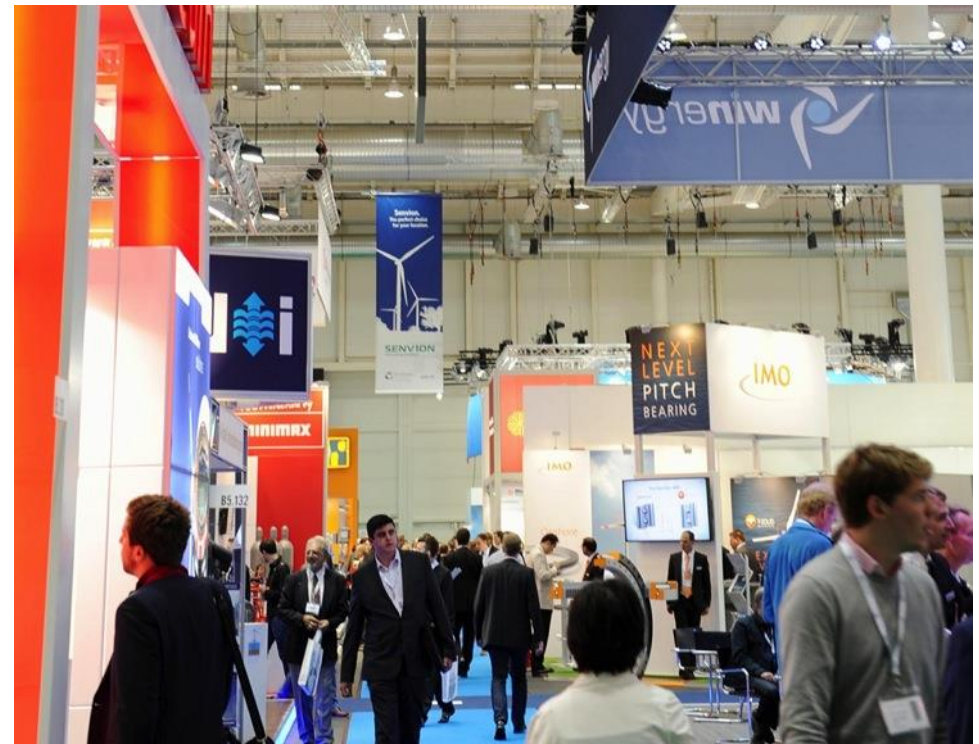
Right in the centre of the action – on the fairground

HALL SPONSORSHIP – EXCLUSIVE PACKAGE PER HALL

Put your stamp on your hall: if you opt for a hall sponsorship package, one of our nine exhibition halls will be named after you, showing your special association with this very unique event. Your logo will be placed on display in a prominent location in the hall. You will be right at the centre of the action.

Our package of services

- Comprehensive basic package (see page 6)
- Your logo on the notice boards
- Your logo at the entrances to the hall
- Your logo on two pillars in the hall
- Your logo on the WindEnergy Hamburg site plan (digital and print versions)
- Reserved (pre-assigned) banner areas in the hall for your wall hangings (4 x 4)



Right in the centre of the action – on the fairground

CHARGING STATIONS – EXCLUSIVE

High footfall: give your brand a boost while visitors and exhibitors are charging their mobile devices.

Our four charging stations and rest areas are popular meeting places.

Our package of services

- Comprehensive basic package (see page 6)
- Your logo, display stand + poster at the four central "charging stations" on the fairground including rest areas



Right in the centre of the action – on the fairground

HOSPITALITY PARTNERS – EXCLUSIVE

Whip up an appetite for more: have your logo on place mats, serviettes and other catering accessories in the Stockholm restaurants & self-service snack bars around the Hamburg exhibition grounds.

Our package of services

- Comprehensive basic package (see page 6)
- Your logo on the serviettes, coffee-to-go cups, tray liners and menus of our caterer



Right in the centre of the action – on the fairground

HOSTESS SHIRTS – EXCLUSIVE

Alluring advertising: use our hostess shirts to advertise your logo and attract attention in all the right places all day long.

Our package of services

- Comprehensive basic package (see page 6)
- Your logo on 100 high-quality shirts and tops (fabric: modern blend; comfortable to wear)
- Presentation by our service staff at the information desks and pay desks, in the halls and at other central locations on the fairground



Feel-good factor on demand – self-service drinks

WATER BOTTLES – EXCLUSIVE

Popular thirst-quencher: you could have your own branded water bottles, providing welcome refreshment and bringing pleasure to visitors and exhibitors alike.

The chilled drinks are available free of charge at six central self-service locations spread over the entire fairground.

Our package of services

- Comprehensive basic package (see page 6)
- Provision and installation of the six chiller cabinets in the exhibition halls
- Your logo by or on the chiller cabinets
- Regular refilling of the six chiller cabinets
- Lease of the refrigerated container/cold storage



Feel-good factor on demand – self-service drinks

COFFEE DISPENSERS – EXCLUSIVE

Exclusive treat: as sole sponsor of our three prominently located coffee stations you will earn brownie points which will serve you well on the likeability scale. After all, visitors and exhibitors will remember you whenever they help themselves to fresh coffee at any time of the day.

Our package of services

- Comprehensive basic package (see page 6)
- Branding of 50,000 coffee cups
- Provision and installation of three self-service coffee stations (East Entrance, Central Entrance Atrium and Media Village)
- Space for your banner or advertising stand at the three coffee stations
- Supply of coffee for visitors and exhibitors every day during the trade fair

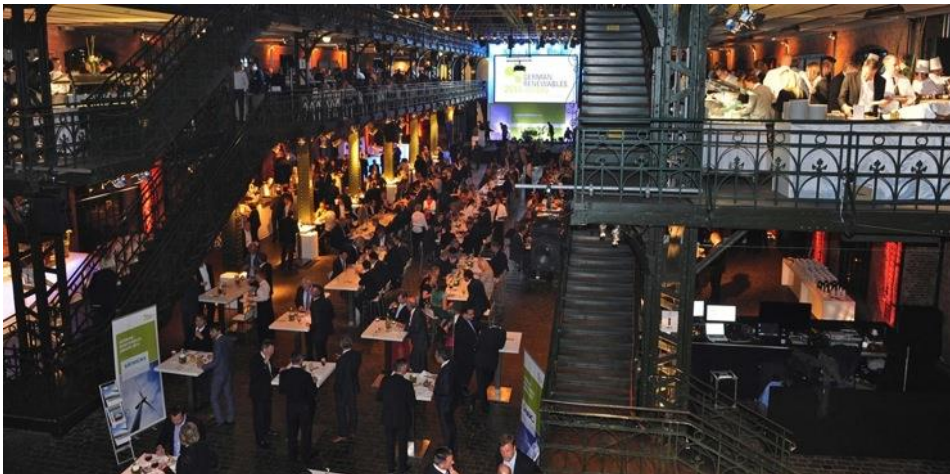


"Event sponsorship" – the host with the most

OPENING NIGHT

Playing host to the wind energy sector: as sponsor of the WindEnergy Hamburg opening party you will take centre stage and move into the focus of national and international industry insiders.

The event is a relaxed gathering of decision-makers from the wind energy sector and an opportunity for networking with prime movers and shakers.



Our package of services

- Comprehensive basic package (see page 6)
- Your logo on the official invitation
- Your logo on menu cards & buffet guides
- Prominent positioning of two banners or advertising stands plus flyer display
- 20 free invitations
- Mention of your company on opening of buffet

"Event sponsorship" – make your mark

BAR TOUR

Your turn to buy a round: give away 500 WindEnergy Hamburg beer mats which can be exchanged for a free drink in six bars within walking distance of the fairground. Hamburg Messe will settle the account. So your name will still be very much out there in the wind community in the evening after a successful day at the trade fair.

Our package of services

- Comprehensive basic package (see page 6)
- Production of the branded beer mats (your logo + WindEnergy logo) with QR code = voucher for a free drink
- Distribution at the information desks and project coordination counters and on the exhibition grounds while stocks last
- 500 beer mats for your own distribution
- Your logo on the table display cards in the bars



"Event sponsorship" – make your mark

"POWERED BY" STORAGE TOUR – EXCLUSIVE

Stored in the memory: advertise your innovative capacity and expertise in the boom market of storage technologies.

Your logo will be strategically placed to make an impact at the "Storage Tour".



Our package of services

- Comprehensive basic package (see page 6)
- Your logo on the Storage Tour advertisement in the visitor guide (print run: 40,000)
- Your logo in the WindEnergy Hamburg app under the heading "Storage Tour"
- Official "powered by" promotion online on the relevant page

The "Storage Tour" is a spin-off from the H2Expo and has evolved to become an innovative networking platform which will be fully integrated in the WindEnergy Hamburg trade fair for the first time in 2016.

"Event sponsorship" – make your mark

RECRUITING DAY PARTNERS

Making light work of the job: The Recruiting Day on Friday 30 September 2016 is an opportunity for you to show yourself in a "favourable light" as an employer. Become a sponsor to emphasise how important recruitment is to you!

There will be added input on this day at the Recruiting Day Forum which will include talks on relevant topics.

Our package of services

- Comprehensive basic package (see page 6)
- Fireside chat (informal small group meeting – 30 minutes) on 30 September at the Forum
- Your logo on the "Recruiting Day Information" page in the visitor guide (print run: 40,000)
- Your logo on the Recruiting Day signs
- Logo projection during the breaks on 30 September
- Official "powered by" promotion online on the relevant page

- Your logo in the WindEnergy Hamburg app under the heading "Recruiting Day"



"Event sponsorship" – make your mark

SPEAKERS' CORNER – EXCLUSIVE

Well spoken: the Speakers' Corner at the WindEnergy Hamburg trade fair offers exhibitors the chance to hold a very special sales pitch in one central transit area. The idea is to grab attention with short, punchy presentations of new products, enterprises and projects. And you will be there all the time.



Our package of services

- Comprehensive basic package (see page 6)
- Welcome video and farewell video (Tue-Thu)
- Two speaker slots – free choice of times according to availability
- Logo projection during the breaks, except on 30.09
- Your logo on the "Speakers' Corner" page in the visitor guide (print run: 40,000)
- Your logo on the signs and message boards with information about Speakers' Corner (Tue-Thu)
- Space for your banners, posters, etc. in the Speakers' Corner area (except on the stage)
- Official "powered by" promotion online on the relevant page
- Your logo in the WindEnergy Hamburg app under the heading "Speakers' Corner"

Sponsorship ideas with legs – useful giveaways

WELCOME BAG FOR VISITORS – EXCLUSIVE

Bag an advertising opportunity with great mileage: welcome bags with your logo will be handed out to visitors at all entrances to the trade fair and will be in circulation all day promoting your brand – and in many cases will still be advertising your name many weeks after the trade fair.



Our package of services

- Comprehensive basic package (see page 6)
- Stand to hold your 20,000 bags (with your logo and the WindEnergy Hamburg logo)
- Distribution of your bags at all three entrances by our hostesses
- Storage of the bags and regular replenishment of supplies at the entrances

Sponsorship ideas with legs – useful giveaways

LANYARDS – EXCLUSIVE

Hanging around in a positive sense: the handy holders for tickets and name badges can carry your logo as well, maintaining your visibility in the wind community.

The potential reach is great – with over 33,000 visitors and 1,200 exhibitors and their staff.



Our package of services

- Comprehensive basic package (see page 6)
- 40,000 lanyards branded with your logo and the WindEnergy Hamburg logo, including sleeves (unbranded) for visitors and exhibitors
- Three stands to hold the lanyards at all three trade fair entrances
- Distribution of the lanyards at all three entrances by hostesses



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