



19th WORLD HYDROGEN ENERGY CONFERENCE 2012

Toronto, Canada | June 3rd-7th



**EXHIBITOR & SPONSOR
OPPORTUNITIES**

EXHIBITING

The World Hydrogen Energy Conference 2012 (WHEC2012) will host more than 1,000 attendees and include 300 presenters, 200 poster displays and delegates from 55 countries. WHEC2012 gives delegates and exhibitors numerous opportunities to network and partner with global leaders in the business, government and scientific communities. The WHEC2012 exhibition will feature a variety of hydrogen and fuel cell applications from companies and research institutions.

The exhibition will feature the latest in hydrogen and fuel cell products, including hydrogen production, transit buses, materials handling, back-up and distributed power generation, hydrogen fuelling and hydrogen powered vehicles.

BENEFITS OF EXHIBITING

- Meet with prospective and existing clients.
- Talk about the latest industry developments with insiders from all over the world.
- Promote your product or service to end users, purchasers, consumers, suppliers, media, key government and industry representatives.
- Network and partner with global leaders in the business, government and scientific community.



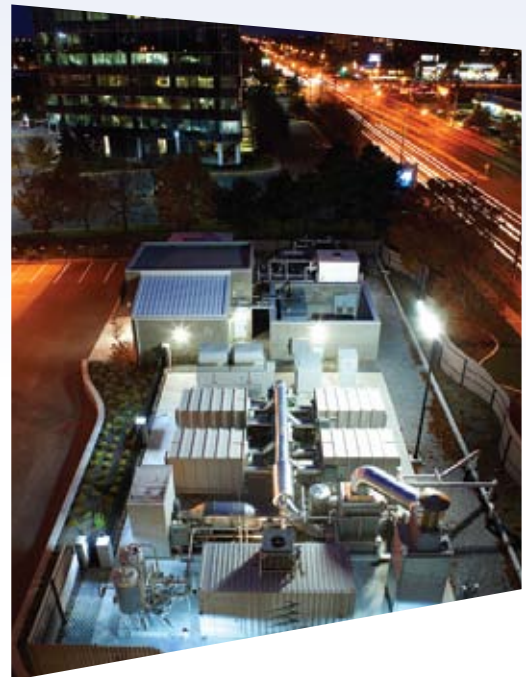
WHEC 19th WORLD HYDROGEN
2012 ENERGY CONFERENCE 2012

SPONSORSHIP

As a valued partner in WHEC2012, your organization will receive the following benefits:

- Reach more than 1,000 of the world's top leaders in hydrogen and fuel cell policy, business and technology.
- Be featured in extensive branding across WHEC2012 events.
- Enhance publicity and visibility throughout the hydrogen and fuel cell industry.
- Increase market exposure.
- Meet with key government officials and other decision makers.
- Introduce you to prospective clients and reinforce relationships with existing ones.
- Associate your company with the leading hydrogen and fuel cells event of the year.

We believe that by working with our partners to get a clear understanding of their business objectives we can tailor specific programs to fit individual needs. WHEC2012 sponsorship allows organizations the opportunity to maximize industry exposure and increase networking and partnership prospects.



For more information on how you can partner with WHEC2012 please contact **Sarah Richards** at **604.822.1736** or via email at **srichards@chfca.ca**. To learn more about exhibitor and sponsorship opportunities at: **WHEC2012.COM**

CONTACT INFORMATION

World Hydrogen Energy Conference 2012
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Vancouver, BC V6T 1W5

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F 604.822.8106
E srichards@chfca.ca

For more information visit:
WHEC2012.COM

ABOUT TORONTO AND ONTARIO

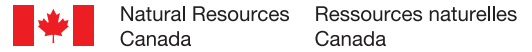
Ontario and the Toronto Region contribute to Canada's world-recognized hydrogen and fuel cell sector through its innovative companies, leading academic institutions, advanced research institutes, and unique hydrogen and fuel cell deployments and installations.

Ontario is Canada's largest province and is Canada's most important region for manufacturing, finance and distribution. The Ontario hydrogen and fuel cell landscape is made up of stakeholders along the entire hydrogen supply chain: system integrators, technology developers, components and materials, and supporting public and private infrastructure (government, universities, research institutes, trade associations, financing).

WHEC
2012

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ENERGY CONFERENCE 2012
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ORGANIZING PARTNERS



UNDER THE AUSPICES OF



19th World Hydrogen Energy Conference 2012 Sponsor Benefits Table

Pre and Post event Visibility	Platinum Sponsor \$25,000	Gold Sponsor \$17,500	Silver Sponsor \$12,500
Sponsor's logo recognition with hyperlink on the conference website	•	•	•
Sponsor Announcement on WHEC2012 News Section on conference website	•	•	•
Sponsor name mentioned in press materials	•	•	•
Sponsor thank you in post event wrap up E-mail Newsletter	•	•	•
Sponsor Advertorial/Interview in WHEC2012 E-mail Newsletter	•	•	
Sponsor Announcement within E-mail Newsletter	•		
On-Site Visibility			
Sponsor's logo on conference signage as appropriate	•	•	•
Sponsor's logo on all documents printed for conference	•	•	•
Sponsor recognition on the "Thank You to Our Sponsors" banner	•	•	•
Promotional Activities / Opportunities			
One-page promotional material inserted in delegate bags	•	•	•
Recognition at one luncheon – choice of 3 dates available to be allocated on a first-come, first-served basis. Sponsorship not exclusive at each event	•	•	
Preference on booth space allocation (first-come, first-served basis)	•	•	
Sponsor recognition with signage, and verbally at the closing reception (first-come, first-served basis and subject to availability)	•		
Exhibit Space in Trade Show	1 - 16' x 10'	1 - 8' x 10'	1 - 8' x 10'
Additional booth space if required (each space 8'W x 10'D)	\$3,500	\$3,500	\$3,500
Final Program			
Recognition on Sponsor's page of Final Program	•	•	•
Full-page full-colour advertisement in Final Program	•		
Half-page full-colour advertisement in Final Program		•	
Quarter-page full-colour advertisement in Final Program			•
Company listing in Exhibitor section of Final Program	•	•	•
Additional Advantages			
Complimentary Conference registrations	5	3	2
Exhibitor Area Only Passes	10	5	3
Right to use the Conference name and logo for promotional purposes	•	•	•

19th World Hydrogen Energy Conference 2012 Unique Sponsorship Opportunities

Internet Café (Exclusive Sponsorship)	\$15,000
Sponsor recognition on café banner signage	•
Sponsor recognition on home page of all café computer monitors	•
Internet Café custom kiosk, 6 computers and internet access	•
Right to product display within café area **	•
Registration (Exclusive Sponsorship)	SOLD
Sponsor recognition on conference name badge lanyards	•
Opportunity to provide pens with company logo for use at registration	•
Exclusive signage at Registration Desk	•
Sponsor's logo recognition with hyperlink on the conference website	•
Delegate Bag (Exclusive Sponsorship with Organizing Partners)	\$10,000
Logo recognition on delegate bags (with conference logo)	•
Sponsor thank you in post event wrap up Newsletter	•
Sponsor's logo recognition with hyperlink on the conference website	•
Sponsor's logo on conference signage as appropriate	•
Sponsor's logo on all documents printed for conference	•
Sponsor recognition on the "Thank You to Our Sponsors" banner	•
Happy Hour Sponsorship (Exclusive Sponsorship)	\$6,000
Sponsor's logo recognition with hyperlink on the conference website	•
Sponsor's logo on conference signage as appropriate	•
Exclusive sponsorship & recognition at one Happy Hour break to be allocated on a first-come, first-served basis - 3 available	•
Sponsor's logo on all documents printed for conference	•
Sponsor recognition on the "Thank You to Our Sponsors" banner	•
Plenary Sponsor	\$5,000
Exclusive sponsorship & recognition at one plenary - 4 available to be allocated on a first-come, first-served basis	•
Acknowledgement at the commencement of the session	•
Sponsor's logo recognition with hyperlink on the conference website	•
Sponsor's logo on all documents printed for conference	•
Sponsor recognition on the "Thank You to Our Sponsors" banner	•
Sponsor's logo on conference signage as appropriate	•
Abstract Book (Exclusive Sponsorship)	\$5,000
Exclusive logo recognition on Abstract Book given to all registered delegates	•
Logo recognition on the conference website with hyperlink	•
Sponsor's logo on all documents printed for conference	•
Sponsor recognition on the "Thank You to Our Sponsors" banner	•
Sponsor's logo recognition with hyperlink on the conference website	•
Proceeding Sponsor (Exclusive Sponsorship)	\$5,000
Sponsor's logo recognition with hyperlink on the conference website	•
Half page full-colour ad in the Program	•
Sponsor recognition on the "Thank You to Our Sponsors" banner	•
Sponsor's logo on all documents printed for conference	•

Networking Break Sponsor (Exclusive Sponsorship)	\$3,500
Sponsor's logo recognition with hyperlink on the conference website	•
Sponsor's logo on conference signage as appropriate	•
Exclusive sponsorship & recognition at one networking break – 10 breaks available to be allocated on a first-come, first-served basis	•
In Focus Newsletter Advertorial/Interview**	\$3,000
Sponsor's logo recognition with hyperlink on the conference website	•
Exclusive Email Blast to our Database with Company details, booth, news	•

Notes

The above benefits and conditions apply in accordance with the sponsorship agreement being signed before pre-approved deadline date.

**** Subject to approval by the Conference Organizing Committee**

In addition to your completed Sponsorship Application Form, a 50% deposit must also be submitted with the balance of sponsorship costs due on or before May 4, 2012. Deposits may be paid by company cheque (made payable to **Canadian Hydrogen and Fuel Cell Association**).

Thank you for your interest in becoming a sponsor of WHEC2012. For more information on sponsorship opportunities or to create a unique sponsorship package for please contact:

Sarah Richards – Conference Manager | 4250 Wesbrook Mall | Vancouver, BC V6T 1W5 Canada
 Phone: 1.604.822.1736 | Fax: 1.604.822.8106 | Email: srichards@chfca.ca





SPONSORSHIP APPLICATION FORM

Company Name

is interested in becoming a Sponsor for the World Hydrogen Energy Conference in Toronto, ON, Canada June 3-7, 2012.

In addition to your completed Sponsorship Application Form, a 50% deposit must also be submitted with the balance of sponsorship costs due on or before May 4, 2012. Deposits may be paid by company cheque (made payable to **Canadian Hydrogen and Fuel Cell Association**) or by credit card (MasterCard, Visa, AMEX accepted). When more than one application for a Sponsorship opportunity is received, the opportunity will be allocated on a first-come, first-serve basis.

Contact Name

Address

City

Postal/Zip

Phone

Fax

Contact's Email Address

Company Website

Form of Payment (Sponsorship plus 12% HST):

- Cheque or Bank Draft (*payable to Canadian Hydrogen and Fuel Cell Association*)
 Visa MasterCard Amex

Credit Card Number

Exp. Date

Authorized Signature

Date Signed

Sponsorship Level:

- Platinum - \$25,000 Gold - \$17,500 Silver - \$12,500

Additional Opportunities:

- Internet Café - \$15,000 Registration - \$10,000 Delegate Bag - \$10,000 Happy Hour Sponsor - \$6,000
 Plenary Session - \$5,000 Abstract Book - \$5,000 Proceeding - \$5,000 Networking Break - \$3,500
 Newsletter Advertorial/Interview - \$3,000

FAX YOUR COMPLETED FORM TO 604-822-8106 or SEND VIA EMAIL TO srichards@chfca.ca.

For more information on WHEC2012 please contact:

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