



AESP's 27th National Conference & Expo
February 13-16, 2017
*Loews Royal Pacific Resort * Orlando, FL*

Exhibitor and Sponsorship Information

Background:

AESP's 27th National Conference features a unique gathering of energy industry thought leaders; delivers thought-provoking educational sessions and hosts unique networking events. Exhibitors in the Expo Hall will display the latest technologies and trends in energy efficiency and the pre- and post-conference training courses offer additional learning opportunities.

Agenda:

Topics and speakers are selected through a rigorous call-for-papers process. More than 200 submissions were received this year.

Target Audience:

In 2016, 800+ industry professionals attended this event, making it one of the largest gatherings of energy services professionals in the country. Attendees included:

- Utility professionals working in marketing, customer service, energy efficiency, pricing, evaluation, forecasting, and program development and implementation
- Retail market players including energy service companies, power marketers/aggregators
- Government policy makers and regulators
- Industry advisors including consultants, marketing communications firms, market researchers, technology firms, manufacturers and others

Location: The conference will be held at the Loews Royal Pacific Resort Hotel. We do not use a 3rd party to book hotel rooms. Book directly with the hotel: <https://uo.loewshotels.com/en/Royal-Pacific-Resort/GroupPages/AESP>.

Exhibitor Opportunities:

There will be 65 exhibit spaces interspersed with refreshments and key networking activities. For \$6,500* Non-group member (\$4,500 Group Member), exhibitors will receive:

- Two complimentary conference registrations for current AESP members
- Pre- and post-conference registration lists in electronic format
- 50-word description with full contact information and logo in conference program brochure
- Extensive recognition in all conference marketing and promotional materials

*All Non-group members will receive an AESP 12-month Bronze level Group Membership.

EXPO HALL

2017 National Exhibit Schedule

Set-Up Monday, February 13, 2017

11:00 am - 4:00 pm

Exhibit Hall Hours

Monday, February 13, 2017

5:30 pm - 7:00 pm - Cocktail Reception

Tuesday, February 14, 2017

7:15 - 8:15 am Continental Breakfast
 10:00 - 10:30 am Networking Break
 11:45 am - 1:30 pm Buffet Lunch
 2:45 - 3:30 pm Networking Break
 5:00 - 6:30 pm Cocktail Reception

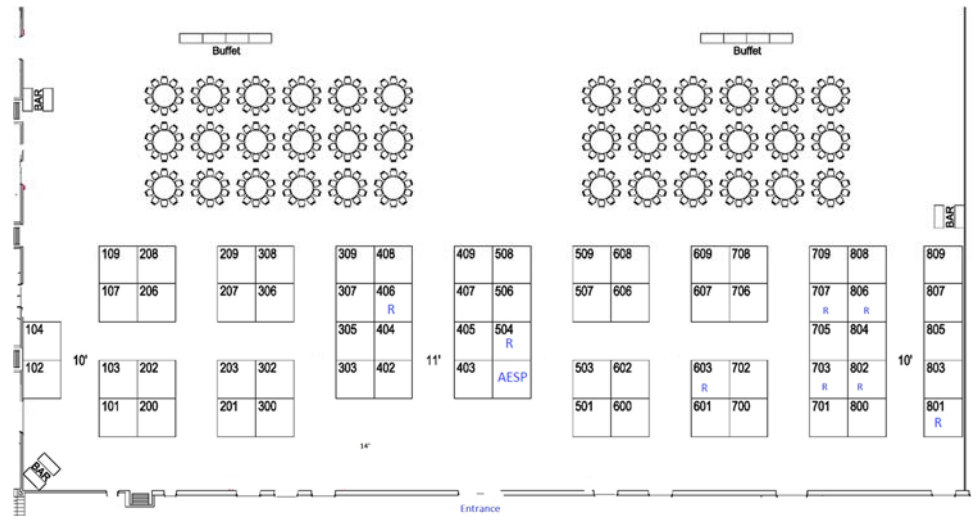
Wednesday, February 15, 2017

7:30 - 8:30 am Continental Breakfast
 9:45 - 10:30 am Networking Break
 11:45 am - 1:30 pm Buffet Lunch
 2:45 pm - 3:15 pm Networking Break

Dismantling Wed., February 15, 2017

3:30 pm - 6:00 pm

Expo hours may vary slightly.



101 Accelerated Inn	207 Evolve/TechniArt	402 Heat Smart	504 PlanetEcosystems	608 Integral Analytics	800 EFI
102 E Source	208 Cadmus	403 Vaughn	506 GDS Associates	609 A E G	801 Essense Partners
103 Sodexo	209 Embertec	404 N. E. F.	507 Whisker Labs	700 Lennox	802 Agentis
104 Mitsubishi	300 Franklin Energy	405 P S D	508 Energy Masters	701 NTC Corp	803 Ecofitt
107 energyOrbit	302 R A P	406 Summerhill	509 Matrix Energy	702 Pentair	804 Encentiv Energy
109 MaxLite	303 GoodCents	407 ecobee	600 Mad Dash	703 Bits Limited	805 D&R Intl
200 Apogee	305 DNV GL	408 Dynamic DSM	601 Schneider	705 E R S	806 Powerley
201 ESP	306 Philips	409 Michaels	602 CMC Energy	706 VEIC	807 EarthTronics
202 AM Conservation Group	307 Reclim	501 A-TEC	603 Bidgely	707 FirstFuel	808 Acuity Brands
203 SEEL	308 Tetra Tech	502 AESP	606 Ecova	708 Blackhawk	809 Aclara
206 Oracle	309 TrickleStar	503 Threshold	607 CB&I	709 Selling Energy	Booths in # order.

Sponsorship Opportunities:

Take advantage of a variety of Sponsorship Opportunities for AESP's National Conference. Sponsorship, advertising and branding play an integral part in your AESP event strategy and help you achieve specific event goals and objectives. We have a multitude of packages and price points to fit within your budget.

All sponsors will receive:

- Extensive recognition in all conference marketing and program materials
- 50-word description with contact information and logo in conference program brochure
- Pre- and post-conference registration lists in electronic form
- Literature or promotional item in attendee registration bags

**** Registrants must be an active member of AESP**

~~Host Utility~~ (exclusive) \$15,000

*Sponsorship reserved for **Florida Power & Light***

- Special recognition during opening plenary session
- Recognition Award
- Company name and logo prominently featured on all conference marketing materials
- Four complimentary conference registrations **

~~Conference Tier 1 Sponsor~~ (exclusive) \$10,000

*Tier 1 Sponsorship reserved for **FirstFuel***

- Special recognition during opening plenary session
- Recognition Award
- Company name and logo prominently featured on all conference marketing materials
- ½ page ad in conference program book
- Four complimentary conference registrations **

~~Conference Tier 2 Sponsor~~ \$7,500

*Tier 2 Sponsorships reserved for **Ecova, Lockheed Martin Energy***

- Special recognition during opening plenary session
- Company name and logo prominently featured on all conference marketing materials
- 1/4 page ad in conference program book
- Three complimentary conference registrations **

~~Conference Tier 3 Sponsor~~ \$3,500

*Tier 3 Sponsorships reserved for **EarthTronics, ICF, Oracle Utilities, Philips***

- Special recognition during opening plenary session
- Company name and logo prominently featured on all conference marketing materials
- One complimentary conference registration **

~~Opening Keynote Speaker Sponsor~~ (exclusive) \$10,000

*Opening Keynote Sponsorship reserved for **CLEAResult***

- Exclusive opportunity for media exposure in press release announcing the keynote speaker
- Special recognition during opening plenary & sponsor has the opportunity to introduce keynote
- One complimentary conference registration **

~~Closing Plenary Sponsor~~ (exclusive) \$10,000

Closing Plenary Sponsorship reserved for

- Exclusive opportunity for media exposure in press release announcing the panel speakers and sponsor
- Special recognition during closing plenary with the opportunity to introduce the closing panel
- One complimentary conference registration **

~~Conference Program Brochure Sponsor~~ (two one available) \$7,500

*Conference Program Brochure Sponsorship reserved for **Honeywell***

- Opportunity to have your company's logo printed on the conference program brochure along with a full page, four color ad inside cover plus your logo on all lined notebook pages in the back
- One complimentary conference registration **

~~Smart Phone/Tablet App Sponsor~~ (exclusive) \$6,500

*App Sponsorship reserved for **Michaels Energy***

- Exclusive opportunity for company logo on conference app home page
- One complimentary conference registration **

Meal Sponsor (~~three~~ two available) \$8,000

Tuesday Meal Sponsorship reserved for

*Wednesday Meal Sponsorship reserved for **Tendrill***

Thursday Meal Sponsorship reserved for

- Exclusive opportunity for literature table/display during your sponsored breakfast and lunch activity
- Exclusive opportunity for SPONSOR to provide their own branded hospitality items during the event (napkins, cups, etc.)
- Two complimentary conference registrations **

Refreshment Break (~~exclusive Tues & Wed~~) ~~\$8,000~~

*Tues & Wed Refreshment Break Sponsorship reserved for **energyOrbit***

- Exclusive opportunity for literature table/display during your sponsored activity
- Exclusive opportunity for SPONSOR to provide their own branded hospitality items during the event (napkins, cups, etc.)
- Two complimentary conference registration **

New Professional/New Member Reception (~~exclusive~~) ~~\$4,500~~

*New Pro/Mbr Reception Sponsorship reserved for **EnerNOC***

- Exclusive opportunity for SPONSOR to provide their own branded hospitality items during the Monday event (napkins, cups, etc.)
- One complimentary conference registration **

Evening Reception (one available) \$10,000

*Monday Reception Sponsorship reserved for **The Weidt Group***

Tuesday Reception Sponsorship reserved for

- Exclusive opportunity for literature table/display during your activity
- Exclusive opportunity for SPONSOR to provide their own branded hospitality items during the event (napkins, cups, etc.)
- Two complimentary conference registrations **

Wednesday Special Event (~~exclusive~~) ~~\$13,000~~

*Special Event Sponsorship reserved for **Leidos***

- Exclusive opportunity for literature table/display during the activity
- Exclusive opportunity for SPONSOR to provide their own branded hospitality items during the event (napkins, cups, etc.)
- Two complimentary conference registrations **

Special Event Entertainment Sponsor (~~exclusive~~) ~~\$5,000~~

*Entertainment Sponsorship reserved for **WECC***

- Exclusive opportunity for literature table/display during the activity
- One complimentary conference registration **

New Professionals Scholarships (~~exclusive~~) \$6,000

New Pro Scholarship Sponsorship reserved for

- Exclusive opportunity to sponsor new professionals to attend the conference – number of scholarships depends on sponsor preference
- One complimentary conference registration **

A/V Sponsor (~~exclusive~~) \$7,500

A/V Sponsorship reserved for

- Exclusive opportunity to have your company's logo displayed at the end of each conference session
- One complimentary conference registration **

Registration Bag Sponsor (~~exclusive~~) ~~\$6,500~~

*Bag Sponsorship reserved for **Tetra Tech***

- Exclusive opportunity to have your company's (one or two color) logo printed on conference bags
- One complimentary conference registration **

Badge Holder Sponsor (~~exclusive~~) ~~\$5,500~~

*Badge Sponsorship reserved for **Apogee***

- Exclusive opportunity to have your company's (one color) logo printed on badge holders
- One complimentary conference registration **

~~**All Day Coffee/Tea Sponsor** (exclusive) \$6,000~~

*Coffee/Tea Sponsorship reserved for **Navigant***

- Exclusive opportunity for SPONSOR to provide their own branded hospitality items (napkins, etc.)
- Exclusive opportunity to sponsor all day coffee/tea service Tuesday-Thursday with prominent placement of sponsor logo
- One complimentary conference registration **

~~**Executive Chair Massages** (exclusive) \$5,500~~

*Executive Chair Massage Sponsorship reserved for **Franklin Energy Group***

- Exclusive opportunity to have your company's logo on signage at the massage location
- One complimentary conference registration **

~~**Wi-Fi Sponsor** (exclusive) \$4,500~~

*Conference Floor Wi-Fi Sponsorship reserved for **Opinion Dynamics***

- Exclusive opportunity to have your company's name featured on the Conference floor Wi-Fi login page and password is possible
- One complimentary conference registration **

~~**Electronic Charging Station Sponsor** (exclusive) \$5,500~~

*Charging Sponsorship reserved for **FirstFuel***

- Exclusive opportunity for your company's logo to appear on each of the charging stations
- One complimentary conference registration **

~~**Expo Prize Sponsor** (exclusive) \$4,000~~

*Prize Sponsorship reserved for **CMC Energy***

- Exclusive opportunity to have your company's logo on Expo Game Cards
- Special recognition during event
- One complimentary conference registration **

~~**Head Shot Sponsor** (exclusive) \$4,000~~

*Head shot Sponsorship reserved for **Selling Energy***

- Exclusive opportunity to have your logo on signage near photography location
- One complimentary conference registration **

~~**Branded Décor Sponsor** (exclusive) \$3,500~~

*Décor Sponsorship reserved for **Fiveworx***

- Exclusive opportunity to have your logo on signage at each floral display
- One complimentary conference registration **

~~**Conference Paper Proceedings** (exclusive) \$3,000~~

*Proceedings Sponsorship reserved for **EnergySavvy***

- Exclusive opportunity to have your corporate logo printed on the conference papers proceedings post card and web page
- One complimentary conference registration **

~~**Energy Awards Sponsor** (exclusive) \$2,750~~

*Awards Sponsorship reserved for **Oracle Utilities***

- Special recognition during awards luncheon and plenary session
- One complimentary conference registration **

~~**Expo Aisle Signs Sponsor** (exclusive) \$2,750~~

*Aisle Sign Sponsorship reserved for **Applied Energy Group***

- Exclusive opportunity to have your company's logo printed on each aisle sign located in the expo hall
- One complimentary conference registration **

Exhibitor and Sponsorship Reservation Form

AESP's 27th National Conference & Expo ~ Orlando, FL ~ February 13-16, 2017

Exhibits:

10x10Booth

Location Preference: _____ 1st or _____ 2nd choice if 1st is unavailable

Sponsorships:

Sponsorship

Please indicate your preferred sponsorship: _____

TERMS:

We hereby apply for an exhibit space/sponsorship at AESP's 27th National Conference, February 13-16, 2017 in Orlando, FL. You are not guaranteed an exhibit space/sponsorship until you receive a written confirmation back from AESP. **If you are a new exhibitor, a 50% deposit for your booth/sponsorship is required with this application.** Full balance of fees must be paid by November 3, 2016. If full payment is not received on or before November 1, 2016, AESP has full authority to release exhibit for resale.

Cancellation Policy: Cancellations in writing received by November 1, 2016 will receive a refund, minus 50% of the exhibit fee. Cancellations after November 1, 2016 will not receive a refund. This cancellation policy also applies to group members using points to pay for a booth.

Primary Contact Name: _____

Company: _____ Job Title: _____

Phone: _____ Email: _____

Address: _____

Internal Logistics Contact Name: _____

Phone: _____ Email: _____

Payment Information:

Total: \$ _____ Payment Type: Invoice VISA M/Card AMEX Card AESP Group Points

Card #: _____

Expiration Date: _____/_____ 3- or 4-Digit Security Code: _____

Cardholder's Name & Bill to Address: _____

Cardholder's Signature: _____

Exhibitor/Sponsor Agreement
AESP's 27th National Conference & Expo
Orlando, FL
February 13-16, 2017

In order to provide a positive exhibit experience for attendees, exhibitors and sponsors; please review, sign and fax/or scan a signed copy of this agreement back to AESP by November 1, 2016.

This agreement is between AESP and _____ (company name)
for AESP's 27th National Conference & Expo, February 13-16, 2017 in Orlando, FL

Exhibitor and/or Sponsor agree to abide by the following:

1. **NO EARLY TEARDOWNS:** Exhibitor agrees to keep booth in place for the entire duration of expo hall hours. The expo hall closes on Wednesday, February 16 at 3:30pm. Exhibitor agrees not to dismantle the booth prior to the official tear-down time.
2. Exhibitor agrees to have booth completely set up no later than Monday, February 13 by 4:00pm (ET).
3. Exhibitor agrees to have a representative available at booth during expo hall hours.
4. Exhibitor agrees to not engage in any type of job recruiting activities at booth.
5. Exhibitor acknowledges that AESP has the right to rearrange the Expo Hall floor plan if necessary.
6. Exhibitor and/or Sponsor agree not to schedule events during AESP Expo Hall Hours and Evening Receptions.
7. Exhibitor agrees to abide by all other rules and regulations outlined in exhibitor kit.
8. Exhibitor/Sponsor agrees to have their liability insurance name the Association of Energy Services Professionals (AESP) as an additional insured during the course of the event. Exhibitor/Sponsor assumes responsibility and agrees to indemnify and defend AESP and the Loews Royal Pacific Resort Hotel, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor/Sponsor understands that neither AESP nor the Hotel Parties maintain insurance covering the property and it is the sole responsibility of the Exhibitor/Sponsor to obtain such insurance. **Proof of insurance is required with submission of this signed agreement.**
9. **We do not use a service or 3rd party housing management firm and will not give out your email or telephone to outside parties!**

Thank you for supporting AESP's event. Please return this form by Tuesday, November 1, 2016.

Name: _____

Company: _____ Booth Number: _____

Signature: _____ Date: _____

FAX to Kara Kelly at (480) 704-5905.