



SPONSORSHIP AND EXHIBITOR INFORMATION

The NAATBatt 2011 Annual Meeting and Conference is the annual meeting of the National Alliance for Advanced Technology Batteries (NAATBatt), the leading trade association for manufacturers of advanced battery systems for transportation and smart grid applications in North America. This year's conference is entitled "New Market, New Innovations: The Next 5 Years in Advanced Batteries."

The conference will feature an Academic-Industry Summit, a market forecast for the advanced battery industry, a discussion of new developments in traction and grid-connected advanced batteries, a debate about the economics of grid-connected distributed energy storage, and a discussion about the economics, and implications, of EV battery reuse. Auto makers, electric utilities, utility regulators, battery companies, materials suppliers, smart grid technology companies, and members of the news media will be in heavy attendance.

If you sell products or services in the advanced battery supply chain, sponsoring or exhibiting at the conference is a great way to get in front of potential customers, industry partners and the media to talk about your products and solutions. NAATBatt is offering the following sponsorship packages and exhibit space in connection with the conference:

Sponsor Packages

Gigawatt Sponsor - \$10,000

Gigawatt sponsors will be recognized on the conference web site, by signage at the conference, and with a full page ad in the conference handbook. Gigawatt sponsors will be entitled to three (3) complimentary registrations to the conference and one complimentary exhibit table at the conference.

Megawatt Sponsor - \$5,000

Megawatt sponsors will be recognized on the conference web site, by signage at the conference, and with a half page ad in the Conference handbook. Megawatt sponsors will be entitled to two (2) complimentary registrations to the Conference. Megawatt sponsors will be entitled to a \$300 discount (in addition to any applicable NAATBatt member discount) on an exhibit table at the conference.

Kilowatt Sponsor - \$2,500

Kilowatt sponsors will be recognized on the conference web site, by signage at the conference, and with a quarter page ad in the conference handbook. Kilowatt sponsors will be entitled to one (1) complimentary registration to the conference. In addition, Kilowatt sponsors will be entitled

to a \$150 discount (in addition to any applicable NAATBatt member discount) on an exhibit table at the conference.

Dinner Sponsor (Limit of 1) - \$5,000

The Dinner Sponsor will host the conference dinner on the evening of Wednesday, September 7 at The Seelbach Hilton Hotel. The Dinner Sponsor will be recognized by signage at the dinner and in the conference handbook. The Dinner Sponsor will be entitled to one (1) complimentary registration to the conference. In addition, a representative of the Dinner sponsor will be invited to make welcoming remarks to the conference dinner prior to the introduction of the keynote speaker.

Bourbon Reception Sponsor - \$3,500

The Bourbon Reception Sponsor will host the networking reception, which will be held at the end of the conference's second day, Thursday, September 8. The reception will include an opportunity for meeting attendees to taste and compare some of the finest Kentucky bourbons. You and your customers will not want to miss this event! The Bourbon Reception Sponsor will be recognized in the Conference handbook and by signage at the networking reception. The Bourbon Reception Sponsor will be entitled to one (1) complimentary registration to the conference.

Exhibit Tables

Exhibit Tables (Limit 20) - \$500 (NAATBatt Members) / \$1,000 (Non-members)

NAATBatt will provide exhibit tables for up to 20 companies in the room in which the food breaks and the Bourbon Tasting Reception will be held. The exhibit room will be next door to the Conference auditorium and will be open at all times during the program. Exhibitors will be provided with a 30" x 70" skirted table, 1-2 chairs, a waste paper basket, a small sign with your company's name, and an electrical connection during the two days of the conference. Exhibiting companies must purchase at least one (1) fully-paid registration to the conference or a sponsorship.

For more details or to purchase a sponsorship or table, please contact:

Jim Greenberger
(312) 588-0477
jgreenberger@naatbatt.org

- or -

Suzanne Schnitzer
(949) 553-9748
suzanne@mccloudcommunications.com