

WASHINGTON, D.C

**19-21 May**  
**2020**

U.S.A

INTERNATIONAL CONFERENCE ON OCEAN ENERGY

# ENERGIZING A POWERFUL BLUE ECONOMY

**EXHIBITOR & SPONSORSHIP**  
PROSPECTUS

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ICOE2020.ORG • #ICOE2020





## WHAT IS ICOE?

The **International Conference on Ocean Energy (ICOE)** is a global ocean energy event focused on the industrial development of renewable ocean energy. Held every two years, the goal of the conference and exhibition is to share recent experiences from research and demonstration efforts. It aims to accelerate development by stimulating collaboration networks between companies and research and development centers. ICOE 2020 will draw in 850 ocean energy academic and industrial experts.

Hosting ICOE 2020 in Washington, DC, USA, the National Hydropower Association (NHA) aims to strengthen the focus on bringing ocean energy industries together to look for opportunities to accelerate commercialization and reaffirm ICOE as the international ocean renewables industrial development forum.

## WHAT IS NHA'S WATERPOWER WEEK?

The National Hydropower Association's **Waterpower Week** is the nation's premier hydropower and marine energy event and will be co-located with ICOE 2020. Each year, nearly 700 industry professionals and power producers and suppliers converge on the nation's capital to shape the future of waterpower.

This 3-day jam packed event provides you the opportunity to network, learn about legislative and regulatory initiatives, and discuss the issues impacting hydropower and marine energy industry.

## ABOUT NHA

The **National Hydropower Association** is a nonprofit national association dedicated to promoting the growth of clean, affordable US waterpower in all of its forms, ranging from conventional hydropower, to pumped storage to marine energy. It seeks to secure waterpower's place as a climate-friendly, renewable and reliable energy source that serves national environmental, energy, and economic policy objectives.

NHA represents more than 200 companies in the North American hydropower industry, from Fortune 500 corporations to family-owned small businesses. Our members include both public and investor-owned utilities, independent power producers, developers, manufacturers, environmental and engineering consultants, attorneys, and public policy, outreach, and education professionals.



## QUESTIONS?

Contact the International Conference on Ocean Energy Exhibits Manager at **+1 301-200-4616 ext. 105** or **ICOE@sponsorshipboost.com**

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# WHY EXHIBIT?

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## Industry/For-profit Organizations

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### Exposure

Market your organization and raise brand exposure to high profile scientists and decision makers in the industry while enhancing your organization's reputation.

### Network

Enhance relationships and elevate your exposure with industry leaders and make new contacts.

### Product/Services Demonstration

Give your potential clients hands-on access to your products and services.

### Recruitment

Recruit international talent from multiple ocean energy communities who are interested in new career options.

## Government/Universities/Organizations

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### Education

Showcase the latest updates to your educational programs

### Research

Disseminate the newest research to interested audiences

## Who Should Exhibit?

### Organizations related to and/or in the field of:

- Academic/research organizations
- Venture capitalists/financiers
- Ocean technology trade associations/clusters
- Technology incubators, accelerators
- Regional development or innovation organizations
- Utilities
- Regulators
- Energy project developers
- Ocean conservation non-profits
- Ocean related scientific and engineering societies
- Ocean or ocean energy software & app developers / distributors
- Ocean-themed art vendors
- Ocean-themed book vendors / publishers

### Past ICOE Exhibitors:

Click [here](#) to view a list of past exhibitors



# ICOE EXHIBIT BOOTH PACKAGE

**Standard 10-foot x 10-foot Booth Rate: \$3,800**

Larger booths can be created using multiples of the standard rate.

## Registration:

- Two complimentary full-conference registrations
- Ability to purchase unlimited full-conference registrations

## Booth:

- One 10-foot x 10-foot booth space
- 18 total Exhibit Hall hours over 2 days
- 2-foot x 6-foot draped table with two chairs
- One wastebasket
- Standard 7 in x 44 in identification sign
- 8-foot background drape and 36-inch side drape
- 24-hour security

## Marketing/Networking:

- Evening receptions in the Exhibit Hall
- Networking lunches in the Exhibit Hall
- Coffee breaks provided throughout the event in the Exhibit Hall
- Listing on the ICOE mobile app and the website
- Complimentary one-time use of the post-conference mailing list (mailing addresses only; no phone numbers or email addresses)

*\*Exhibitors who do not confirm by April 15, 2020, will not be included in the Exhibitor Directory.*

## Booth Payment Terms

Full payment is due with your online application. Online payment by credit card results in immediate booth rental.

Payment by check results in a temporary booth rental. You may select the option to pay by check through February 7, 2020. Payments by check must be received within one month of booth rental. If the check is not received within this timeline, the booth(s) will be released for general sale.

NHA cannot accept partial payment. Payment for exhibit booth rental, advertising, and/or marketing opportunities must be paid in full.

Checks must be in USD and payable to the National Hydropower Association. All international bank fees are the responsibility of the exhibitor.

## Cancellation Policy

Cancellation requests must be submitted in writing to the International Conference on Ocean Energy Exhibits Manager (ICOE@sponsorshipboost.com). If written cancellation is received before February 7, 2020, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds, cancellations, or space reductions will be made after February 7, 2020. If a booth is canceled, all complimentary full-conference registrations will be forfeited and immediately canceled.





## EXHIBITOR SCHEDULE

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### Installation

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Monday, May 18 11am – 5pm (Booth inspections: 3pm)

Show management will walk the Exhibit Hall and inspect booths to approve displays. Show management will review booths for proper design to ensure line of sight and safety. It is not necessary for exhibitor personnel to be present for the inspection. If there are any issues, show management will leave a notice at the booth.

### Exhibit Hall Hours

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Tuesday, May 19 10am – 8pm

Wednesday, May 20 10am – 7pm

*\*Exhibitors will **NOT** be penalized for having an unoccupied booth during sessions.*

*\*\*Exhibitors are not allowed to break down before 7pm on May 20th. Dismantle will begin after the reception has ended at 7pm.*

### Dismantle

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Wednesday, May 20 7pm – 11pm

Thursday, May 21 7am – 10am

## SCHEDULE AT A GLANCE | TUESDAY - THURSDAY

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### TUESDAY

May 19, 2020

8:30 – 10:00 am	Opening Plenary Session
10:00 – 8:00 pm	Exhibit Hall Open
10:00 – 10:30 am	Coffee Break in the Exhibit Hall
10:30 – 12:00 pm	Sessions
12:00 – 1:00 pm	Lunch in the Exhibit Hall
1:00 – 2:30 pm	Sessions
2:30 – 2:45 pm	Break
2:45 – 4:15 pm	Sessions
4:15 – 4:30 pm	Break
4:30 – 6:00 pm	Plenary Session
6:00 – 8:00 pm	Networking Reception in the Exhibit Hall

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### WEDNESDAY

May 20, 2020

8:00 – 9:00 am	Plenary Session
9:00 – 9:45 am	Coffee Break
9:45 – 11:15 am	Sessions
10:00 am – 7:00 pm	Exhibit Hall Open
11:15 am – 12:30 pm	Lunch in the Exhibit Hall
12:30 – 2:00 pm	Sessions
2:00 pm – 2:30 pm	Break
2:30 – 4:00 pm	Sessions
4:00 – 4:30 pm	Break
4:30 – 6:00 pm	Plenary Session
6:00 – 7:00 pm	Networking Reception in the Exhibit Hall
7:00 – 9:30 pm	Off-Site Event

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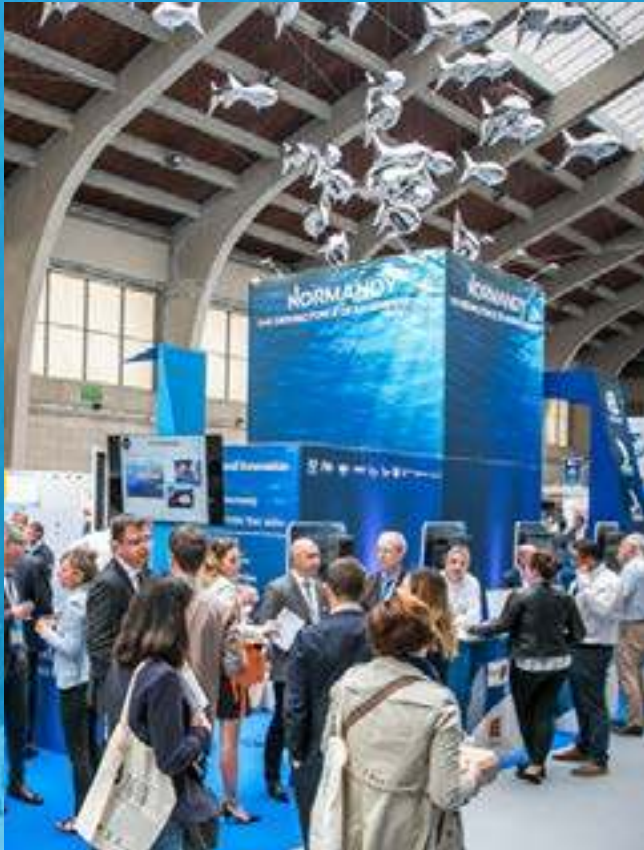
### THURSDAY

May 21, 2020

9:00 – 10:30 am	Sessions
10:30 – 11:15 am	Coffee Break
11:15 am – 12:30 pm	Closing Plenary Session
12:30 – 1:30 pm	Lunch on your own
1:30- 5:00 pm	Off-Site Tour
1:30- 5:00 pm	Workshops

# IMPORTANT DATES AND DEADLINES

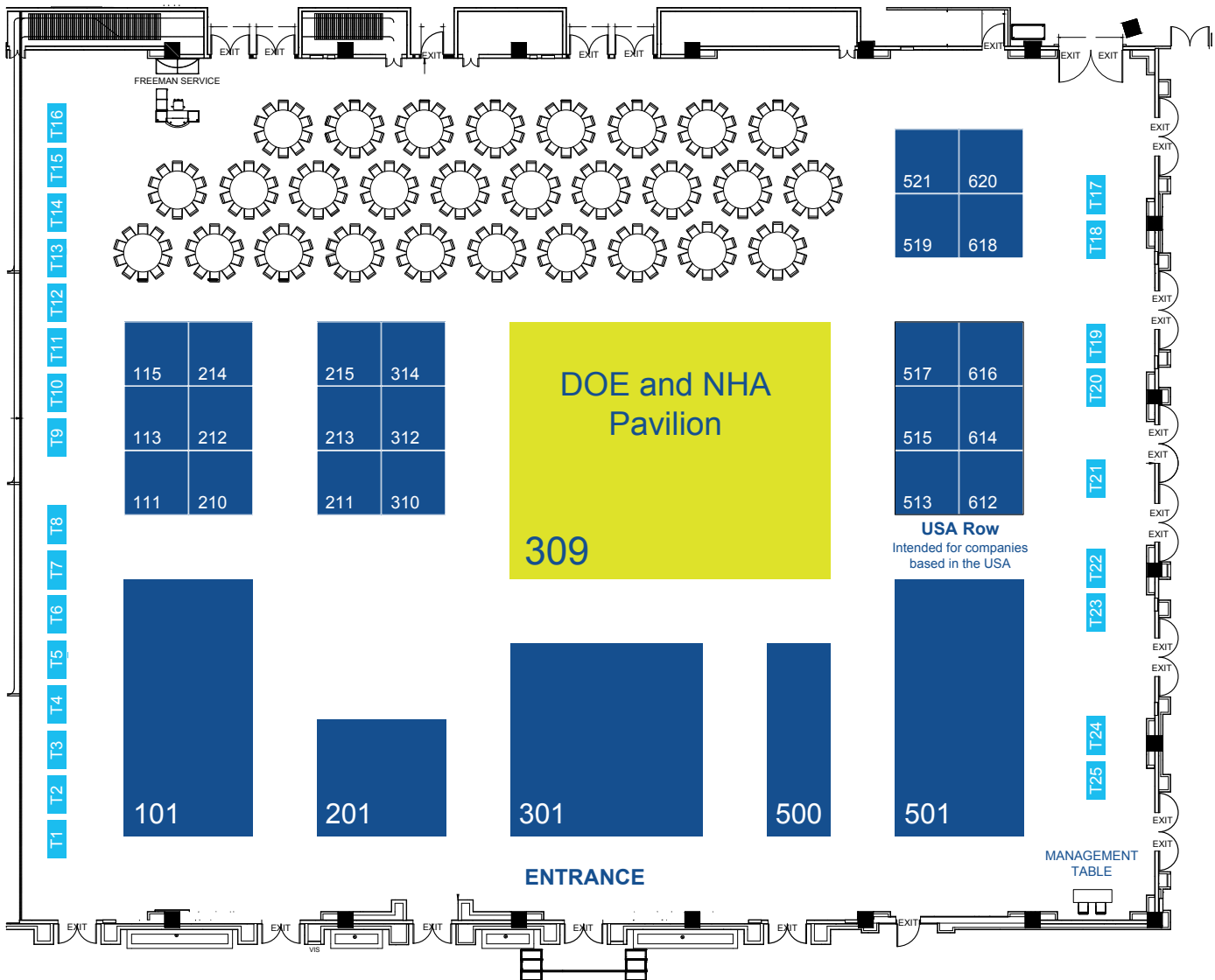
- Early October** Online registration for exhibit booth personnel and housing reservations begin.
- February 15** Exhibitor kit sent to confirmed exhibitors.
- March 29** Last day to be included in the printed conference program and exhibitor directory. Booths purchased after this date will be in the mobile app only.
- April 17** First day for freight shipments to arrive at warehouse.
- April 27 6pm EST** Deadline for discounted hotel rate.
- May 1** Deadline to pre-register booth personnel.
- May 11** Last day freight items can be received at warehouse.
- May 18** ICOE exhibitor move-in and installation.
- May 19-20** ICOE Exhibit Hall open.
- May 20-21** ICOE exhibitor move-out.





# FLOORPLAN

## Washington Marriott Marquis – Level 2 Marquis Ballroom



For the latest floorplan, [click here](#).

### How to Purchase a Booth

1. Visit the exhibit sales website to view the floor plan.
2. Select "Sign Up Here".
3. Type your organization's name.
4. Enter the administrative booth contact information for your organization.
5. Indicate the booth you would like to rent.
6. Enter the payment information and submit payment or select "Check" as your form of payment.
7. An email confirmation of your contract submission will automatically be sent to the booth coordinator.

# ICOE SPONSORSHIPS AND ADVERTISING

To help you stand out from the competition, we offer numerous sponsorship opportunities that can enhance your presence and visibility at the meeting:

- Maximize your brand exposure to attendees through exclusive promotional opportunities.
- Highlight innovations in your products and services in the Exhibit Hall.
- Increase your booth traffic through targeted advertising.

Please review the available opportunities below to help you build a customized sponsorship package that fits the needs of your budget and helps you surpass your company's marketing goals.

**These are identified below.**

*All ICOE 2020 sponsorships are chosen individually and may be added up to the listed support levels of Platinum, Gold, Silver, and Bronze.*

## Platinum: \$12,500

### Benefits:

- Logo listed as Platinum Sponsor on website and mobile app
- 2 full conference registrations
- Registration list (does not include email addresses)

## Gold: \$7,500

### Benefits:

- Logo listed as Gold Sponsor on website and mobile app
- 1 full conference registration
- Registration list (does not include email addresses)

## Silver: \$5,000

### Benefits:

- Logo listed as Silver Sponsor on website and mobile app
- Registration list (does not include email addresses)

## Bronze: \$2,500

### Benefits:

- Logo listed as Bronze Sponsor on website and mobile app

## For more information, contact:

Ty Wilson

ICOE 2020 Sponsorship  
Manager

+1 301-200-4616 ext. 106

[ICOE@sponsorshipboost.com](mailto:ICOE@sponsorshipboost.com)



### **Sponsored Workshop | \$10,000**

Host an informational session focused on a topic related to ocean energy. Choose your desired speaker and specific educational content topic to optimize your marketing efforts. The workshop can be as long or as short as you choose within the timeframe provided. Sponsor company is responsible for providing content and speakers for this session.

#### **Available Dates & Times:**

Monday, May 18, 2020 | 8am – 10am

Thursday, May 21, 2020 | 7am – 8:45am, 1pm – 3pm

#### **Sponsorship benefits include:**

##### **MARKETING**

- Preregistration list of conference attendees (mailing address only).
- One email to all ICOE attendees with details on all promotional sessions scheduled.
- Listing of workshop title, faculty, location, and company with description in the exhibitor events section on the ICOE 2020 website and mobile app.
- ICOE 2020 logo may be used upon receipt of signed agreement form.

##### **HOTEL SPACE RENTAL**

- Room rental
- Seating for 100 to 200 attendees
- Podium

##### **AUDIOVISUAL**

- Speaker microphone/wireless lavalier
- Projector screen
- Audio mixer
- A/V tech before and during presentation

##### **REGISTRATION**

- 6-foot desk with two chairs outside of meeting room
- Lead retrieval equipment provided in meeting room

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### **Networking Receptions | \$7,500 (2 available)**

Mingle with the ICOE 2020 attendees at the networking receptions being held on Tuesday, May 19 and Wednesday, May 20. Attendees can network with new colleagues, greet old friends, and review the exhibitors. This reception features hors d'oeuvres, wine and beer.

#### **Sponsorship benefits include:**

- Table tents with logo
- Napkins with logo
- Logo on mobile app and signage

### **Digital Poster Sessions | \$7,500 Exclusive**

Support the abstract posters and the valuable information they provide. NHA will acknowledge you as the supporter on the website and the app. Onsite there will be 2 signs and 3 floor stickers that will include your company logo and graphics.

#### **Sponsorship benefits include:**

- Screensaver advertisement
- Logo on mobile app and signage
- 3 floor stickers

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### **Carderock Tour | \$2,000 Exclusive**

Sponsor a tour of the Naval Surface Warfare Center (NSWC), Carderock Division. Carderock develops and applies science and technology associated with naval architecture and marine engineering, and provides support to the maritime industry.

#### **Sponsorship benefits include:**

- Company name on window sign on the bus
- Logo on mobile app and signage
- List of people that attended the tour (no email)

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### **Plenary Sessions | \$10,000**

Sponsor the plenary session that fits your marketing strategy and showcase your company to ALL attendees. Your logo will appear on the mobile app, signage, and displayed on the wall of the ballroom.

#### **Sponsorship benefits include:**

- Opportunity to introduce the speaker (this is not a sales pitch; must be approved by NHA)
- Gobo light with sponsor logo
- Virtual tote bag insert
- Logo on mobile app and signage

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### **Coffee Breaks | \$2,000 (4 available)**

Have your company name and logo associated with a morning or afternoon coffee break on the onsite signage, website and app.

#### **Sponsorship benefits include:**

- Table tents with logo
- Napkins with logo
- Logo on mobile app and signage

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### **Meeting Rooms/Hospitality Suites | Custom pricing**

Use a meeting room or hospitality suite for private meetings or one-on-one interviews. These rooms are available for a half day, full day or for the length of the conference on a first-come, first served basis. The NHA will provide the room assignment and confirm set-up need.

#### **This fee does not include:**

- Catering costs
- Audiovisual equipment and labor
- Preregistration list of conference attendees
- Signage (recommended)

## Brand Promotion

### Conference Tote Bag | \$8,500 Exclusive

Distributed to all attendees, this eco-friendly bag will include your logo artwork, the name of the convention, and the NHA logo. Every ICOE attendee will receive a tote bag filled with critical conference information.

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### Lanyards | \$8,500 Exclusive

Place your logo all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the conference. Attendees will be photographed during the conference and as such, your company's logo will appear on social media, the website, marketing materials post-conference.

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### Note Pads & Pens | \$7,000

*(additional production costs may apply)*

Have your company logo on all the conference notepads and pens as attendees take notes throughout the conference. Enjoy a high degree of brand visibility post conference as they take their note pad & pen materials back with them.

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### Directional Signage | \$6,000 Exclusive

Help attendees navigate the building while advertising your products/services. Advertise with company graphics and logos on four of the ICOE 2020 directional signs and escalator clings. These signs measure 1' wide x 3' tall. Sponsors have the entire back side of the sign for their graphics.

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### Escalator Advertising | \$5,000 Exclusive

*(additional advertising costs applicable)*

Maximize your exposure in high traffic areas. A company-branded escalator is sure to grab the attention of the attendees.

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### Water Bottles | \$5,000 Exclusive

Be the exclusive water bottle sponsor at ICOE 2020! Place your logo in the hands of every attendee. NHA will provide reusable water bottles to all attendees in their tote bags. Bottles will have the sponsor's logo (only logo; no text) on one side of bottle. Water coolers and/or pitchers will be set-up in the exhibit hall.

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## Print & Digital Advertising

### Wi-Fi Access | \$15,000 Exclusive

As a sponsor of this opportunity, help attendees stay connected by sponsoring the Wi-Fi connection.

#### *Sponsorship benefits include:*

- Custom network name, password and custom redirect to sponsor's website
- 

### Wi-Fi Access | \$7,500 Non-exclusive

As a sponsor of this opportunity, help attendees stay connected by sponsoring the Wi-Fi connection.

#### *Sponsorship benefits include:*

- Redirect to sponsors' websites through the ICOE website
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### Website Advertisement | \$5,000 Exclusive

Your ad appears in the main navigation and can link to an external website. This is prime real estate because your company's ad shows on all pages of the event website.

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### Hotel Room Key | \$1,500 Exclusive

*(additional production costs may apply)*

Place your company logo on every key card provided to attendees staying at the host hotel. The keycard is something that attendees see many times throughout their stay, and it will leave an imprint on everyone's mind.

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### E-Blasts | \$2,500 – 6 available

Send your custom message to ALL attendees with a custom e-blast. One e-blast per day will be sent to attendees in the preceding 3 weeks before the meeting.

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### Mobile App Splash Page | \$4,000

Highly visible branded opportunity on the ICOE 2020 app. The app splash page will be shown each time the app is opened and will display your logo or graphic along with the ICOE conference logo.

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*Print & Digital Advertising continued on next page*

### Banner Ad on App | \$1,500

Display your custom advertising on a banner inside the mobile app exhibitor directory section.

Your custom ad will be seen by attendees when they search for exhibitors. This is an exclusive advertising option—no other company will have advertising.

### Tote Bag Insert | \$1,000

Take your message directly to attendees by placing your company flyer in each conference tote bag.

### Virtual Tote Bag Inserts | \$500

Insert your ad in the virtual tote bag featured in the app that each ICOE attendee will use throughout the conference.

### Push Notifications | \$500

Send out a text alert to each attendee through the conference app. Use it to remind attendees to stop by your booth, announce a raffle, or showcase a product demonstration time. The text is limited to 115 characters.

## Social Media

### Facebook Live Interview | \$3,000

NHA will host a series of short Facebook Live interviews during ICOE 2020 (1 company per day). Each package will consist of 3 short interviews over the course of the day. The topics and duration of each video will be agreed upon prior to the Convention, although shorter videos tend to do better.

### Twitter Chat during the Conference | \$3,000

NHA will host a 30-minute live Tweet chat with your company on a mutually agreed topic and day (only 1 Tweet chat per day). The NHA's Twitter page continues to increase in numbers, it currently has more than 2,300 followers. Reach attendees at the conference as well as prospects from all over.

## SPONSORSHIP PRICING AT A GLANCE

Education & Events	
SPONSORSHIP	COST
Exhibitor Workshop	\$10,000
Networking Receptions	\$7,500
Digital Poster Sessions	\$7,500*
Carderock Tour	\$2,000*
Plenary Sessions	\$10,000
Coffee Breaks	\$2,000
Brand Promotion	
SPONSORSHIP	COST
Conference Tote Bag	\$8,500*
Lanyards	\$8,500*
Note Pads & Pens	\$7,000
Directional Signage	\$6,000*
Escalator Advertising	\$5,000*
Water Bottles	\$5,000*

Print & Digital Advertising	
SPONSORSHIP	COST
Wi-Fi Access (Exclusive)	\$15,000*
Wi-Fi Access (Non-exclusive)	\$7,500
Website Advertisement	\$5,000*
Hotel Room Key	\$1,500*
E-Blasts	\$2,500
Mobile App Splash Page	\$4,000
Banner Ad on App	\$1,500
Tote Bag Insert	\$1,000
Virtual Tote Bag Inserts	\$500
Push Notifications	\$500
Social Media	
SPONSORSHIP	COST
Facebook Live Interview	\$3,000
Twitter Chat during the Conference	\$3,000

\*Exclusive

### Terms and Conditions

All exhibitors/sponsors must follow the ICOE 2020 rules, regulations and policies. These can also be found at the first step of the online booth rental process.

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