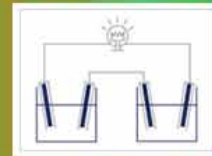




# Fuel Cells 2012 Science & Technology

A Grove Fuel Cell Event

11 - 12 April, 2012 Berlin, Germany



## The Conference

Thousands of fuel cells are being produced annually and sold commercially in a wide range of applications, but continued research, both fundamental and applied, will be essential to help reduce production costs and increase durability. This conference will bring together leading researchers and technologists, working in critical areas such as new materials, degradation processes and systems engineering, to discuss the state-of-the-art, highlight new developments and propose research priorities.

## Grove Committee List

**Dr David Hart**, *Imperial College, UK and E4tech, Switzerland – Chair*

**Mr Clive Seymour**, *Intensys, UK – Deputy Chair*

**Prof Gary Acres**, *UK – Honorary Counsellor*

**Prof Lars Sjunnesson**, *Sweden – Honorary Counsellor*

**Prof Nigel Brandon**, *Imperial College, UK – Treasurer*

**Prof Frank de Bruijn**, *Nedstack, The Netherlands*

**Mr Ray Eaton**, *Department of Energy and Climate Change, UK*

**Dr Nancy L Garland**, *Department of Energy, USA*

**Dr Peter Gray**, *Johnson Matthey Fuel Cells Ltd, UK*

**Prof Deborah Jones**, *CNRS Montpellier, France*

**Ing Angelo Moreno**, *ENEA, CR Casaccia, Italy*

**Dr James Wilkie**, *ACAL Energy, UK*

**Secretary to the Committee: Mr Donald Cameron**, *The Interact Consultancy, UK*

## Sponsorship and Exhibition Opportunities

Attendance to this conference will benefit all those interested in the key research and development issues facing fuel cell science and technology, including end-users.

### Topics of the Conference include:

- Fuel cell electrochemistry
- Materials for fuel cells
- Cell and stack technology
- Modelling and control
- Fuel processing
- Fuel cell systems and applications
- Fuels and fuel infrastructure
- Manufacturing
- Fuel cell components

For complete meeting details, please visit [www.fuelcelladvances.com](http://www.fuelcelladvances.com)

Supporting Journals



Organised by



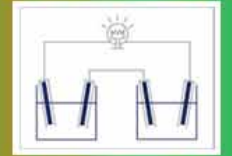
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## Sponsorship and Exhibition Information

### Raise your profile within the Global fuel cell research and development community

The global network of scientists in academia, business and government is being targeted to generate a highly qualified audience from the Global fuel cell research and development community.

Our sponsors and exhibitors have the opportunity to network face-to-face with some of the leading names in the field and to build brand awareness and partnerships with international delegates.

### Use your presence at the Fuel Cells 2012 Science & Technology to:

- Increase brand awareness via both onsite and pre- event exposure
- Enhance relationships with existing customers and meet new ones
- Generate sales leads and educate the market
- Demonstrate products or services and launch new products
- Seek international partners and form new alliances
- Elevate your company profile in the Global fuel cell research and development community
- Increase visibility in focused markets
- Communicate your message to a highly qualified scientific community

### PLATINUM SPONSOR

€ 20,850

- Company acknowledgement on all official conference support signs, programme, conference website and on all marketing collateral
- Complimentary registration for 5 delegates
- Complimentary table top exhibition
- One set of promotional materials included in delegate bags
- Your logo on all delegate badges
- Speaking opportunity in main plenary
- A complimentary full page advertisement in the programme booklet
- After the event "Thank you email" to all attendees with company logo
- Option to brand specific portions of the meeting, including 3 of the following\*:
  - Welcome reception • Refreshment break • Lunch break
  - Conference bags • Gala dinner • Satellite symposia • Poster Award • Lanyards

### GOLD SPONSOR

€ 12,500

- Company acknowledgement on all official conference support signs, programme and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 4 delegates
- Complimentary table top exhibition
- One set of promotional materials included in delegate bags
- A complimentary full page advertisement in the programme booklet
- Option to brand specific portions of the meeting, including 2 of the following\*:
  - Welcome reception • Refreshment break • Lunch break
  - Conference bags • Gala dinner • Satellite symposia • Poster Award • Lanyards

### SILVER SPONSOR

€ 7,500

- Company acknowledgement on all official conference support signs, programme and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 3 delegates
- Complimentary table top exhibition
- One set of promotional materials included in delegate bags
- Option to brand specific portions of the meeting, including 1 of the following\*:
  - Welcome reception • Refreshment break • Lunch break
  - Conference bags • Gala dinner • Satellite symposia • Poster Award • Lanyards

For further information on sponsorship and exhibition opportunities please contact:

**Laurence Zipson**

Tel: +44 (0) 1235 528881

Email: [laurence@lzconsult.com](mailto:laurence@lzconsult.com)

\* Based on first come, first served receipt of commitments

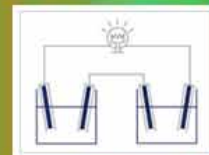
[www.fuelcelladvances.com](http://www.fuelcelladvances.com)



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### EXHIBITION OPPORTUNITIES

An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.

The exhibition package includes the listing of your logo and company name, short description and link on the conference website and programme booklet.

**TABLE TOP** € 1,800  
(6ft table top exhibition stand)

### SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the programme booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

### BRANDING AND VISIBILITY

**DELEGATE BAG** € 4,500

Have your company logo on the highly valued delegate bag. Used long after the event this will ensure long lasting visibility for your company.

**DELEGATE BAG INSERT** € 800

Your promotional material can be inserted into each delegate bag given to participants on site. This applies to one light weight piece only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays.

Materials should be sent to the Conference Project Lead in time for insertion - specific dates and quantities will be provided on application.

**LANYARDS** € 4,000

Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference.

**REGISTRATION DESK** € 5,000

- Your company logo on poster and signage at the registration desk
- Your company logo on the conference pens distributed at the conference
- 1 free delegate place

**USB MEMORY STICK** € 4,500

- Your company logo on the conference memory stick that will be inserted into each delegate bag and given to all delegates onsite. The memory stick will have the conference programme, all poster and oral abstracts, speaker biographies for the event. This will also contain a one page advert from sponsors.

**SPONSOR SESSIONS** € 2,500

- Your company logo at the opening and closing of the sponsored session/ theme and on on-site signage
- Your company name and logo in the programme booklet, next to the session listing/ theme
- 1 free delegate place

### NETWORKING OPPORTUNITIES

**COFFEE BREAK X1** € 2,350

- Sponsorship of one of the conference refreshment breaks
- Your company logo on available paraphernalia (eg napkins, doilies etc)
- Your company logo on A1 sized foam-backed posters where the breaks will be taking place
- Delegate bag insert

**LUNCH SESSION X 1** € 7,500

- Sponsorship of one of the conference lunches
- Your company logo on available paraphernalia (eg napkins, doilies etc)
- Your company logo on A1 sized foam-backed posters where the lunch will be taking place
- Opportunity to give a short address at the beginning of the lunch
- Delegate bag insert
- 2 free delegate places per lunch sponsored

**INTERNET POINT** Contact Us

- Your company logo on the mouse pads
- Your company logo on posters and signage around the Internet point
- 1 free delegate place

**ONLINE CONFERENCE** Contact Us

Elsevier has developed an online conference offering, allowing delegates from all over the world to access free of charge presentations online. The online conference allows an extended audience to hear the latest research developments from top international speakers,

extending your marketing reach beyond the physical delegate base. Sponsor an online counterpart to the physical event and enjoy unique benefits:

- Achieve significant brand exposure. Your logo is included in all event promotions.
- Extend your audience reach and broadcast your message to an unprecedented number of researchers worldwide.
- Capture qualified leads and gain important insights about the targeted audience.
- Demonstrate thought leadership and expertise.
- Archive conference material and make your conference stand out for months after the physical event.
- Online conference will also be communicated to the participants of the physical conference, increasing your exposure and branding.

The package includes marketing, traffic and campaign management as well as 1 free delegate place.

### SPONSORED WEBINARS

 Contact Us

Elsevier webinars are live multimedia presentations that allow a presenter to truly engage and interact with a large scientific audience online. This is an excellent opportunity to sponsor free access to a live or recorded webinar on a topic directly related to the meeting and benefit from marketing exposure before and during the event.

This sponsorship will give you the possibility to

- Create your own custom environment and exclusive audience participation
- Target registered delegates and many other professionals aligned with your business
- Create complementary coverage of a key topic that fits with your product or market objectives
- Create maximum impact and increase your profile immediately before or after the event

The package includes marketing, traffic and campaign management as well as 1 free delegate place.

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will customise a sponsorship programme for you.

For full details please contact:

**Laurence Zipson**

Tel: +44 (0) 1235 528881

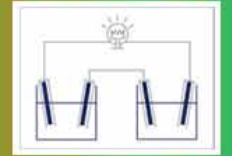
Email: [laurence@lzconsult.com](mailto:laurence@lzconsult.com)



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## Sponsorship and Exhibition Order Form

### 1 YOUR DETAILS

Company contact name for correspondence

Title (Prof, Dr, Mr, Ms)	First Name
Surname	
Job Title	
Organization	
Address	
State/County	
Post/Zip Code	Country
Tel	Fax
Email	

### 2 ORDER DETAILS

#### EXHIBITOR OPPORTUNITIES

- Table Top Exhibit € 1,800

#### SPONSORSHIP OPPORTUNITIES

- PLATINUM SPONSOR € 20,850  
 GOLD SPONSOR € 12,500  
 SILVER SPONSOR € 7,500

#### Branding and Visibility

- Delegate Bag € 4,500  
 Delegate Bag Insert € 800  
 USB Memory Sticks € 4,500  
 Sponsor Sessions € 2,500  
 Lanyards € 4,000  
 Registration Desk € 5,000

#### Networking Opportunities

- Coffee Break € 2,350  
 Lunch Session € 7,500  
 Internet Point Contact Us

- Online Conference Contact Us  
 Sponsored webinar Contact Us

### 3 HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

Total amount payable €

- I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

### 4 SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature Today's Date

### 5 RETURN TO

Laurence Zipson  
101 Abingdon Road,  
Drayton, OX14 4HL, UK

Tel: +44 (0) 1235 528881

Fax: +44 (0) 1235 888021

Mob: +44 (0) 7804 092795

E-Mail: laurence@lzconsult.com

#### Terms and Conditions of Booking:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- **Cancellations:** If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance will need to be provided prior to the event.
- The price allows for up to 2 color printing within logos