

2008 Clean Edge Strategic Partnership Packages

Over the past decade, clean technology has moved from a niche to mainstream business opportunity. Investors, companies, governments, and entrepreneurs are reinventing the way they do business in order to capture a range of emerging clean-tech opportunities. At Clean Edge, we believe the future of clean tech will include a rolling series of technology breakthroughs, landmark corporate investments, industry consolidation, and the not-infrequent emergence of new and sometimes surprising players. At each stage, Clean Edge is there to provide analysis, insight, and intelligence.

By partnering with Clean Edge you enable us to track and analyze the clean-tech sector – so that together we can build awareness for, and report on, major clean-tech developments.



Launched in 2001 by environmental and high-tech business pioneers Ron Pernick and Joel Makower, Clean Edge is a leading clean-tech research and consulting firm with offices in the San Francisco Bay Area and Portland, Oregon. We provide a variety of products and services including research and publishing; strategic consulting; the annual Clean-Tech Investor Summit; content-rich reports, web site, and newsletter; and the NASDAQ® Clean Edge® US Index. Clean Edge tracks and analyzes clean-tech markets, trends, and opportunities and offers unparalleled insight and intelligence to its customers through an extensive network of partners and affiliates.



Sponsorship Contacts

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Benefits of Partnership

Clean Edge offers a variety of channels for companies and organizations building their own clean-tech presence. Clean Edge partnership is a **unique, customized offering**. No other firm can provide your company with the ability to support top-level research, gain access to leading industry influencers, and market your products and services to highly targeted prospects. Join the Clean Edge network as we continue educating companies, governments, and investors on how they can understand and profit from clean technology. Become a Clean Edge strategic partner/sponsor and garner extensive coverage for your firm throughout the year via our annual *Clean Energy Trends* report, web site, electronic newsletter, and more.

Annual Clean Energy Trends Report

Our *Clean Energy Trends* report is read by more than 30,000 people (a majority of whom represent key leverage positions both within and around this growing field) and handed out to thousands more at leading conferences. Each year the report receives press coverage in dozens of outlets. Past coverage has included *BusinessWeek*, *The New York Times*, *Forbes*, *Fortune*, *Red Herring*, and *The Wall Street Journal*.

Since the publication of our first *Clean Energy Trends* report in 2002, we've provided an annual snapshot of both the global and U.S. clean-energy sectors. In our sixth edition, *Clean Energy Trends 2007*, we found markets for our four benchmark technologies - solar photovoltaics, wind power, biofuels, and fuel cells - continuing their healthy climb. Annual revenue for these four technologies ramped up nearly 39% in one

year - from \$40 billion in 2005 to \$55 billion in 2006. We forecast that they will continue on this trajectory to become a \$226 billion market by 2016.

According to Clean Edge and Nth Power, U.S.-based venture capital investments in energy technologies nearly tripled from \$917 million in 2005 to \$2.4 billion in 2006. Over the last seven years, venture investments in energy technologies have increased from less than 1 percent of total venture investments to nearly 10 percent.

Clean Edge Web Site and e-newsletter

Clean Edge sponsors benefit greatly from wide exposure via Clean Edge online channels.

- Each year our website attracts more than **500,000 visitors and generates more than 1.5 million page views.** <http://www.cleandedge.com>
- **More than 18,000 people currently receive our monthly CLEANWATCH e-newsletter** which profiles the month's most important news, events, and commentary on advances in the clean-tech space. <http://www.cleandedge.com/newsletter/>
- Clean Edge subscribers include high-ranking representatives from **venture firms, investment banks, academic institutions, government agencies, service providers, corporations, and start-ups.**

Save 10% when you Sponsor both Clean Edge and the Clean-Tech Investor Summit

Clean Edge, along with IBF, co-presents the annual Clean-Tech Investor Summit in Palm Springs. The Summit provides an unsurpassed networking experience for venture capital general partners, institutional limited partners, Fortune 500 companies, clean-tech entrepreneurs, CEOs, and other key players. **When you become both a Clean Edge sponsor and a 2008 Clean-Tech Investor Summit sponsor you receive 10% off the combined total.** For conference sponsorship details, please visit www.cleandedge.com/conferencesponsorship.pdf.

CLEAN EDGE SPONSORSHIP PACKAGES

Premier Sponsor: \$18,000

(Limited to 4 companies)

Sponsorship runs March 2008 – February 2009

- Sponsorship of *Clean Energy Trends 2008* (logo and company description in online and print versions of report; quarter-page ad in printed and electronic versions of report; company listed in report press release).
- First-tier placement of logo and link on Clean Edge home page and in CLEANWATCH e-newsletter for 1 year.
- One dedicated Clean Edge Alert to showcase your company's newest report, product, or services to Clean Edge's 18,000+ subscribers or one dedicated CE Views to convey messages in a guest-contributed editorial. (Both the CE Alert and CE Views are subject to editorial approval.)
- Static or dynamic advertising space on Clean Edge "Sponsors" web page to promote your company's most recent report, newsletter, upcoming event, or other services. This 'featured ad' will also be rotated on to the home page which receives more than 150,000 page views each year. Up to 2 different promotional campaigns per year per Premier sponsor.

Major Sponsor: \$12,000

(Limited to 8 companies)

Sponsorship runs March 2008 – February 2009

- Sponsorship of *Clean Energy Trends 2008* (logo and company description in online and print versions of report; eighth-page ad in printed and electronic version of report; company listed in report press release).
- Second-tier placement of logo and link on Clean Edge home page and in CLEANWATCH e-newsletter for 1 year.
- Static advertising space on Clean Edge "Sponsors" web page to promote your company.

News Sponsor: \$10,000

(Limited to 4 companies)

- Company ad on daily pop-up Clean Edge news articles.
- Third-tier placement of logo and link on Clean Edge home page and in CLEANWATCH e-newsletter for 1 year.
- 3 months exclusive CLEANWATCH e-newsletter issue sponsorship.
- Static advertising space on Clean Edge "Sponsors" web page to promote your company.

Customized offerings, for an additional fee, available upon request