



AESP's 28th National Conference & Expo
February 19-22, 2018
*Marriott New Orleans * New Orleans, LA*

Exhibitor and Sponsorship Information

Background:

AESP's 28th 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 220 submissions were received this year.

Target Audience:

In 2017, 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 Marriott New Orleans. **We do not use a 3rd party to book hotel rooms.** Book directly with the hotel: <https://aws.passkey.com/go/2018AESP>

Exhibitor Opportunities:

There will be 60 exhibit spaces interspersed with refreshments and key networking activities. For \$7,000* 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 Schedule

Set-Up Monday, February 19, 2018

11:00 am - 4:00 pm

Exhibit Hall Hours

Monday, February 19, 2018

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

Tuesday, February 20, 2018

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

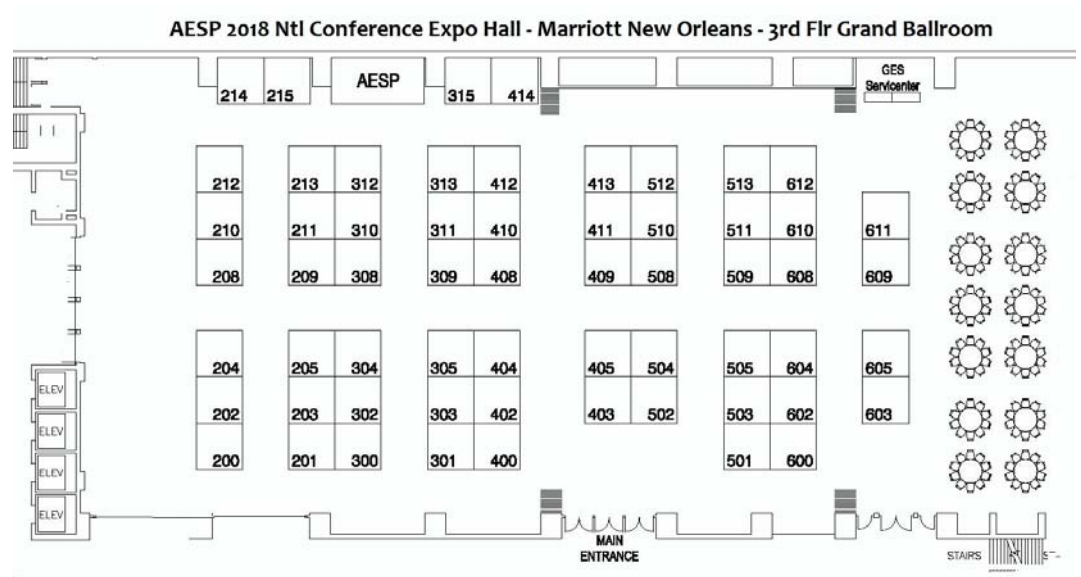
Wednesday, February 21, 2018

7:30 - 8:30 am Continental Breakfast
 9:45 - 10:30 am Networking Break
 11:45 am - 1:30 pm Buffet Lunch
 2:30 pm - 3:00 pm Networking Break

Dismantling Wed., February 21, 2018

3:30 pm - 6:00 pm

Expo hours may vary slightly.



200 PlanetEcosystems	212 EFI	308 Ecova	404 Cyber Power Systems	502 ESP	600 TrickleStar
201 Schneider	213 Oracle	309 Heat Smart	405 E Source	503 RSVD	602 Whisker Labs
202 Thermostat Recy	214 Blackhawk	310 BITS Ltd.	408 ALOM	504 Lockheed	603 GDS Assoc.
203 AM Conservation	215 NEF	311 Pentair	409 Sodexo	505 Encentiv Energy	604 EarthTronics
204 Mad Dash	300 A-TEC Energy	312 Bidgely	410 FirstFuel	508 Michaels Energy	605 Matrix
205 TechniArt/Evolve	301 NEST	313 RSVD	411 RSVD	509 AEG	608 RSVD
208 MaxLite	302 Embertec	315 RSVD	412 Vaughn	510 Reclim	609 Tetra Tech
209 Threshold	303 DNV GL	400 Selling Energy	413 VEIC	511 Integral Analytics	610 RAP
210 RSVD	304 NTC	402 ERS	414 Energy Masters	512 Philips	611 EATON
211 Agentis	305 energyOrbit	403 Fiveworx	501 Dynamic DSM	513 SEEL	612 Franklin Energy

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

- 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

- 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**,*

- 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 **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) \$12,000~~

*Opening Keynote Sponsorship reserved for **CLEARresult***

- 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 available) \$7,500

Conference Program Brochure Sponsorship reserved for

- 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 branded hospitality items for their event (napkins, cups)
- 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 branded hospitality items for their event (napkins, cups)
- Two complimentary conference registration **

Evening Reception (~~two~~ 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 branded hospitality items for their event (napkins, cups)
- 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) \$5,500

Entertainment Sponsorship reserved for

- 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 **

Executive Chair Massages (exclusive) \$6,500

Executive Chair Massage Sponsorship reserved for

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

New Professional/New Member Reception (exclusive) \$3,500

New Pro/Mbr Reception Sponsorship reserved for

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

Energy Awards Luncheon Sponsor (exclusive) \$6,000

Awards Sponsorship reserved for

- Logo placement on website, posters, and other promotional and marketing materials as 'Award Sponsor' as it relates to the Energy Awards.
- Special recognition during awards luncheon and 2 seats at awards luncheon
- One complimentary conference registration **

NEW! Photoboxx Sponsor (exclusive) \$5,500

- Exclusive opportunity to have your company's branding printed on the lower edge of each photo
- One complimentary conference registration **

Registration Bag Sponsor (exclusive) \$6,500

*Bag Sponsorship reserved for **A-TEC Energy***

- 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 **ERS***

- 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 **DNV GL***

- 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 **

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

*Charging Sponsorship reserved for **AEG***

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

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

*Conference Floor Wi-Fi Sponsorship reserved for **Tetra Tech***

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

Head Shot Sponsor (exclusive) \$4,000

*Head shot Sponsorship reserved for **Lockheed Martin***

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

Expo Prize Sponsor (exclusive) \$4,000

*Prize Sponsorship reserved for **Franklin Energy***

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

Branded Décor Sponsor (exclusive) \$3,500

Décor Sponsorship reserved for

- 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

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

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

*Aisle Sign Sponsorship reserved for **Burman Energy Consultants 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 28th National Conference & Expo ~ New Orleans, LA ~ February 19-22, 2018

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 28th National Conference, February 19-22, 2018 in New Orleans, LA. 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 1, 2017. If full payment is not received on or before November 1, 2017, AESP has full authority to release exhibit for resale.

Cancellation Policy: Cancellations in writing received by November 1, 2017 will receive a refund, minus 50% of the exhibit fee. Cancellations after November 1, 2017 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 (person shipping booth or items)

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 28th National Conference & Expo
New Orleans, LA
February 19-22, 2018

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, 2017.

This agreement is between AESP and _____ (company name)
for AESP's 28th National Conference & Expo, February 19-22, 2018 in New Orleans, LA

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 21 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 19 by 4:00pm (CT).
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 Marriott New Orleans, 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 Wednesday, November 1, 2017.

Name: _____

Company: _____ Booth Number: _____

Signature: _____ Date: _____

Return to AESP via fax at (480) 704-5905 or email: kara@aesp.org