

Sponsorship/Exhibitor Guide & Application

Platinum Sponsor \$10,000 – Sponsorship Includes:

- 4 complimentary registration passes
- 25% VIP discount for additional passes
- Post conference registration list
- Corporate logo, profile & link on www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on promotional material
- Corporate logo on slide in meeting room
- Corporate logo on final program
- Onsite signage
- 6' x 3' table-top exhibit (see page 6 to make table-top selection)

Gold Sponsor \$7,000 – Sponsorship Includes:

- 2 complimentary registration passes
- 25% VIP discount for additional passes
- Post conference registration list
- Corporate logo, profile & link on www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on promotional material
- Corporate logo on slide in meeting room
- Corporate logo on final program
- Onsite signage
- 6' x 3' table-top exhibit (see page 6 to make table-top selection)

Bronze Sponsor \$2,500 – Sponsorship Includes:

- 1 complimentary registration passes
- 25% VIP discount for additional passes
- Post conference registration list
- Corporate logo, profile & link on www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on slide in meeting room
- Corporate logo on final program
- Onsite signage

Welcome Reception Sponsor \$5,000, Monday, June 14, 2010 – Sponsorship Includes:

- 2 complimentary registration passes
- 25% VIP discount for technical program
- Post conference registration list
- Corporate logo, profile & link on www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on slide in meeting room
- Corporate logo on final program
- Onsite signage

Coffee-Break Sponsor - \$1,500 each

- Monday, June 14, 2010 – 2 available
- Tuesday, June 15, 2010 – 2 available
- Wednesday, June 16, 2010 – 1 available

Sponsorship Includes:

- 1 complimentary conference registration pass
- Post conference registration list
- Corporate logo, profile & link from www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on slide in meeting room
- Corporate logo on final program
- Onsite signage at coffee break

Student Awards Sponsor – Sponsorship Includes:

- Donation on behalf of your company (you select amount) to contribute towards 3 Best Student Posters and 1 Best Student Paper
- Corporate logo, profile & link on www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on final program
- Corporate logo on slide in meeting room

Track Sponsorship \$1,000 – Sponsorship Includes:

- 1 complimentary conference registration pass
- Corporate logo, profile & link on www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on slide in meeting room & at beginning of track with acknowledgement of track sponsorship
- Onsite signage

Lunch (partial) Sponsorship - \$2,000 each

- Monday, June 8, 2009 – 2 available
- Tuesday, June 9, 2009 – 2 available

Sponsorship Includes:

- 1 complimentary conference registration pass
- Post conference registration list
- Corporate logo, profile & link from www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- Corporate logo on slide in meeting room
- Onsite signage at lunch

NEW for 2010! Branded Specialty Items:

1. **Lanyards:** \$1,000; Compliments the ASME badge, and turns every wearer into a promotional vehicle for your message.
2. **Registration Bag & Insert:** \$2,000; Distributed on-site to every attendee and filled with pertinent meeting information along with your company flyer or brochure. Have your custom logo printed along with ASME's logo on the 2010 Fuel Cell tote.
3. **USB Flash drives with Company Logo** – \$3,000; Convenient, sleek and portable. The custom USB Flash Drives will include your logo. Compatibility: PC or Notebook with a USB interface.
4. **Cyber Cafe** - \$2,500/day (Mon. – Wed., select your preferred day)
Internet access at conferences is always in high demand. Screensaver default on the computer monitors will feature your unique message. This sponsorship includes two computer terminals.

Branded Specialty Items Benefits:

- Corporate logo, profile & link from www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees

- Corporate logo in final program
- On-site signage
- One complimentary conference registration

Exhibits ONLY:

- EARLY-BIRD **6' x 3' table-top** exhibit space - \$750.00 (Note: payment must be received by April 1, 2010 in order to qualify for this special rate)
- POST-EARLY-BIRD **6' x 3' table-top** exhibit space - \$1,000.00 (fee after April 1, 2010).

OR

- EARLY-BIRD **8' x 10' exhibit space** - \$1,000 (Note: payment must be received by April 1, 2010 in order to qualify for this special rate)
- POST-EARLY-BIRD **8' x 10' exhibit space** - \$1,250 (fee after April 1, 2010).
8' x 10' exhibits DO NOT include pipe and drape, but DO include a 6' x 3' table-top for use; this is 8' x 10' SPACE ONLY. Exhibitor is allowed to bring their own company booth to fit in to this larger space.

Exhibits will be **in the D & E foyer area outside of the Grand Ballroom (see page 6 for exhibitor schematic) and in the Promenade area.**

Please list your top three exhibit choices - exhibits are on a first-come, first serve basis:

1. _____ 2. _____ 3. _____

Principle products to be displayed:

Publications Instruments Equipment Other: _____

Exhibitor Description:

Name badges – please list the name of the individual who will be running your exhibit on-site:

Note: booth purchase includes one Conference Pass for use by the booth attendant. The registration fee for an extra attendant is \$USD300.

Extra Attendant: Yes: _____ No: _____

If yes, please provide Extra Booth Attendant

Name: _____

Exhibitor Benefits:

- **ALL** exhibits include: one 6' x 3' draped table-top with two chairs; power can be ordered separately
- Exposure to a select group of engineers, scientists and business professionals involved in the fuel cell industry
- Your exhibitor fee includes one COMPLIMENTARY conference registration
- ONE complimentary set of conference proceedings
- Your company listed in the final program distributed to all conference attendees
- Your corporate logo, profile and link www.asmeconferences.org/FuelCell2010
- Corporate logo, profile & link on CD-ROM conference proceedings distributed to all attendees
- After completion of the program, ONE set of the participant registration list (hard copy only) for your one-time use

Please register my company for:

- Platinum Sponsor, \$10,000
- Gold Sponsor, \$7,000
- Bronze Sponsor, \$2,500
- Welcome Reception Sponsor, \$5,000
- Coffee Break Sponsor, \$1,500 – Indicate preferred day/time (AM or PM): _____
- Student Award Sponsor – Indicate amount: _____
- Track Sponsor, \$1,000
- Lunch Sponsor, \$2,000 – Indicate preferred day: _____
- Badge Lanyards, \$1,000
- Registration Bag & Insert, \$2,000
- USB Flash Drives, \$3,000
- Cyber Café, \$2,500/day – Indicate preferred day: _____
- 6' x 3' Table-Top Exhibit (\$750 early-bird/\$1,000 regular)
- 8' x 10' Exhibit Space (\$1,000 early bird/\$1,250 regular)

Payment & Contact Information:

Make check payable to ASME International, provide credit card information, or indicate if you prefer to be invoiced.

- | | | |
|--|-------------------------------------|-------------------------------|
| <input type="checkbox"/> Please invoice my company | <input type="checkbox"/> MasterCard | <input type="checkbox"/> VISA |
| <input type="checkbox"/> AMEX | <input type="checkbox"/> Discover | |

Total amount due:

Sponsorship/Exhibit Fee:	\$ _____
Extra Exhibit Attendant USD\$300 (if applicable)	\$ _____
Total Amount due:	\$ _____

Credit Card #: _____ Exp. Date _____
 CVV Code (last 3 digits found in the signature panel on the back of your card) _____
 Cardholder's Name _____
 Cardholder's Signature _____
 Contact Name (if different from above): _____
 Company Name: _____
 Company Address: _____
 Address (of credit card holder) _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email _____

Return this completed application with payment to:

ASME, 22 Law Drive,
 Attn: Fuel Cell Science, Engineering & Technology Conference/John Yelavich
 Fairfield, NJ 07007-2900
 Fax: 973-882-8113; Email: yelavichj@asme.org

*To customize your own sponsorship package OR if you have any questions about exhibits and sponsorships please contact Brandy Smith, ASME:
 Tel: 1-917-596-0306 or email: smithb@asme.org*

Exhibitor Set-Up & Timetable

Set-Up

Monday, June 14, 2010

8:00 am – 10:00 am

Breakdown

Tuesday, June 15, 2010

3:30 pm – 6:00 pm

Exhibits Open

Grand Ballroom Foyer D & E

Monday, June 14, 2010

10:40 am – 11:00 am (Exhibits/Posters/Refreshment Break)

12:00 pm – 1:00 pm (Exhibits/Posters/Lunch Break)

3:00 pm – 3:20 pm (Exhibits/Posters/Refreshment Break)

5:30 pm – 7:00 pm (Exhibits/Posters/Welcome Reception)

Tuesday, June 15, 2010

10:40 am – 11:00 am (Exhibits/Posters/Refreshment Break)

12:00 pm- 1:00 pm (Exhibits/Posters/Lunch Break)

3:00 pm – 3:20 pm (Exhibits/Posters/Refreshment Break)

*Times subject to change. All other times, conference is in session.

Shipping Information

Materials should be shipped directly to the address below. Please note: shipments should not arrive prior to June 11, 2010. Shipments must be addressed as follows:

GUEST NAME

c/o Stephen Crane, ASME

GUEST ARRIVAL DATE

New York Marriott at the Brooklyn Bridge

333 Adams Street

Brooklyn, NY 11201

Re: ASME 8th Fuel Cell Conference

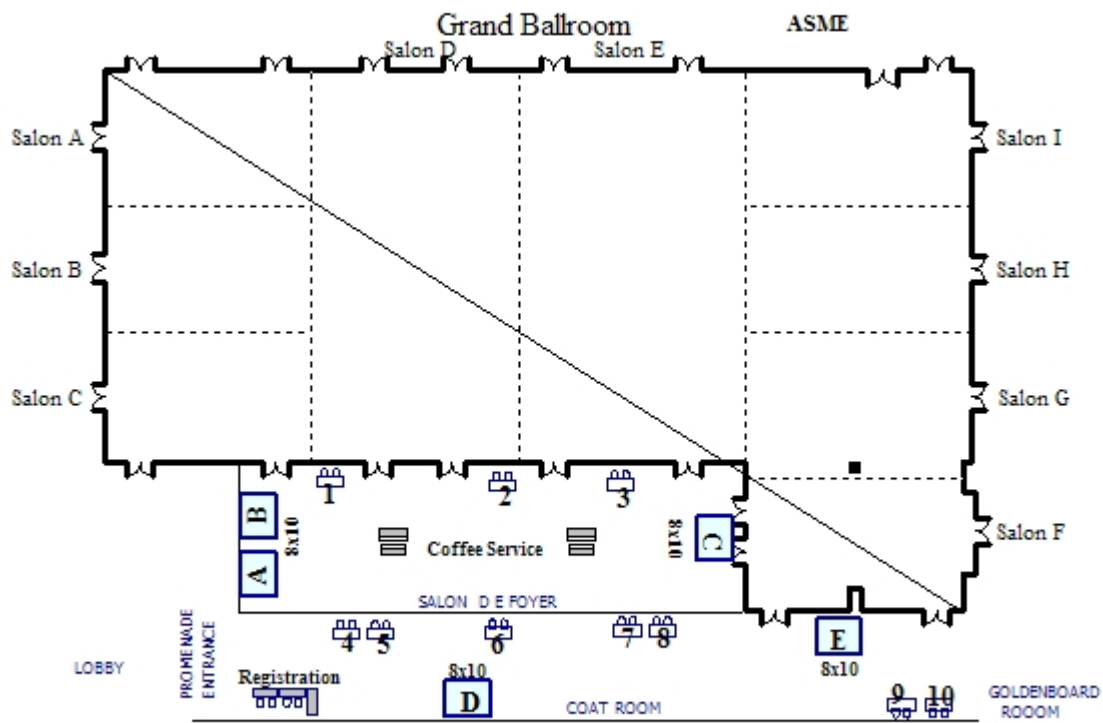
June 14-16, 2010

**Shipments should be numbered in sequence (ie, 1 of 3, 2 of 3, 3 of 3).

New York Marriott at the Brooklyn Bridge Handling & Electrical Charges

Power at your table-top exhibit may be ordered for a separate fee per day. See attached electrical rate sheet with ordering instructions.

If you require additional A/V equipment, our preferred vendor, AVPG can assist you. Please contact Brandy Smith at smithb@asme.org or 917-596-0306 for further information.





EXHIBITOR ORDER FORM Phone 718-222-6527 Fax 718-228-7830

PLEASE COMPLETE BELOW:

CONFERENCE NAME: _____ CONFERENCE DATES: BOOTH #: _____

EXHIBITOR: _____ ON-SITE CONTACT: _____

BILLING ADDRESS: _____ CITY: _____

STATE: _____ ZIP CODE: _____ TELEPHONE: _____ FAX: _____

EQUIPMENT				
QTY	NAME	PRICE EACH	# OF DAYS	TOTAL
	20" VHS Combo Unit (not computer compatible)	\$ 125.00	X _____	
	TV/VCR Combo	\$ 230.00	X _____	
	19" Flat Panel	\$ 350.00	X _____	
	42" Plasma Display	\$ 600.00	X _____	
	LCD Projector	\$500.00	X _____	
	Laptop / Desktop Computers	\$350.00	X _____	
	DID Line- Direct access from Outside (internet)	\$100.00	X _____	
	STSN LINE (High Speed Internet Access)	\$750.00 day rate \$250.00 hourly	X _____	
	Poly com Conference Phone	\$125.00 plus DID phone line.	X _____	
	Tri Pod Screen 6x6,7x7,8x8	\$50.00	X _____	
	Power Strip	\$20.00	X _____	
	25' Extension Cord	\$25.00	X _____	
	<i>OTHER</i>	<i>CALL</i>	X _____	

BILLING INFORMATION:	
CIRCLE ONE: VISA/MC/AMEX/GROUP MASTER/OTHER	SUBTOTAL/EQUIP: _____
CARD#: _____	21% SERVICE CHARGE: _____
EXP DATE: _____	SALES TAX 8.375%: _____
PRINT NAME ON CARD: _____	TOTAL: _____
CARD HOLDER SIGNATURE: _____	

Note: This order must be received by the N.Y. Marriott Brooklyn NOT LATER THAN 14 DAYS before opening day. To insure installation in time of show.

New York Marriott at the Brooklyn Bridge will not be responsible for voltage fluctuations or power failures beyond our control.

(MUST ACCOMPANY WITH A COPY OF THE FRONT AND BACK OF THE CREDIT CARD)