



Clean Energy Trends 2012

Promote your organization through the industry's leading annual report on clean-energy trends and via Clean Edge's website and newsletter

SPONSORSHIP OVERVIEW

Since its founding in 2000, Clean Edge has played a key role in identifying the opportunities and predicting the direction of the clean-tech sector. The firm offers a variety of high-impact marketing channels for companies and other organizations to build awareness for their own clean-tech products and services. Support of Clean Edge's flagship *Clean Energy Trends* publication includes additional benefits via the firm's highly trafficked website and newsletter. Sponsorship comes in three levels:

- **Presenting Sponsor for \$35,000**
- **Premier Sponsors for \$20,000**
- **Major Sponsors for \$15,000**

Clean Energy Trends 2012 will be released in March 2012. Below are details about the reach of the report, Clean Edge's website and newsletter traffic, and sponsor benefits. The 2011 report can be viewed on the Clean Edge website: www.cleantech.com/reports/reports-trends2011.php

CLEAN ENERGY TRENDS REPORT SUMMARY & REACH



- Downloaded by more than 30,000 people and read by an estimated 100,000+ viewers each year (most are key clean-energy industry leaders and stakeholders)
- Report summarizes major clean-energy developments and covers current and projected revenue growth for leading clean-energy sectors, venture capital investments, and five major trends next year
- 4,000+ copies are distributed at clean-tech conferences each year
- Now in its 11th edition, the report is one of the most established and respected annual clean-tech publications

TARGETED MARKETING CAMPAIGN

For *Clean Energy Trends 2012*, Clean Edge will conduct the following marketing campaign:

- Promote the report widely to its 30,000+ opt-in email subscriber list and via its highly trafficked website (more than 1.6 million visitors and 6.8 million page views annually)
- Conduct a media campaign for the free downloadable report that will target a broad range of coverage in regional and national business, energy and mainstream outlets, including both traditional and online media

Clean Energy Trends 2012

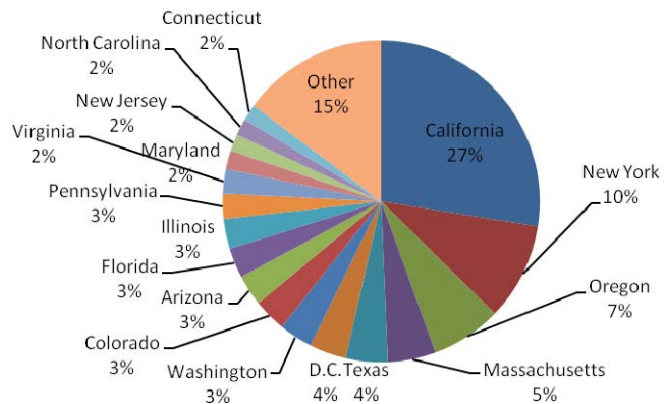
- Leverage partners such as clean-tech blogs, trade groups, non-profit organizations, and others to widely disseminate the report
- Partner with dozens of leading clean-tech conferences (such as Clean-Tech Investor Summit, REFF West & Wall Street, ReTech and SolarPower International) to hand out hard copy versions of the report throughout the year
- Each year the report receives press coverage from a variety of prominent media outlets. Past coverage has included: *BusinessWeek*, *The New York Times*, *Forbes*, *Fortune*, *Time Magazine*, *The Wall Street Journal*, *Wired*, *USA Today*, *Reuters*, *CBS*, *CNN*, and *NPR*

CLEAN EDGE SUBSCRIBER DEMOGRAPHICS

Clean Edge’s readership and subscriber base represents one of the most comprehensive and targeted marketing opportunities in the sector. While the majority of readers are in the U.S., approximately 20 percent of total traffic comes from other nations, including China, Japan, Germany, India, and the U.K. Clean Edge’s email subscriber base includes 30,000+ opt-in subscribers with representation from:

- Leading clean-tech venture capitalists, investment banks, and service providers
- High-level management and executives from most major clean-tech companies
- Large corporate stakeholders, utilities, and business groups
- Government, non-profit, research, and educational institutions

Website Traffic By State



CLEAN ENERGY TRENDS 2012 SPONSORSHIP PACKAGES

Benefit	Presenting \$35,000	Premier \$20,000	Major \$15,000
Ad in Report	Full Page	1/4 page	1/8 page
Company Info on Back Cover	Logo + Description	Logo + Description	Logo
Sponsor Webpage	Logo + Description + Ad	Logo + Description + Ad	Logo + Description + Ad
Report Webpage	Logo	Logo	Logo
NEWS Webpage	Dedicated Ad	Rotating Ad	Rotating Ad
Clean Edge Homepage	Link, Logo + Dedicated Ad	Link, Logo + Rotating Ad	Link
CLEANWATCH E-Newsletter	Dedicated Logo	Dedicated Logo	Rotating Logo
Spotlight in CLEANWATCH	Three	Two	One
Report Press Release	Name	Name	Name
Hand out Report at Events	✓	✓	✓
Dedicated CE Alert Email	Two	One	
CE Views Article (Guest Commentary)	✓		
Logo on Report Front Cover	✓		

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Presenting Sponsor - \$35,000 (Limited to 1 sponsor Mar. 2012-Feb. 2013)

- Logo on report front cover under title: “Presenting Sponsor:”
- Full page ad in the report
- Logo and company description in top placement on back cover of report
- Top placement of logo and link on Clean Edge home page, sponsors page, report page, and in CLEANWATCH e-newsletter (circulation of 30,000+) for one year
- Dedicated banner advertisement on Clean Edge website for one year to promote your company’s most recent report, newsletter, upcoming event, or other services. This ‘featured ad’ will always be on the home page, news, and news story pages generating millions of impressions
- Sponsorship spotlight in three (3) issues of our monthly newsletter, CLEANWATCH, including sponsor ad and 30-40 word description highlighting your firm’s activities, upcoming event, or other clean-tech initiative
- Highest name placement in report press release
- Two (2) dedicated Clean Edge Alerts to showcase your company’s newest report, product, or services to Clean Edge’s 30,000+ subscribers
- Ability to hand out the report at company events or conferences
- Authorship of one CE Views column to convey messages in a guest-contributed editorial
- Sponsor exclusivity right (no competing sponsors of the Trends report for mutually agreed industry domain)

Premier Sponsor - \$20,000 (Limited to 4 sponsors Mar. 2012-Feb. 2013)

- Logo and company description on back cover of report
- 1/4 page ad in report
- Top-tier placement of logo and link on Clean Edge home page, sponsors page, and in CLEANWATCH e-newsletter (circulation of 30,000+) for one year
- Rotated banner advertisement on Clean Edge website for one year to promote your company’s most recent report, newsletter, upcoming event, or other services. This ‘featured ad’ will be rotated on to the home page, news, and news story pages
- Sponsorship spotlight in two (2) issues of our monthly newsletter, CLEANWATCH, including sponsor ad and 30-40 word description highlighting your firm’s activities, upcoming event, or other clean-tech initiative
- Top-tier inclusion in report press release
- Ability to hand out the report at company events or conferences
- One dedicated Clean Edge Alert to showcase your company’s newest report, product, or services to Clean Edge’s 30,000+ subscribers



Clean Energy Trends 2012

Major Sponsor - \$15,000 (Limited to 8 Sponsors Mar. 2012-Feb. 2013)

- Logo on back cover of report
- 1/8 page ad in report
- Second-tier placement of logo and link on Clean Edge home page, sponsors page and in CLEANWATCH e-newsletter (circulation of 30,000+) for one year
- Rotated banner advertisement on Clean Edge news pages for one year to promote your company's most recent report, newsletter, upcoming event, or other services.
- Second-tier inclusion in report press release
- Ability to hand out the report at company events or conferences
- Sponsorship spotlight in one issue of our monthly newsletter, CLEANWATCH, including sponsor ad and 30-40 word description highlighting your firm's activities, upcoming event, or other clean-tech initiative

NOTE: CE Alerts, CE Views, Spotlights, and all ads are subject to Clean Edge editorial approval

ABOUT CLEAN EDGE

Clean Edge, the world's first research and advisory firm devoted to the clean-tech sector, delivers comprehensive clean-tech insights to corporations, investors, governments, entrepreneurs, and other key stakeholders. The company integrates timely clean-tech data from a variety of sources with expert analysis to provide critical insights to its clients and subscribers.

The firm's offerings include:

- [The U.S. Clean Energy Leadership Index](#) and Related Advisory Services
- [Sponsored Publications](#)
- [NASDAQ® Clean Edge® Stock Indices](#)
- [The Clean-Tech Investor Summit](#)

Current and former clients include the City of San Francisco, Global Environment Fund, Japan External Trade Organization (JETRO), MassCEC, SunPower, Portland Development Commission, Rockefeller, and Sharp. Current and former sponsors of the *Clean Energy Trends* report include Autodesk, Deloitte, Jefferies, Hobbs & Towne, Mintz Levin, Nth Power, and Stoel Rives.

To learn more about the company's products or services visit www.cleannedge.com.



THE CLEAN-TECH MARKET AUTHORITY

Clean Energy Trends 2012

SPONSORSHIP AGREEMENT

Sponsorship Level & Fee: Presenting: \$35,000 Premier: \$20,000 Major: \$15,000

Today's Date:		
Name of Company:		Sponsorship Commitment Authorized Signature:
Print Name:		Individual to be Invoiced:
Address:		
City:		State/Zip:
Tel:		Fax:
Email:		
Contact Person for Logistics:		
Tel:		Fax:
Email:		Website URL:

Sponsorship is active after Clean Edge receives this signed contract.

FAX BACK TO Clean Edge: (978) 359-6537
(or) SCAN AND EMAIL BACK TO Clean Edge: sponsor@cleanedge.com

Questions regarding your sponsorship should be directed to:

Ron Pernick
Cofounder and Managing Director
pernick@cleanedge.com, 503.493.8681

Bryce Yonker
Director, Business Development
yonker@cleanedge.com, 503.206.8448

Clean Energy Trends 2012

Clean Edge Print and Website Ad/Logo Specifications

Please email all materials listed below to sponsor@cleanedge.com by January 31, 2012

Company Description

Please provide a 40 word (maximum) company description

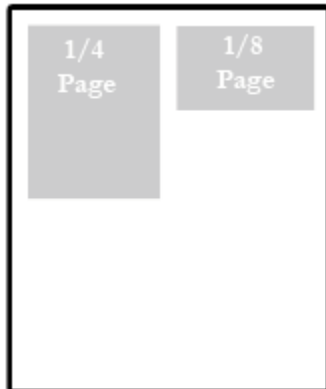
Logos:

Logo for report: Color & black and white .EPS file (High Resolution print quality)

Logo for web: Color version preferred, .GIF or .JPG only (High Resolution print quality)

Report Ad Specifications:

Image must be 300 dpi (JPG)



Presenting Sponsor (Full Page)

Size: 7.5" width x 9.5" height

Premier Sponsor (1/4 page)

Size: 3.5" width x 4.75" height

Major Sponsor (1/8 page)

Size: 3.75" width x 2.5" height

Web Ad Specifications



All Sponsors

Image Type: .GIF (animated ok) or .JPG

Size: 180 width x 150 height (pixels)