

MADRID | APRIL 17 – 18, 2024



SPONSORSHIP PROSPECTUS

# PULSE

# ABOUT

**Pulse brings together global renewable energy leaders and professionals to tackle coming challenges and celebrate progress towards the low-carbon sustainable transition.**

On the past edition, Pulse gathered **more than 200 international professionals** across the whole renewable energy value chain –from world-class utilities to developers, EPCists and asset management.

**Position your brand in front of hundreds of experts;** connect with key decision-makers; generate more business; learn from the technical workshops and get ahead on the latest trends of renewable energy.



# VENUE & DATE



## WHEN?

April 17 – 18 April, 2024



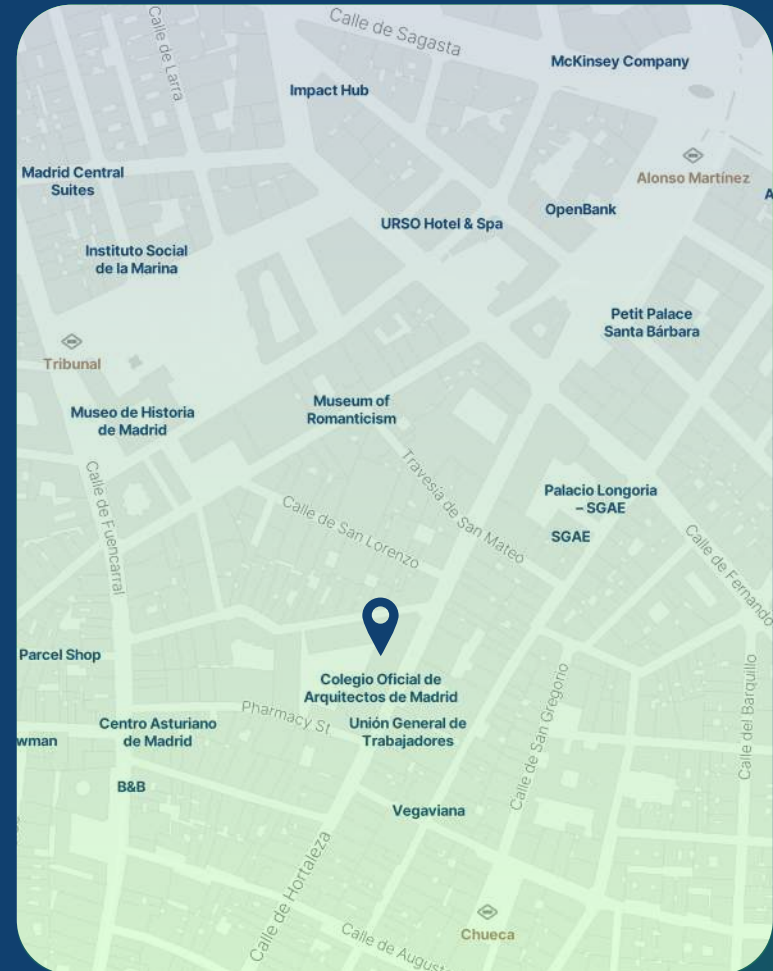
## WHERE?

Espacio COAM, Calle Hortaleza, 63,  
28004 – Madrid (Spain)



## NETWORKING DINNER

Networking dinner will be hosted in **Bosco de Lobos**,  
in the same building as the conferences.





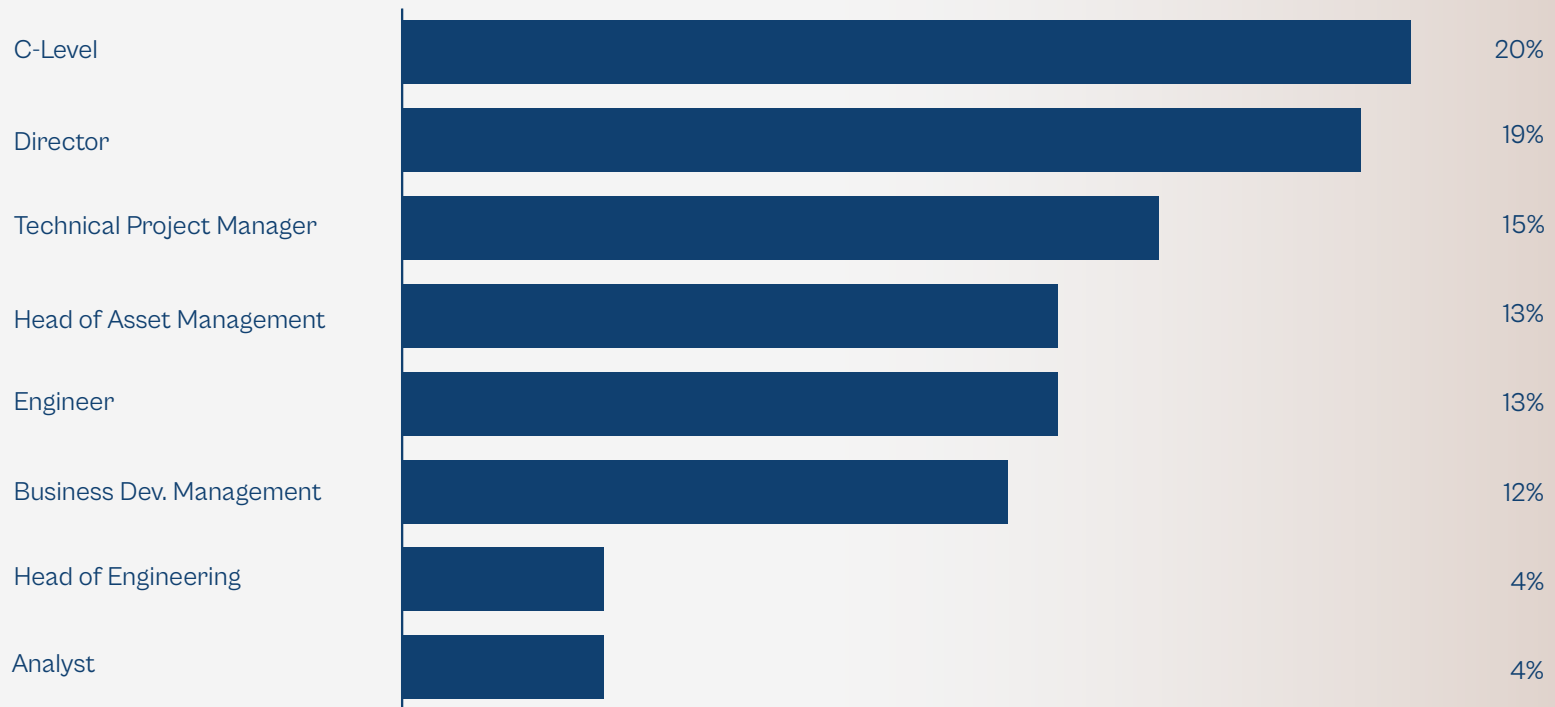
# VENUE & DATE



# ATTENDEES

Pulse has a technical and business audience from across the entire world, bringing together a diverse range from the power and renewable energy sectors.

Directors and above account for 40% of attendees



Source: RatedPower (2023) Internal data Pulse attendees

# ATTENDEES

**Expose your brand in front of key decision makers, create memorable connections and build pipeline for the sales team next quarter.**

Attendees come from every stage of the renewable lifecycle



Source: RatedPower (2023) Internal data Pulse attendees

# SPEAKERS

All conferences, panels and technical workshops will be hosted in the website so your brand will get exposure in real life during the event and online after the event. Here are some examples of the more than 30 speakers from Pulse's last edition:



**Virginia Ruiz**

Senior Director New market Dev.



**Bernardette Johnson**

General Manager Power & Renewables



**Dhanisha Juleemun**

Market Analysis EMEA



**Santiago Estrada**

CEO



**Marina Fernández**

Service Dev. Engineer



**Özer Ergul**

Head of Procurement



**Frans-Pieter Lindeboom**

Country Manager



**Maxine Cronier**

Head of Business Dev.



**Aurora Sáez**

Senior Consultant Energy Markets & Strategy



# BENEFITS

Sponsoring Pulse is a valuable way of spotlighting your brand across renewable energy professionals and reaching your target audience online and in real life – before, during and after the event.

## BRAND POSITIONING

Position your brand as a thought leader in the renewable energy landscape with speaking opportunities.

## EDUCATIONAL PURPOSE

Educate a high level audience on your latest renewable energy products and technologies by leading technical workshops.

## GLOBAL AUDIENCE

Reach industry experts from all over the world.  
Find business and hiring opportunities among skilled and seasoned attendees.

## NETWORKING OPPORTUNITIES

Pulse attendees stand out for their decision-making profile. It enables your business team to connect with prospective customers and accelerate your sales cycles.





# TESTIMONIALS

**97% of 2023 edition attendees would recommend Pulse to a friend or colleague, scoring 56 in NPS®.**



"The organization was amazing. It's a very good opportunity for networking. Very well selected speakers and interesting contents presented."

**Miguel Gfall, Project Manager  
at Deutsche Handelskammer**



"The conference provided a great high-level overview of a variety of issues in the renewable energy industry in Europe. I'd like to go next year."

**Neil Tarrant, Senior program and  
project manager at University  
of Oklahoma**



"Pulse offered terrific speakers, relevant content, and an elegant format – I would highly recommend to anyone in the power & renewables space. All-round well done!"

**Shaheer Hussam, Senior Director  
at Clean Power Research**



"Pulse brought together many people from the renewables sector, with whom we were able to share experiences and opinions. The technical workshops were an exceptional moment to learn the improvements in RatedPower software."

**Ester Gómez, Senior PV engineer  
at Iberdrola Renewables**



"It has been a successful event with a lot and diverse topics within the power and renewables industry. The atmosphere has been great between all the players of the industry. Moreover, the organizers has make a great job and a big effort giving support to all attendees as well as being so helpful."

**Catalina Bauzá, Strategic  
Consultant at Isemaren**

# WHAT TO EXPECT

## KEYNOTES SPEAKERS AND FIRESIDE CHATS

Keynote speakers will inspire you with their vision for the future and upcoming trends of renewable energy, decarbonization and clean technologies.



## TECHNICAL WORKSHOPS

Hands-on technical sessions with renewable energy pros to learn the latest on the technologies that will shape the future of the industry.



# WHAT TO EXPECT

## 1-TO-1 MEETINGS

An excellent opportunity for attendees to get to exchange ideas and valuable industry insights with other pros during the coffee breaks and the networking dinner.



## SPONSORSHIP EXHIBITOR AREA

An exclusive area for renewable energy pioneers to shine and connect with clients and prospective customers.



# WHAT TO EXPECT

## NETWORKING OPPORTUNITIES ALL AROUND

Pulse 2024 will have dinner on Day 1 with a happy hour as well as a farewell lunch. A great networking opportunity to connect in a casual environment with professionals and leaders across the global energy industry.





# PACKAGES

## BRONZE SPONSORSHIPS

Bronze sponsorships include company branding across event website, signage, screens, email and social media. They also include the opportunity to introduce a breakout session or panel.

## SILVER SPONSORSHIPS

Silver sponsorships include the branding from Bronze, along with a 5 minute "Lightning Talk" on the main stage.

## GOLD SPONSORSHIPS

Gold sponsorships include a 30 minute keynote presentation, along with premium space in the networking lounge, in addition to the other standard sponsorship

Sponsorships packages may be customized upon request. À la carte options are also available.

For more information about sponsorship opportunities, please contact [pulse@ratedpower.com](mailto:pulse@ratedpower.com)

	Bronze	Silver	Gold
<b>Two-day tickets</b>			
– For your team	1	3	5
– For your clients	1	3	5
<b>Your brand on website and on-site signage and screens</b>	Yes	Yes	Yes
<b>Booth in Expo Area (inc. production)</b>	-	Basic booth	Premium booth
<b>Social, email and podcast promotion</b>	Yes	Yes	Yes
<b>Speaking opportunity</b>	Session intro or Panel Appearance	Lighting talk (15 minutes)	Keynote (30 minutes)
<b>Number of sponsorships available</b>	7	5	1
	<b>€5,000</b> + VAT if applicable	<b>€9,000</b> + VAT if applicable	<b>€16,000</b> + VAT if applicable

Available add-ons to packages:

Cocktail sponsorship: €1,000 + VAT if applicable

Networking dinner sponsorship: €3,500 + VAT if applicable



# TRUSTED BY MARKET - LEADING PLAYERS

## PAST SPONSORS



## PAST PARTICIPANTS



# WHAT

# NEXT?

If you feel like your brand will shine in Pulse, please reach us out at:

**Angie Gutiérrez**

Marketing and Events Specialist

[pulse@ratedpower.com](mailto:pulse@ratedpower.com)

+34 919 04 98 28



**PULSE**

# LEGAL

## A. SCOPE

This agreement relates to the conference presented by RatedPower as identified in the companion Sponsorship Prospectus and Application ("Application"). The completed Application incorporates by reference all of the terms of this contract. In submitting a signed Application, Sponsor agrees to the terms set forth in the Contract. The term "Contract," as used herein, refers to the terms set forth in this Sponsor's Contract. "Event" refers to the referenced RatedPower conference. "Sponsor" is an entity whose Application has been accepted by RatedPower. Subject to the availability of sponsorships at the level selected, the Application for Sponsorship for a particular Event becomes a binding contract upon RatedPower's issuance of a confirmation notice after receiving a fully completed Application and funds in the amount owed.

## B. TERMS OF SPONSORSHIP

(i) Sponsor agrees to sponsor the Event and to make a contribution in the amount and in the manner specified in the Application for the Sponsorship level selected by Sponsor. It is understood and agreed that Sponsor's sponsorship of the Event is not contingent upon any specific attendance levels or other manner of participation by RatedPower customers and non-customers at the Event. The payment schedule for the sponsorship contribution is set forth in the Application. (ii) During the term of this Contract, RatedPower hereby agrees to identify and acknowledge Sponsor as a sponsor of the Event at the level identified on the Application. Such identification and acknowledgment may include displaying Sponsor's corporate logo and certain other identifying information on the RatedPower Event Website in connection with the Event, and on other appropriate promotional media and materials in connection with the Event, as set forth in the Application. (iii) For those sponsorship levels that include priority opportunity for exhibit space assignments, as stated in the Application, RatedPower will process exhibit space requests on a first come/first serve and space-available basis. Availability will be limited.

## C. NAME AND LOGO USAGE

(i) Sponsor hereby grants RatedPower a limited, non-exclusive, revocable license to use Sponsor's name, acronym, and logo during the term of this Contract for the purpose of identifying and acknowledging Sponsor's sponsorship of the Event. The placement, form, content, appearance, and all other aspects of such identification and acknowledgement shall be determined by RatedPower. (ii) On or before applicable deadlines, Sponsor shall provide to RatedPower all necessary logos and other information, content and materials (in electronic form) for use in connection with its sponsorship of the Event.

## D. CANCELLATION AND FORCE MAJEURE

(i) Notice of cancellation must be received in writing by 20 days before the event. Sponsor specifically recognizes that RatedPower will be harmed if Sponsor cancels its sponsorship at any time after this Contract goes into effect. Should Sponsor cancel participation after 10 days before the event, Sponsor forfeits all monies paid and all right to sponsorship benefits. Upon RatedPower's cancellation of the Event for any reason, the liability of RatedPower shall be limited to a refund of fees paid by Sponsor. (ii) Neither RatedPower nor Sponsor shall be liable

# TERMS

for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war, act of terrorism, or other violence, or any law, order or requirement of any governmental agency or authority to a refund of fees paid by Sponsor.

## E. PROTECTION OF FACILITY

Sponsors shall not deface any part of the exhibit facility. The cost of repairing any damage done to the exhibit facility by the Sponsor, employees, representatives, or agents will be billed to and paid by the Sponsor. Nothing shall be taped, affixed, nailed, pinned, or attached in any manner to any surface in the facility. Banners, posters, and signs are not allowed to be rigged from any portion of the Facility without prior written approval.

## F. EXHIBITS

(i) Sponsors must comply with the Rules and Regulations of the Venue as specified in Section F. Each booth is equipped with a table, two chairs, signage, and wastebasket supplied by the venue. Fees for electrical outlets will be absorbed by RatedPower. (ii) The entire Exhibit must be confined to the top of the table and fit with a maximum height of 60 inches from the top of the table. Banner stands are permitted with prior written permission. (iii) RatedPower reserves the rights to restrict Exhibits which are objectionable because of size, noise, or flashing lights, method of operation, or any other reason and, therefore, to prohibit or evict any Exhibitor who, in the opinion of RatedPower, may detract from the overall good of the Exhibit.

## G. GENERAL TERMS (I)

(i) This Contract shall commence as specified in Section A above and will terminate at the conclusion of the parties obligations pertaining to the Event. (ii) Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless RatedPower, and the Event facility, its officers, directors, owners; and affiliated companies; and all employees and agents of all of them against any personal injury to Sponsor or its officers, agents, employees or guest, or to any other person in attendance at the Event. (ii) This Contract and the rights granted to Sponsor are non-exclusive and, among other things, RatedPower reserves the right to enter into similar agreements with third parties related to additional sponsorship opportunities for the Event. (iii) This Contract shall be governed by and enforced according to the laws of the Madrid. The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Madrid, which shall be the exclusive venue for any disputes relating to this Contract. (iv) This Contract may be amended or modified at any time.

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