



## Exhibitor and Sponsorship Information

### *AESP's Fall Conference & Expo Evaluation & Implementation: No Longer an Odd Couple*

October 15-17, 2012  
The Westin Long Beach  
Long Beach, CA

**Background:** This year's conference will focus on the unique relationship between energy efficiency program evaluators and implementers. This conference will showcase innovations, case studies, best practices and more in utility program evaluation and implementation.

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

**Target Audience:** Over 250 industry professionals are expected to attend this event, including:

- Utility professionals, regulatory, and business professionals responsible for energy efficiency and demand response
- Industry advisors including consultants, vendors, program evaluators and implementers

**Location:** The conference will be held in Long Beach, CA at The Westin Long Beach. Reservation information will be posted on AESP's website – [aesp.org](http://aesp.org).

## Exhibitor Opportunities:

There will be 25 tabletops interspersed with refreshments during these key activities:

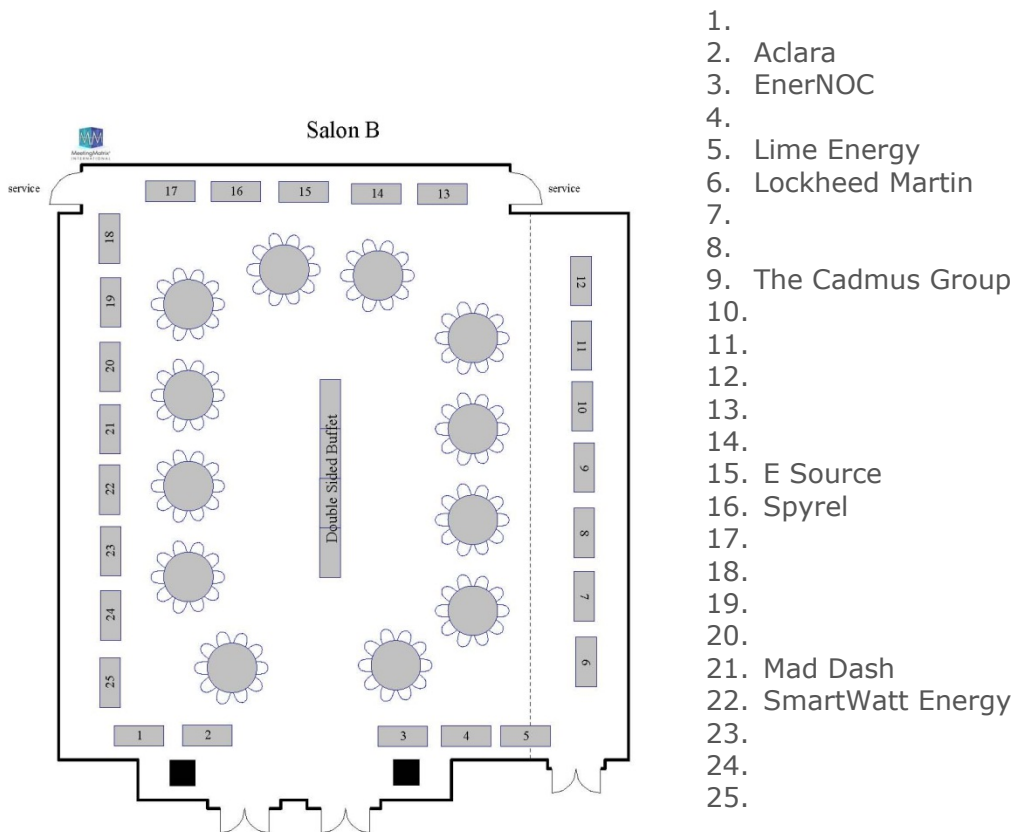
- Monday and Tuesday evening receptions with open/hosted bar and "heavy" hors d'oeuvres
- Tuesday continental breakfast, lunch and refreshment breaks
- Wednesday continental breakfast and refreshment break
- **Speed Meetings!** AESP's signature networking event

For \$5,000\* Non-Group member (\$3,000 to 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 (\$2,000 value)

## 25 Tabletops will be available EXPO HALL



## Sponsorship Opportunities:

### 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
- Literature or promotional item in registration bags

\* All non-Group Members will receive an AESP 12-month Bronze level Group Membership

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

### Host Utility (exclusive) . . . . . \$15,000\* (non-Group member) or \$13,000 (Group member)

*Sponsorship reserved for*

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

### Host Sponsor (exclusive) . . . . . \$15,000\* (non-Group member) or \$13,000 (Group member)

*Sponsorship reserved for*

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

### Conference Sponsor (~~three~~ one available) . . . . . \$7,000\* (non-Group member) or \$5,000 (Group member)

*Sponsorship reserved for **Nexant, The Cadmus Group***

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

### Evening Reception (two available) . . . . . \$7,000\* (non-Group member) or \$5,000 (Group member)

*Monday Evening Reception Sponsorship reserved for*

*Tuesday 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\*\*

### Lunch Sponsor (two available) . . . . . \$6,000\* (non-Group member) or \$4,000 (Group member)

*Tuesday Lunch Sponsorship reserved for*

*Wednesday Lunch 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 \*\*

### Continental Breakfast Sponsor (two available) . . . \$4,500\* (non-Group member) or \$2,500 (Group member)

*Tuesday Breakfast Sponsorship reserved for*

*Wednesday Breakfast 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) . . . . \$4,500\* (non-Group member) or \$2,500 (Group member)

*Refreshment Break Sponsorship reserved for*

- Exclusive opportunity to sponsor for the entire conference
- 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 \*\*

**Conference Brochure Sponsor** (exclusive) . . . . \$6,500 (non-Group member) or \$4,500 (Group member)

*Brochure Sponsorship reserved for*

- Exclusive opportunity to have your corporate logo printed on the front of the conference program brochure and on all lined notebook pages in the back of the program
- One complimentary conference registration \*\*

~~**Expo Bingo Prize Sponsor** (exclusive) . . . . \$5,000 (non-Group member) or \$3,000 (Group member)~~

~~*Sponsorship reserved for **Itron***~~

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

**Young Professional Scholarships Sponsor** (exclusive) . . . \$5,500 (non-Group member) or \$3,500 (Group member)

*Sponsorship reserved for*

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

**Badge Holder Sponsor** (exclusive) . . . . \$5,000 (non-Group member) or \$3,000 (Group member)

*Badge Holder Sponsorship reserved for*

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

~~**Registration Bags Sponsor** (exclusive) . . . . \$5,500 (non-Group member) or \$3,500 (Group member)~~

~~*Registration Bag Sponsorship reserved for **Mad Dash***~~

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

**All Day Coffee/Tea Station Sponsor** (exclusive) . . . . \$5,000\* (non-Group member) or \$3,000 (Group member)

*All Day Coffee/Tea Sponsorship reserved for*

- 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 \*\*

CUSTOMIZED SPONSORSHIPS ARE AVAILABLE – CONTACT SUZANNE JONES at  
[suzanne@aesp.org](mailto:suzanne@aesp.org) or (480) 704-5900.

**Exhibitor and Sponsorship Reservation Form  
AESP Fall Conference & Expo ~ Long Beach, CA**

**Exhibits:**

Tabletop Display  
Location Preference: \_\_\_\_\_

**Sponsorships:**

Sponsorship  
Please indicate your preferred sponsorship: \_\_\_\_\_

**TERMS:**

*We hereby apply for an exhibit/sponsorship at AESP's Fall Conference, October 15-18, 2012 in Long Beach, CA. **If you are a new exhibitor, a 50% deposit for your booth is required with this application.** Full balance of fees must be paid by August 27, 2012. If full payment is not received on or before August 27, 2012, AESP has full authority to release exhibit/sponsorship for resale.*

**Cancellation Policy:** BOOTH CANCELLATIONS received in writing by August 27, 2012 will receive a refund, minus 50% of the exhibiting fee. Cancellations received after August 27, 2012 or no shows will not receive a refund. Exhibitor agrees to these conditions as part of a contract for exhibit space.

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**Primary Contact:**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Information:**

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

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_ 3 or 4Digit Security Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Signature: \_\_\_\_\_ Total: \$ \_\_\_\_\_

**Exhibitor/Sponsor Agreement**  
**AESP's Fall Conference and Expo**  
**Long Beach, CA**  
**October 15-17, 2012**

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 September 14, 2012.

This agreement is between AESP and \_\_\_\_\_(company name)  
for AESP's Fall Conference & Expo, October 15-17, 2012 in Long Beach, CA.

**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, October 17 at 10:30 AM. Exhibitor agrees not to dismantle the booth prior to the official tear-down time.
2. Exhibitor agrees to have their booth completely set up no later than Monday, October 15 by 4:00 PM (PT).
3. Exhibitor agrees to have a representative available at their booth during expo hall hours.
4. Exhibitor agrees to not engage in any type of job recruiting activities at their booth.
5. Exhibitor acknowledges that AESP has the right to rearrange the Expo Hall floor plan if necessary.
6. Exhibitor and/or Sponsor agree to not 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.

**Thank you for supporting AESP's event. Please return this form by Friday, September 14, 2012.**

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FAX to Suzanne Jones at (480) 704-5905 or email to [sales@aesp.org](mailto:sales@aesp.org).**