

3rd Israeli Power Sources, Batteries, Fuel-Cells, Smart-Grid & EV Conference Exhibit & Sponsorship

Daniel Hotel, Herzelia, Israel - May 29-30, 2013

Shmuel De-Leon is pleased to invite you to participate as Exhibitor or Sponsor in the 3rd Israeli Power Sources Conference & Exhibition (Batteries, Fuel cells, Smart-Grid & EV), which will take place in the Daniel Hotel, Herzelia, Israel on **May 29-30, 2013**.

The conference is held once a year and is the leading Israeli Power Sources & EV conference, bringing together participants from leading private and public companies, start-ups, investors, academics and businesses that are interested in the energy field. It will include an exhibition; Electric & Hybrid vehicles test drives & poster session.

Exhibit & Sponsor opportunities

With over 500 top academic, industry, government and regulation attendees expected to attend, your participation as exhibitor or sponsor is a cost-effective way for exposure and broadening your business opportunities. The exhibition runs on May 29 – 30, 2013.

Why should You Exhibit or Sponsor ?

1. Meet new customers & decision makers
2. Expose your new products or technologies to Industry's leading professionals
3. Benefit from newtorking opportunities
4. Benefit from our comprehensive marketing campaigns

Who will attend ?

1. Power Source Users, Suppliers & Manufacturers
2. Pack Assemblers
3. Materials manufacturers & Developers
4. Production equipment manufacturers
5. Academic Members
6. Test equipment makers
7. R &D Engineers
8. EV Suppliers and Customers
9. Market Researches
10. Battery Recyclers
11. Investment Companies
12. Regulatory bodies members

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| | <p>Cancellation Policy: Written notice only will be accepted: Until April 15 , 2013 – 50% refund From April 16, 2013 – No refund</p> |
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Exhibiting Opportunities

Exhibiting at the 3rd Israeli Power Sources & EV conference provides a great exposure & high visibility of your company's technology, products and services to a wide range senior level audience, including decision makers, potential investors & business partners in the fields of batteries, fuel cells, Smart Grid and EVs.

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| Exhibitor's Benefits | <ul style="list-style-type: none"> • Listed as exhibitor on the Shmuel De-Leon Energy Weekly newsletter and web site with a link to your company's homepage • Listed as exhibitor in the all conference publications campaigns • Company logo printed on a roll-up displayed at the conference halls (for exhibitors that sign the agreement until May.10th, 2013) • Your company's logo included in a slideshow displayed in conference halls • Inclusion of marketing materials into the conference electronic materials • Inclusion of promotional materials or samples into the conference bags • One (1) one-day complimentary pass to the conference for one-day exhibitors or Two (2) one-day pass for two-days exhibitors • List of Conference participants' names and company affiliation • Exhibitor stand in the exhibit hall (includes 1 table, size approx. 1.8 meter * 0.50 meter, 2 chairs, 1 Electricity outlet). Exhibitors can bring display panel at maximum width 2 meters (roll-ups, pop-ups) • Alternatively, One (1) parking in the hotel parking area & registration desk (1 meter) for test drive in the hotel lobby on May 30, 2013. |
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|---------------|----------------------------------|-------------------------|-------------------------|-----------------------------|
| Rates* | | 1 day (May 29, 2013) | 1 day (May 30, 2013) | 2 days (May 29-30, 2013) |
| | foreign companies | US\$ 1200 | US\$ 1750 | US\$ 2600 |
| | Local (Israeli) companies | 4000 NIS + VAT | 6000 NIS + VAT | 9000 NIS +VAT |

* 25% discount for 3 exhibitors in the foyer to the exhibit hall. (Height limit is 2.10 meters)

Payment terms: Check or bank transfer:
Advanced payment of 50 % of invoice amount within 14 days of receipt of invoice. Balance is due to be paid no later than April 29, 2013 (check is required on registration)

Cancellation Policy: Written notice only will be accepted:
Until April 15 , 2013 – 50% refund
From April 16, 2013 – No refund

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| General Information | <p>Exhibition Space Allocation: Will be made according to receipt of a signed exhibit agreement, on a "first come first serve" system.</p> |
| | <p>Test Drives Parking Space Allocation: Will be made according to receipt of a signed exhibit agreement, on a "first come first serve" system.</p> |
| | <p>Exhibition Hours: Wednesday, May 29, 2013 08:00 – 17:00</p> |

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| Thursday, May 30, 2013 | 08:00 – 17:00 |
| Set up: | |
| May 28, 2013 from 18:30 PM - 20:00 PM | |
| May 29, 2013 from 18:00 PM – 20:00 PM | |
| Breakdown Schedule: | |
| May 29, 2013 begin at 17:30 PM | |
| May 30, 2013 begin at 17:30 PM | |
| Security: Exhibit hall will be opened daily on conference hours. Exhibitors are requested to insure all exhibit materials against loss or damage. | |
| Insurance & Liability: Shmuel De-Leon Energy Ltd., and the conference hotel will not be responsible for any injury, loss or damage to the exhibitor, the exhibitor's representatives, employees, agents or their property, however caused. All exhibitors shall procure and maintain a comprehensive general insurance to cover their exhibits against loss, theft or damage and breakage, during transit in and out, set up period, display period and dismantling period. Exhibitors may at any time be required to provide proof of their insurance. | |
| Parking: Parking for uploading exhibitors equipment is arranged for the set-up and break down days. Please use the supplier's entrance to the hotel. | |

| Package of Sponsorship + Exhibition | | | | |
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| Benefits | <ul style="list-style-type: none"> Listed as a sponsor & exhibitor on the Shmuel De-Leon Energy Weekly newsletter and web site with a link to your company's homepage Listed as sponsor & exhibitor in all conference publications campaigns Company logo printed on a roll-up displayed at the conference halls (for companies that sign the agreement until May.10th, 2013) Your company's logo included in a slideshow displayed in conference halls Inclusion of marketing materials into the conference electronic materials Inclusion of promotional materials or samples into the conference bags Six (6) one-day complimentary passes to the conference (US\$ 1080 value) 25 % discount on standard registration fee for unlimited number of participants List of Conference participants' names and company affiliation 8 complimentary weekly advertisements on the Shmuel De-Leon Weekly newsletter (value US\$ 760) Exhibitor stand in the exhibit hall (includes 1 table, size approx. 1.8 meter * 0.50 meter, 2 chairs, 1 Electricity outlet). Exhibitors can bring display panel at maximum width 2 meters (roll-ups, pop-ups) Alternatively, One (1) parking in the hotel parking area & registration desk (1 meter) for test drive in the hotel lobby on May 30, 2013 | | | |
| | Rates | | 1 day May 29, 2013 | 1 day May 30, 2013 |
| foreign companies | | US\$ 3100 | US\$ 3500 | US\$ 4300 |
| Local (Israeli) companies | | 10350 NIS + VAT | 12150 NIS + VAT | 14850 NIS +VAT |
| *Package of sponsorship & exhibit include a special discount of 10% on Combined price. Payment terms: <u>Check</u> or <u>bank transfer</u> : | | | | |

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| | <p>Advanced payment of 50 % of invoice amount within 14 days of receipt of invoice. Balance is due to be paid no later than April 29, 2013 (check is required on registration)</p> <p><u>Cancellation Policy:</u> Written notice only will be accepted: Until April 15 , 2013 – 50% refund From April 16, 2013 – No refund</p> |
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| Literature Display | | |
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| <p>Companies that are not able to participate as an exhibitor, would have the opportunity to display the promotional materials (catalogs, leaflets, company profile etc.) on a dedicated literature display area in the exhibition or conference hall. <u>Shipment will be accepted up to May 15, 2013 only.</u> All shipment expenses should be on sender's account (door to door shipment).</p> | | |
| Rates | | 2 days (May 29-30, 2013) |
| | foreign companies | US \$ 290 |
| | Local (Israeli) companies | 1000 NIS + VAT |

| Roll-up Display | | |
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| <p>Companies who are not able to participate as an exhibitor would have the opportunity to a roll-up in the exhibition hall.</p> | | |
| Rates | | 2 days (May 29-30, 2013) |
| | foreign companies | US \$ 290 |
| | Local (Israeli) companies | 1000 NIS + VAT |

| Extra Sponsorship Opportunities | | |
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| <p>Sponsors & Exhibitors will be able to have some additional advertisement opportunities that can give you an extra exposure during the conference.</p> | | |
| Advertising Opportunity | Benefits | Cost |
| Branded Participant Badge | Your company logo printed on participants' badge. | US \$ 1500 |
| Name Badge Lanyards | Your company logo prominently displayed to all conference delegates of name badge lanyards given to each attendee | US \$ 1500 |
| Branded Conference Tote Bags | Your Company logo prominently displayed to all conference delegates on conference bags handed out to each attendee | US \$ 1500 |
| Branded Chairs Covers EV Hall | Your company logo prominently displayed on the chairs in the EV Hall (The covers will be supplied by the sponsor 1 week prior to the conference) | US \$ 1500 |

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| Branded Chairs Covers Batteries Hall | Your company logo prominently displayed on the chairs in the Batteries, Chargers, FC & PV Hall (The covers will be supplied by the sponsor 1 week prior to the conference) | US \$ 1500 |
| Cocktail Sponsor | Your company logo prominently displayed in cocktail area | US \$ 2000 |

Past Exhibitors & Sponsors

Here are some of the organizations who have attended our conferences in the past:



ושהרכב הטוב יותר ינצח.



המנהלת הישראלית למו"פ האירופי
Israel-Europe R&D Directorate



RSM שיף הזנפרץ ושות'
רואי חשבון



Sponsors/Exhibitors Registration Form – Local (Israeli) Participants

The 3rd Israeli Power Sources & EV Conference, May 29-30, 2013

*Please complete the registration form and send to: sigalit@sdle.co.il or fax: 972-77-5010792

| | |
|---------------|--|
| Organization: | |
| Street: | |
| City: | |
| State: | |
| Country: | |
| Zip: | |
| Phone: | |
| Fax: | |
| E-mail: | |

| Rates for Local (Israeli) Exhibitor/Sponsor | 1 day (May 29, 2013) | 1 day (May 30, 2013) | 2 days (May 29-30, 2013) |
|--|--|--|--|
| Gold Sponsor | | | <input type="checkbox"/> NIS 25000+VAT |
| Silver Sponsor | | | <input type="checkbox"/> NIS 7500+VAT |
| Exhibitor | <input type="checkbox"/> NIS 4000+VAT | <input type="checkbox"/> NIS 6000+VAT | <input type="checkbox"/> NIS 9000+VAT |
| Combined package (Exhibit & Sponsorship) | <input type="checkbox"/> NIS 10350+VAT | <input type="checkbox"/> NIS 12150+VAT | <input type="checkbox"/> NIS 14850+VAT |
| Literature Display | | | <input type="checkbox"/> NIS 1000+VAT |
| Roll-up Display | | | <input type="checkbox"/> NIS 1000+VAT |

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| Payment Terms: | <p>By Check or Bank Transfer (<u>Advanced payment</u> of 50 % of invoice amount within 14 days of receipt of invoice. Balance is due to be paid no later than April 29, 2013 (check is required on registration)</p> <p><input type="checkbox"/> Payment in Advance by Bank Transfer to: Shmuel De-Leon Energy Ltd., Account#: 621046, Bank Hapoalim, Branch 12-626 Hod-Hasharon</p> <p><input type="checkbox"/> Check</p> |
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| Cancellation Policy: | Refund of registration fees payments will be made if written cancellation is received as follows: Until April 15, 2013 – 50% refund From April 16, 2013 – No refund |
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| Authorized Signature & Stamp: | I hereby accept to the terms & conditions of this contract |
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| Date: | |
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Sponsors/Exhibitors Registration Form – Foreign Participants

The 3rd Israeli Power Sources & EV Conference, May 29-30, 2013

*Please complete the registration form and send to: sigalit@sdle.co.il or fax: 972-77-5010792

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| Company: | | | |
| Street: | | | |
| City: | | | |
| State: | | | |
| Country: | | | |
| Zip: | | | |
| Phone: | | | |
| Fax: | | | |
| E-mail: | | | |
| Rates for Foreign exhibitor/Sponsor | 1 day (May 29, 2013) | 1 day (May 30, 2013) | 2 days (May 29-30, 2013) |
| Gold Sponsor | | | <input type="checkbox"/> US \$ 7250 |
| Silver Sponsor | | | <input type="checkbox"/> US\$ 2200 |
| Exhibitor | <input type="checkbox"/> US\$ 1200 | <input type="checkbox"/> US\$ 1750 | <input type="checkbox"/> US\$ 2600 |
| Combined package (Exhibit & Sponsorship) | <input type="checkbox"/> US\$ 3100 | <input type="checkbox"/> US \$ 3500 | <input type="checkbox"/> US\$ 4300 |
| Literature Display | | | <input type="checkbox"/> US\$ 290 |
| Roll-up Display | | | <input type="checkbox"/> US\$ 290 |
| Payment Terms: | <p>By Check or Bank Transfer (<u>Advanced payment</u> of 50 % of invoice amount within 14 days of receipt of invoice. Balance is due to be paid no later than April 29, 2013 (check is required on registration))</p> <p><input type="checkbox"/> Payment in Advance by Bank Transfer to: Shmuel De-Leon Energy Ltd., Account#: 621046, Bank Hapoalim, Branch 12-626 Hod-Hasharon</p> <p><input type="checkbox"/> Check</p> | | |
| Cancellation Policy: | <p>Refund of registration fees payments will be made if written cancellation is received as follows: Until April 15, 2013 – 50% refund From April 16, 2013 – No refund</p> | | |
| Authorized Signature & Stamp: | I hereby accept to the terms & conditions of this contract | | |
| Date: | | | |