

*Thinking
Outside
the Bubble ...*

Forum Objectives

FORUM OBJECTIVES

The Global Water Technology market is undergoing a period of unprecedented change. The **BlueTech® Forum** looks at market direction, technology investment opportunities, and how the industry will respond.

- **BlueTech® Showcase** – companies will present innovative water technologies and will highlight their value proposition and business strategy in areas such as:
 - Stormwater Management
 - Bio-Tech Innovations
 - Selenium Removal
 - Alternative Desalination
 - Agricultural Treatment
 - Energy and Resource Recovery
- Water systems of the future – speakers and panelists will profile **new market segments** and market opportunities (e.g., water re-use and decentralized treatment).
- Case studies will be presented outlining the growth of water technology companies from inception to successful acquisition **providing perspectives from the start-ups, investors and acquirers**.
- Leading research institutes will discuss the blueprint for researching and developing water technologies and highlight **successful case studies relating to commercialization** and licensing of technologies.

The one-day **BlueTech® Forum** presents a high quality, intense program focused on the water innovation landscape. The **Forum** unites innovation leaders from leading water technology companies, venture capital investment groups, researchers and early adopter utilities and corporations.

The Forum encourages collaboration and information sharing across all water disciplines to promote **new innovation, change and thinking**.

Being a **BlueTech® Forum** Sponsor will give your corporation **high visibility and recognition** at this important water technology industry event.

I invite you to become a Sponsor at the **BlueTech® Forum** on **May 30, 2012** at the **San Francisco Airport Marriott Waterfront Hotel**. I look forward to talking with you about the many benefits that are being offered for this exciting conference showcasing **new opportunities** and **new thinking** in today's water technologies industry.



Sincerely,
Paul O'Callaghan
CEO

O₂ Environmental Inc



FORUM SPONSORSHIP LEVELS

Premier (\$10,000) <i>Limited to 3 corporations</i>	Gold (\$5,000)	Silver (\$2,500)
Advisory Board Seat <i>(subject to approval by conference organizers)</i>		
Logo banner prominently displayed in main meeting room		
Opportunity to make a 5- minute "Introduction" presentation for a Keynote Speaker		
Corporate Full Page ad in Forum workbook & brochures	Corporate ½ page ad in Forum workbook & brochures	
Reserved Option: Forum Meal Sponsor on <i>(additional cost - see page 3)</i> <ul style="list-style-type: none"> • <i>Welcome Breakfast (May 30)</i> • <i>Forum Luncheon (May 30)</i> • <i>Post-Conference Reception (May 30)</i> 	Reserved Option: Forum Meal Sponsor <i>(additional cost - see page 3)</i> <ul style="list-style-type: none"> • <i>Pre-Forum Reception (May 29)</i> • <i>Pre-Forum Off-site Dinner (May 29)</i> • <i>AM Break (May 30)</i> 	
One (1) exhibit table	One (1) exhibit table	
Confidential attendee list, with contact info sent pre- and post-conference	Confidential attendee list, with contact info sent pre- and post-conference	Confidential attendee list, with contact info sent post-conference
Corporate logo posted on the Forum web page and linked to corporate home page	Corporate logo posted on the Forum web page and linked to corporate home page	Corporate logo posted on the Forum web page
Four (4) complimentary passes for colleagues, clients & contacts <i>(Value \$5,180)</i>	Two (2) complimentary passes for colleagues, clients & contacts <i>(Value \$2,590)</i>	One (1) complimentary passes for colleagues, clients & contacts <i>(Value \$1,295)</i>
Acknowledgement as a sponsor with corporate logo at top of promotional & marketing materials plus signage	Acknowledgement as a sponsor with corporate logo on promotional & marketing materials plus signage	Acknowledgement as a sponsor with corporate logo on promotional & marketing materials plus signage
Corporate profile in the Forum workbook	Corporate profile in the Forum workbook	Corporate profile in the Forum workbook
Promotional items <i>(additional cost)</i> <i>See page 3</i>	Promotional items <i>(additional cost)</i> <i>See page 3</i>	Promotional items <i>(additional cost)</i> <i>See pages 3 and 4</i>





FORUM MEAL SPONSOR DETAILS

Premier _____ \$ 10,000

Premier sponsors receive the most visibility and recognition. **Limited to 3 corporations.**

The following additional items are available for our Premier Sponsors on a first-come, first-served basis.

<p>Welcome Breakfast Sponsorship on May 30, 2012 \$750</p> <ul style="list-style-type: none"> • Corporate banner displayed in breakfast area • Acknowledgment on prominent signage • Acknowledgment in conference materials 	<p>Forum Luncheon Sponsorship on May 30, 2012 \$1,500</p> <ul style="list-style-type: none"> • Corporate banner displayed in luncheon room • Verbal acknowledgment as luncheon sponsor • Logo on Luncheon Program • Acknowledgment on prominent signage • Acknowledgment in conference materials • Introduction of luncheon or keynote speaker
<p>Post-Conference Cocktail Reception May 30, 2012 \$750</p> <ul style="list-style-type: none"> • Corporate banner displayed in reception area • Acknowledgment on prominent signage • Acknowledgment in conference materials 	

Gold _____ \$5,000

The following additional items are available for our Gold Sponsors on a first-come, first-served basis.

<p>Pre-Forum Cocktail Reception on May 29, 2012 \$750</p> <ul style="list-style-type: none"> • Acknowledgment on prominent signage • Acknowledgment in conference materials 	<p>AM Forum Beverage Break on May 30, 2012 \$750</p> <ul style="list-style-type: none"> • Acknowledgment on prominent signage • Acknowledgment in conference materials
<p>Pre-Forum off-premise Speakers Dinner on May 29, 2012 (Sold Out!) \$4,300</p> <ul style="list-style-type: none"> • Acknowledgment on prominent signage • Acknowledgment in conference materials 	<p>PM Forum Break on May 30, 2012 \$750</p> <ul style="list-style-type: none"> • Acknowledgment on prominent signage • Acknowledgment in conference materials

Silver _____ \$2,500

Silver sponsors have a choice of selecting **Promotional Items** with your corporate name or logo to be given out to conference attendees. Selections are on a first-come, first-served basis.

- ~~Conference Tote Bags~~ ~~\$325 to \$1,523~~ **(Sold Out!)**
- Spiral Note Book with Hard Cover \$950
- Umbrella \$1,725 to \$1,950

Additional Promotional Items – See Page 4





FORUM ADDITIONAL OPPORTUNITIES

Additional Sponsorship Promotional Opportunities

The promotional items and tours listed below are available sponsorship options that will help your corporation gain additional recognition from the **BlueTech® Forum** attendees.

- | | |
|---|------------------------|
| ▪ Name badge with company name added | \$625 |
| | (Sold Out!) |
- | | |
|--|-----------------------------|
| ▪ Conference tote bags with company name and logo | \$325 to \$1,523 |
| | (Sold Out!) |
- | | |
|--|--------------------------------|
| ▪ Pens with company name and logo | \$145, \$350, \$400 |
| | (Sold Out!) |
- | | |
|---|-------|
| ▪ Hotel room key cards with name and logo | \$300 |
|---|-------|
- | | |
|---|--------------------|
| ▪ Optional day-two tours of local start-ups or Innovation Centers (May 31 st , 2012) | Price upon request |
| ○ Transportation | |
| ○ Lunch / beverages | |



FORUM SPONSORSHIP AGREEMENT

- Once the contract for **BlueTech® Forum** conference sponsorship is signed, it is a binding agreement. Following the execution of the agreement and payment is received (check or credit card) by O₂ Environmental Inc, O₂ Environmental Inc will not refund the payment unless O₂ Environmental Inc cancels the conference due to unforeseen circumstances that would prevent the general population from attending the conference.

If the sponsoring company wishes to cancel its sponsorship contract, a refund will not be made. O₂ Environmental Inc will issue a letter of credit that may be used for the same sponsorship level at the 2013 **BlueTech® Forum**.

- Sponsors will be prohibited from:
 - Planning events to be held during regular hours of operation of the conference including those hours designated for set-up of displays and pre- and post-conference gatherings.
 - Holding dinners or receptions during Forum hours. These should be scheduled after designated conference hours.
 - Holding personal outside sessions and/or presentations in association with this event, under the same roof, without prior consent of O₂ Environmental.
- **Sponsorship discounts** are available until March 15th, 2012:
 - 5% discount - full payment is made after February 1, 2011, but before March 15th, 2012.

Payments, in the form of a check, should be made payable to O₂ Environmental and sent to:

O₂ Environmental
Bldg. 1000 Unit 1201, Cork City Gate
Mahon, Cork
Ireland
+353.21.240.9133

Initials





SPONSORSHIP CONTRACT

Today's Date: _____

<input type="checkbox"/>	Premier \$10,000	<input type="checkbox"/>	Gold \$5,000	<input type="checkbox"/>	Silver \$2,500
--------------------------	---------------------	--------------------------	-----------------	--------------------------	-------------------

Name of Main Contact: _____

Name of Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company's Website URL: _____

Contact Person for Logistics:

Name: _____ Phone: _____

Email: _____ Cell: _____

Payment:

I understand that sponsorship is active after O2 Environmental Inc receives this signed contract and payment is received. I have read and understand the terms and conditions on page 5. I understand that if our Company must cancel this contract, the notice must be received, in writing, by Paul O'Callaghan of O2 Environmental Inc at least thirty days prior to the Forum; that there will be no refunds after payment is made; and O2 Environmental Inc will issue a letter of credit that may be used for the same sponsorship at the 2013 BlueTech® Forum.

Authorized Signature: _____ Date Signed: _____ Total \$ Given: _____

Check Enclosed (Checks made payable to O2 Environmental)

Send Invoice Name of person invoice needs to be sent to: _____
Email or fax # where invoice is to be sent: _____

Charge to Credit Card: Visa MasterCard American Express

Card #: _____ Exp. Date: _____ Security Code: _____

Credit Card Persons Name Printed: _____

Credit Card Persons Signature: _____

Sponsorship Options: (please be sure to check each item being sponsored)

<input type="checkbox"/> Premier - \$10,000	<input type="checkbox"/> Gold - \$5,000	<input type="checkbox"/> Silver - \$2,500	Additional Sponsorship Items
<input type="checkbox"/> Forum Luncheon Sponsorship on May 30 - \$1,500 <input type="checkbox"/> Welcome Breakfast Sponsorship on May 30 - \$750 <input type="checkbox"/> Post - Conference Cocktail Reception on May 30 - \$750	<input type="checkbox"/> Pre-Forum Reception on May 29 - \$3,000 <input type="checkbox"/> Pre-Forum off premise Dinner on May 29 - \$4,300 (Sold Out!) <input type="checkbox"/> AM Forum Beverage Break - \$750 <input type="checkbox"/> PM Forum Break - \$750	<input type="checkbox"/> Conference Tote Bags - \$325 to \$1,523 (Sold Out!) <input type="checkbox"/> Spiral Notebook with Hard Cover - \$950 <input type="checkbox"/> Umbrella - \$1,725 to \$1,950	<input type="checkbox"/> Name Badge Lanyards - \$625.00 <input type="checkbox"/> Conference Tote Bags - \$325 to \$1,523 (Sold Out!) <input type="checkbox"/> Pens - \$145, \$350, \$400 (Sold Out!) <input type="checkbox"/> Hotel Room Key Cards - \$300 <input type="checkbox"/> Optional Tours on Day Two - May 31 st - Upon request

**E-mail or fax completed form to O2 Environmental (joy.oneill@o2env.com)
or Fax to +353.21.240.9009**





ADVERTISING INFORMATION

Once this agreement is signed, a corporate logo will be needed as soon as possible for the placement in the Forum marketing materials. Please send no later than April 2, 2012 for your logo and information to appear in the materials.

LOGO for PRINT: Color or black and white, EPS or JPG preferred, size: 300 dpi

LOGO for WEB: Color version preferred, GIF or JPG ONLY

Size: 252 x 72, or 352 x 72 ONLY

Please e-mail both logo formats to:

Donna Vincent Roa
Vincent Roa Group LLC
donna@vincentroagroup.com
+1.818.397.9867

Premier Sponsor Full Page Ad 7' x 10"

Gold Sponsor 1/2 Page Ad 7.25" x 4.25'

All questions regarding sponsorships, ads and opportunities should be directed to:

Donna Vincent Roa
Vincent Roa Group LLC
donna@vincentroagroup.com
+1.818.397.9867

IF YOU HAVE QUESTIONS, PLEASE CONTACT ...

Program

Joy O'Neill
Executive Assistant
O₂ Environmental Inc
Phone: +1.604.676.3581
joy.oneill@o2env.com

Sponsorship / Advertising

Donna Vincent Roa
Managing Partner & Chief Strategist
Vincent Roa Group LLC
Phone: +1.818.397.9867
donna@vincentroagroup.com

General Questions / Exhibits

James Christensen
Director
KCA – Public Relations, Meeting
Planning & Association Management
Phone: +1 480.893.6110 ext. 213
jc@kc-a.com

Registration, Hotel and Travel

Danielle Adams
Meeting Planner
KCA – Public Relations, Meeting
Planning & Association Management
Phone: +1 480.893.6110 ext. 212
danielle@kc-a.com



2012 ADVISORY BOARD

Board Chairman

Paul O'Callaghan
Founder and CEO
 O₂ Environmental Inc

Members

John Coburn
Managing Director
 XPV Capital

Henrik Skov Laursen
Head of Water Technology Center
 Grundfos Pumps Corporation

Steven Kloos
Partner
 True North Venture Partners

Paul Lelieveld,
Business Development for the Research Institute
 Wetsus

Helge Daebel
Technology Specialist Water
 Emerald Technology Ventures

Rengarajan Ramesh
Managing Director
 Wasserstein & Co.

Rafael Simon
Partner
 Vantage Point Venture Partners

Joseph Zuback
President and Founder
 Global Water Advisors

Menno M. Holterman
Chairman
 Netherlands Water Technology Innovation Board

2011 FORUM SUMMARY

The 2nd Annual **BlueTech**® Forum was a great success. The **Forum's** attendees gained critical insights, exchanged key information and ideas, and made new business connections. Ninety-seven percent of the participants who completed the event survey gave a high quality rating to both the speakers and content.

