Business Network for Offshore Wind

About Us

OUR MISSION IS YOUR BUSINESS GROWTH

The Business Network for Offshore Wind is the largest nonprofit organization dedicated to establishing a robust offshore wind supply chain in the U.S. We advance the industry forward through education, facilitating partnerships, and events, including the International Offshore Wind Partnership Forum (IPF), the largest offshore wind conference in the western hemisphere.

We offer a variety of partnership and sponsorship opportunities that will ensure increased visibility and marketing opportunities for your company among industry peers and decision makers. Our curated sponsorship opportunities have proven results that will help you reach core audiences that support your company strategic goals. For more information, contact Brandy at sponsorships@offshorewindus.org.

OUR PROMISE TO YOU

AUDIENCE BY THE NUMBERS

16,000
NEWSLETTER
SUBSCRIBERS

5,500
WEBSITE UNIQUE
MONTHLY VIEWS

1,386
INTERNATIONAL
PARTNERING
FORUM
ATTENDEES

2,000
IPF LIVESTREAM
VIEWS PER
EVENT

100,000+
SOCIAL MEDIA
IMPRESSIONS
PER MONTH

76%
OF MEMBERS IN THE
CONSTRUCTION,
INSTALLATION & OPERATIONS,
MANUFACTURER & FABRICATOR
SECTOR

16,558
OSW INSIDER
PODCAST
UNIQUE DOWNLOADS
AND COUNTING

5,800
INTERNATIONAL
PARTNERING
FORUM
ATTENDEES

16,000
NEWSLETTER
SUBSCRIBERS

100,000+
SOCIAL MEDIA
IMPRESSIONS
PER MONTH

76%
OF MEMBERS IN THE
CONSTRUCTION,
INSTALLATION & OPERATIONS,
MANUFACTURER & FABRICATOR
SECTOR

16,558
OSW INSIDER
PODCAST
UNIQUE DOWNLOADS
AND COUNTING

OUR AUDIENCE

We are a global connector with access to hundreds of decision-makers and top-level leadership.
Events

INTERNATIONAL OFFSHORE WIND PARTNERING FORUM (IPF)
The IPF is the largest offshore wind conference in the Western Hemisphere. This premier industry event brings together the global offshore wind supply chain and provides the latest in industry education, quality networking including WindMatch™, and platforms for you to grow your business.

The value of this conference shown in the number of people in attendance. The IPF is an opportunity to make connections with the movers and shakers that are moving the whole industry forward.

Walter Cruickshank
Acting Deputy Director
Bureau of Ocean Energy Management

COMPANIES BY SECTOR

- Construction, Installation & Operations: 64%
- Academic & Government: 15%
- Manufacturer & Fabricator: 12%
- Legal & Finance: 5%
- Other: 4%

PARTICIPANT BY TITLE

- President/C-Level/Director: 30%
- Manager/PM: 20%
- VP/MD/GM: 16%
- BD/Sales/Marketing: 13%
- Engineer: 6%
- Academic: 5%
- Consultant: 5%

6 BENEFITS OF ATTENDING

1. Meet industry decision makers
2. Talk with federal and state regulatory officials
3. Exchange ideas with new vendors and suppliers
4. Invest in your career through new connections and knowledge
5. Quality networking, both B2B and one-on-one
6. Have fun and support the growing OSW industry

IPF SPONSORSHIP OPPORTUNITIES
We offer a variety of sponsorship packages designed to meet your needs and budget. For a full list of 2021 IPF sponsorship opportunities, contact Brandy at sponsorships@offshorewindus.org or 443-652-3242.
## IPF Sponsorships at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Host $50,000</th>
<th>Platinum $35,000</th>
<th>Gold $20,000</th>
<th>Silver $15,500</th>
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<tbody>
<tr>
<td>IPF Full Conference Registration</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Virtual Registrations</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Access to Sponsor Events</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Opening Plenary Sponsor</td>
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<tr>
<td>Virtual Booth</td>
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<tr>
<td>Exhibit Hall Sponsor</td>
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<tr>
<td>Opening Reception Sponsor (Co-branded)</td>
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<tr>
<td>Mentioned in Press Releases</td>
<td>•</td>
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<tr>
<td>2 Free Registrations to all Network Events in 2021</td>
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<tr>
<td>Serve on Program Committee</td>
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<td>Speaking Role</td>
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<tr>
<td>Featured on Network Podcast</td>
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<tr>
<td>Recognition in IPF Opening Remarks</td>
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<tr>
<td>Company Profile on Website</td>
<td>250 WORDS</td>
<td>150 WORDS</td>
<td>150 WORDS</td>
<td>150 WORDS</td>
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<tr>
<td>Listing as Sponsor on IPF Signage</td>
<td>•</td>
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<tr>
<td>Recognition at Network-Hosted Events</td>
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<tr>
<td>Logo on Hotel Copy of Trade Media Afl</td>
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</tr>
<tr>
<td>Discount for Company Registrants (After Member Pre-sale)</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Logo on both Virtual &amp; Live Sessions</td>
<td>•</td>
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<tr>
<td>Logo on IPF Event Marketing Materials</td>
<td>• DIGITAL</td>
<td>DIGITAL</td>
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<td>DIGITAL</td>
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<tr>
<td>Logo on IPF Email Campaigns</td>
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<tr>
<td>Logo on IPF “Thank You” Sponsor Poster</td>
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<tr>
<td>Logo on Web</td>
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<tr>
<td>IPF Social Media Posts</td>
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</tbody>
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## IPF Sponsorships & Exhibition

### Host Sponsor $50,000
- Member Reception, Opening Reception, Opening Plenary, Exhibit Hall, Recognition on Event Signage

### Platinum Sponsor $35,000
- **CHOOSE ONE:**
  - Wifi (Exclusive)
  - Live and Virtual Exhibit Hall Sponsor
  - Opening Networking Reception
  - WindMatch
  - Next Generation Program and Reception
  - Lanyard Sponsor (Exclusive)
  - Mobile App
  - Turbine Centerpiece (Exclusive)
  - Tote Bag
  - Coffee Lounge
  - Convention Center Column Wraps
  - Beer Tasting
  - Scotch & Champagne
  - Juice Bar
  - Leadership/Governor Breakfast (Exclusive)
  - Window Clings

### Gold Sponsor $20,000
- **CHOOSE ONE:**
  - Water Cooler Station
  - Exhibition Networking Reception
  - Networking Breakfast Sponsor
  - Social Media Zone
  - Networking Lunch Sponsor
  - Hotel Key Card/Luggage Tag
  - Escalator Clings
  - Exhibit Hall Banner

### Silver Sponsor $15,500
- **CHOOSE ONE:**
  - Media Lounge
  - Charging Station
  - Pens and Pads
  - Schedule at a Glance Branding
  - Track Sponsor
  - Academic Poster Reception
  - Networking Meet Up Space
  - Job Fair

### Bronze Sponsor $5,000
- **CHOOSE ONE:**
  - Ad on Program Landing Page
  - Exhibit Hall Aisle Signs
  - Exhibit Hall Floor Clings
  - Candy

### Exhibitor Opportunities

<table>
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<tr>
<th>10x10</th>
<th>$3,495</th>
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<tbody>
<tr>
<td>Non-Member</td>
<td>$4,495</td>
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</tbody>
</table>

### Other Opportunities
- Green REC Sponsor
  - (Contact Maryanne Jefferson at maryanne@offshorewindus.org to discuss details.)
Industry Training & Education

Reach the audience you need and drive leads by sponsoring a curated event – available both in-person and online. Sponsorship includes website logo placement, social media mentions, placement in our Offshore Wind Insider newsletter, registration signage and more.

INDUSTRY EVENTS

Our issue-specific industry events are deep dives into important segments of the offshore wind industry (ports & vessels, big data, floating offshore wind, O&M). They focus on delivering technical information to drive innovation and accelerate the development of the supply chain. Sponsorship demonstrates your commitment to the industry and positions your company as a leader in this industry sector. Increased exposure provides a competitive advantage allowing you to achieve more.

SPONSORSHIPS AT A GLANCE

<table>
<thead>
<tr>
<th>$10,000 SPONSOR</th>
<th>$5,000 SPONSOR</th>
<th>$2,500 SPONSOR</th>
<th>$1,000 SPONSOR</th>
<th>$500 SPONSOR</th>
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<tbody>
<tr>
<td>REGISTRATION INCLUDED</td>
<td>1</td>
<td>2</td>
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<tr>
<td>HOST LEVEL ACKNOWLEDGEMENT</td>
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<tr>
<td>MENTIONED IN PRESS RELEASES</td>
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<tr>
<td>SERVE ON PROGRAM COMMITTEE</td>
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<tr>
<td>SPEAKING ROLE</td>
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<tr>
<td>LOGO ON HARD COPY ADS</td>
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<tr>
<td>LISTING AS SPONSOR ON SIGNAGE</td>
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<tr>
<td>LOGO ON SCREEN</td>
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<tr>
<td>DISCOUNT FOR COMPANY REGISTRANTS</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>LOGO ON EVENT E-MARKETING MATERIALS</td>
<td>DIGITAL</td>
<td>DIGITAL</td>
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<tr>
<td>SOCIAL MEDIA POSTS</td>
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<tr>
<td>LOGO ON WEB AND PROGRAM</td>
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OFFSHORE WIND 101
An introduction to offshore wind and its structure. The purpose of this offshore wind training is to introduce students, citizens, businesses, and companies alike to the U.S. Offshore Wind industry.

FOUNDATION 2 BLADE TRAINING
Foundation to Blade training demystifies the offshore wind supply chain, spurs innovation, and presents companies with a market entry path. It is an extensive training program that helps businesses identify where they fit into the supply chain and their potential contracting entity or client.

($10,000 annual co-sponsor, $2,500 per session training)
OSW Insider Podcast

OSW Insider is the only podcast that exclusively focuses on offshore wind. Episodes kick off with U.S. offshore wind news recaps, which bring listeners up to date on the most recent industry developments, and then move into engaging interviews with key industry thought leaders. Each episode provides a deep-dive into the important developments, projects, and policies impacting the industry.

SPONSORSHIP OPPORTUNITIES

1. Pre-Roll, Mid-Roll and Post Roll Ads ($10 per download)

2. Single episode sponsorship, 30+ second mention during pre-roll, inclusion in show notes, and social media mention. ($2500)

3. Annual Sponsor - Dedicated social media campaign + sponsorship of all episodes. Branded multimedia web feature (video, audio, and/or photos), exclusive, detailed mention during mid-roll break and inclusion in show notes, and multiple social media mentions. Approval of single episode and ad sponsors.

12 EPISODES PER SEASON

NOTABLE SPECIAL EPISODES FOR BREAKING NEWS

1000+ DOWNLOADS PER EPISODE
Annual Industry Awards Gala

Launching in 2021, the annual OSW Awards Gala will bring together industry leaders from around the globe to celebrate the year’s greatest accomplishments and celebrate an individual who has contributed significantly to the growth, development and adoption of offshore wind. Sponsorship opportunities include signage, purchasing a table, program advertising and more.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR – $50,000

Exclusive opportunity for one Sponsor
This premiere opportunity for you to be a Platinum Sponsor of our Industry Awards Gala includes special opportunities for recognition and visibility:
• Platinum Sponsor of the VIP Meet and Greet
• Special opportunity to host VIPs at your tables
• Two premium tables (seating for 8 per table)
• Exclusive two full-page color ad(s) in the program book
• Special, separate, high-visibility acknowledgment in the program book
• Premiere placement of your logo on all pre-event print promotional materials
• Prominent placement of your logo on all pre-event print promotional materials

GOLD SPONSOR – $25,000

As a Gold Sponsor of our Industry Awards Gala, you will enjoy the following benefits:
• A prime-placement tables (seating for 8 per table)
• Invitation to attend the VIP Meet and Greet
• Opportunity to host a distinguished guest at your table(s)
• Prominent full-page color ad in the program book
• Prominent acknowledgment in the program book
• Placement of your logo on all pre-event print promotional materials
• Placement of your logo on all pre-event digital promotions, including the website
• Placement of your logo on all event signage, print and digital, with half-screen visibility throughout the Gala
• Opportunity to sponsor a branded event takeaway item
• Opportunity to customize sponsorship benefits

SILVER SPONSOR – $15,500

As a Silver Sponsor of our Industry Awards Gala, you will enjoy the following benefits:
• One prime-placement table (seating for 8)
• Acknowledgment in the program book
• Placement of your logo on the website
• Placement of your logo on all event signage, print and digital

FRIEND OF THE NETWORK – $2,500

As a Friend of the Network Sponsor of our Industry Awards Gala, you will enjoy the following benefits:
• Two prime-placement seats at the Gala
• Name listing in the program book
• Opportunity to purchase an ad in the program book

• Prominent placement of your linked logo on all pre-event digital promotions, including the Network website and event communications, including confirmation emails
• Prominent placement of your logo on all event signage, print and digital, with full-screen visibility throughout Gala
• Opportunity to sponsor branded event takeaway item(s)
• Opportunity to customize sponsorship benefits
Offshore Wind Insider

Our weekly industry newsletter covers the top offshore wind news in the U.S. and around the world, from new contracts and projects announced, industry developments and news our readers need to guide their businesses.

16,000 SUBSCRIBERS
EVERY WEDNESDAY

46% OPEN RATE

Sponsored Webinar Program

YOUR MESSAGE. OUR AUDIENCE.

A sponsored webinar allows your organization to share valuable knowledge and expertise about an industry topic or service to Network members. We’ll collaborate with you to promote and host a one-time webinar at no cost to the attendee ($5000).

ADVERTISING OPPORTUNITIES

1. Top Newsletter Sponsorship
2. Featured Resource
3. In-Line Newsletter Placement