

VIRTUAL CONFERENCE

**28-30 April
2021**

HOSTED BY USA

INTERNATIONAL CONFERENCE ON OCEAN ENERGY

ENERGIZING A POWERFUL BLUE ECONOMY

**EXHIBITOR & SPONSORSHIP
PROSPECTUS**

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ICOE2021.ORG • #ICOE2021





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 2021 is now virtual!

ICOE 2021 offers exhibitors and sponsors a variety of new opportunities to strengthen the focus of bringing ocean energy industries together to look for opportunities to accelerate commercialization and reaffirm ICOE as the international ocean renewables industrial development forum. Some of these opportunities include sponsoring the opening session, hosting a collaborative room, or showcasing your products or services with a virtual booth or pavilion.

We expect 400 ocean energy academic and industrial experts to participate in ICOE 2021.

ICOE 2021 will be held at the same time during Waterpower Week (WPW), which is taking place on April 27th-April 29th. Waterpower Week is the industry's premier policy event and is the chief platform for industry advancement and learning while ensuring waterpower's message is being heard. Each year, hundreds of industry professionals and power producers, and suppliers converge to shape the future of waterpower.



About NHA - the Organizer of ICOE 2021

The National Hydropower Association is a non-profit national association dedicated to promoting the growth of clean, affordable U.S. 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 240 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.



About the Biennial ICOE Meeting

The ICOE biennial meeting will be an entirely virtual event for 2021.

We had hoped to be able to hold this meeting in Washington D.C. as initially planned; however, it became clear that the ongoing global health crisis will not be sufficiently resolved till late 2021. To ensure the health and safety of the meeting participants, our staff, and the public, and to follow travel bans, this is the best method for keeping the meeting moving forward with the most current information in the industry.

Enduring Content and Information

The “live” virtual meeting will be held from April 28-April 30. The online content will be available on the virtual platform for one full year post-conference so attendees and exhibitors can view sessions, exhibit booths, and sponsored content at any time. This enduring content will be available until April 30, 2022.

Attendee Demographics

ICOE expected attendance - 400 ocean energy academic and industrial experts. NHA anticipates the virtual meeting to have an increase in attendee participation.



Why Sponsor or Exhibit?

Content

Showcase your expertise and be seen as a thought leader by providing informational content to attendees. All educational content will be available during the virtual meeting and for one year post-conference.

Exposure

Market your organization and raise brand exposure to high profile scientists and decision-makers in the industry while enhancing your organization's reputation. Give your potential clients on-demand access to your products and services through a virtual exhibit showcase.

Access

Meet with a variety of scientists and professionals from industry, government, universities, and non-profit organizations through online networking and collaborative rooms.

Recruitment

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

Engagement/Networking

Network and build long-term partnerships with distinctive opportunities to enhance your innovation and leadership with ocean energy. Conference attendees will be able to engage with exhibitors through the interactive and dynamic virtual conference platform. Attendees can easily connect from the comfort and safety of their own homes/offices.

Lead Generation with Analytic Data

Review analytic information on those attendees that stopped by your booth, viewed your video, and clicked on your resources. You can receive live analytic data that will include opt-in attendee names, titles, organizations, total views, clicks.



Who Should Sponsor/Exhibit?

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

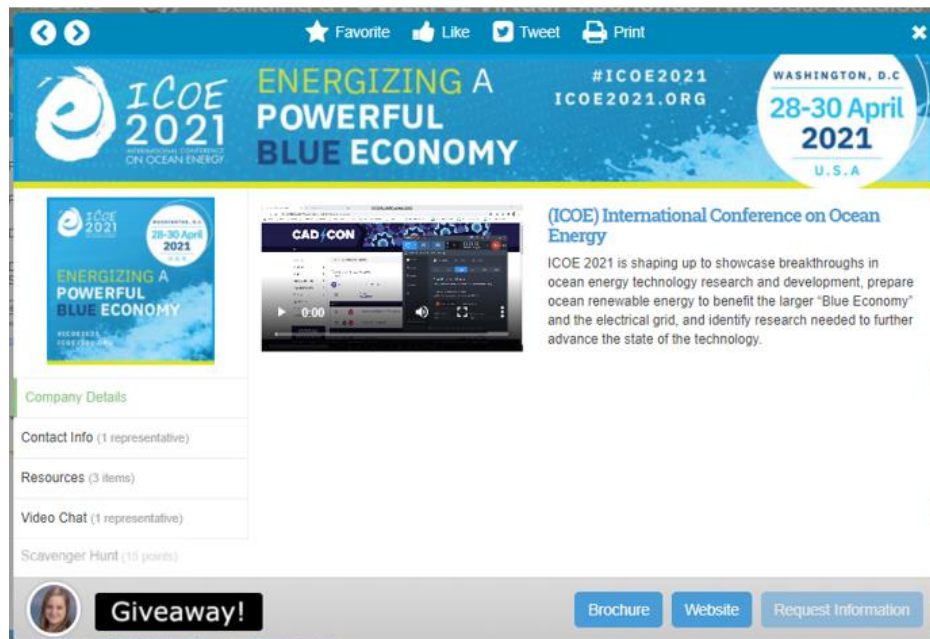


Virtual Exhibit Booths

SHOWCASE your company to ICOE attendees with a virtual booth!

Overall Benefits

Registration	Complimentary full-conference registrations
Exposure	Dedicated Exhibit Hall hours are: April 28 3:45pm-4:30pm, April 29 12:00pm-1:00pm, April 30 8:30am-9:30am. The exhibit hall is open 24/7, and continued online exposure for one-year post-conference!
Marketing/Networking	Company logo on the virtual expo logo wall & listing on the ICOE website. Pavilion specific branding, if applicable
Lead Generation	Opt-in real-time analytic reports to track attendee visits and downloads with contact information. You can pull it at any time within the expo portal. The analytics will track booth views, content/asset clicks, and information requests along with attendee data. You can also collect leads through the giveaway and request information button.



ICOE offers several virtual booth options – Pavilion, Premium & Standard

Pavilions are special groupings of 4 individual virtual booths with icons denoting their pavilion.

Virtual Exhibition	Pavilion	Premium	Standard
Registrations			
Full Conference Registrations	12*	4	2
Virtual Booth Specifics			
Company Logo and Description	✓	✓	✓
Linkable Horizontal Custom Banner	✓	✓	✓
Company Categories-Unlimited Selection	✓	✓	✓
Social Media Links (Twitter, Facebook, Linked In)	✓	✓	✓
Website Links	6	6	3
PDF's (brochures or flyers and Image links)	6	6	3
Full Conference Registrations	12*	4	2
Website Button	✓	✓	✓
Request Info Button	✓	✓	✓
Lead Generation – Opt-in attendee data	✓	✓	✓
Short Introductory Video (max 3 min)	✓	✓	
Video and text chat	✓	✓	
Giveaway Button	✓	✓	
Conference Recognition			
Content available on meeting platform for one year post-conference	✓	✓	✓
Featured on ICOE meeting website	✓	✓	✓
Company name recognition on the Logo Wall	✓	✓	✓

Investment: *Pavilion \$10,000** *Premium \$3,000* *Standard \$1,800*

**Pavilion pricing/reg benefits based on multiples of 4 exhibits. (4,8,12,16)*

Sponsorships

Online Education

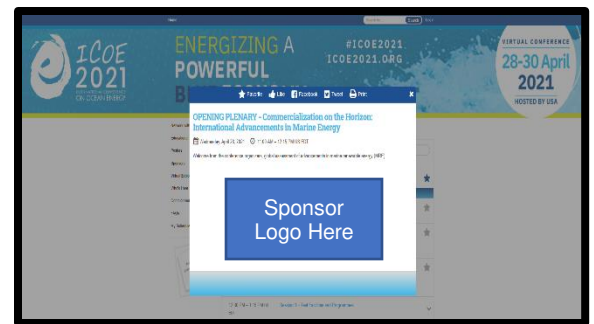
Opening Session Sponsor

\$4,000 (Exclusive)

Align your company with the valuable education that ICOE provides by sponsoring the opening session. This exclusive opportunity is a great way to make a first impression with all of the attendees. The opening script would need to be approved by NHA.

Benefits include:

- Brief video introduction of speaker (1-minute max)
- Video commercial following session (30 seconds max and mp4 will need to be provided)
- Top Livestream banner advertisement for the day, which is clickable back to your exhibit booth
- Logo and acknowledgment on all marketing and website



Sponsored Online Education- Knowledge Center

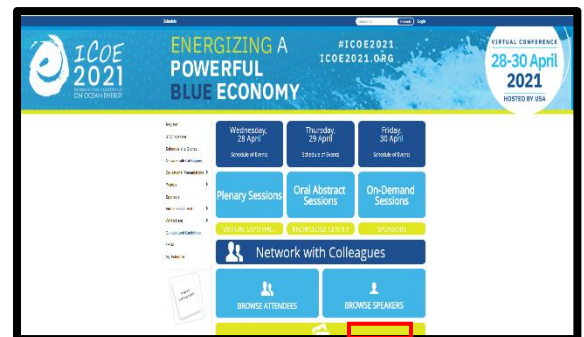
Educational Sessions

\$2,000

Showcase your research, product, or services with a 30-minute educational presentation to attendees! Choose your own speaker(s), content title, and description for a customized session that supports your marketing. This session will be pre-recorded and uploaded to the virtual platform for unlimited on-demand access by attendees. NHA will need to approve all sessions, and a mp4 will need to be provided. Analytics for the sessions will also be provided.

Benefits include:

- Choose your content, title, description, and speakers
- Session title, description, speaker biography on the website and virtual platform
- Eblast to attendees will promote all exhibitor educational sessions
- This content will be available for a one-year post-conference on the virtual platform.



Collaborative Room

\$2,000

Use your expertise to moderate a 60-minute discussion among ICOE attendees on select topics. The sponsor will select a topic for discussion with NHA's approval, and as a sponsor, you will be able to facilitate the discussion. Branding opportunities would include your company logo, banner, and a link to your website. Rooms hold up to 25 people. These chats are not available for viewing later.

Benefits include:

- Choose the content topic for discussion pending NHA's approval
- Moderate discussion among participants
- Lead Q & A discussion
- Attendee list of those participating in the discussion (please note that this will show only the attendee's that have opted in)

Digital Communications/Advertisements

Video Commercial

\$2,000 (package includes 4 commercial time slots)

During 4 session breaks, participants will be prompted to view your video commercial (30 seconds in length.) The video will be shown right after the session. *Company must supply video 2 weeks before the event as an mp4.*

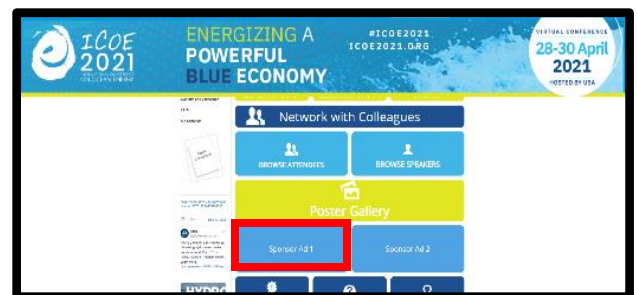
Benefits include:

- Customized commercial highlighting your company, research, product, or services
- Logo on website
- Video on a virtual platform for one year post-conference

Main Page Tile Advertisement

\$1,500 (2 Available)

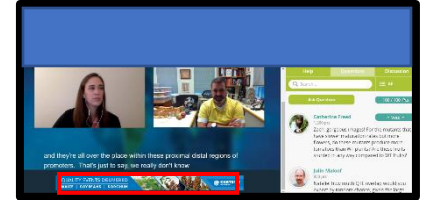
Advertise your company, products, or services on the home page of the virtual meeting. This webpage is the highest traffic page of the website and virtual platform. Your advertisement will be displayed prominently on the virtual event's home screen. This ad can be linked to the sponsor's external URL.



Livestream Bottom Banner Ad

\$2,000 (2 Available -1 banner per channel – ALL 3 days)

This banner displays prominently at the bottom of the ICOE Live feed and can be linked to the sponsor’s external URL. This opportunity offers high-visibility as all attendees will see this banner ad throughout the entire virtual event.



Registration Confirmation Banner Ad

\$2,000 (Exclusive)

Display your company’s custom graphics (can be linked to an external URL) and logo on a banner to be displayed at the top of the registration confirmation letter sent to all registrants of ICOE 2021.

“Know Before You Log In” Email Banner Ad

\$2,000 (Exclusive)

Display your company’s custom graphics (can be linked to an external URL) and logo on a banner to be displayed at the top of the “Know Before You Log In” email sent to all registrants of ICOE 2021. This helpful how-to will include all of the necessary information needed to ensure all attendees have a successful virtual experience.

Eblast

\$1,500

Sponsor can promote their brand and increase exposure with a customized eblast to attendees. This eblast will be text with one banner graphic and one logo – no HTML. These will be scheduled the week prior, and 1 week post-event, 1 sponsored eblast per day. All eblasts will have to be approved by NHA.

Booth Traffic

ICOE Scavenger Hunt

\$500 (up to 20 available)

Drive attendees to your virtual booth with the ICOE virtual scavenger hunt! Each participating exhibitor will have a Q.R. code in their virtual booth that is scannable on the attendees’ mobile device. Attendees scan the Q.R. code—which then asks them to answer a question about the exhibitor. All questions are provided by the exhibitor! ICOE will provide substantial marketing to promote the game and offer daily prizes to encourage participation. Analytics are also available on this particular sponsorship.





How to Purchase Virtual Booth/Sponsorships

1. Visit the ICOE 2021 [sales website](#).
2. Select “Purchase Here.”
3. Type your organization’s name.
4. Enter the administrative contact information for your organization.
5. Select your booth and/or sponsorship.
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 administrative coordinator.

ICOE 2021 Terms and Conditions

1. **Event Management:** The virtual exhibition for ICOE 2021 is organized and managed by The National Hydropower Association (NHA). Any matters not covered in these Rules and Regulations are subject to the interpretation of NHA and their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Event Management. The Event Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.
2. **Rates, Deposits, and Refunds:**
 - a. **Virtual Exhibit Booth Purchase Terms:** Full payment is due with your online application. Online payment by credit card results in immediate purchase. Payment by check results in a temporary hold of your exhibit booth or sponsorship package. You may select the option to pay by check through January 15, 2021. Payments by check must be received within one month of purchase. If the check is not received within this timeline, the exhibit booth or sponsorship package will be released for general sale. NHA cannot accept partial payment. Payment for exhibit booths and sponsorship packages 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.
 - b. **Sponsorship Item Purchase Terms:** Full payment is due with your online application. Online payment by credit card results in immediate sponsorship purchase. Payment by check results in a temporary sponsorship purchase. You may select the option to pay by check through January 15, 2021. Payments by check must be received within one month of purchase. If the check is not received within this timeline, the exhibit booth or sponsorship 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.

3. Arrangement of Virtual Exhibits: Event management reserves the right to inspect the quality of the appearance of each virtual booth prior to the beginning of the virtual event. Event Management, on behalf of NHA, may request the removal of any unapproved content.
4. Virtual Booth Design: Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines.
5. Subleasing of Virtual Space: Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated and may not display goods or services other than those manufactured or regularly distributed by them.
6. Conduct: All virtual exhibits will be to serve the interest of the NHA attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Event Management reserves the right to request the immediate withdrawal of any virtual exhibit that NHA believes to be injurious to the purpose of NHA. Management reserves the right to refuse to admit and eject from the virtual platform any objectionable or undesirable person or persons or any individual who violate rules set forth in the NHA Code of Conduct Policy. The use of sideshow tactics or other undignified methods considered by NHA to be objectionable are expressly prohibited in the exhibition area and in any virtual room. NHA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Any exhibitor or exhibiting company who is removed from the virtual conference will not receive a refund, and NHA will retain as liquidated damages all monies paid.
7. Exhibitor's Personnel: Virtual Exhibitors are prohibited from sharing badges or their assigned link to the NHA's virtual meeting. Violating this condition may result in a loss of admittance for the person(s) sharing the badge. If there are specific hours or chat times available, each participating exhibitor must be staffed by company specialists who are qualified to discuss details of their company's products or services.
8. Giveaways and Prize Drawings: Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. NHA reserves the right to disallow any material that they believe to be inappropriate.
9. Solicitation of Exhibitors: No persons will be permitted in the virtual exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of NHA.



10. Trademarks: NHA will be held harmless for any trademark, trade name, copyright, or patent infringement on any printed materials belonging to or distributed by any exhibitor.

11. List Publication: The list of NHA virtual exhibitors, in whole or in part, shall not be published other than in NHA official publications.

12. Platform Policy: In the event of a severe platform or technical issue outside of NHA's control that prevents the fulfillment of the marketing deliverables, NHA will refer to the platform Service Level Agreement. NHA will make every effort to provide the same marketing opportunity on a different date/time proposed by NHA. Should NHA be unable to satisfy the original marketing opportunity, comparable alternate opportunities will be offered.

13. Violations: NHA may, at their discretion, take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of the NHA forfeit the exhibitor's right to occupy space, and such exhibitor shall forfeit to NHA all monies paid or due. Upon evidence of the violation, NHA may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that NHA may incur thereby.

14. Severability: All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

QUESTIONS? Contact ICOE Exhibit and Sponsorship Manager at 301-200-4616 ext. 106 or ICOE@sponsorshipboost.com