

# CARBON EXPO

Global Carbon Market  
Fair & Conference

28 – 30 May 2014  
Cologne, Germany

[www.carbonexpo.com](http://www.carbonexpo.com)

ENTERING THE  
NEXT DECADE



THE WORLD'S LEADING INTERNATIONAL TRADE FAIR AND CONFERENCE

## CARBON EXPO 2014 – THE GLOBAL INTERSECTION OF CLIMATE FINANCE, CARBON MARKETS AND CLEAN ENERGY

Jointly organized by:



THE WORLD BANK

Working for a World  
Free of Poverty



# CARBON EXPO Feedback 2013

- 150 EXHIBITORS
- 2,200 PARTICIPANTS
- 36 SIDE EVENT SESSIONS
- OVER 60 MEDIA AND PRESS
- 9 PLENARIES & 27 WORKSHOPS
- 110 COUNTRIES REPRESENTED
- OVER 220 SPEAKERS
- 80% INTERNATIONAL PARTICIPATION

## THE CARBON SECTOR TALKS

*"I just wanted to add my voice to say well done for a really good job again this year. You turned out a really good show against the backdrop of a pretty bleak market situation, but I think that most people came away with a very optimistic outlook. As usual the organization in Barcelona was really impressive."*

**Bill Farmer, Chairman - Uganda Carbon Bureau**

*"I just wanted to congratulate you and thank you for another great Expo. As you know, both Rick and I have been to every Expo since the beginning and in many ways this was one of the best. Although the market is down, there is lots going on and in some ways one feels like we are back in 2004/2005 (what is old is new again!). There was a feeling of renewal- even if it is a hard road ahead. We have both stayed the course and will continue to do so."*

**Martijn Wilder, Partner - Baker & McKenzie**

*"Carbon Expo 2013 was well planned and executed. I was pleased to see a lot more optimism and enthusiasm than what I had anticipated with the prevailing market conditions. Truly an event for carbon enthusiasts :)"*

**Henrik Sørensen, Head of Business Development - Coresight**

# CARBON EXPO14

## THE WORLD'S CLIMATE POLICY AND MARKET LEADERS CONVEENE TO EXPLORE NEW HORIZONS

Carbon markets are emerging around the world, opening new opportunities for business, financial institutions and governments to lead in the transition to clean energy. With new scientific findings underscoring the urgent need for action, political leaders are exploring a new, more vibrant role for market-based policies to give business incentives to adopt large-scale solutions. Emissions markets are at the heart of climate policies – at state, national and international levels. Business

and financial institutions all over the world are stepping forward to make these markets work – and to make clean energy investments profitable. CARBON EXPO brings all of the policy and market players together under one roof for an action-packed agenda that explores every new market, every new policy trend and a host of innovative financial strategies.

Climate change is the world's greatest environmental challenge. CARBON EXPO is about the power of business, finance and government to come together to meet the challenge: focused on solutions – inspired to innovate – and looking to partner.



## WHERE THE ENTIRE ENERGY & CARBON MARKET VALUE CHAIN MEETS

- Business Leaders & Senior Executives
- Companies registered under EU-ETS
- Associations of Consumer goods industry: food, textile, furniture
- Clean Technology Providers
- Project Developers, Multilateral Development Organisations
- Energy-intensive Industries
- Bilateral AID Agencies
- CDM/JI Host Countries Representatives
- Investment Promotion Agencies
- Renewable Energy & Energy Efficiency Industries
- Power Companies
- Corporate Responsibility Indexes
- Sustainability Initiatives
- Companies performing carbon footprint calculations

*"The 2013 edition proved again that in both good times and not-so-good times, Carbon Expo is the unmissable business-focused climate and greenhouse gas event."*

Henry Derwent, Senior Climate Change Consultant

*"After 10 years, Carbon Expo remains the most important gathering of carbon professionals. This is just the place you see everyone you need to meet with from around the world."*

Flavio Gomes, Business Unit Manager, Assurance – Bureau Veritas

*"The 2013 CARBON EXPO in Barcelona facilitated refreshing and rejuvenating conversation on the carbon markets and on climate change mitigation action in general. There was a frank acknowledgement of the challenges currently facing the markets, but also ingenuity surrounding what can be done to address them. As always, the Expo provided the needed platform to discuss these issues, form and strengthen partnerships, and continue making progress towards global climate action in the markets and beyond."*

Christiana Figueres, Executive Secretary - UNFCCC

## THE CARBON SECTOR TALKS



# Widened Scope

## WHAT MAKES CARBON EXPO A SPECIAL EVENT?

- A professional business and matchmaking platform
- Solid network to get linked into the energy and carbon markets
- A global and multi-sectoral trade fair
- A pioneering international and interactive conference
- An innovation driven entrepreneurial event



## REASONS TO COME

- Develop your network
- Identify reliable future trends of the ever-changing carbon market at the Carbon Expo conference packed with high-profile speakers
- Take the pulse of the carbon market and climate policy developments
- Take advantage of new business potential through the fair's broadened horizon
- Have a say in the development of new market mechanisms for 2015 and beyond
- Enjoy a major first-mover-advantage
- Find the right investment project among +30 host countries

## NEW TOPICS

### Sustainability

Consumer goods industries are becoming more sensitive to being able to present sustainable supply chains to the consumer. At CARBON EXPO they will meet the service providers they demand.

### Clean Energy

CARBON EXPO has always been a meeting point for energy-intensive industries. Next to carbon trading these companies will now find advice on how to reduce their electric bill, potentially joined by several companies visiting CARBON EXPO for the first time.

- Verifiers and Certifiers
- Data Providers and Software Companies
- Climate financial intermediaries
- Financial & Legal Corporations
- Development Banks, Commercial Banks
- Energy Management Consulting
- Risk Analysts
- Asset Managers
- UNFCCC Representatives
- CDM EB & JISC Members
- Government Officials, City Authorities
- NGOs & Academia
- News Agencies & Press
- CSR Officers
- Companies regulated by domestic laws (UK, DE)



EARLY BIRD VALID UNTIL  
JANUARY 13, 2014

# Exhibitor Presentation Packages

ALL LISTED PRESENTATIONS OF YOUR  
COMPANY LOGO REFER TO THE  
PUBLICATION WITHIN THE OFFICIAL  
CARBON EXPO PRESENTATION 2014.

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

## INDIVIDUAL PRESENTATION

If you prefer to bring your own stand con-  
struction, you can book a stand area with a  
minimum size of 9 sqm for a charge of  
€ 3,890.00. This includes the communication  
services and free tickets as described in the  
Silver Presentation Package.

For each further sqm over 9 sqm we charge  
€ 360 /sqm. In addition, electricity is charged  
at € 6 /sqm and AUMA fee at € 0.60 /sqm.

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.

### Public Relations

### Presentation booth

### Online Advertising

### Office room

### Tickets

### E-mail signature

### Additional Benefits

### Package



## PLATINUM (limited)

25 sqm

### Your Logo on:

- Banner/Skyscraper in the Entrance Area
- Skyscrapers in front of Plenary Sessions
- Conference Presentation Slides (e.g. Sponsoring Slide, Coffee + Lunch Break Slide)
- the Front Page and Exhibitors + Floor Plan page of the Trade Fair & Conference Guide

### CARBON EXPO Posters

- the Central Information Counter "CARBON EXPO is presented by"
- the Floor Plan at the Hall Entrances

### Print Advertising:

- 1 Leaflet/Flyer Distribution in the Delegate Bag/Folder
- 1 Leaflet/Flyer Distribution at the Information Counter

- A 4,000-character Comprehensive Profile of your Company/ Institution/Projects in the CARBON EXPO Official Press Material and Trade Fair & Conference Guide
- Allocation of a Room and slot for your Press Conference (required Technical Equipment has to be paid by Platinum Sponsor)

- Your Logo and Profile in one CARBON EXPO Press Release dedicated to the Platinum and Gold Exhibitors
- 1 Leaflet or Press Release Distribution in the CARBON EXPO Press Center
- Add a Photo to the Official CARBON EXPO Online Press Photo Database

- 25 sqm Stand Space in Central Position incl. Shell Scheme Stand, Carpet, Electrical Switchboard, Graphics

- Hyperlinked Logo on the Front Page of [www.carbonexpo.com](http://www.carbonexpo.com)
- A Banner link to your Website on [www.carbonexpo.com](http://www.carbonexpo.com) in rotation
- Logo in the CARBON EXPO e-Newsletter
- Mention in Social Media

- Company Portrait on the Exhibitors Page of [www.carbonexpo.com](http://www.carbonexpo.com) (a 4,000-character Comprehensive Profile)
- Interview Publication on the Website and in one e-Newsletter

- Office Room for 3 Days

- 6 Free Admission tickets – Trade Fair, Side Events & Conference
- 4 Free Admission Tickets - Trade Fair, Side Events

- 4 Free Entrance Tickets to the "Meet the Carbon & Energy Market" Evening Event

- Mention of the Exhibitor in outbound E-mails in Connection with CARBON EXPO 2014

- Your Company Name mentioned by Moderator in the Opening Ceremony
- 1 Table Booking at Lunch Time
- Allocation of a Side Event slot

- 25% Special Discount on CARBON EXPO Unique Sponsorship Opportunities
- Your Booth is part of the Official Guided Trade Fair Tour

€ 28,990 + VAT



## GOLD (limited)

15 sqm

### Your Logo on:

- Conference Presentation Slides (e.g. Sponsoring Slide, Coffee + Lunch Break Slide) half the Size of Platinum Presenter
- the Exhibitors + Floor Plan Page of the Trade Fair & Conference Guide (half the Size of Platinum Presenter)
- the Central Information Counter (half the Size of Platinum Presenter)
- Your Logo on the Floor Plan at the Hall Entrance

### Print Advertising:

- 1 Leaflet/Flyer Distribution at the Information Counter

- A 2,000-character Comprehensive Profile of your Company/Institution/Projects in the CARBON EXPO Official Press Material and Trade Fair & Conference Guide

- Your Logo and Profile in one CARBON EXPO Press Release dedicated to the Platinum and Gold Exhibitors

- 15 sqm Stand Space in Central Position incl. Shell Scheme Stand, Carpet, Electrical Switchboard, Graphics

- Hyperlinked Logo on the Front Page of [www.carbonexpo.com](http://www.carbonexpo.com)
- Logo in the CARBON EXPO e-Newsletter
- Mention in Social Media
- Company Portrait on the Exhibitors Page of [www.carbonexpo.com](http://www.carbonexpo.com) (a 2,000-character Comprehensive Profile)

- Office Room for 1 Day

- 4 Free Admission Tickets – Trade Fair, Side Events & Conference
- 3 Free Admission Tickets – Trade Fair, Side Events
- 2 Free Entrance Tickets to the “Meet the Carbon & Energy Market” Evening Event

- Mention of the Exhibitor in outbound E-mails in Connection with CARBON EXPO 2014

- Your Company Name mentioned by Moderator in the Opening Ceremony
- Priority Booking of a Side Event slot
- Your Booth is part of the Official Guided Trade Fair Tour
- 15% Special Discount on CARBON EXPO Unique Sponsorship Opportunities

€ 18,990 + VAT



UPGRADE YOUR SILVER PACKAGE

## SILVER 9 sqm

### Your Logo on

- the Exhibitors Page of the Trade Fair & Conference Guide

### Print Advertising:

- 1 Leaflet/Flyer Distribution at the Information Counter

### UPGRADE YOUR SILVER PACKAGE FOR ONLY € 800 MORE!

- A 1,000-character Comprehensive Profile of your Company/Institution/Projects in the CARBON EXPO Official Press Material and Trade Fair & Conference Guide
- 1 Free Entrance Ticket to the “Meet the Carbon & Energy Market” Evening Event

- 9 sqm Stand Space in Central Position incl. Shell Scheme Stand, Carpet, Electrical Switchboard, Graphics

- Hyperlinked Logo on the Front Page of [www.carbonexpo.com](http://www.carbonexpo.com)

- 2 Free Admission Tickets – Trade Fair, Side Events & Conference
- 2 Free Admission Tickets – Trade Fair, Side Events

IETA Member/  
Worldbank Special  
€ 3,790 + VAT

Early Bird Rate  
€ 4,980 + VAT

€ 5,890 + VAT



## BRONZE 6 sqm

### Your Logo on

- the Exhibitors Page of the Trade Fair & Conference Guide

### Print Advertising:

- 1 Leaflet/Flyer Distribution at the Information Counter

- 6 sqm Stand Space in Central Position incl. Shell Scheme Stand, Carpet, Electrical Switchboard, Graphics

- Hyperlinked Logo on the Front Page of [www.carbonexpo.com](http://www.carbonexpo.com)

- 1 Free Admission Tickets – Trade Fair, Side Events & Conference
- 2 Free Admission Tickets – Trade Fair, Side Events

Early Bird Rate  
€ 3,390 + VAT

€ 4,290 + VAT

# CARBON EXPO 2014

## Conference Program

FEATURING OVER  
220 SPEAKERS IN  
9 HIGH-LEVEL PLENARIES,  
27 IN-DEPTH WORKSHOPS,

DIVIDED INTO  
3 STREAMS:

- > POLICY STREAM
- > CLIMATE FINANCE STREAM
- > CLEAN ENERGY STREAM

### THE LARGEST PRIVATE-PUBLIC CLIMATE CHANGE PLATFORM FOR DEBATE AND ACTION

The CARBON EXPO 2014 Conference Program will be the Global Crossroad for Climate Policy Development, with markets emerging around the world, opening new opportunities for businesses, governments and financial institutions to lead the transition to clean energy. Over this 3-day program, learn from the world's leading experts on sustainability, energy and finance, meet business, finance and government leaders and drive new policies, projects, and funds with the public and private sectors. Sessions will offer you the possibility to explore and understand every new market, get on top of every new policy trend around the world and get involved in innovative financial strategies.

### A SNAPSHOT OF WHAT WE HAVE IN STORE FOR YOU:

- Linking Cap & Trade schemes
- State of Voluntary Carbon Market
- Aviation - What's Next for ICAO?
- Financing REDD+ Short-med-long Term Conditions for Leveraging Public/Private Funds
- Green Climate Fund - Outlook for 2014 & Private Sector Engagement
- EU-ETS Reform: Stock-taking on the Different Proposals to Reform the Scheme in Light of the Broader Discussions on Setting a 2030 Climate and Energy Package
- Emissions Trading in China: What to expect between now and 2020?
- The Oil & Gas Industry – Finding Effective Solutions
- Competitiveness, Carbon Leakage & Energy Prices
- Energy Pricing: Fossil fuel subsidies
- Pre-2020 Policies and Technologies for the Energy Sector
- The Roles of Innovation, Investment and Finance in Mitigation and Adaptation
- National and Sub-National Collaboration on Climate Change
- Building Sustainable Cities

*"Carbon Expo is the place to observe trends in the market, meet our peers, expand our network and initiate deal flow. The 10<sup>th</sup> anniversary made it a special event; you could feel the energetic atmosphere despite current challenging market circumstances. Great to be in Barcelona and we will continue to participate in the Carbon Expos to come!"*  
Eric Boonman, Head of Sourcing – Statkraft Global Carbon

*"As in previous years, I found Expo to be an extremely rewarding event. A great opportunity to meet new and established contacts and practitioners in the climate finance space. The rotating between both cities is to be kept. See you next year."*

Ash Sharma, Vice-President,  
Carbon Finance and Funds – NEFCO

*"CARBON EXPO 2013 was a great event, especially for the business community involved in the global carbon market. I enjoyed the event and look forward to attending next year's edition."*

Qingqing LI, Senior Manager – Shanghai Environment and Energy Exchange

THE CARBON  
SECTOR TALKS

# Your Unique Sponsorship Opportunities



## CARBON EXPO

### TEA & COFFEE BREAKS

In the Coffee Break Areas, Trade Fair and Conference participants can drink coffee and tea in a relaxing environment at the beginning of the day and between sessions. As a provider of drinks, your company will automatically remain fresh in the minds of many thankful participants. You are listed as a sponsor on the CARBON EXPO website as well as in the Trade Fair & Conference Guide.

- Your Logo at every Coffee Station throughout the CARBON EXPO Grounds
- Your Logo on the CARBON EXPO Website
- Your Logo in the Trade Fair & Conference Guide

This sponsorship package is limited to two sponsors only

€ 5,000 PLUS VAT

## CARBON EXPO

### BUFFET LUNCH IN THE TRADE FAIR AREA

All participants can power up every day at the generous buffet lunch. Take advantage of this opportunity to make a lasting impression on the CARBON EXPO audience.

You are listed as a sponsor on the CARBON EXPO website as well as in the Trade Fair & Conference Guide.

- Your Logo on the CARBON EXPO Website
- Your Company Logo in the Buffet Area
- Your Logo in the Trade Fair & Conference Guide
- 1 Private Reserved Table with your Private Waiter

This sponsorship package is limited to two sponsors only

€ 8,500 PLUS VAT

## CARBON EXPO

### INTERNET WIFI FREE ACCESS

CARBON EXPO attendees will be able to benefit from free Internet. A highly visible and valued must – keeping CARBON EXPO connected to the world.

- Your Logo on the Signage throughout the CARBON EXPO Grounds
- Your logo in the Trade Fair & Conference Guide
- Your Logo on the CARBON EXPO Website
- Your Company/Organisation Advertising in the Landing Page and Name as Access Password

This sponsorship package is limited to one sponsor only

€ 5,000 PLUS VAT

## CARBON EXPO

### BUSINESS LOUNGE

Be visible where the action is! This is where all Trade Fair and Conference participants gather to talk, do business, go online for free Internet, use one of the free computers, or simply take a breather.

- Your Logo at the Entrance and on every Table in the Business Lounge
- Your Logo on the CARBON EXPO Website
- Your Logo in the Trade Fair & Conference Guide
- Your Logo and Brochure(s) at the Information Rack in the Business Lounge

This sponsorship package is limited to one sponsor only

€ 7,000 PLUS VAT

## CARBON EXPO "MEET THE CARBON & ENERGY MARKET" EVENING EVENT

Become the exclusive host of this famous evening event opened to all Trade Fair and Conference participants. A perfect atmosphere to enjoy exquisite cuisine and cool drinks, together with in-depth discussions, meeting up with business partners and friends in this relaxing environment.

You are listed as a sponsor on the CARBON EXPO website as well as in the Trade Fair & Conference Guide.

- Your Logo on the Event Invitation Cards and at the Event Venue
- Your Logo on the CARBON EXPO Website + in a special e-Newsletter about the Event
- Your logo in the Conference Program Brochure + in the Trade Fair & Conference Guide
- Prominent onsite Distribution of your Brochures
- 10 Free Evening Event Entrance Tickets

This sponsorship package is limited to one sponsor only

€ 10,000 PLUS VAT



**SEE YOU AT CARBON EXPO  
COLOGNE, 28 – 30 MAY 2014**

**Exhibitor presentation package**

Bronze (6 sqm)	€ 4,290.00*	<i>Bronze Early Bird</i> € 3,390.00*
Silver (9 sqm)	€ 5,890.00*	<i>Silver Early Bird</i> € 4,980.00*
Silver Package Upgrade	€ 800.00*	
Individual Presentation	€ 3,890.00* + 360.00* €/sqm	

IETA/WB Special (9 sqm)	€ 3,790.00*
Gold (15 sqm)	€ 18,990.00*
Platinum (25 sqm)	€ 28,990.00*
Co-exhibitor fee	€ 490.00*



**Participant fees**

3-day ticket Trade Fair, Conference & Side Events	€ 1,390.00*
Discounted 3-days ticket - Trade Fair & Conference & Side Events (Supporting Organisations & IETA Members)	€ 899.00*
Discounted 3-days ticket - Trade Fair, Conference & Side Events (Developing Countries & NGOs)	€ 299.00*
Discounted 3-days ticket - Trade Fair, Conference & Side Events (Students & Academia)	€ 199.00*
1-day ticket - Trade Fair, Conference & Side Events	€ 769.00*
3-days ticket- Trade Fair & Side Events (Only)	€ 449.00*
1-day ticket - Trade Fair & Side Events (Only)	€ 189.00*
1-day ticket - CARBON EXPO "Meet the Carbon & Energy Market" Evening Event	€ 76.00*

\* All prices + VAT

**YOUR CONTACTS:**

**CONFERENCE PROGRAM & SIDE EVENTS**

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