

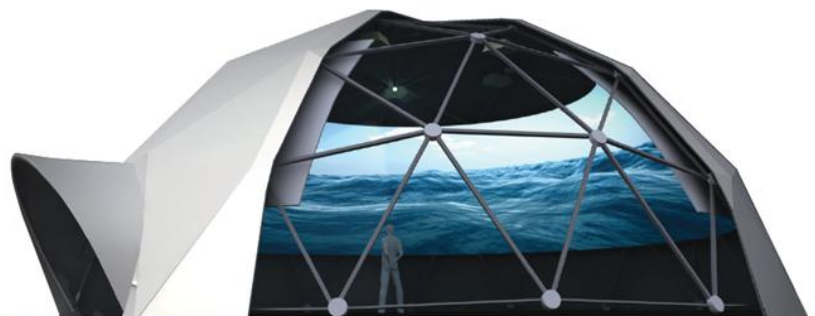


UK Trade & Investment at The European Future Energy Forum

19 - 21 October 2010 ExCeL, London

Sponsor and Host Activity in the UKTI Energy Igloo

Renewable Energy is the key to the world's low carbon future



About The European Future Energy Forum (EFEF)

The European Future Energy Forum (EFEF) is an initiative developed with Masdar (Abu Dhabi's multi-billion dollar investment in the development and commercialisation of innovative technologies in renewable energies) and part of the Future Energy series of events that includes the World Future Energy Summit held annually in Abu Dhabi.

The first EFEF was launched with great success in 2009 at the Bilbao Exhibition Centre, Spain and saw **3,638 attendees from 43 countries** attend. The format of the event is based on creating a vibrant environment where high-level debate can take place through a large conference platform, as well as knowledge exchanging workshops, small round table discussions and an international exhibition.



Exhibition

Over 100 exhibitors with products and services

Keynote conference sessions

Over 3 days with top experts and government ministers including **Chris Huhne, Secretary of State for Energy & Climate Change, UK**

Expert workshops

With a number of speakers and extended Q&A sessions

Interactive round tables

Specialised content to inspire debate amongst small groups

Technical tours

See energy solutions in operation with a series of guided tours

www.europeanfutureenergyforum.com

About UK Trade & Investment (UKTI) Igloo and Activity

UK Trade & Investment (UKTI) works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice.

As a main supporter of EFEF, UKTI will host a programme of activity to promote the UK's Renewable Energy objectives, capabilities, investment and development opportunities to a UK and international audience.

The UKTI Energy programme is free to attend and will be held in the exhibition area of EFEF within the **UKTI Energy Igloo** (www.igloovision.com), an innovative and interactive approach to traditional exhibition stand design.

UKTI ENERGY PROGRAMME

Developed in conjunction with leading industry professionals the UKTI Energy Programme will feature confirmed speakers from **MASDAR, UKSIF, NAREC, Subsea UK, AREG, UK Carbon Capture and Storage Association** and **The University of Edinburgh**. For further information on the UKTI Energy Programme please visit the UKTI at EFEF website www.uktiatfef.com

Session Overview:

Day One

- The Global Low Carbon Economy – International Opportunities for UK Business
- Financing a Clean Tech Deal

Day Two

- "Green" Business Opportunities in the UAE: Successfully Engaging with MASDAR
- MASDAR Future Energy Offer
- Offshore Wind Business Opportunities

Day Three

- Accessing High Value Sustainable Infrastructure Opportunities in North America, China, India and Brazil
- Carbon Capture and Storage - Opportunities in an Emerging Market

www.uktiatfef.com

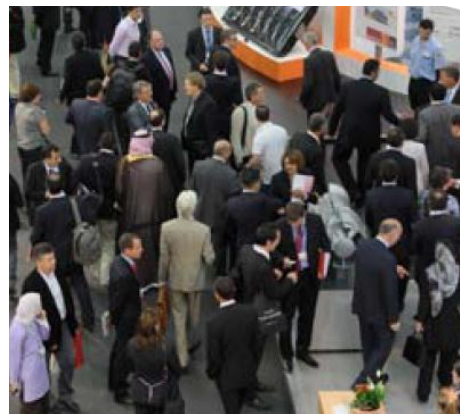
Who will attend The European Future Energy Forum (EFEF)?

This forum is expected to bring together 5,000 top influential figures within the renewable energy industry including:

- Top European Government Officials/Ministers
- NGOs and Environment Agencies
- Venture Capitalists and Investors
- Energy Companies and Professionals
- Architects, Developers and Civil Engineers
- Transport Providers and Manufacturers
- Consultants and Advisors
- Media Broadcasters and Journalists

The first European Future Energy Forum, EFEF 09, held in Bilbao, Spain, was a great success with 3,691 international business leaders, investors, policy decision makers and entrepreneurs from 45 countries worldwide in attendance.

EFEF 2010 is expected to yield an even greater turnout.



The Opportunity

Engage with a targeted audience

UK Trade & Investment is recruiting UK and overseas companies to participate in targeted, free to attend sessions within the Energy Igloo, highlighting and exploring opportunities in the Renewable Energy Sector. UKTI is offering companies and organisations the opportunity to align themselves with UKTI Energy Programme and showcase their company to a targeted audience.

Raise awareness of your brand and services

The UK Trade & Investment Energy Igloo is positioned in the heart of the exhibition area at EFEF, directly opposite the Masdar pavilion. A range of branding opportunities within the Energy Igloo will maximise your company's exposure to participants during the event. Companies will also benefit from enhanced brand awareness in web and printed collateral, before, during and after the event.

Host activity

A number of key slots are available for organisations to host activity within the UKTI Energy Igloo and use this unique exhibition space to showcase your company, products and services.

Meet new contacts and strengthen key relationships

UK Trade & Investment, alongside Masdar, will host an exclusive VIP Networking evening at the Tower of London. Seminar sponsors will be offered places at this invitation only event to meet and network with key players in the UK and international Renewable Energy sector.



- **Gain new Sales leads** - Conference delegates are an extremely focused group of people with strong business interest in the event that they are attending. By hosting activity and being present you can impact on these buyers and grow your sales. Contacts generated at conferences have a high conversion rate.
- **Launch new products or services** - Draw attention to your products and brand by using the Igloo as a launch pad for new developments, products or services. With delegates and the media in attendance, new stories of interest always create a buzz.
- **Enter new markets** – Hosting activity is one of the most cost and time effective ways of entering new markets. It is a great opportunity to research and network whilst gaining exposure to a new qualified database.
- **Building customer loyalty** - Face to face contact at conferences and showing continued support of a market helps develop client loyalty as well as cementing your position as a continued presence.
- **Position company brand** - Being seen at this leading industry event establishes your company in the eyes of the delegate as a strong brand and creates an image of your company's abilities and strength.
- **Building relations with the media** – EFEF is run with the support of trade press and industry journalists. Opportunities for editorial coverage and developing better relations can be crucial to your companies' success. Associations also play a strong part which may also offer networking opportunities and free publicity.
- **Brokering new business partnerships** – Other sponsors and delegates are always looking for exciting new partnering opportunities in order to deliver more compelling solutions to their clients.

Seminar Sponsor

£4,000

UKTI is hosting a series of sessions within the UKTI Energy Igloo to highlight UK expertise and innovation in the UK Renewable Energy sector and promote business opportunities for UK and overseas companies.

Sponsors will be able to align their company alongside one of UKTI's targeted sessions and receive high profile speaking and branding opportunities to a targeted audience.

Pre-Event

Digital

- Company logo and 100 words on the dedicated UKTI at EFEF website sponsor page. This website will be an information and registration point for all igloo activity participants which will be marketed by the UKTI and stakeholder network
- Direct link from UKTI at EFEF website to your website
- Logo on UKTI programme page of main [EFEF event website](#)

Print

- Logo and 100 words in UKTI at EFEF event guide of which 1,000 copies will be distributed to UKTI Energy Igloo activity delegates and EFEF exhibition participants via the UK Pavilion
- Literature slot on UKTI Pavilion

On-Site

Sponsored Session

- Prominent speaking opportunity in session welcome address
- Moderate Q&A Session

Branding

- Seat drop of marketing material in sponsored session
- Logo on PowerPoint template for sponsored UKTI at EFEF session holding slides

EFEF Conference

- 2 x conference passes for day of sponsored activity (worth £800)

Post-Event

- Company literature sent electronically to session participants.

FEATURE

VIP Networking Reception at the Tower of London on Tuesday 19 October 2010

- 2 x invitations to the UKTI at EFEF VIP Networking Reception

DAY ONE
Tuesday 19 October

11:00 – 12.30

50 Delegates*

**The Global Low Carbon Economy –
International Opportunities for UK Business**

The transition to a low carbon, resource efficient economy is making the world think about the way we generate, transport and consume energy across all our economic and social activity.

This session will discuss the developments within the UK Low Carbon sector and highlight international business opportunities.

14:30 – 16:15

80 Delegates*

Financing a Clean Tech Deal

Following on from the main EFEF conference session 'Where the money is coming from' discussions will be led by UKSIF and GEP Cleantech Dealmaker, exploring how companies can benefit from the £100 billion which is expected to be invested by companies and entrepreneurs in the UK Renewable sector by 2020.

Speakers will highlight the financial resources available from the UK to companies engaging in the renewable energy projects in the UK and internationally.

DAY TWO
Wednesday 20 October

14:00-16.30

80 Delegates*

Offshore Wind Business Opportunities

The UK is the world's largest producer of Wind Power, the leading form of renewable energy generation. The next few years will see offshore wind generation overtake the onshore sector as the dominant force in the UK's renewable energy.

Industry leaders and specialists including NAREC, Aberdeen Renewable Energy Group and Subsea UK will lead discussions and outline the potential of offshore wind in the UK and potential for international trade.

DAY THREE
Thursday 21 October

09:30 – 11:30

80 Delegates*

**Accessing High Value Sustainable
Infrastructure Opportunities in North
America, China, India and Brazil**

This session will provide UK business with an interest in sustainable infrastructure (covering construction, mass transport, environment water etc) with an overview of high value projects in North America, China, India and Brazil and how to access them, and many other global opportunities, with support from UK Trade & Investment and our partners.

11:45 – 13:15

80 Delegates*

**Carbon Capture and Storage - Opportunities
in an Emerging Market**

Discover the potential of the CCS market and the latest position on the demonstration projects planned in the UK and overseas.

UK Carbon Capture Storage Association and The University of Edinburgh will discuss the potential of CCS and how the challenges presented are

* Expected attendance

Host Activity

£2,000

This is an exciting opportunity to host a **seminar, workshop, product launch or networking event** in the UKTI Energy Igloo. The 12.5 meter igloo is positioned at the heart of the EFEF Exhibition and is able to host a range of interactive sessions with a 360 degree panoramic screen.

With senior ministers, business leaders and key players in the UK Renewable Energy sector participating in the conference and exhibition at EFEF you will have centre stage to showcase your company, services and products to a ready-made audience.

The igloo is easily adaptable to support a range of activity with up to 80 delegates seated theatre style and 150 delegates standing networking lunch or drinks reception. With a complete panoramic screen the igloo is adaptable and able to incorporate traditional presentation style, 360 degree viewing and anything in-between.

Visit www.igloovision.com for further details on the Igloo's capabilities.

Pre-Event

Digital

- Company logo and 50 words on UKTI at EFEF website sponsor page
- Link from UKTI at EFEF website direct to your website

Print

- Logo and 50 words in UKTI at EFEF event guide of which 1,000 copies will be distributed to UKTI Energy Igloo activity delegates and EFEF

On-Site

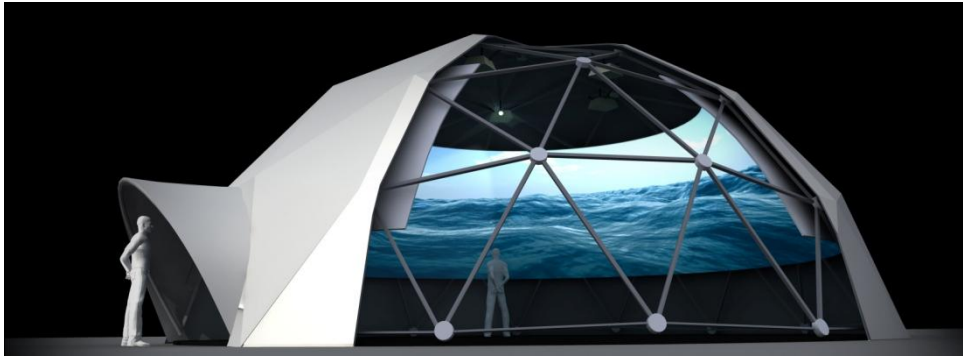
Igloo Activity

- Host a session, workshop or networking event in the UKTI Energy Igloo
- Event support from UKTI event team to assist register delegates, business card capture etc
- AV Equipment
- Staging and furniture

EFEF Conference

- 1 x conference pass for day of sponsored activity (worth £400)

Please note: Session hosts will be responsible for the pre-event and on-site management and costs of their session including audience recruitment and catering. Basic staging, furniture and audio visual equipment will be complimentary whilst any additional requirements will need to be agreed working directly with EFEF/Igloo Vision.



DAY ONE Tuesday 19 October	DAY TWO Wednesday 20 October	DAY THREE Thursday 21 October
<p>09:30 – 10:45</p> <p>Opportunity to host activity</p>	<p>09:30 – 11:30</p> <p>How the Supply Chain is Helping to Deliver a Sustainable City: MASDAR City Case Study</p>	<p>09:30 – 11:30</p> <p>Accessing High Value Sustainable Infrastructure Opportunities in North America, China, India and Brazil</p>
<p>11:00 – 12:30</p> <p>The Global Low Carbon Economy – International Opportunities for UK Business</p>	<p>11:45-12.45</p> <p>MASDAR Future Energy Offer</p>	<p>11:45 – 13:15</p> <p>Carbon Capture and Storage - Opportunities in an Emerging Market</p>
<p>13:15-14:15</p> <p>BOOKED BY M&C ENERGY GROUP</p> <p>UK & European Energy Security and the 'Nuclear Question'</p>	<p>14:00-16:.30</p> <p>Offshore Wind Business Opportunities</p>	<p>13:30 – 14:30</p> <p>An overview of Research on Sustainable Energy at Masdar Institute</p>
<p>14:30 – 16:15</p> <p>Financing a Clean Tech Deal</p>		<p>14:30 – 17:00</p> <p>Opportunity to host activity</p>
<p>16:30 – 17:00</p> <p>Opportunity to host activity</p>		

Contact the Sponsorship Team

The UKTI at EFEF sponsorship team are available to answer any questions you may have.

Please contact us on:

Tel +44(0)117 933 9546

Email info@ukiatefef.com