



Independent Power Producers Forum

As of May 3rd, 2008

From: The IPPF Secretariat

RE: IPPF Endorsement / Sponsorship Formula for conference and exhibitions

This is being sent to you due to you or someone in your organization not understanding or who are unwilling to accept the Endorsement / Sponsorship formula terms clearly explained in detail in the IPPF Endorsement / Sponsorship papers.

1. Terms of Reference

- the Endorsement / Sponsorship formula applies to our simple supporter / endorser relationship as a leading industry NGO. We are not supposed to be listed as a “media” sponsor which some organizers still insist on doing. We are not in the publishing business. We should be listed as any of the following:
 - Endorsed by, or
 - Supported by, or
 - Co-sponsored by

2. Simplicity!

With relationships now with over 30 different organizers around the globe, we simply do not have the time to waste on a case-by-case lengthy negotiations with each individual conference organizer.

Therefore, this is actually a form letter. All organizers have the same identical “deal”. There is no separate negotiation on our terms with anyone!

No matter how big or small. It's a level playing field with all endorsed / affiliated organization events

We offer:

- Consultative guidance on conference program content and speakers.
- Assistance in sponsorship development
- Wide distribution of conference press releases
- Distribution of your marketing tools to our vast lists.

(There is more but the above is enough which puts the paltry minimal requirements we request to shame. We should be charging you a retainer of US\$10,000 per month for all of the above! Aren't you embarrassed by nowyou should be!!)

3. “One size fits all”but!

The mutual commitments are identical for all organizers without any exception. The requirements, are our basic minimum, entitlements in the IPPF Endorsement / Sponsorship Formula.

However, there have been certain instances where our host / organizer has on their own, exceeded our requirements such as when Masdar in Abu Dhabi gave our members a 40% discount off of registration or when PennWell allows us to stage full blown separate press conferences on site at the Power-Gen Events, or when “ADNEC” flew us in to Abu Dhabi to deliver a paper on New Energy and When the Terrapinn covered our hotel in Singapore at their recent Clean Energy Conference.

These additional perks / favours are of course gratefully accepted.

4. **What we offer again** (in more detail which is already clearly explained in our Endorsement formula)

- Marketing hits to over 8,000 energy power related executives around the globe but with a primary focus on Asia.
- Support in recruiting speakers, chairs, panelists
- Distribution of advance marketing tools registration materials at IPPF and allied organizations, chambers, events.

- **Organizing role**

In certain instances where the IPPF is actually a co-organizer, key / lead or prime organizer or supporting organizer, then the relationship goes well beyond the endorsement formula. For example on Sept 17th / 18th, 2007. The IPPF was formerly partnered with PennWell and AmCham South china in running the VIP invitational “China’s energy Future I” in Guangzhou. And we are now in a key co-organizer position with the Shanghai Government’s Liu Jia Zui Association on a major energy event in Pudong in 2009.

- **IPPF In-House - Organizer Actions**

The IPPF conducts exclusive retreats seminars, workshops, Power Lunches, Power Dinners, Power Pow-Wows, etc. around the globe on its own. On certain rare occasions the IPPF may bring in a conference partner for strategic reasons. However, these are usually intimate, small in scale but heavy with decision-maker exclusive attendance, often on a members only basis.

5. Reality Check

We fill conference seats in ballrooms and exhibitions from our vast lists, not just from our relatively tiny membership. It is therefore even more mind boggling to have any hassle with any organizer over the discount and “comp” passes that must to be extended to our members.

Our carefully nurtured data bases on energy / power executives, which includes soup to nuts, fuels to lawyers, infrastructure and equipment to finance, are incomparable in the industry at least from an Asia perspective. There are now over eight thousand people on these lists (as of Dec, 2007).

Actual IPPF members number approximately 170 listed executive and alternate members plus an extended 260 others at members firms who also have member privileges. They are spread all over, from Honolulu to Houston, from Bangkok to Beijing. At even the biggest gatherings there are only a handful of IPPF attendees. (Power-Gen Asia in BKK (2007) listed 11 IPPF’ers who got discount out of a conference stream of 520 pax. However, 19 speakers were IPPF members so do not count as paying attendees.

Because of the exponential growth of events focusing on energy and power and relative stable size of the IPPF membership, there have been a number of recent instances where no one actually attended an important endorsed event as an IPPF member. However, IPPF members are always somewhere in the speaker line-up and our marketing hits to our lists usually result in substantial additional attendees that might not otherwise have shown up.

6. The Right Fit

When we turn down an invitation it is usually because

- A. The subject focus is really not appropriate
- B. The subject, while appropriate has been over-done
- C. The dates conflict with another endorsed event at the same time frame in the same city. However, if concurrent events involve senior IPPF'ers as speakers, we sometimes bend the rules and endorse both events.
- D. It's a last minute "band-aid" quick fix for an event that is in trouble. While we have actually "saved" a number of conferences from disaster, we prefer to avoid being put in this position. The exceptions are if we have a close / long term relationship combined with the viability of the content.

A classic example happened just recently where the IPPF literally saved the bacon for a major conference organizer in big trouble 10 days before opening day with only 12 international attendees. We pulled out "all stops" with continuous e-mail / fax and air mail blasts resulting in 96 attendees from Western companies in "Ten Days" (Names with-held to avoid embarrassing anyone but given orally and "off the record" if you ask us over the phone).

7. We are not an “Ambulance” service

We should not be an after thought. Certain major organizers (names supplied on request) consult with us as long as a year or more before the actual event. We serve on the official advisory boards of major organizers. You should be talking to us about program content, speaker recruitment selection, etc. long before you’re locked in cement with a possible train-wreck.

8. Wrap-Up

We hope that you now have a clearer picture of what happens in the IPPF / conference organizer relationships. If you still don’t get it and are confused, let’s wait a year or two for you and your colleagues to figure it out and come back to us when you are ready to accept our terms.