

CLEAN ENERGY TRENDS 2014

Promote your organization through the industry's leading annual report on clean-tech trends

PRESENTED BY: **CLEAN EDGE**

IN ASSOCIATION WITH: **GLOBE GROUP**

NEW FOR 2014

- 1** Expanding from coverage of renewable energy trends to **broader clean technology themes**
- 2** **New market sizing and analysis** covering such areas as green buildings, electric and hybrid vehicles, and smart grid
- 3** Expanded reach through **partnership with GLOBE** and announcement of results at GLOBE Conference

ACCESS
2013 TRENDS REPORT

SPONSORSHIP OVERVIEW

Since its founding in 2000, Clean Edge has played a central role in identifying clean technology opportunities and trends. The firm offers a variety of high-impact research products and promotional channels for organizations looking to build awareness around existing and emerging clean energy-related opportunities. The firm's flagship publication, *Clean Energy Trends*, is published in March each year. Sponsorship comes in two levels:

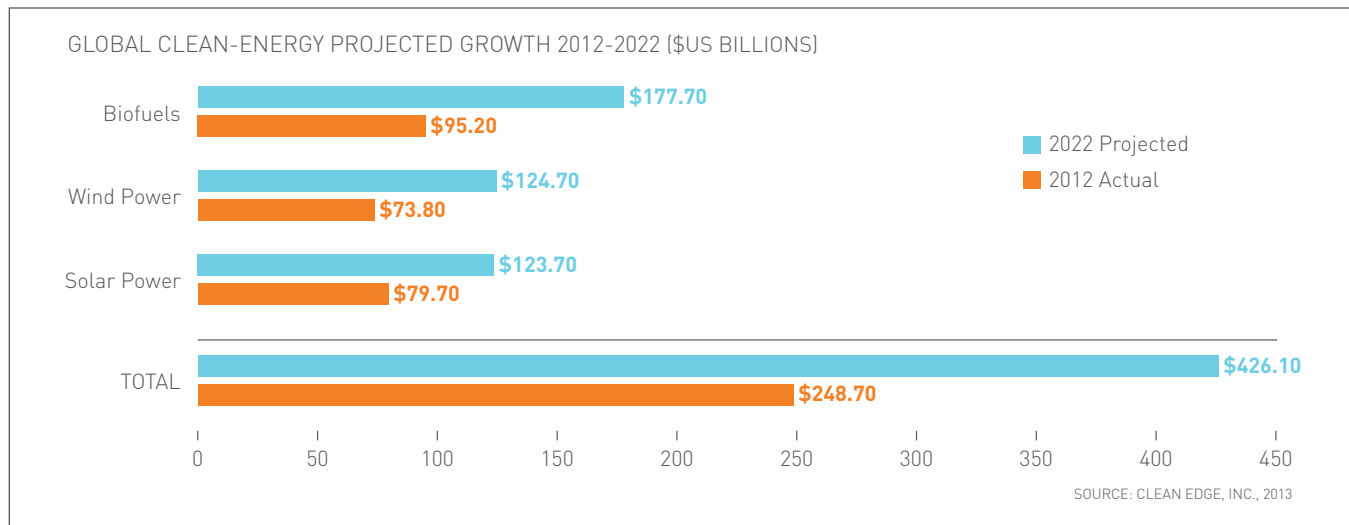
- **Premier Level Sponsorship: \$25,000**
- **Major Level Sponsorship: \$15,000**

Clean Energy Trends 2014 will be released at the international GLOBE 2014 Conference and Trade Fair. Below are details about the reach of the report, Clean Edge's website and newsletter traffic, the GLOBE Conference, and sponsor benefits.

CLEAN ENERGY TRENDS REACH

- Each year, Clean Edge Trend reports are accessed by an estimated 60,000+ viewers (most are key clean-tech industry leaders and stakeholders).
- Now in its 13th edition, the report is one of the most established and respected annual clean-tech publications, garnering coverage in such media outlets as: *BusinessWeek*, *The New York Times*, *Forbes*, *Time Magazine*, *The Wall Street Journal*, *Wired*, *USA Today*, *Reuters*, CBS, CNN, and NPR.
- This year, the *Clean Energy Trends* report and its findings will be unveiled during the **GLOBE 2014 Conference and Trade Fair** in Vancouver, Canada, March 26-28, 2014. The biennial GLOBE event attracts nearly 10,000 participants from more than 50 countries.

TRENDS REPORT SAMPLE TABLE



2014 FEATURES

- > Summary of major clean energy developments
- > Current and projected market size for wind, solar, and biofuel markets, plus new sectors such as green buildings, electric and hybrid vehicles, and smart grid
- > Public market performance from NASDAQ® Clean Edge® stock indexes
- > Current and historic venture capital investments
- > Major trends including technology developments, companies to watch, and pricing forecasts
- > Additional financing summaries (such as key M&A activity)

TARGETED MARKETING CAMPAIGN

For *Clean Energy Trends 2014*, Clean Edge will conduct the following campaign:

- Promote the report widely to Clean Edge’s 28,000 opt-in email subscriber list and via its highly trafficked website
- Work closely with the GLOBE Group to promote the publication to its database of 55,000 contacts, including its GLOBE-Net opt-in newsletter to 15,000.
- Release the report at a prominent event during the GLOBE 2014 Conference and Trade Fair
- Conduct a media and PR campaign for the free downloadable report that will target a broad range of coverage in regional, national, and international business, energy, and mainstream outlets, including both traditional and online media.
- Leverage partners such as additional sponsors, clean-tech news and blog channels, trade and industry groups, non-profit organizations, and others in order to widely distribute the report.
- Partner with other leading conferences such as REFF, Renewable Energy World, NREL Industry Growth Forum, Solar Power International, and ARPA-E Innovation Summit to distribute report summary throughout the remainder of the year.

“Clean Edge has been a longtime and early supporter of our Clean Tech Partner Program. Our sponsorship of the Trends report has helped build our industry contacts and has raised the awareness of Autodesk.”

—CATHERINE DOYLE Global Lead of Autodesk Clean Tech Initiative

CLEAN ENERGY TRENDS SPONSORSHIP PACKAGES (2014)

BENEFIT	PREMIER \$25,000	MAJOR \$15,000
Full Color Ad in Report	1/4 page	1/8 page
Company Information in Report	Logo + Description	Logo
Spotlight in CLEANWATCH Newsletter	Two	One
CLEANWATCH Newsletter (Logo)	✓	✓
Sponsor Webpage (Logo + Description)	✓	✓
Report Webpage (Logo)	✓	✓
Recognition in Press Release	✓	✓
Recognition at Report Launch Event (GLOBE)	✓	✓
GLOBE 2014 Event Partner Discounts	20% off Delegate Passes + Exhibitor Space	10% off Delegate Passes + Exhibitor Space
Clean Edge Homepage (Logo + Rotating Ad)	✓	
News Webpage (Rotating Ad)	✓	
Leadership Index Dataset Access	✓	
Dedicated CE Alert Email	✓	
GLOBE-Net Newsletter & Website	Website Banner Ad, Newsletter Featured Article & Ad	

Trends Report sponsorship pricing and benefits are subject to change. GLOBE Group retains all right to Conference items. Benefits are redeemed on a first-come-first-served basis. Clean Edge may request editorial changes to any sponsor materials. Sponsors are not responsible for the information contained in the Trends Report.

2013 CLEAN ENERGY TRENDS SPONSORS



SELECT GLOBE CONFERENCE SPONSORS





www.cleantech.com

ABOUT CLEAN EDGE

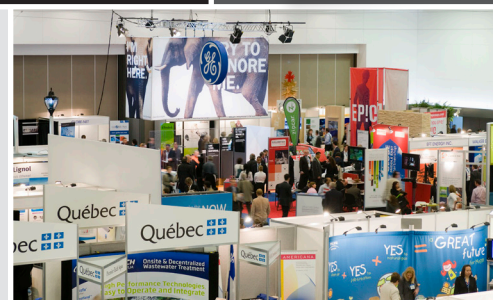
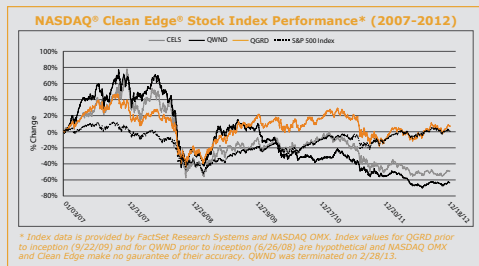
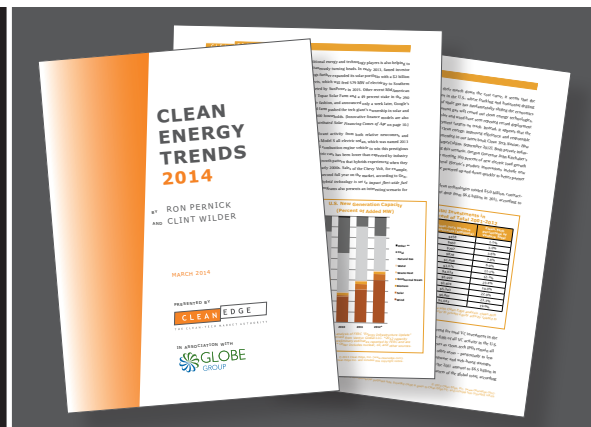
Clean Edge, Inc., founded in 2000, is the world's first research and advisory firm devoted to the clean-tech sector. For more than a decade the firm has delivered timely data, expert analysis, and comprehensive insights to governments, corporations, investors, nonprofits, and other key industry stakeholders. The company offers an unparalleled suite of index, benchmarking, custom research, and advisory services including the *U.S. Clean Tech Leadership Index*, annual *Clean Energy Trends* report, Clean Tech Nation Briefing Series, utility benchmarking, and clean-tech stock indexes with NASDAQ®.



www.globeseries.com

ABOUT GLOBE & CONFERENCE

Over the past 20 years, the GLOBE™ Series has become the nexus for global networking and leadership on the business of the environment. In 2014, GLOBE will once again serve as the consummate place to transform environmental challenges into lucrative business opportunities. This March 26-28, 2014, thousands of business executives, government leaders, investors, and sustainability practitioners will come together in Vancouver, Canada, to explore the mutually inclusive goals of corporate sustainability, business growth, energy and climate change solutions, and urban development.



Total Installed PV System Prices and Costs of Electricity (Global Average)

Year	System Price (\$/W)	LCOE Range (cents/kWh)
2007	\$7.20	24 - 42
2008	\$7.00	23 - 41
2009	\$5.12	17 - 31
2010	\$4.55	15 - 28
2011	\$3.47	12 - 23
2012	\$2.58	9 - 18
2013e	\$2.33	8 - 17
2014e	\$2.10	7 - 15
2015e	\$1.89	6 - 14
2016e	\$1.79	6 - 14
2017e	\$1.61	6 - 13
2018e	\$1.49	5 - 12
2019e	\$1.38	5 - 12
2020e	\$1.27	4 - 11
2021e	\$1.17	4 - 11
2022e	\$1.07	4 - 10

Source: Clean Edge, Inc. 2013, 2012, 2007 through 2012 are actual figures and 2013 through 2022 are estimates. System-related costs: Clean Edge cost projections and the NREL Levelized Cost of Energy (LCOE) Calculator. ASSUMPTIONS: Discount rate: 4%; Capacity factor: 16.50%; O&M cost: \$0.005/kWh.

TO LEARN MORE CONTACT

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