

# WINDPOWER 2010 Marketing Opportunities

Products	Features	Primary Benefits	Distributed BEFORE the conference?	Distributed AT the conference?	Distributed AFTER the conference?	Circulation & Distribution Method	Closing Dates	Rates
<b>NAW's WINDPOWER 2010 Show Preview Guide</b>  (Click to see sample from 2009)	<ul style="list-style-type: none"> <li>Mails to all NAW readers</li> <li>Free Company Showcase Profile with purchase of half-page insertion or larger</li> <li>Highly focused publication that features 100% conference-related content</li> </ul>	Creates maximum interest and excitement for your company or product BEFORE the show	Yes	Yes	No	<ul style="list-style-type: none"> <li>26,000 mailed</li> <li>22,000 e-mailed to opt-in electronic subscribers</li> </ul>	<b>Ad Space</b> March 19  <b>Ad Materials</b> March 26	Same as regular issue of NAW, but only full-page, 1/2-page and 1/4-page sizes available.  (Click for rate card)
<b>NAW May 2010 issue</b>	<ul style="list-style-type: none"> <li>Mails to all NAW readers</li> <li>Only magazine, selected by AWEA, to be distributed to all 20,000+ conference attendees via show bag.</li> <li>Distributed at the NAW booth</li> </ul>	Broadest coverage of any of NAW's conference-related offerings (mails before the conference and is distributed two different ways at the conference)	Yes	Yes	No	<ul style="list-style-type: none"> <li>26,000 mailed</li> <li>20,000+ via show bags</li> <li>1,000+ at exhibit hall via NAW booth</li> </ul>	<b>Ad Space</b> April 2  <b>Ad Materials</b> April 9	Same as regular issue of NAW  (Click for rate card)
<b>NAW June 2010 issue</b>	<ul style="list-style-type: none"> <li>Mails to all NAW readers</li> <li>Dropped to thousands of conference attendees at their hotel room</li> <li>Distributed at the NAW booth</li> </ul>	Brings your advertising message directly to the conference attendees' living quarters	No	Yes	Yes	<ul style="list-style-type: none"> <li>26,000 mailed</li> <li>8,000 - 10,000 via hotel-room drop</li> <li>2,000+ at exhibit hall via NAW booth</li> </ul>	<b>Ad Space</b> April 30  <b>Ad Materials</b> May 7	Same as regular issue of NAW  (Click for rate card)
<b>NAW's 5th Annual Show Daily</b>  (Click to see sample from 2009)	<ul style="list-style-type: none"> <li>Hand-delivered to exhibit-hall attendees every day</li> <li>Distributed digitally each day to 22,000 opt-in e-mail newsletter subscribers</li> <li>Highly focused publication that features 100% conference-related content</li> <li>One ad buy gets you insertions in three daily editions (Tues., Wed., Thurs.)</li> </ul>	Maximizes exposure to conference attendees	No	Yes	No	<ul style="list-style-type: none"> <li>12,000+ each day of the show - hand-distributed by show staff</li> <li>22,000 e-mailed each day to opt-in electronic subscribers</li> </ul>	<b>Ad Space</b> May 7  <b>Ad Materials</b> May 14	<ul style="list-style-type: none"> <li>Full Page = \$13,125</li> <li>Jr. Page = \$11,340</li> <li>1/2p = \$9,925</li> <li>1/3p = \$8,560</li> <li>1/4p = \$6,985</li> <li>Prices include all three days of the show; editions not sold separately.</li> </ul>

## Contact:

Jeff Jacques, Show Preview Guide Ad Sales  
(800) 325-6745, ext. 247

Dave Mendelson, Advertising Sales Director  
(800) 325-6745, ext. 248