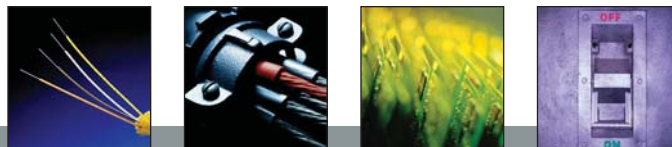




IEC 2010 — Seattle, USA
Sponsorship Opportunities

IEC 2010 — Into the Future





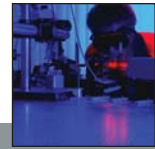
Founded in 1906 with British scientist Lord Kelvin as its first president, the International Electrotechnical Commission (IEC) has a long history of service to the market.

The IEC is the leading global organization that prepares and publishes international standards for electrical, electronic and related technologies. These serve as a basis for national standardization and as references when drafting international tenders and contracts.

Through its 67 national members — including the world's major trading nations and a growing number of newly industrializing countries — the IEC promotes global cooperation on questions of electrotechnical standardization and related matters, such as the assessment of conformity to standards, in the fields of electricity, electronics and related technologies.

IEC's international standards facilitate world trade by removing technical barriers to trade, leading to new markets and economic growth. Its work embraces all electrotechnologies including electronics, magnetics and electromagnetics, electroacoustics, multimedia, telecommunication, and energy production and distribution, as well as associated general disciplines such as terminology and symbols, electromagnetic compatibility, measurement and performance, dependability, design and development, safety and the environment.





The United States is planning to host the IEC for only the sixth time since 1904.

The events will be held in Seattle, Washington, during the period of 6 to 15 October 2010.

More than 1500 delegates and 750 accompanying persons from around the globe are expected to attend.

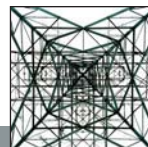


**United States
National Committee
of the IEC**

WHY THE UNITED STATES IS HOSTING IEC 2010

- To demonstrate U.S. leadership in the electrotechnical sector markets of the world.
- To raise the level of understanding within U.S. industry and governmental agencies of the importance of IEC standards and conformity assessment activities.
- To afford an opportunity for U.S. participants to reduce travel costs by having the IEC General Meeting and its related management and technical meetings within the U.S. as opposed to requiring international travel to other locations.
- To help the U.S. electrotechnical industry compete in the global marketplace through participation and use of an open, balanced, and transparent standards development process.
- To demonstrate the USNC's leadership position in the management structure of the IEC at all levels.
- To provide evidence to the world market that the IEC international standardization activities are significant components of U.S. electrotechnical standardization activities.
- To create opportunities for U.S. businesses to participate in establishing industry standards that lead to greater global market access.

SPONSORSHIP OPPORTUNITIES



DIAMOND SPONSOR

\$100,000 contribution

- Recognition and speaking opportunities at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Invitation to attend the President's and Secretaries' dinner, the Council luncheon and the Host Committee's reception for IEC Officers and staff
- Participation in General Meeting press conference and inclusion of company logo on event press releases
- Tabletop or sponsor promenade at registration and Internet Café
- Prominent on-site exposure via logos, banners and signage
- Distribution of company logo conference souvenir
- Inclusion of gifts and printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of IEC 2010 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Diamond sponsor

PLATINUM SPONSOR

\$50,000 CONTRIBUTION

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Invitation to attend the President's and Secretaries' dinner and Council luncheon
- Participation in General Meeting press conference and inclusion of company logo on event press releases
- Tabletop or sponsor promenade at registration and Internet Café
- Prominent on-site exposure via logos, banners and signage
- Distribution of company logo conference souvenir
- Inclusion of gifts and printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of IEC 2010 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Platinum sponsor

GOLD SPONSOR

\$25,000 CONTRIBUTION

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities

GOLD SPONSOR (continued)

- Invitation to attend the President's and Secretaries' dinner and Council luncheon
- Inclusion of company logo on event press releases
- Tabletop or sponsor promenade at registration and Internet Café
- Prominent on-site exposure via logos, banners and signage
- Inclusion of gifts and printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of IEC 2010 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Gold sponsor

SILVER SPONSOR

\$15,000 CONTRIBUTION

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Invitation to attend the Council luncheon
- Inclusion of printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of IEC 2010 meeting logo on "Official Sponsor" letterhead
- Prominent on-site exposure via logos, banners and signage
- Plaque for recognition as Silver sponsor

BRONZE SPONSOR

\$10,000 CONTRIBUTION

- Recognition at opening and closing sessions
- Prominent on-site exposure via logos, banners and signage
- Inclusion of printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of IEC 2010 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Bronze sponsor

GENERAL SPONSOR

\$5,000 CONTRIBUTION

- Recognition at opening and closing sessions
- Prominent on-site exposure via logos, banners and signage
- Inclusion of corporate logo and link on meeting website
- Use of IEC 2010 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as General sponsor

Size, prominence and placement of logos will be a function of sponsorship level. All gift items and materials for delegates will require approval of the USNC 2010 Steering Committee.

IEC 2010 SPONSORSHIP COMMITMENT



Sponsor _____

Point of Contact _____

Title _____

Address _____

City _____

State _____ Zip Code _____ - _____

E-mail _____

Phone () _____

Fax () _____

SPONSOR COMMITMENT \$ _____

- We pledge five annual installments; please bill us each year.
- Please bill us immediately.
- Please contact us to discuss a customized payment schedule.

<u>SPONSOR LEVEL*</u>	<u>ONE-TIME PAYMENT</u>	<u>FIVE ANNUAL INSTALLMENTS</u>
DIAMOND SPONSOR	\$ 100,000	\$20,000 per year
PLATINUM SPONSOR	50,000	10,000 per year
GOLD SPONSOR	25,000	5,000 per year
SILVER SPONSOR	15,000	3,000 per year
BRONZE SPONSOR	10,000	2,000 per year
GENERAL SPONSOR	5,000	1,000 per year

*All sponsorships are tax deductible under the fullest extent of the law.

COMPLETE AND RETURN TO
 IEC 2010 SPONSORSHIP COORDINATOR
 C/O AMERICAN NATIONAL STANDARDS INSTITUTE
 25 W 43RD ST, FOURTH FLOOR
 NEW YORK, NY 10036

T: 212.642.4965
 F: 212.398.0023
 E: czegers@ansi.org

If responding via e-mail, please be certain to provide all requested information.

SPONSOR COMMITMENTS

All contributions will support the U.S. National Committee of the IEC and its hosting of IEC 2010 in Seattle, and other international IEC policy, management and technical meetings, as appropriate.

ADDITIONAL INFORMATION

Contact the IEC 2010 Sponsorship Coordinator.

SPONSORSHIP OF SPECIFIC EVENTS OR MEETINGS

Silver, Gold, Platinum and Diamond Sponsors have the option of sponsoring specific events (coffee breaks, receptions, luncheons, dinners, business center, IT and/or audio visual equipment, delegate welcome kits, etc.).

It is also customary for IEC General Meetings to host several industry-related Technical Committee and Subcommittee meetings. Pending sponsor support, approximately sixty (60) IEC TCs and SCs are expected to be invited to the IEC 2010 event in Seattle. Sponsorship of these meetings is possible as well.

Please contact me about:

- Sponsoring specific events
- Sponsoring a TC/SC meeting



IEC 2010 Sponsorship Coordinator
c/o American National Standards Institute
25 West 43rd Street, Fourth Floor
New York, NY 10036

T: 212.642.4965
F: 212.398.0023
E: czegers@ansi.org



During its 1904 World's Fair, the city of St. Louis hosted a week-long International Electrotechnical Congress that set the stage for a permanent International Commission on electricity. Nearly sixty years later, the city of Seattle erected the Space Needle as the focal point for its World's Fair in 1962. Five decades later, Seattle will host dignitaries from around the globe as the city plays host to its first General Meeting of the International Electrotechnical Commission.

IEC 2010 in Seattle, Washington — Into the Future!
