

One Show. Maximum Results. AF&V 2010

Thank you for choosing to participate in AF&V 2010. AFVi is dedicated to supporting our sponsors and exhibitors and to providing a solid platform on which to build your brand, increase your customer base and enhance your public relations.

AF&V 2010 is an excellent venue to achieve a variety of goals. Not only does the Conference connect our exhibitors with customers, but it also provides exceptional educational opportunities. Most importantly, AF&V 2010 offers meaningful face-to-face interactions and an excellent environment in which to realize valuable business opportunities.

AFVi has developed this complete event marketing guide to help you achieve maximum results at AF&V 2010. If your objectives for the event are to...



- Generate sales leads
- Launch a new product or announce a new service
- Increase traffic to your booth
- Build brand awareness
- Generate media coverage

... then be sure to take advantage of the programs AFVi has developed to maximize your return on your exhibiting investment. Reference the matrix below to determine which opportunities align with your goals. Then, read more about these and other opportunities on the following pages.

	Launch a Product	Generate Sales Leads	Increase Traffic to Your Booth	Build Brand Awareness	Generate Media Coverage
Pre-Event Email Marketing	X	X	X	X	X
Post-Event Email Marketing		X		X	X
Online Press Kits				X	X
Advertising	X	X	X	X	
Creative Giveaway	X	X	X	X	X
Digital Booth	X	X	X	X	X
Press List	X			X	X



Email Marketing Opportunities

PRE-EVENT

Customized Message Email Marketing

Available one month prior to the event, pre-registered attendees will receive a message about your products and services and a customized invite to your booth. This is your chance to highlight your company. Let pre-registered attendees know you are going to be at the event, draw them to your booth, share information with them about your unique products and services and invite them to set an appointment to meet with you while at AF&V 2010. Included in the email will be your company name, message, logo, an email link and a link to your website.

Cost: \$695

Next Steps: Complete the Program Participation form located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630). Exhibitors are responsible for submitting copy within requested guidelines.

Must commit by 4/2/2010. A limited number of customized exhibitor emails are available on a first-come, first-served basis.

Exhibitor Branded Preview Email

Get in front of pre-registered attendees via email! Just weeks before the Conference, your company can participate with up to five other exhibitors in an email to registered attendees. This email will include your company name, logo and a description of your products/services, as well as a link to your website so attendees can learn more you. AFVi will develop a weekly email featuring a maximum of six exhibitors for the four weeks leading up to the event.

Cost: \$295

Next Steps: Complete the Program Participation form located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630). Logo/graphics to be provided by exhibitor no later than 4/2/2010. List selection is not allowed. Space is limited.

POST-EVENT

Customized Message Email Marketing

Attendees won't immediately forget you when you choose to send a post-Conference email to each of them. The message might include special sales information and, of course, your logo and links to your website and to send you an email.

Cost: \$695

Next Steps: Complete the Program Participation form located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630). Exhibitors are responsible for submitting copy within requested guidelines.

Must commit by 6/4/2010. A limited number of customized exhibitor emails are available on a first-come, first-served basis.

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Print Advertising Program

Conference Program Listing – FREE

Make your company known to all attendees. You have the opportunity to list your company name, address, contact information, URL address, and a 30-word description in the AF&V 2010 Conference Program. Take advantage of this opportunity – it's quick and easy.

Next Steps: Request a company listing form from Kevin Colbert at kcolbert@afvi.org or 702-254-4180. Submit the form no later than 2/1/10 for inclusion in the Conference program.

Conference Program Advertising

What better way to let attendees know about what you have to offer than by advertising in the official Conference Program. Exhibitors can enhance booth traffic and sales by placing an ad in the Program, which is referenced by attendees throughout the event. Sponsors, who received ad space with their sponsorship, can also call for pricing to upgrade their ad size.

Cost: Contact Kevin Colbert at 702-254-4180 or kcolbert@afvi.org for ad sizes and pricing. Discounts are available for companies purchasing ads in multiple AFVi productions, e.g. *The AFV Connection*, our monthly newsletter.

Next Steps: Exhibitor to produce ad according to requested specs. Completed space application, full payment and materials must be received by 3/1/10.

Web Advertising Program

Digital Booth

As an exhibitor, your company is automatically listed on the website and your booth location is listed on the interactive floor plan. AFVi will send an email to all pre-registered attendees within two weeks of the Conference to encourage them to preview of the Expo Hall by accessing the digital booths. Increase your exposure and traffic to your exhibit by customizing your digital booth. This is your opportunity to communicate with attendees and begin the lead retrieval process before the Conference even begins.

Level 1: Included with 10' x 10' or larger exhibit booth purchase – FREE

- Company name
- 30-word company description
- Booth number

Level 2: Upgrade for \$125, includes Level 1 package described above, plus

- Company logo
- Active URL reciprocal link to your company website
- Active link for email communication

Next Steps: Complete the Program Participation form that is located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630).

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Media Access Program

Online Press Kits

Capture media coverage before *and* after the event by posting your press kit online. Exhibitor press kits will be posted in the media section of the Conference website, which is available to the media long after the Conference ends. The online press kits will also be included on AFVi's website through December 30, 2010. Online press kits require no re-stocking and are accessible at any time as needed by the media. An email will be sent to AFVi's media database of close to 700 contacts – both those who are registered and those who are not registered – prior to the Conference, encouraging them to preview the exhibitors via the digital booths and the online exhibitor press kits.

Cost: \$445 (for up to six documents, each of up to five pages in length)

Next Steps: Complete the Program Participation form that is located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630). Must commit by 4/2/10.

Press List

AFVi's press list includes publications devoted to specific fuels, contacts for auto editors at leading publications and some of the major names in automotive and environmental reporting today. From *Heavy-Duty Trucking* and *Fleet Owner*, to *Forbes*, *Reuters*, *USA Today* and *Fortune*, we have close to 700 pre-qualified media contacts with an interest in the alternative fuels and vehicle technology industry. Email information is available for each contact, although mailing information is limited to about 200 of the contacts. The list, once purchased, is yours for multiple uses.

Cost: \$295

Next Steps: Complete the Program Participation form that is located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630). Must commit by 4/2/10.

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Marketing and Communication Program

AF&V 2010 Logo, Banner or Flash – FREE

Strategically align your company with the world's largest alternative fuels & vehicles expo. Post the Conference logo, banner or flash on your website to let your current and potential customers know you are a part of the biggest show of its kind.

Next Steps: Download a copy of the logo, banner or flash from www.afv2010.com/logos.html

Creative Giveaway Opportunities

Increase your brand awareness and company exposure by creating a buzz at the Conference. There are two giveaway opportunities available (one on Monday and one on Tuesday) where your company will be prominently featured. Announcements will be made throughout the day to promote a stop at your booth where attendees can drop their business card for a chance to win the grand prize of the day. The final announcement and drawing will take place during the afternoon break. Double value is available with this promotion — increased traffic to your booth and a ready-made sales database from the collected business cards!

Cost: \$745

Next Steps: Exhibitor to provide a grand prize with a minimum \$500 value. Complete the Program Participation form that is located in the back of this Guide and submit it to Kevin Colbert by email (kcolbert@afvi.org) or fax (702-254-4630).

Social Marketing Opportunities – FREE

For those who have yet to step into the e-century and try social marketing, this complimentary brief will provide you with a quick 101 on the subject, as well as first-steps to get you started.

Next Step: E-mail Kevin Colbert (kcolbert@afvi.org) and request the Social Marketing brief.

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Program Participation Form

Select the programs in which you would like to participate with an "x.". Fax the completed form to 702-254-4630 or email to Kevin Colbert at kcolbert@afvi.org. After payment has been received, you will receive an email regarding fulfillment of your request.

X	PROGRAM	COST
	Customized Email Message — Pre-Event	\$695
	Customized Email Message — Post-Event	\$695
	Exhibitor Branded Preview Email	\$295
	Online Press Kit	\$445
	Creative Giveaway	\$745
	Press List	\$295
	Digital Booth, Level 2	\$125
=	TOTAL PAYMENT DUE (U.S.)	\$

Contact Person

Company Name _____

Contact Name _____

Phone Number (____) _____ Fax Number (____) _____

Email Address _____

Billing Information

Payment Method

Visa MasterCard American Express Check (*Payable to AFVi*)

Credit Card Number _____ Exp Date _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

Declaration

By signing this document, I acknowledge that I understand that this purchase cannot be refunded and that I have the authority to enter into this agreement on behalf of my company/organization.

Signature _____ Date _____

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