

# Become a Cleantech Group Forum Event Marketing Partner

## Join Cleantech as a Marketing Partner

Access to a global audience of top cleantech innovators, investors, corporations and influencers

Discounts and free passes for your community or customers

Position your organization as a leading supporter of the cleantech industry

Become a partner, contact:

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## Expose your brand to the high-level cleantech innovators who attend Cleantech Forums and Cleantech Focus events

**How does it work?** As a marketing partner, you inform your network about upcoming events from the Cleantech Group while offering your members valuable discount to attend and a chance to win free passes. Cleantech Group promotes your brand through our website, email newsletter, publications and onsite at events and webinars.

### Program Details (per event)

#### Cleantech Group Marketing Partners receive:

- A \$200 discount off the full ticket price to distribute to your network
- The opportunity to attend the event as our guest
- The ability to provide speaker recommendations and distribute marketing materials at the event
- Marketing exposure and visibility at the event through logo placement as a "Media Partner" on relevant signage and materials
- Logo, short description, and web link on the partner area of Cleantech Group's website
- Marketing promotion, highlighting Partner's information through Cleantech Group's online communication tools
  - Banner advertisement in one issue of the Inside Cleantech Newsletter
  - Ad placement on our 'Cleantech Insights' Blog
  - Co-Branded event landing page
  - The opportunity to participate in or sponsor a Cleantech Group Webinar

#### Marketing Partners provide:

- 3 Email blasts to your network promoting the event and discount offered as an event partner (content and promotion code to be provide by Cleantech Group)
- Placement of a Forum Event ad and / or text notice in partner's newsletter, social media posts or other forms of communication
- Posting of the Forum event on partner's website and event page.
- Other opportunities to promote the Cleantech Forum event as appropriate including blog posts, tweets, LinkedIn and Facebook pages

**We welcome creative ways to work together for mutual benefit. Let's talk about your ideas!**

