



Exhibitor and Sponsorship Information

AESP's Spring Conference & Expo
Marketing & Implementation: *Create. Develop. Implement.*

May 15 - 17, 2012
Hilton Baltimore
Baltimore, MD

Background: A gathering of the brightest and most innovative minds in utility marketing and implementation will be in Baltimore to share their insights, experiences and knowledge.

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

Target Audience:

More than 275 professionals are expected to attend this event, including:

- Utility professionals working in marketing, program development and implementation, customer service, energy efficiency, pricing, and forecasting
- Government policy makers and regulators
- Industry advisors including consultants, marketing communications firms, market researchers, technology firms and others

Location: The conference will be held in Baltimore, MD at the Hilton Baltimore.

Exhibitor Opportunities:

There will be 30 tabletops interspersed with refreshments during these key activities:

- Tuesday & Wednesday evening receptions with open/hosted bar and "heavy" hors d'oeuvres
- Wednesday & Thursday continental breakfasts, luncheons, and refreshment breaks
- **Expo Trivia!** 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 trivia cards.

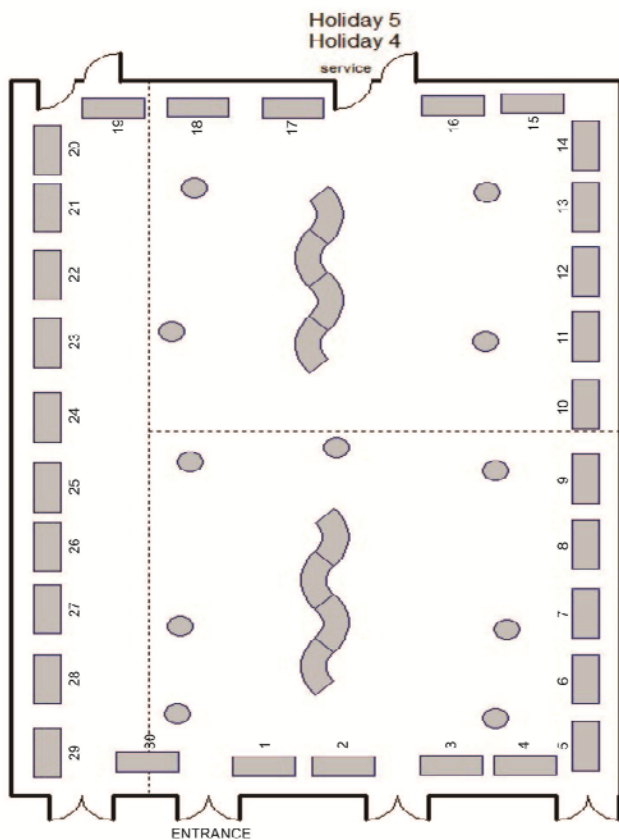
For \$5,000* Non-Group member (\$3,000 to Group member), exhibitors will receive:

- 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).

EXPO HALL

30 Tabletops will be available



1. JACO
2. CSG
3. GDS Associates
4. EnerPath
5. Threshold Door to Door
6. Cooper Power
7. EnergySavvy
8. EnerNOC
9. AM Conservation
10. ICF International
11. HY Connect
12. Applied Proactive
13. SmartWatt Energy
14. ICR
15. Mad Dash
16. ARCA
17. Aclara
18. Lime Energy
19. TOSHIBA (LED LIGHTING)
20. AEG
21. The Cadmus Group
22. ECS
23. Franklin Energy
24. Advanced Energy
25. Agentis Energy
26. National Energy Foundation
27. Lockheed Martin
28. VEIC
29. PowerDirect Energy
30. Apogee

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 **EmPower Maryland Utilities***

- 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 **Cooper Power, Nexant***

- 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)~~

*Tuesday Evening Reception Sponsorship reserved for **ICF International***

*Wednesday Evening Reception Sponsorship reserved for **CLEAResult***

- 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)~~

Wednesday Lunch Sponsorship reserved for

Thursday 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)~~

Wednesday Breakfast Sponsorship reserved for

Thursday 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** (one available) \$4,500* (non-Group member) or \$2,500 (Group member)~~

*Refreshment Break Sponsorship reserved for **GDS Associates***

- 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 Program Sponsor (exclusive) \$6,500 (non-Group member) or \$4,500 (Group member)

Portfolio Sponsorship reserved for

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

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

*Sponsorship reserved for **The Cadmus Group***

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

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

*Sponsorship reserved for **AESP Foundation***

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

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

*Registration Bag Sponsorship reserved for **SmartWatt Energy***

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

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

*Badge Holder Sponsorship reserved for **Abt SRBI***

- Exclusive opportunity to have your corporate logo printed on badge holders
- 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 or (480) 704-5900.

Exhibitor and Sponsorship Reservation Form AESP Spring Conference & Expo ~ Baltimore, MD

Exhibits:

Tabletop Display

Location Preference: _____

Sponsorships:

Sponsorship

Please indicate your preferred sponsorship: _____

TERMS:

We hereby apply for an exhibit/sponsorship at AESP's Spring Conference, May 15 - 17, 2012 in Baltimore, MD.

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 April 12, 2012. If full payment is not received on or before April 12, 2012, AESP has full authority to release exhibit/sponsorship for resale.

Cancellation Policy: BOOTH CANCELLATIONS received in writing by April 2, 2012 will receive a refund, minus 50% of the exhibiting fee. Cancellations received after April 2, 2012 or no shows will not receive a refund. Exhibitor agrees to these conditions as part of a contract for exhibit space.

Primary Contact:

Name: _____

Job Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Payment Information:

Total: \$ _____

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

Credit Card #: _____

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

Cardholder's Name & Address: _____

Cardholder's Signature: _____

Exhibitor/Sponsor Agreement
AESP's Spring Conference and Expo
Baltimore, MD
May 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 April 13, 2012.

This agreement is between AESP and _____ (company name)
for AESP's Spring Conference & Expo, May 15-17, 2012 in Baltimore, MD.

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 Thursday, May 17 at 10:30 AM. 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 Tuesday, May 15 by 4:00 PM (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.

Thank you for supporting AESP's event. Please return this form by Friday, April 13, 2012.

Name: _____

Company: _____ Booth Number: _____

Signature: _____ Date: _____

FAX to Suzanne Jones at (480) 704-5905 or email to sales@aesp.org.