

**RENEWABLE
ENERGY
WORLD**
CONFERENCE & EXPO
— **ASIA** —

CONFERENCE & EXHIBITION
IMPACT EXHIBITION & CONVENTION CENTRE
BANGKOK, THAILAND
3 – 5 OCTOBER 2012



CO-LOCATED WITH:
POWER-GEN ASIA

TOWARDS A CLEAN ENERGY FUTURE

EXHIBITOR PROSPECTUS

WWW.RENEWABLEENERGYWORLD-ASIA.COM

OWNED AND PRODUCED BY:



PRESENTED BY:

OVERVIEW

South East Asia is a region leading the way in the development and adoption of renewable energy for power generation. With an abundance of natural resources it has the capabilities to achieve great strides in the use of renewable and alternative energy from a range of sources.

Thailand has some aggressive renewable energy plans, with the Ministry of Energy's Renewable Energy Development Plan (REDP) aiming to increase the share of alternative energy mix to from 7% to 20% (approx 5,600 MW) of energy demand by 2021.

These targets include wind energy to reach 800 MW by 2022 (currently less than 10 MW), Solar a target of 500 MW by 2022 (currently 50 MW), Biomass to be 3,700 MW by 2022 (currently 1,610 MW), Bio-gas a target of 120 MW by 2022 (currently 80 MW) and Waste to Energy generating 160 MW by 2022 (currently 13 MW).

Investment in renewable energy is a goal for replacing imported oil, currently 9% of energy use, and to increase energy security for the country and the Ministry of Energy has employed a number of schemes and incentives to encourage renewable energy development. These schemes include tax incentives, investment grants, Energy Soft Loans, Government co-investing schemes and the 'Adder' feed in premiums policy.

For companies involved in the manufacture of equipment to the supply of products or services to the renewable energy industry, Renewable Energy World Asia provides the platform and showcase opportunity to reach, meet and demonstrate to the renewable energy industry professionals and key industry buyers and influencers of South East Asia.





RENEWABLE ENERGY WORLD ASIA: INTERNATIONAL PRESTIGE

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Renewable Energy World Asia has grown year-on-year to become a leading exhibition and conference, in South East Asia, for the renewable and alternative energy industry.

The conference has become the major annual platform for the industry to discuss topics and issues of the day and is regularly contributed to with keynote speeches, in its joint keynote session with POWER-GEN Asia, from Government Ministers and Governors of the region's utility companies.

With growing visitor attendance from over 60 countries, and exhibitors from over 40 nations, Renewable Energy World Asia is the regions leading renewables industry event with a growing international reputation.

With a vast array of natural and renewable energy resources at their disposal, the region's Governments continue to explore new opportunities to encourage the generation of power from renewable and sustainable energy sources. Renewable Energy World Asia, which focuses on the rapidly developing renewable and alternative energy market.

WHY RENEWABLE ENERGY WORLD ASIA?



Co-located with POWER-GEN Asia

Renewable Energy World Asia, co-located with POWER-GEN Asia, is the region's leading event dedicated to the renewable and alternative energy industries.

No where else gives you the opportunity to reach and meet 7,000 industry professionals in one place at the same time and network with key industry buyers and influencers.

99% of visitors intend to conduct business as a result of attending Renewable Energy World Asia

97% of visitors find Renewable Energy World Asia important to achieving their business objectives

Renewable Energy World Asia is organized by PennWell, the worlds leading event organizer and publisher in the power industry. The experience and knowledge that PennWell commands will ensure that Renewable Energy World Asia continues to be the regions premier industry event.

www.renewableenergyworld-asia.com

WHY EXHIBIT?

87% of attendees either specify or buy products and services.

- Raise your company profile and awareness
- Showcase your products and technologies and develop new customer bases
- Unique access to the renewable and alternative energy across South East Asia
- Explore business opportunities and meet new partners in dynamic surroundings
- Launch and promote new products and services to the industry's leading press
- Unrivalled platform to create sales leads and make lasting relationships with clients
- Access to 7000 of the industry's most influential decision makers over 3 days
- Reach one of the fastest developing regions in the world
- Stay ahead of your competition
- Meet your customers face-to-face



Visitors use Renewable Energy World Asia to:

- Encounter new technologies and developments
- Keep up to date with industry developments
- Source new products / suppliers
- Network with industry peers and colleagues

As a company interested in the power industry in Asia, you cannot afford to miss this event. Exhibiting at Renewable Energy World Asia will enable you to make important connections that are key to success in the Asian renewables industry.

There is no better place to meet the key decision makers in the renewable and alternative energy industries.

WHO ATTENDS?

Total number of participants

6761

Conference delegates	702
Press	50
Exhibiting companies	180

(based on POWER-GEN Asia/Renewable Energy World Asia 2011 held in Kuala Lumpur)

Qualified senior management / executive decision makers who have the authority to purchase, or influence the purchase of products and services, as well as plant operators, engineers and consultants attend POWER-GEN Asia:

Company/Organisation:

Electric Utility or Power Generation Company	14.9%
IPP Industrial / Cogeneration	8.8%
Government / Energy Associations	7.4%
OEMs	12.1%
Engineering / Construction / Consulting Firms	19.6%
Equipment Operations & Maintenance	12.9%
Coal, Oil, Gas Operating Company	10.8%
Other	13.5%

Primary Job Function:

Owner / CEO / President	15.7%
Management / Supervisor	34.6%
Engineering Design & Systems	18.5%
Operation / Maintenance	12.3%
Employee	5.2%
Consultant	4.8%
Other	8.9%

Purchasing Authority:

Final Decision	20.7%
Recommend	51.0%
Influence	15.2%
Other	13.1%



Summary

- Over 6,700 visitors attended from over 60 countries
- 84% of visitors came from over 16 countries across Asia
- 72% of visitors intended to spend more than one day at the event
- 39% of visitors were new to the Renewable Energy World Asia experience
- 87% of attendees either specify or buy products and services
- 52% of visitors come looking for new products/technologies
- 99% of visitors intend to conduct business as a result of attending the event
- 81% of visitors find Renewable Energy World Asia important to achieving their business objectives
- 98% of visitors said Renewable Energy World Asia fulfilled expectations



FLOOR PLAN



EXHIBITOR INFORMATION

Exhibitor Package

Exhibit space starts at 9 square metres. The exhibitor package comprises the following:

- Exclusive discounted advertising opportunities in Power Engineering International and the official Renewable Energy World Asia 2012 Show Guide.
- 250 official exhibition invitation tickets to send to your clients and potential clients
- Free exhibitor listing on the Renewable Energy World Asia 2012 website.
- Free listing in the official Renewable Energy World Asia 2012 Show Guide, including company contact information and a 30 word description of your company.
- Significantly discounted conference delegate registration for your stand personnel.

Exhibiting Investment

Standard raw space is EURO 460 per sq. mtr.

For shell scheme construction add EURO 85 per sq. mtr.

Shell scheme package includes:

- Walls
- Company named fascia board
- Electricity socket
- Lighting
- Carpet
- Table and two chairs

Online Show Catalogue Entry

An exhibiting presence includes a compulsory basic entry in the enhanced Renewable Energy World Asia 2012 online show catalogue: a powerful interactive and searchable online directory which will give buyers access to your information around the clock, 365 days a year.

Basic Package – EURO 395 (compulsory)

- 5 product descriptions and photos
- 35 word company description
- Full contact details

Gold Package - Euro 500

Upgrade your listing to the Gold package to enhance search engine hits to your entry, and better results for you:

- 7 product descriptions and photos
- 75 words company description
- Full contact details

Platinum Package – EURO 675

Upgrade your listing to the Platinum Package to enhance search engine hits to your entry, and better results for you:

- 10 product descriptions and photos
- 500 word company description
- Full contact details
- 10 hyperlinks to your own web pages
- 10 pdf uploads or other material for buyers to view

SPONSORSHIP OPPORTUNITIES

Make more of your attendance at Renewable Energy World Asia.

Sponsorship opportunities offer a great way to enhance the profile and greater raise the awareness of your company at the regions leading power event - before, during and after the event.

Sponsorship packages are exclusive to Renewable Energy World Asia exhibitors and are designed around your corporate goals and to maximise awareness and visibility of the sponsor's participation at the event.

Contact us to discuss your sponsorship requirements and we will design a package to suit your needs and budget.

Exhibit and Sponsorship Enquiries

For more information about exhibiting and sponsorship opportunities please contact:

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www.renewableenergyworld-asia.com



MARKETING AND PROMOTIONAL OPPORTUNITIES

Event sponsorship and advertising opportunities are available to maximise your exposure to the market.

Advertise in the POWER-GEN Asia / Renewable Energy World Asia Official Show Guide.

Advertise in Power Engineering International, COSPP and Renewable Energy World, the official magazines of Renewable Energy World Asia. Ask about special Show advertising programs.

Shine the spotlight on your latest products or services, with placement in the POWER-GEN Asia / Renewable Energy World Asia News Report.

Raise your onsite profile with sponsorship opportunities including:

- Opening Reception
- Networking Reception
- Badge Holders
- Delegate Restaurant
- Delegate and Visitor Bags
- Delegate Coffee Breaks

For other sponsorship and promotional solutions to connect you with all potential customers, contact Amanda Kevan on exhibitrewa@pennwell.com or phone +44 1992 656 645.

Provide your company press kit for the official event Press Office.

Media representatives use the Press Office as their work area and to collect information on exhibiting companies.

Submit your company's information to Neil Walker at newspga@pennwell.com to maximize your chances for press visits to your booth.



TOWARDS A CLEAN ENERGY FUTURE



On-line Application:

Download details of Renewable Energy World Asia 2012 at
www.renewableenergyworl-asia.com

For further information complete and faxback to:
+44 (0) 1992 656 700

PLEASE PRINT CLEARLY

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

Post Code: _____

Country: _____

Tel: _____

Fax: _____

Email: _____

PLEASE INDICATE

I would like more information about:

- Exhibiting at Renewable Energy World Asia
- Sponsorship opportunities at Renewable Energy World Asia 2012
- Advertising the Renewable Energy World Asia 2012 Show Guide, Renewable Energy World, Power Engineering International or COSPP magazines
- Making a presentation at Renewable Energy World Asia 2012 Conference
- Attending the Renewable Energy World Asia 2012 Conference as a delegate
- Booking a Corporate Plan for attending Renewable Energy World Asia 2012 Conference (if sending more than 5 people)

Renewable Energy World Asia is a PennWell Corporation event, please tick the relevant boxes below if you do not wish to received information about:

- Future Renewable Energy World Events
- Other PennWell events
- Carefully selected third parties

I would prefer to be contacted by:

- Email Fax Telephone Mail