

A WORD
ABOUT WIND

FINANCING WIND EUROPE

FINANCING WIND EUROPE

SPONSORSHIP
OPPORTUNITIES

2019

31 OCTOBER 2019
KINGS PLACE LONDON

A WORD ABOUT WIND

A Word About Wind

AWORDABOUTWIND.COM

A WORD ABOUT WIND

A Word About Wind is the world's only membership organisation for people working on the financial side of the global wind industry.

We help people in our 2,500-strong community to grow their businesses in two main ways.

First, we run events that let them hear from the key players in the global wind industry and build their networks; and second, we publish 150 email briefings each year to help them make better business decisions, along with regular reports.

OUR COMMUNITY

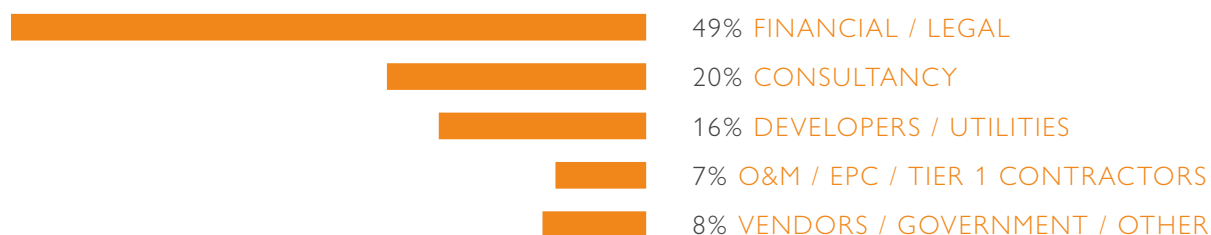
We are proud to count some of the biggest names and key players in wind energy amongst our members.

Our community has its strongest presence in Europe and the US, but is spread all around the world.

OF OUR 2,500 MEMBERS, MORE THAN HALF ARE HEAD OF DEPARTMENT, DIRECTOR, OR C-SUITE



OUR COMMUNITY IS SPLIT HALF AND HALF BETWEEN FINANCIAL AND TECHNICAL



FINANCING WIND EUROPE

Financing Wind Europe 2019

FINANCINGWIND.COM

FINANCING WIND EUROPE

Here at A Word About Wind, we believe companies in the wind industry are helping to build a cleaner and fairer world.

That's why we want to help our sponsors to build their brands, make new connections, and win the deals that help them to grow. If we can do that, the world will benefit.

One of the main ways we do this is by bringing leading industry figures together at our Financing Wind Europe conference.

WHO IS FINANCING WIND EUROPE FOR?

Our Financing Wind Europe conference is a key part of our international events programme. This event attracts key players in the industry, helping them to connect with each other and share insights into the market.

It's for those who typically don't 'do' big conferences, and won't be found traipsing around trade show floors. Rather, it's exclusively for our members – the key decision-makers in global wind.

WHY SPONSOR FINANCING WIND?

Our membership base is comprised of senior people from across wind, including top players in the financial, legal and technical sides of the industry. They are hard to reach via traditional publications but, as a result of years of relationship-building, ours is a voice they know and trust.

By sponsoring the conference, you will be able to reach these senior influencers, connect with them, and drive new business growth.

PREVIOUS FINANCING WIND SPEAKERS INCLUDE



Philippe Kavafyan
CEO
MHI Vestas



Lindsay McQuade
CEO
ScottishPower Renewables



Mark Dooley
Senior Managing Director
Macquarie Group



Carol Gould
Head of Power & Renewables
MUFG



Marc Groves-Raines
Head of Renewables
Allianz Capital Partners

FINANCING WIND EUROPE

AGENDA

31 OCTOBER 2019

KINGS PLACE, LONDON

08:00 – 09:00 ● REGISTRATION AND EXECUTIVE BREAKFAST

09:00 – 09:15 ● ORGANISER'S WELCOME

Adam Barber, Group Managing Director, The Tamarindo Group

09:15 – 09:25 ● SPONSOR'S INTRO

Gill Howard Larsen, Global Director of Due Diligence, UL

09:25 – 09:45 ● KEYNOTE SPEAKER

Markus Tacke, CEO, Siemens Gamesa

09:45 – 10:30 ● *Leaders' Panel*

UNCHARTED WATERS: KEY INVESTMENT TRENDS IN EUROPEAN WIND

It has been more than a decade since the start of the last global financial crisis. Since then, wind has emerged as a mainstream asset class, but how healthy is Europe's wind market and how well-placed is it to cope with uncertainties in the global economy, including Brexit?

- What types of investors are most active in European wind?
- What can Germany teach us about competitive auctions?
- What are the biggest threats to liquidity in the wind market?
- Do investors need to re-focus their attention on new markets?
- What financial innovations should we look out for in the market?

Olivia Breese, Head of Market Development, Ørsted [Moderator]

Kirstine Damkjær, CEO, EKF

Philippe Kavafyan, CEO, MHI Vestas

Edward Northam, Head of Europe, Green Investment Group

Richard Nourse, Managing Partner, Greencoat Capital

10:30 – 11:00 ● NETWORKING COFFEE BREAK

11:00 – 11:30



ONE-TO-ONE: CORPORATE M&A DEALS IN EUROPE

Institutional investors and utilities continue to see corporate M&A deals as a way to expand in a challenging market. In this session we talk to LM's CEO Duncan Berry for his view on the impact of corporate M&A deals in the wind market; the role of consolidation in the future of manufacturers in Europe; and the latest technology innovations.

Duncan Berry, CEO, LM Wind Power

Richard Heap, Editor-in-chief, A Word About Wind [Moderator]

11:30 – 12:15



Leaders' Panel

GLOBAL OFFSHORE: SAILING SAFELY IN CHOPPY WATERS

The emergence of new offshore wind markets in Asia, Europe and North America shows that the industry is global – but also that there are still hurdles as they seek to compete for investors' attention. How much focus should investors put on established and emerging markets? And what are the key trends that will drive investment in each?

- How will 10MW-plus turbines affect project economics?
- What impact is Brexit likely to have on the UK market?
- Are costs falling too fast for the supply chain?
- How can European investors profit in new markets?
- When is floating wind likely to reach commercial maturity?

Michael Hannibal, Partner, Copenhagen Infrastructure Partners

Manahil Lakhmiri, Head of Key Program Offshore Wind, Engie

Danielle Lane, Head of Portfolio & Transaction and Country Manager UK, Vattenfall

Martin Neubert, CEO, Ørsted Offshore

Michael van der Heijden, Partner, Amscap [Moderator]

12:15 – 13:30



NETWORKING LUNCH

13:30 – 14:00



ONE-TO-ONE: THE GROWTH OF FLOATING WIND

Over the last 12 months we've seen plenty of progress in the floating wind sector, including activity on new projects in Europe and new developments in emerging markets in Asia and the US. In this session, we will look at the latest changes and developments in the floating wind market as it races to commercial maturity.

Vincent Fromont, CEO, EOLFI

Evan Stergoulis, Partner, Watson Farley & Williams

14:00 – 14:45



Leaders' Panel

BETTER TOGETHER: THE FUTURE FOR HYBRID PROJECTS

Large wind turbine makers have been expanding into storage and solar, which is making hybrid projects far more common. In this session, we will discuss the future for hybrid projects; the most practical storage tech for wind farms; the role of hydrogen; and the impact on returns.

- When will hybrid projects including wind go mainstream?
- Which are the most attractive long- and short-duration storage solutions?
- How will these trends impact the financial side of wind projects?
- How do companies need to adapt their strategies for these shifts?
- How will the role of wind in the electricity grid change by 2030?

Felix Fischer, Partner, Chatham Partners,

Philipp Kunze, Head of Global Hybrids Team, BayWa r.e.

Markus Lesser, CEO, Pure New Energy

Adam Terry, Director of Due Diligence for Europe, UL [Moderator]

Amelie Wulff, Global Sales Leader Hybrid Solutions, GE Renewable Energy

14:45 – 15:15



NETWORKING COFFEE BREAK

15:15 – 16:00



Leaders' Panel

EUROPE'S PPA REVOLUTION: FROM THE NORDICS TO WHERE

The growth of competitive tenders and the reduction in feed-in tariffs has left more project developers turning to corporate power deals as a way to take projects to financial close. In this session, we look at the growth and obstacles power purchase agreements in Europe.

- Will the Nordics continue to be Europe's PPA powerhouse?
- Who's signing corporate PPAs and where? What does this tell us?
- What innovations can we expect in the structuring of PPAs?
- Is standardisation needed to help PPAs grow across Europe?
- Do wind companies need to change their approach to counterparty risk?

Richard Boydell, Senior Manager - PPA Advisory, Pexapark

Caroline Brun Ellefsen, Global Head, Instatrust, New Energy Ventures, DNV GL

Natasha Luther-Jones, Partner, Global Co-Chair – Energy & Natural Resources Sector,
DLA Piper [Moderator]

Mortimer Menzel, Partner, Augusta & Co

Alexandra von Bernstorff, Managing Partner, Luxcara

16:00 – 16:15



CLOSING REMARKS

16:15 – 17:30



NETWORKING DRINKS

18:30 – 01:00



EUROPEAN WIND INVESTMENT AWARDS (TICKETED EVENT)

To continue the discussion, check out details for our inaugural European Wind Investment Awards, including ticket prices and nominations, at www.windawards.com.

Sponsorship opportunities 2019

FINANCING WIND EUROPE



“ I’ve been in the industry for ten and half years, and yet coming to this I’ve still learned a tremendous amount today.

PHILIP TOTARO,
FOUNDER AND CEO, INTELSTOR
(ON FINANCING WIND)

Opportunities at a glance

Choose from a range of sponsorship packages designed to raise your profile.

HOST

Become strategic sponsor of Financing Wind Europe.

Build your brand by positioning your company as a thought leader facilitating the most important debates facing the industry, and benefit from authentic opportunities to engage with the leading figures in wind.

PLATINUM

Become a platinum sponsor of Financing Wind Europe.

This will give you the chance to lead debate on key industry topics during the conference, participate in our exclusive speakers' dinner, and open up extensive networking opportunities for your team throughout the day.

GOLD

Become a gold sponsor of Financing Wind Europe.

This will give you the chance to raise your profile among wind's top people and associate your brand with the people leading the most important debates in the sector, while opening a wide range of networking opportunities.

SILVER

Become a silver sponsor of Financing Wind Europe.

This will give you the chance to raise your profile among wind's top people, and open up focused networking opportunities for your key individual/s – both on the day and at AWAW events for a 12-month period.

BRONZE

Become a bronze sponsor of Financing Wind Europe.

This will give you the chance to raise your profile among wind's top people and associate your name with thought leadership debates that will happen through the day, as well as opening up networking opportunities.

HOST

£ 15,000

KEY BENEFITS

- 5 x tickets included to the Financing Wind Europe 2019 conference
- 5 x tickets included to all A Word About Wind networking events for 12 months
- 25% saving on additional conference tickets
- 2 x tickets to the exclusive conference speakers' dinner
- Access to premium editorial content & reports (5 users)
- Official opening sponsor presentation
- 1 x panelist or moderator slot
- Access to the speakers/VIP lounge room
- 5 x key contact introductions prior to event
- Acknowledgment from event chairman during welcome address
- Advance access to list of companies registered

PR & MARKETING BENEFITS

- Logo on screen in ballroom
- Logo in Twitter & LinkedIn graphic posts
- Prominent logo in onsite registration welcome banner
- Prominent logo in pre & post-event communications
- Prominent logo & URL link on sponsors page of websites
- 2-page colour ad in event program book
- Exhibition space (2m x 1.5m) and/or 2 x roll-up banner stands (banners to be provided by the sponsor)
- Mention in any press releases
- Focused industry comment piece shared on AWAW blog, Wind Watch & newsletters (500 words)



PLATINUM

£ 10,000

KEY BENEFITS

- 3 x tickets included to the Financing Wind Europe 2019 conference
- 3 x tickets included to all A Word About Wind networking events for 12 months
- 20% saving on additional conference tickets
- 1 x tickets to the exclusive speakers' dinner
- 1 x panelist or moderator slot
- Access to premium editorial content & reports (3 users)
- Access to the speakers/VIP lounge room
- 3 x key contact introductions prior to event
- Acknowledgment from event chairman during welcome address
- Advance access to list of companies registered

PR & MARKETING BENEFITS

- Logo in onsite registration welcome banner
- Logo in pre & post-event communications
- Logo & URL link on sponsors page of websites
- 1-page colour ad in event program book
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)
- Focused industry comment piece shared on AWAW blog (500 words)

PLUS THE FOLLOWING ADDITIONAL BRANDING BENEFITS

- Delegate networking drinks
- Speakers dinner sponsorship



GOLD

£ 8,000

KEY BENEFITS

- 2 x tickets included to the Financing Wind Europe 2019 conference
- 2 x tickets included to all A Word About Wind networking events for 12 months
- 15% saving on additional conference tickets
- Access to premium editorial content & reports (2 users)
- 1 x key contact introduction prior to event
- Advance access to list of companies registered

PR & MARKETING BENEFITS

- Logo in onsite registration welcome banner
- Logo in pre & post-event communications
- Logo & URL link on sponsors page of websites
- 1/2-page colour ad in event program book
- Exhibition space (2m x 1.5m) and/or 1 x roll-up banner stand (banner to be provided by the sponsor)
- Focused industry comment piece shared on AWAW blog (500 words)

**PLUS 1 SELECTION OF THE FOLLOWING
ADDITIONAL BRANDING BENEFITS**

- Networking breakfast (1 available)
- Coffee & tea breaks (1 available)
- Networking lunch (1 available)
- Wi-Fi (1 available)

AUGUSTA & CO

CHATHAM PARTNERS

PEXAPARK

SILVER

£ 6,000

KEY BENEFITS

- 1 x ticket included to the Financing Wind Europe 2019 conference
- 1 x ticket included to all A Word About Wind networking events for 12 months
- 10% saving on additional conference tickets
- Access to premium editorial content & reports (1 user)

PR & MARKETING BENEFITS

- Logo in onsite registration welcome banner
- Logo in pre & post-event communications
- Logo & URL link on sponsors page of websites
- 1/2-page colour ad in event program book

PLUS 1 SELECTION OF THE FOLLOWING ADDITIONAL BRANDING BENEFITS

- Cloakroom (1 available)
- Lanyards (1 available)
- Notepads & pens (1 available)
- Conference giveaway (+ cost of items)



BRONZE

£ 3,000

KEY BENEFITS

- 1 x ticket included to the Financing Wind Europe 2019 conference
- 1 x ticket included to all A Word About Wind networking events for 12 months
- 10% saving on additional conference tickets
- Access to premium editorial content & reports (1 user)

PR & MARKETING BENEFITS

- Logo in onsite registration welcome banner
- Logo in pre & post-event communications
- Logo & URL link on sponsors page of websites
- 1/2-page colour ad in event program book



CAYLEY COUGHTRIE
Legal Recruitment Specialists



Overview

	HOST	PLATINUM	GOLD	SILVER	BRONZE
Price	£ 15,000	£ 10,000	£ 8,000	£ 6,000	£ 3,000

KEY BENEFITS

Conference tickets	5	3	2	1	1
Tickets to all AWAW networking events for 12 months	5	3	2	1	1
Saving on additional conference tickets	25%	20%	15%	10%	10%
Access to premium editorial content & reports	5 users	3 users	2 users	1 user	×
Exclusive conference speakers' dinner ticket	2	1	×	×	×
Official opening sponsor presentation	1	×	×	×	×
Panelist/moderator slot	1	1	×	×	×
Access to the speakers/VIP lounge room	YES	YES	×	×	×
Key contact introductions prior to event	5	3	1	×	×
Acknowledgment from event chairman during welcome address	YES	YES	×	×	×
Advance access to list of companies registered	YES	YES	YES	×	×

PR & MARKETING BENEFITS

Logo on screen in ballroom	YES	×	×	×	×
Logo in Twitter & LinkedIn graphic posts	YES	×	×	×	×
Logo in onsite registration welcome banner	Prominent	YES	YES	YES	YES
Logo in pre & post-event communications	Prominent	YES	YES	YES	YES
Logo & URL link on sponsors page of event website	Prominent	YES	YES	YES	YES
Colour ad in event program book	2 pages	1 page	1/2 page	1/2 page	1/2 page
Exhibition space and/or roll-up banner	YES	YES	YES	×	×
Mention in any press releases	YES	×	×	×	×
Focused industry comment piece shared on AWAW blog, Wind Watch & newsletters (500 words)	YES	×	×	×	×
Focused industry comment piece shared on AWAW blog (500 words)	×	YES	YES	×	×

SPONSORSHIP OPPORTUNITIES 2019 / FINANCING WIND EUROPE

HOST PLATINUM GOLD SILVER BRONZE

ADDITIONAL BRANDING BENEFITS (1 SELECTION PER SPONSOR)

Speakers dinner sponsorship	•			
Delegate networking drinks	•			
Networking breakfast (1 available)		•		
Coffee & tea breaks (1 available)		•		
Networking lunch (1 available)		•		
Wi-Fi (1 available)		•		
Cloakroom (1 available)			•	
Lanyards (1 available)			•	
Notepads & pens (1 available)			•	
Conference giveaway (+ cost of items)			•	



Get in touch

For sponsorship opportunities contact
Matt Rollason, Managing Director, A Word About Wind

MATT@AWORDABOUTWIND.COM

+44 (0)207 100 1616

Sponsorship packages are limited. First come, first served.

Make sure you do not miss the opportunity to promote your business at
Financing Wind Europe 2019 and the European Wind Investment Awards 2019.

Book your sponsorship package now.

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