

**Welcome back
to Barcelona !**

CARBON EXPO

Global Carbon Market
Fair & Conference

Barcelona, June 1-3, 2011
Downtown Montjuïc Venue

Your Most Important Date... **...in the Carbon Market Calendar**

CARBON EXPO 2011 - The World's Leading International Trade Fair & Conference for Climate and Carbon Finance, Emissions Trading, and Carbon Abatement Technologies.

Jointly organized by



The Carbon Sector Talks™

"This year's CARBON EXPO I thought was easily the best conference I have been to for a while. I was surprised by the number and quality of attendees compared to all other conferences earlier in the year. The conference programme was spot on and I really got a lot out of the sessions and the networking around them. CARBON EXPO 2011 is already in my calendar." **Sanjeev Kumar, Senior Associate - E3G, Third Generation Environmentalism**

"CARBON EXPO remains the single most important conference for carbon markets and climate finance. It complements the UNFCCC talks, by focusing on forging partnerships around the implementation of projects and programs that mitigate climate change. In times where policy moves at snail pace, CARBON EXPO's focus on making a difference on the ground is refreshing and energizing." **Charlotte Streck, Director - Climate Focus**

"CARBON EXPO is an unmissable event in the carbon markets calendar. In 2010 it has helped the UK Climate Change Projects Office (CCPO) further develop our network of contacts and market intelligence from key carbon players. The UK Government's vision is for there to be a global carbon market by 2050 and for that you need a truly global event - that event is CARBON EXPO." **Oliver Sinclair, Business Engagement Manager - UK Climate Change Projects Office**

"CARBON EXPO is always great for our business and this year was no exception. We look forward to Barcelona next year and Cologne in 2012, by which time hopefully we will be looking forward to the second commitment period." **Geoff Sinclair, Head of Carbon Sales & Trading - Standard Bank**

"Carbon Expo is the Cannes festival of the Carbon Market: the ultimate meeting point, when and where business gets done" **Laurent Segalen, Managing Director - Commodities & Environment - Nomura International**

"As a veteran of the carbon world I have attended every CARBON EXPO which goes from strength to strength both in numbers and quality. It is the event of the carbon world which should not be missed. I have already put CARBON EXPO 2011, Barcelona in my calendar." **W S Kyte, OBE, Senior Advisor, Climate Change, E.ON AG - Hon President, UK ETG - Chief Advisor, International Climate Policy, EURELECTRIC**

"The overall level of quality and rush of enthusiasm CARBON EXPO triggered yet again testifies to the global aspiration for saving the planet and keeping economies thriving as the world traverses an increasingly volatile period. CARBON EXPO 2010 demonstrated that governments around the world continue to recognize carbon markets as the most efficient and lowest cost formula for addressing climate change." **Mutsuyoshi Nishimura, Special Advisor to the Cabinet - Government of Japan**

"I was pleasantly surprised to see the level of engagement of the market participants and the quality of discussions maintained at CE 2010. Given the lack of political will and global uncertainty on the issue, the carbon markets have an uncertain future, but climate finance is certainly on the forefront and to me it seems that on that front, Carbon Expo is also now The Climate Expo." **Vikram Widge, Global Head, Carbon Finance - International Finance Corporation (IFC)**



CARBON EXPO 2011

Where the entire Carbon Market Value Chain meets

- Business Leaders & Senior Executives
 - Bilateral AIDC agencies
 - CDM Project developers
 - CDM/JL Host Countries Representatives
 - Investment promotion agencies
 - Multilateral development organizations
 - Think tanks
- NGO & academia
 - Political leaders and senior government officials
 - Technology providers
 - UNFCCC representatives
 - CDM EB & JISC members
 - Lead negotiators
 - Financial & legal corporations
 - Energy & consulting firms
 - News agencies & press

Survey results of CARBON EXPO 2010

How satisfied are you with the event on the whole?

Single response, values in %, Exhibitors 2010



Very satisfied ■ Partly satisfied ■

Do you intend to exhibit at the next CARBON EXPO 2011?

Single response, values in %, Exhibitors 2010



Yes ■ Not yet decided ■

How satisfied are you with the achievement of your aims in attending this event?

Single response, values in %, Visitors 2010



Very satisfied ■ partly satisfied ■

Would you recommend a business friend to take part in the CARBON EXPO?

Single response, values in %, Visitors 2010



Yes ■ Probably not ■



Welcome back to Barcelona!

Your True Annual Global Platform for Carbon Markets

We are delighted to welcome you back to Barcelona for the 8th edition of CARBON EXPO, the World's leading Trade Fair & Conference for Climate and Carbon Finance, Emissions Trading and Carbon Abatement Technologies, jointly organized by the International Emissions Trading Association (IETA), the World Bank and Fira Barcelona.

The Nexus between Climate Finance and Carbon Finance

The need for financial solutions to the climate problem is as urgent as ever. The Carbon Market knows climate solutions are impossible without private finance. Investors, emitters and market professionals are preparing for a more diverse future driven as much by national as international politics. A new financial model is needed for leveraging, blending and delivering finance, from private and public sectors in both developed and developing countries, for scaled-up climate action without sacrificing economic development.

The Global Crossroad for Climate Policy Development

Carbon Markets have proven to be a successful tool to quickly spur economy-wide abatement activities and steer finance towards low carbon technologies. Nevertheless, a combination of market based approaches with additional policies and measures is needed to meet global climate aspirations. CARBON EXPO is the platform to explore the detailed development of Carbon Markets worldwide and interrelated policies that will shape the international climate regime of the future.

What Makes CARBON EXPO so Special?

- A true value for your money when budgets are tighter
- A professional Business and Matchmaking Platform
- Properly equip yourself with the essential tools and means to get linked into Carbon Market Offsets and Finance opportunities
- A Global & Multi-sectoral Trade Fair
- A pioneering international and interactive Conference
- Forge and consolidate your network and develop successful partnerships in the Carbon World

Key Facts & Figures of CARBON EXPO 2010

- Over 111 Countries represented
- Around 3,000 Participants
- Over 250 Exhibitors
- 47 CDM/JI Host Countries
- Over 240 Speakers
- 9 Plenary Sessions & 26 Workshop Sessions
- 52 Exhibitor Side Event Sessions
- Over 180 Media aPress

Your Presentation Opportunities

EARLY BIRD DEADLINE
Ends on December 22nd

Category

The packages consist of fully equipped presentation booths, PR services, event marketing and certain amount of free tickets for your partners and customers. Please note that Platinum, and Gold packages are limited. World Bank, IETA and Fira de Barcelona reserve the right to select the Platinum and Gold package holders amongst respective applicants.

Platinum Presentation Package (Limited)



Gold Presentation Package (Limited)



Stand size

■ Stand 25 sq. meters

■ Stand 15 sq. meters

Your logo

- Your logo in skyscrapers in front of plenary sessions
- Branding of the central information counter ("CARBON EXPO is presented by...")
- Max. two different leaflets/flyers at the information counter
- Logo on shirts of CARBON EXPO service personnel
- Your logo on CARBON EXPO posters
- Your logo on the front page of the conference program
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- Branding of the central information counter with logo half of the size of the Platinum presentation
- Distribute leaflets/flyers at the information counter
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

Public Relations

- A 4000 character comprehensive profile of your company/institution/projects in the CARBON EXPO official press material.
- Add a photo to the official CARBON EXPO online press photo database

- A 2000 character comprehensive profile of your company/institution/projects in the CARBON EXPO official press material.

Presentation booth

- 25 sq. meters stand space in central position incl. shell scheme stand, carpet, electrical switch board, graphics

- 15 sq. meters stand space incl. shell scheme stand, carpet, electrical switch board, graphics

Online advertising

- Logo on front page of www.carbonexpo.com
- A banner link of your website on www.carbonexpo.com in rotation 243x60 pixels
- Company/project portrait on the exhibitors' page of www.carbonexpo.com (a 4000 character comprehensive profile)

- Logo and link to your website from www.carbonexpo.com
- Company/project portrait on the exhibitors' page of www.carbonexpo.com (a 2000 character comprehensive profile)

Office room

- Office room for two days during CARBON EXPO at your disposal for group discussions, fully equipped, capacity approx. 6, purchase notice by three weeks before the Trade Fair and Conference

Tickets

- 6 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 4 free exhibitors' passes for your stand personnel (only valid for exhibitions)

- 4 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 3 free exhibitors' passes for your stand personnel (only valid for exhibitions)

Email signature

- Mention of the exhibitor in outbound e-mails in connection with CARBON EXPO 2011

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Package

€ 28,990 plus VAT

€ 17,990 plus VAT

Your Presentation Opportunities

EARLY BIRD DEADLINE
Ends on December 22nd

Silver Presentation Package



■ Stand 9 sq. meters

- Distribute leaflets/flyers at the information counter
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- 9 sq. meters stand space in central position incl. shell scheme stand, carpet, electrical switch board, graphics

- Logo and link to your website on www.carbonexpo.com

- 2 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 2 free exhibitors' passes for your stand personnel (only valid for exhibitions)

Early Bird: €4,490 plus VAT
(Early Bird valid until December 22, 2010)
Silver IETA Member / World Bank: €3,690 plus VAT
Standard Price: €5,490 plus VAT

Bronze Presentation Package



■ Stand 6 sq. meters

- Distribute leaflets/flyers at the information counter
- Your logo on the exhibitors' page of the Trade Fair and Conference Guide

- 6 sq. meters stand space in central position incl. shell scheme stand, carpet, electrical switch board, graphics

- Logo and link to your website on www.carbonexpo.com

- 1 free admission tickets for your partners/customers (valid for Trade Fair & Conference)
- 1 free exhibitors' passes for your stand personnel (only valid for exhibitions)

Early Bird: €2,890 plus VAT
(Early Bird valid until December 22, 2010)
Standard Price: €3,990 plus VAT

Take advantage as soon as possible of these Exhibiting Opportunities

If you prefer to bring your own stand construction, you can book a stand area with a minimum size of 9 sq. meters for a charge of €3,690. This includes the communication services and free tickets as described in the Silver Presentation Package.

For each further sq. M over 9 sq. meters we charge €350/sq. meter. In addition, electricity is charged at €5/sq. meter and 56€ RC insurance.

All prices are net prices and do not include VAT. The rental fee for the stand area does not include the cost for any stands, booths, etc.

Your Unique Sponsorship Opportunities

- The CARBON EXPO 2010
- "Meet the Carbon Market" Evening Event
- The CARBON EXPO Business Lounge
- The CARBON EXPO Lunch Area
- The CARBON EXPO Coffee Stations
- The CARBON EXPO Water Stations
- The CARBON EXPO Airport Shuttle

If you are interested in finding out more, please contact:
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See you at CARBON EXPO 2011! Barcelona, June 1-3, 2011

Barcelona - An Open Window to the World

For a few days Barcelona, one of the most dynamic cities in Europe, will become the World Capital of Carbon Markets, establishing a decisive meeting point to facilitate an integrated industry perspective. Creating new growth, business and development synergies. Its central Mediterranean location on the Iberian Peninsula makes it an excellent gateway for access to and from the rest of the world. The Barcelona El Prat Airport is well deserved by all major and low cost airlines, and benefits from a direct connection to the CARBON EXPO Montjuïc Venue every 10 minutes.

Come and indulge in a city where innovation and design go hand in hand!

Participant Fees

Ticket type	Price
3 day ticket Trade Fair, Conference & Side Events	€1,349
1 day ticket Trade Fair, Conference & Side Events	€729
Discounted 3 days ticket Trade Fair, Conference & Side Events (for Associations and Supporting Organizations & IETA)	€899
Discounted 3 day ticket Trade Fair, Conference & Side Events for Developing Countries & NGOs	€239
Discounted 3 days ticket Trade Fair, Conference & Side Events for Students and Academia	€129
3 day Trade Fair & Side Events (only)	€419
1 day Trade Fair & Side Events (only)	€169

Exhibitor Package Prices

Package type	Price
Bronze early bird	€2,890
Bronze after early bird	€3,990
Silver early bird	€4,490
Silver after early bird	€5,490
Silver IETA Member /World Bank	€3,690
Gold (limited)	€17,990
Platinum (limited)	€28,990
Co-exhibitor fee	€350
Individual space	€3,690 + €350/sq. meters

Early Bird Deadline ends December 22, 2010

Your Contacts:

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Jointly organized by

