



As of Sept 30th, 2009

IPPF Endorsement Formula For Conferences, Seminar, Exhibitions and Trade Shows

The IPPF is composed of leading decision-makers and executives in the Power Generation / Energy industries and in the disciplines and sectors that support these industries in Asia: Infrastructure, Law, Finance / Capital formation, Fuels, Insurance, Technologies, Renewables, etc. and others that provide support.

We have developed a uniform formula for when we decide to endorse a specific event. What follows is our official formula based on working with a free-standing conference or the conference stream of a major trade event.

Our actual membership is divided in the following manner: For example Golden Concord and AEI Asia are Full members because they also own and operate Power Generation plants under their corporate banner. Chevron-Texaco and ExxonMobil supply fuels but don't operate Power Generation plants, therefore are Associate members.

A. Benefits / Entitlements to the Conference Organizer:

1. Access to our extensive lists of industry decision-makers and executives. We have on hand the following numbers of individuals in these sectors:
 - Power Generation Executives
- 300+ (CEO "Hit" Lists – candidates for Full membership)
 - Banks, Infrastructure, Fuels, Law firms, Accountancy firms, Consultants, Government, NGOs, Security, Insurance, Pipe-line Fuels, Alternative / Renewable / Sustainable, Nuclear, Coal, Equipment MFG
- 12,500+ (Consultant "Hit" Lists – candidates for Associate membership)

We will provide at least one full hit e-mail with materials provided by the organizer. Size of your file should be below 100KB's to the above lists which include a large number of European and North American based offices with responsibilities for Asia. We will also be supporting this e-mail blast with selective targeted fax hits. You need to supply a concise one page black & white flyer. Colour and half tones do not fax quickly.

2. Distribution of your conference materials at all IPPF events at or through organizations through which we channel information (Chambers of Commerce, trade / professional organizations). We need at least 100 copies for initial distribution.
3. List the conference event and highlights in all IPPF bulletins, on our website and event listings.
4. **Support Media Relations**
The IPPF is domiciled within a leading independent public relations / public affairs consultancy in HK with strong media "clout" throughout the region and around the globe. We will distribute release material to all appropriate media.
5. **Speakers / Chairman / Panelists**
Our membership is mainly made up of articulate industry experts many of whom are often invited to speak at industry gatherings. Conference organizers may select any number of seasoned speakers to serve as panelists, speakers or chairman / moderators from our membership which most certainly constitutes the best selection of Power Generation / Energy talent and expertise in Asia. This of course depends on the desired member's schedule, these are all very busy people!
6. **Executive / VIP speakers requirements**
Should the organizer wish to position senior members of the IPPF (Secretary General, Committee Chairs, Executive Committee members, etc.), air fare and the appropriate number of hotel nights should be provided if extended travel is required.

B. Entitlements for IPPF

1. “Comps”

2 complimentary passes for IPPF staff / officers. This may be adjusted higher depending on the depth of IPPF involvement and support. The complimentary passes are to be used only by executives of IPPF member firms and / or the IPPF Secretariat. The passes should be without restrictions / limitation and should cover the high-end of the conference scale including receptions, dinners, lunches, advance and closing workshops.

2. Discounts

20% off of registration fee for bonafide “published” members of IPPF. At this writing we have around 400 individuals representing 40 different firms as Members and Alternates. We will provide the latest members list to your registration staff and help correct any errors.

3. Logo’s / Signage

The IPPF Logo will be placed on all:

- Conference marketing tools
- Website
- Programs / attendee materials
- Signage / backdrops

4. Literature / Materials

An area will be provided for IPPF kits and materials. For conferences, either a booth or a table will do. If space is limited, we can accept a section of a common “document / materials” table. However, for endorsed “Exhibitions” events, we require a “corner” booth (open on two sides).

5. Confirmation

A written acceptance of the above is required before we can list your event on all appropriate materials and start supporting marketing, program support, attendance and other efforts.

This is our basic formula which of course is subject to modification and negotiation, depending on the size, length and format of the conference / trade event.

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