



Exhibitor and Sponsorship Information
AESP's Spring Conference & Expo
Action Heroes: Marketing & Customer Engagement
Hilton Salt Lake City Center
May 2-4, 2017 ~ Salt Lake City, UT

Background: AESP's Spring Conference will be a dual track conference focusing on marketing and customer engagement. Marketing sessions will focus on innovative targeted or mass media marketing tactics and campaigns inside and outside of the energy efficiency industry. Customer Engagement sessions will focus on tactics, strategies and results related to program participant recruitment and retention. Both tracks will provide attendees the opportunity to learn about marketing and customer engagement strategies. More than 300 attendees are expected to attend and take advantage of the conference sessions, training courses, networking and special events.

Agenda: Topics and speakers are selected through a targeted call-for-paper process.

Target Audience: 300+ industry professionals are expected to attend this event, including:

- Utility professionals, regulatory, and business professionals responsible for marketing and customer engagement in the energy efficiency and demand response areas
- Industry advisors including consultants, vendors, manufacturers and utility program managers

Location: The conference will be held in Salt Lake City, UT at The Hilton Salt Lake City Center. Email your comped attendee info to shannon@aesp.org and book your room reservation online: https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=SLCCCHH&spec_plan=AES&arrival=20170429&departure=20170505&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT or call (801) 328-2000 and use code AES. **We do not use a 3rd party.**

Exhibitor Opportunities:

There will be 27 tabletops interspersed with refreshments during these key activities:

- Tuesday and Wednesday evening receptions with open/hosted bar and "heavy" hors d'oeuvres
- Wednesday continental breakfast, lunch and refreshment breaks
- Thursday continental breakfast and refreshment break
- **Expo Game!** A fun way to drive traffic to your booth! Attendees are eligible to win prizes for visiting your booth and collecting your company info on their game cards.

For \$3,000 Group member (\$5,500* Non-Group member), exhibitors will receive:

- One tabletop space with location of your choice (subject to availability)
- Pre- and post-conference attendee registration lists in electronic form
- 50-word description with full contact information in conference program
- Extensive recognition in all conference marketing and program materials
- Two complimentary conference registrations for current AESP members
- * All Non-Group Members will receive an AESP 12-month Bronze level Group Membership - a (\$2,500 value)

Expo Hours

Tuesday, May 2, 2017

11:00 am - 4:00 pm – SET UP

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

Wednesday, May 3, 2017

7:30 - 8:30 am Continental Breakfast

10:00 - 10:30 am Networking Break

11:30 am - 1:00 pm Buffet Lunch

2:15 - 2:45 pm Networking Break

5:00 - 6:30 pm Cocktail Reception

Thursday, May 4, 2017

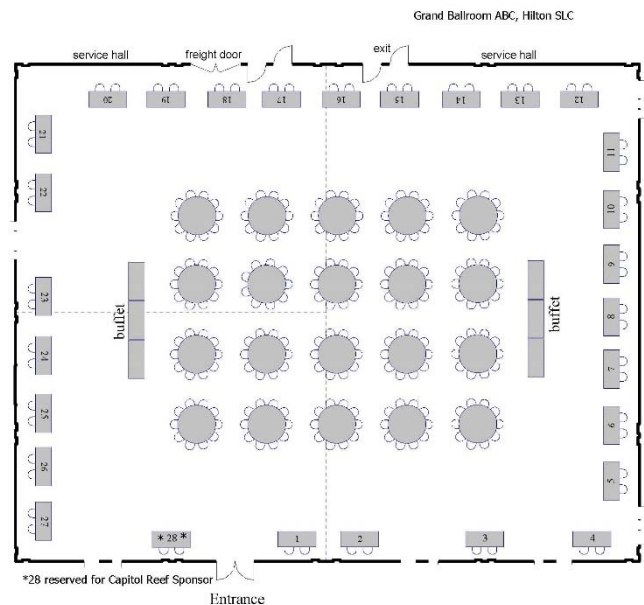
7:30 - 8:30 am Continental Breakfast

10:00 - 10:30 am Networking Break

Dismantling Thursday

10:30 am – 4:30 pm

Expo hours may vary slightly.



Exhibitors

1	ESP	8		15		22	AESP
2	Essense Partners	9	AEG	16	Mad Dash	23	
3	Lennox	10	NEF	17		24	TrickleStar
4	Franklin Energy	11	BITS Limited	18	NTC Corporate	25	Environics Analytics
5	Bidgely	12	AM Conservation	19		26	Embertec
6	Selling Energy	13		20		27	Evolve
7	ecobee	14		21		28	Capitol Reef Conf Sponsor

Sponsorship Opportunities:

Take advantage of a variety of Sponsorship Opportunities for AESP's Spring Conference. Sponsorship, advertising and branding can play an integral part in your AESP event strategy and play a significant role in helping 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
 - Pre- and post-conference registration list in electronic form
 - 50-word company description in conference program brochure
 - Literature or promotional item in registration bags
- ** Registrants must be an active member of AESP

Host Utility (exclusive) **\$12,000**

*Sponsorship reserved for **Rocky Mountain Power***

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

Capitol Reef Conference Sponsor (exclusive) **\$10,000**

Sponsorship reserved for

- Special recognition during opening plenary session
- Company name and logo prominently featured on all conference marketing materials
- ½ page, 4 color ad in conference program book
- Booth 28 in expo hall
- Four complimentary conference registrations **

Bryce Canyon Conference Sponsor (two available) **\$7,000**

Sponsorship reserved for

- Special recognition during opening plenary session
- Company name and logo prominently featured on all conference marketing materials
- ¼ page, 4 color ad in conference program book
- Three complimentary conference registrations **

Arches Conference Sponsor **\$4,000**

*Sponsorship reserved for **Honeywell**,*

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

Opening Plenary Sponsor (exclusive) **\$9,000**

Opening Plenary Sponsorship reserved for

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

Program Book Sponsor (exclusive) **\$5,000**

Program Sponsorship reserved for

- Exclusive opportunity to have your corporate logo printed on the front of the conference program brochure and on lined notebook pages in the back of the program brochure plus a full page, 4 color ad on the inside cover
- One complimentary conference registration **

Evening Reception (two one available) **\$6,000**

*Tuesday Evening Reception Sponsorship reserved for **The Weidt Group***

Wednesday Evening Reception Sponsorship reserved for

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

Meal Sponsor (two available) **\$5,500**

Wednesday Meal Sponsorship reserved for

Thursday Meal Sponsorship reserved for

- Exclusive opportunity for literature table/display near the room during your sponsored event
- Exclusive opportunity to provide branded hospitality items (napkins, cups, etc.) during event
- One complimentary conference registration **

Refreshment Break Sponsor (exclusive) **\$5,000**

Refreshment Break Sponsorship reserved for

- Exclusive opportunity for literature table/display near the room during your sponsored breaks
- Exclusive opportunity to provide branded hospitality items (napkins, cups, etc.) during event
- One complimentary conference registration **

New Professional Scholarships Sponsor (exclusive) **\$4,000**

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) **\$5,500**

A/V Sponsorship reserved for

- Exclusive opportunity to have your company’s logo on the A/V screens at the closing of every session
- One complimentary conference registration **

Wi-Fi Sponsor (exclusive) **\$5,000**

Wi-Fi Sponsorship reserved for

- One complimentary conference registration **

Registration Bag Sponsor (exclusive) **\$4,000**

*Registration Bag Sponsorship reserved for **Ntl Energy Foundation (NEF)***

- Exclusive opportunity to have your logo printed on conference registration bags
- One complimentary conference registration **

Badge Holder Sponsor (exclusive) **\$3,500**

*Badge Holder Sponsorship reserved for **Philips***

- Exclusive opportunity to have your corporate logo printed on badge holders
- One complimentary conference registration **

All Day Coffee/Tea Station Sponsor (exclusive) **\$3,500**

*All Day Coffee/Tea Sponsorship reserved for **Nexant***

- Exclusive opportunity to sponsor for the entire conference and prominent signage with your logo
- Exclusive opportunity to provide branded hospitality items (napkins, stir sticks, etc.) during event
- One complimentary conference registration **

Conference App Sponsor (exclusive) **\$3,000**

*App Sponsorship reserved for **Lockheed Martin***

- Exclusive opportunity to have your corporate logo printed on the conference app splash page
- One complimentary conference registration **

Expo-Prize Sponsor (exclusive) **\$2,500**

*Prize Sponsorship reserved for **EnergySavvy***

- Exclusive opportunity to have your corporate logo printed on gift bags and on Expo Game cards
- One complimentary conference registration **

New Pro/Member Reception Sponsor (exclusive) **\$2,500**

*Sponsorship reserved for **Applegate Advising***

**Exhibitor and Sponsorship Reservation Form
AESP Spring Conference & Expo ~ Salt Lake City, UT**

Exhibits:

6' Tabletop Display – please plan exhibit accordingly **Location Preference:** _____

Sponsorships:

Sponsorship _____

TERMS:

*We hereby apply for an exhibit/sponsorship at AESP's Spring Conference, May 2-4, 2017 in Salt Lake City, UT. **If you are a new exhibitor/sponsor, a 50% deposit for your booth/sponsorship is required with this application.** Full balance of fees must be paid by Feb 27, 2017. If full payment is not received on or before Feb 27, 2017, AESP has full authority to release exhibit/sponsorship for resale.*

Cancellation Policy: Tabletop CANCELLATIONS received in writing by *Feb 27, 2017* will receive a refund, minus 50% of the exhibiting fee. No shows or cancellations received after *Feb 27, 2017* will not receive a refund, cash or points. Exhibitor agrees to these conditions as part of a contract for exhibit space.

Primary Contact:

Name: _____

Job Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Internal Logistics Contact: (person we reach out to for exhibit/sponsor shipping, etc.)

Name: _____ Email: _____

Payment Information: Payment Type: VISA M/Card AMEX Card AESP Group Points Invoice

Card #: _____

Exp. Date: ____/____ 3 or 4 Digit Security Code: _____

Cardholder's Name: _____

Billing Address: _____ City _____ ST ____ Zip _____

Signature: _____ Total: \$ _____ USD

Exhibitor/Sponsor Agreement

AESP Spring Conference & Expo

May 2-4, 2017 – Salt Lake City, UT

* Conference dates are Tuesday evening to Thursday afternoon.

In order to provide a positive exhibit experience for attendees, exhibitors and sponsors; please review, sign and email, fax or scan a signed copy of this agreement back to AESP by Feb 28, 2017.

This agreement is between AESP and _____ (company name)
for AESP's Spring Conference & Expo, May 2-4, 2017.

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

1. Exhibitor agrees to have their tabletop completely set up by 4:00 PM (MT) **Tuesday**, May 2, 2017.
2. **NO EARLY TEARDOWNS:** Exhibitor agrees to keep tabletop in place for the entire duration of expo hall hours. The expo hall closes on **Thursday**, May 4 at 10:30 AM. Exhibitor agrees not to dismantle prior to the official tear-down time.
3. Please be aware that this expo hall is designed for tabletop displays. Your table is 6' wide so it is important to keep your exhibit in that space to be courteous to your neighboring exhibitors. You may bring pull up banners to place behind your table but they cannot exceed the 6' space allotment. Any tabletop space that exceeds the space allotted could be asked to remove or reduce the size of their display.
4. Exhibitor agrees to have a representative available at their space during expo hall hours.
5. Exhibitor agrees to not engage in any type of job recruiting activities at their space.
6. Exhibitor acknowledges that AESP has the right to rearrange the Expo Hall floor plan, if necessary.
7. Exhibitors/Sponsors are strictly prohibited from scheduling onsite or offsite events during published conference hours which include conference sessions, networking events, meals, breaks and receptions. For clarification contact kim@aesp.org.
8. Exhibitor agrees to abide by all other rules and regulations outlined in exhibitor kit.
9. 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 Hilton Salt Lake City Center, 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.**
10. **We do not use a 3rd party housing management firm and will not give your email or telephone number to said people. Book your rooms directly with the hotel located at 255 South West Temple. Salt Lake City, UT 84101.**

THANK YOU FOR SUPPORTING AESP'S EVENT. PLEASE RETURN THIS FORM BY TUESDAY, FEB 28, 2017.

Name: _____

Company: _____ Booth # and/or Sponsorship: _____

Signature: _____ Date: _____

FAX to Kara Kelly at (480) 704-5905 or email kara@aesp.org.