

3rd Annual International Symposium

# FUEL CELLS

## DURABILITY & PERFORMANCE 2007

November 14-16 • Miami, FL

**SPONSOR &  
EXHIBITOR  
PROSPECTUS**



**KNOWLEDGE FOUNDATION**  
TECHNOLOGY COMMERCIALIZATION ALLIANCE

# Sponsorship Opportunities

## Conference Title Sponsor

Cost: \$20,000

### Benefits:

- (5) conference registrations (*up to a \$7,995 value*)
- (1) 20' x 20' conference exhibit space (*\$3,299 value*)
- Choice of event sponsorship - Luncheon, Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5" x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as title sponsor on all marketing materials and on conference website prior to event
- Press release mention of title sponsorship
- Corporate membership in Knowledge Foundation Technology Commercialization Alliance (*up to a \$2,499 value- see membership details at [knowledgefoundation.com](http://knowledgefoundation.com) for a complete list of benefits*)
- Company logo included as title sponsor on cover of conference docs
- Opening remarks recognition of your title sponsorship to all conference delegates
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Gold Sponsor

Cost: \$10,000

### Benefits:

- (2) conference registrations (*up to a \$3,198 value*)
- (1) 10' x 10' conference exhibit space (*\$2,299 value*)
- Choice of event sponsorship - Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5" x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as gold sponsor on all marketing materials and on conference website prior to event
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Silver Sponsor

Cost: \$5,000

### Benefits:

- (1) conference registration (*up to a \$1,599 value*)
- (1) 10' x 10' conference exhibit space (*\$2,299 value*)
- 4-color advertisement in conference documentation binder
- Company logo featured prominently as silver sponsor on all marketing materials and on conference website prior to event

for complete details contact **Craig Wohlers** at (617) 232 7400 ext. 205  
or email at [cwohlers@knowledgefoundation.com](mailto:cwohlers@knowledgefoundation.com)



# Sponsorship Opportunities

## Luncheon Sponsor

Cost: \$6,500

### Benefits:

- (1) 10'x10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic luncheon
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company during the event
- Your marketing materials will be prominently displayed at the event
- Inclusion in promotional literature as an event sponsor
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Cocktail Reception Sponsor

Cost: \$5,000

### Benefits:

- (1) 10'x10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic cocktail reception
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company during the event
- Your marketing materials will be prominently displayed at the event
- You will be included in promotional literature as an event sponsor
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

# Exhibiting Opportunities

## Hospitality Suite

Cost: \$4,399

### Benefits:

- Private meeting room for up to 15 people for 2 days
- Food & beverage, room rental, taxes & service charges included for basic hospitality suite for 2 days
- 10' x 10' booth space in close proximity to the meeting room
- 2 conference registrations
- 2 sets of conference documentation
- 8.5" x 11" 4-color advertisement inserted into the conference documentation binder
- 2 sets of mailing labels of conference attendees for your 2 time use
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website
- 20% discount registration coupons for 4 of your prospects/clients

## 10'x 10' Exhibit Booth Space

Cost: \$2,299

### Benefits:

- 10'x10' booth space in close proximity to the meeting room
- 1 conference registration
- 1 set of conference documentation
- 3'x 6' draped table with 1 standard electrical strip
- 8.5" x 11" black and white advertisement inserted into the conference documentation binder *(for an additional \$199.00 you can upgrade your ad to color)*
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting

## Product Showcase Presentation\*

Cost: \$1,299

### \*Must be a paid exhibitor to be eligible

### Benefits:

- Provide a 45 minute presentation to conference attendees as part of the conference workshop to showcase your products and services. You are strongly encouraged to provide product demonstrations during your presentation.
- As a conference presenter your organization will be included in the conference agenda providing you will additional exposure to your clients.

# Advertising Opportunities

**Conference Tote Bags** Cost: \$3,000

**Name Badge Lanyards** Cost: \$2,000

**Benefits:**

- Your company logo prominently displayed to all conference delegates on reusable bags or name badge lanyards given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic tote bags or name badge lanyards with your company logo included

**Conference Notepad & Pens** Cost: \$1,500

**Benefits:**

- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic notepads and pens with your company logo included

**On-site Materials Display** Cost: \$329

**Benefits:**

- Display your materials prominently at the conference

**Documentation Binder Advertising** Full Color Cost: \$399

B&W Cost: \$299

**Benefits:**

- 8.5" x 11" black and white or 4-color advertisement inserted into the conference documentation binder

**Website Banner Advertising** 1 Month Cost: \$259

2 Month Cost: \$419

3 Month Cost: \$549

**Benefits:**

- (1) 468 pixel x 60 pixel banner ad placed prominently on [knowledgefoundation.com](http://knowledgefoundation.com)

for complete details contact **Craig Wohlers** at (617) 232 7400 ext. 205  
or email at [cwohlers@knowledgefoundation.com](mailto:cwohlers@knowledgefoundation.com)



# Order Form

**Conference** \_\_\_\_\_

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City State Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

## Please sign me up for:

- |  |  |
|--|--|
| <input type="checkbox"/> Conference Title Sponsor<br>\$20,000.00   | <input type="checkbox"/> Name Badge Lanyard Sponsor<br>\$2,000.00  |
| <input type="checkbox"/> Gold Sponsor<br>\$10,000.00               | <input type="checkbox"/> 10' x 10' Exhibit Booth Space<br>\$2,299.00   |
| <input type="checkbox"/> Silver Sponsor<br>\$5,000.00              | <input type="checkbox"/> Product Showcase Presentation<br>\$1,299.00   |
| <input type="checkbox"/> Luncheon Sponsor<br>\$6,500.00            | <input type="checkbox"/> Notepad & Pen Sponsor<br>\$1,500.00   |
| <input type="checkbox"/> Cocktail Reception Sponsor<br>\$5,000.00  | <input type="checkbox"/> On-site Materials Display<br>\$329.00   |
| <input type="checkbox"/> Conference Workshop Sponsor<br>\$5,000.00 | <input type="checkbox"/> Doc Binder Ad<br><input type="checkbox"/> \$299.00 <i>Black &amp; White</i><br><input type="checkbox"/> \$399.00 <i>Full Color</i>  |
| <input type="checkbox"/> Hospitality Suite<br>\$4,399.00           | <input type="checkbox"/> Website Banner Advertising<br><input type="checkbox"/> \$259.00 - 1 month<br><input type="checkbox"/> \$419.00 - 2 months<br><input type="checkbox"/> \$549.00 - 3 months |
| <input type="checkbox"/> Tote Bag Sponsor<br>\$3,000.00            |  |

**FAX, MAIL, CALL, E-MAIL TO:**  
**The Knowledge Foundation, Inc.**  
**18 Webster Street**  
**Brookline, MA 02446 USA**  
**Tel: (617) 232-7400 ext. 210**  
**Fax: (617) 232-9171**  
**E-Mail:**  
[kbroadhurst@knowledgefoundation.com](mailto:kbroadhurst@knowledgefoundation.com)

**Method of Payment - please note: a 50% deposit is required at time of sign-up to hold your place**

Bill me    Master Card    Visa    American Express

Card Number: \_\_\_\_\_ exp. \_\_\_\_\_