

*Your invitation to meet face to face with top energy decision makers in business, industry, and government...*

30<sup>years</sup> EMC  
West Coast Energy Management Congress

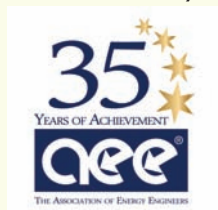
MAY 23-24, 2012  
SEATTLE, WASHINGTON  
Washington State  
Convention & Trade Center

EXHIBITOR PROSPECTUS

Hosted by



Presented by



AEE EXHIBIT PROGRAMS  
P.O. Box 1026  
Lilburn, Georgia 30048

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## The West Coast EMC show reaches a cross section of key industry decision-makers...

- Energy Engineers and Managers
- Facility Managers
- Energy and Sustainability Planning Managers
- Managers of Industrial Plants
- Directors of Facilities
- Directors of Energy Planning
- Project Managers
- Managers of Energy Services
- Building Administrators
- Energy Coordinators
- Directors of Finance
- Managers of Electric Utilities
- Presidents and Vice Presidents
- Vice Presidents of Operations
- Mechanical Engineers
- Directors of Corporate Accounting
- Directors of Property Management
- Energy Consultants for Commercial, Institutional, and Industrial Customers
- Managers of Proposals
- Directors of Engineering
- Directors of Operations
- Certified Energy Managers
- Plant Engineers & Managers
- Physical Plant Administrators
- Building Owners
- Property Managers
- Government Facility Managers
- Industrial Vice Presidents of Operations
- Electrical Engineers
- Process Engineers
- Consultants, HVAC Contractors, and Energy Service Professionals
- Industrial and Commercial End Users
- Institutional Facility Managers
- Healthcare Facilities Administrators

# 30<sup>years</sup> EMC

## West Coast Energy Management Congress MAY 23-24, 2012 | SEATTLE, WA

## EMC 2012 is your best opportunity to showcase your products, generate sales leads, and make new contacts.

The Association of Energy Engineers, together with host utility Puget Sound Energy, is pleased to celebrate the 30th anniversary of **West Coast Energy Management Congress** in Seattle for 2012. Taking place May 23-24 at the Washington State Convention & Trade Center, this important, widely-attended industry event will bring you face to face with professionals who make the buying decisions for your products and services. You'll meet buyers who are actively involved in projects to improve energy efficiency, effectively utilize the latest renewable energy technologies, and secure an affordable, reliable energy supply both now and in the future. Representing all segments of the commercial, industrial, institutional, and governmental markets, those who attend the **West Coast Energy Management Congress** have a specific interest in:

- Energy-efficient technologies
- Renewable and alternative energy
- Combined heat and power, cogeneration, and distributed generation
- Efficient lighting products and controls
- Smart metering technologies
- High-performance HVAC systems and controls
- Boilers and combustion controls
- Integrated building automation and energy management
- Thermal storage and load management
- Geoexchange technologies
- Solar, wind, and fuel cell technologies
- Applications specific to federal energy management programs
- Energy services and project financing



### About the Show Host...

Washington state's oldest local energy utility, Puget Sound Energy (PSE) serves more than one million electric customers and 750,000 natural gas customers in eleven counties. A subsidiary of Puget Energy, PSE meets the energy needs of its customers through incremental, cost-effective energy efficiency, procurement of sustainable energy resources, and far-sighted investment in the energy-delivery infrastructure. PSE employees are dedicated to providing great customer service and delivering energy that is safe, reliable, reasonably priced, and environmentally responsible. Visit [www.PSE.com](http://www.PSE.com) for more information.



### About the Show Presenter...

The Association of Energy Engineers (AEE), a professional society of over 13,000 members, presents the West Coast EMC. Members include energy engineering and management professionals from throughout the U.S. and over 70 nations abroad. Over the last 35 years, AEE has provided industry-specific information resources, conference and seminar programs, professional reference books and journals, marketplace surveys, and professional certifications including Certified Energy Manager (CEM), Certified Building Commissioning Professional (CBCP), Certified Energy Auditor (CEA), Certified Carbon Reduction Manager (CRM), Certified Renewable Energy Professional (REP), and many others. For more information, visit [www.aeecenter.org](http://www.aeecenter.org).

# Selling a green product?

You can place your exhibit in the West Coast EMC's Pacific Northwest Green Showcase!



*The Pacific Northwest Green Showcase offers exciting opportunities for West Coast Energy Management Congress exhibitors...*

- Expanded expo area
- Green-specific conference sessions and workshops
- Networking with green-motivated buyers

The U.S. Environmental Protection Agency ENERGY STAR® and the Association of Energy Engineers (AEE) invite you to exhibit and participate in Pacific Northwest Green® Showcase, prominently located within the West Coast Energy Management Congress 2012 exhibit hall. The companies located along the “green carpet” of EMC’s Pacific Northwest Green Showcase will have an unparalleled opportunity to highlight their roles as the leading providers of environmentally friendly, green energy efficiency related products and services. The West Coast EMC’s conference program will also include a special series of presentations to educate and guide attendees as they seek the best and most promising green/sustainable solutions for improving building performance.



## Other important benefits for 2012 exhibitors...

- ✓ **Exhibit Hall Workshops:** A full lineup of special exhibitor-conducted workshops in the exhibit hall, with free admission to all show attendees, including exhibits-only, conference, and seminar attendees.
- ✓ **Exhibit Hall Luncheons:** Exhibitors benefit from two luncheons that bring EMC attendees into the exhibit hall, as well as other special exhibit hall events.
- ✓ **Conference Boosts Show Attendance:** Scheduling assures EMC conference attendees ample exclusive time for visiting exhibits. Full EMC conference and seminar agenda features more than 100 speakers, including recognized experts from business, industry, government, and academia.
- ✓ **Free Conference Passes:** Each exhibitor receives two free conference passes (\$895 value each) for distribution to their key customers. Additional reduced-fee conference passes are also available to exhibitors.

*Make your plans now to put your product and sales team on the 30th West Coast EMC show floor.*

### FOR QUESTIONS ABOUT EXHIBITING:

Contact Ashley Clark, Exhibit Manager at (770) 279-4392, or email [ashley@aeecenter.org](mailto:ashley@aeecenter.org), or visit [www.aeeprogams.com/emc](http://www.aeeprogams.com/emc)



A cross-section of high-profile sponsors help promote the show...

A grid of logos for various sponsors including Seattle City Light, Save Energy Now, NEEC, USEA, Alliance to Save Energy, BCXA, North America Power Partners, sensorswitch, REMOTE, Raytheon, LEVITON, LONMARK INTERNATIONAL, mission, RECHARGE, WESTERN ENERGY SYSTEMS, PRNewswire, MultiVu, Sustainable Facility, BEST PRACTICES, GreenBiz.com, SchoolFacilities.com, Automated Buildings.com, AREDI, DISTRIBUTED ENERGY, and enerG.

List represents typical sponsors who help to promote the event and is subject to change. Please refer to the West Coast EMC show website [www.aeeprogams.com/emc](http://www.aeeprogams.com/emc) as the program is regularly updated and new sponsors added.

## Exhibitors will find buyers in search of a cross section of products and services...

Based on the results of past expositions, AEE trade show attendees are looking for integrated solutions which assure both a secure and affordable power supply and effective management of energy-related costs. If you market any of the products or services listed below, you should make your plans now to participate in one of the industry's leading deal-making events.

### ENERGY MANAGEMENT

Energy Management Systems  
Building Automation Systems  
Buildings Cooling, Heating, and Power (BCHP)  
Industrial Process Controls  
Steam Traps  
Combustion Controls  
Consulting and Contracting Services  
Performance Contracting  
Power Quality Systems  
Window Films

### CHP/ONSITE GENERATION

Turbines and Microturbines  
Boilers and Combustion Systems  
Fuel Cell Technologies  
Cogeneration Systems  
Combined Cooling, Heating, and Power (CHP)  
Photovoltaic and Wind-Powered Technologies  
Standby and Backup Power Systems  
Reciprocating Engines  
Engine Generator Sets  
Engine Components  
Instrumentation and Controls  
Generator Sets  
Industrial Switchgear  
T&D Protection Equipment

### DISTRIBUTED GENERATION

Microturbines  
Distributed Generation Systems  
Combined Cooling, Heating, and Power Packages  
Fuel Cell Power Plants

### ENERGY STORAGE

Flywheel Energy Storage  
Thermal Energy Storage Systems

### INTERNET ENERGY MANAGEMENT

Multi-Site Controls  
Energy Exchanges  
Procurement  
Equipment Alarms and Notification  
Monitoring and Metering  
Industry News  
Internet Facility Management

### LIGHTING

Lamps and Fixtures  
Ballasts and Reflectors  
Controls and Motion Detectors  
Lamp and Ballast Disposal  
Lighting Maintenance  
Lighting Use Software

### HVAC & BUILDING SYSTEMS

Commercial, Institutional, and Industrial-Grade HVAC Systems  
Motors and Drives  
Thermal Storage Systems  
Gas Heating and Cooling  
Chillers and Air Curtains  
Water Treatment  
Cooling Towers  
Boilers and Burners  
Indoor Air Quality Systems  
Humidity Controls  
Heat Pumps  
CFC Alternatives  
Temperature Controls  
Metering Devices

### ENERGY SERVICES

Energy Service Companies  
Electric and Gas Marketers  
Performance Contractors  
Financing Companies  
Information Systems

Metering and Billing  
Independent Power Producers  
Energy Buyers' Agents  
Facility Management  
Outsourcing Firms  
Utility Affiliates and Utility Companies

### PLANT ENGINEERING AND FACILITIES MANAGEMENT

Power Quality  
Maintenance and Repair Equipment  
Roofing Systems  
Exit Signs  
Corrosion Protection and Protective Coatings  
Testing and Inspection Devices  
Facility Management and Predictive Maintenance Software  
Security Systems

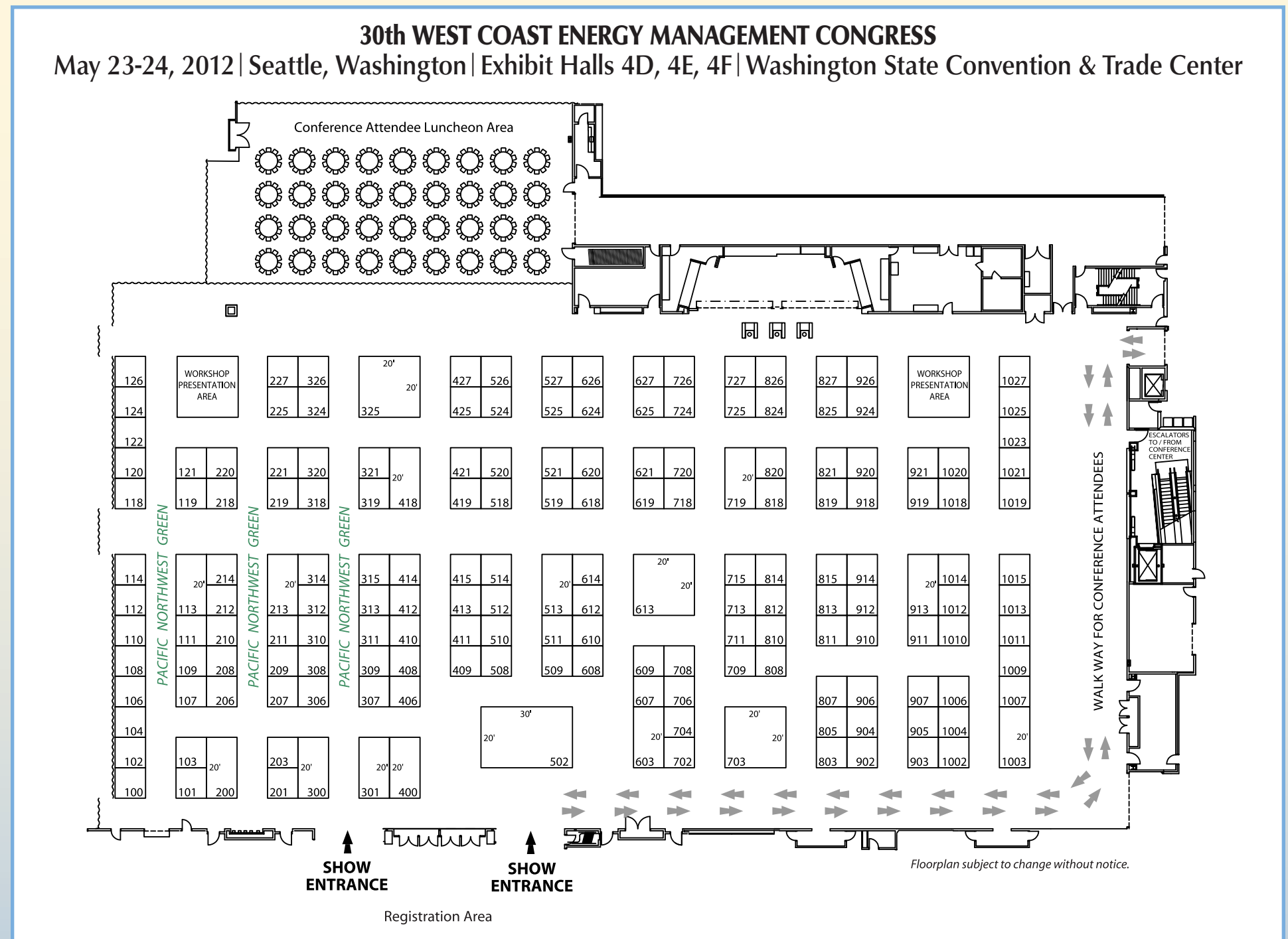
### ENVIRONMENT

Photovoltaic and Solar Systems  
Renewable Energy Products  
Water Quality Systems  
IAQ Monitoring and Filtration Systems  
Waste Management  
Environmental Consulting and Compliance Services  
Air Pollution Control Technologies

### SOFTWARE

Energy Usage and Billing Analysis  
Facility Management  
Environmental Auditing  
Maintenance Scheduling  
Project Management

## Secure your prominent location at the 30th West Coast Energy Management Congress by reserving your exhibit space early.



## Face-to-face contact an effective marketing tool for exhibitors...

A recent trade show industry report found that 81% of show attendees rate face-to-face interaction with potential vendors as very to extremely important to their decision-making. In the same study, 88% of exhibitors reported face-to-face contact with prospective buyers as very to extremely important to their success, and 91% of show attendees have the authority to recommend or purchase products for their organizations.

## FACTS AT-A-GLANCE

### SHOW DATES & LOCATION:

May 23-24, 2012  
Exhibit Halls 4D, 4E, 4F  
Washington State Convention & Trade Center, Seattle, WA

### EXPOSITION HOURS:

Wednesday, May 23, 2012  
10:00 am — 4:00 pm  
Thursday, May 24, 2012  
10:00 am — 2:00 pm

### BOOTH COSTS:

\$2550 per 10' x 10' booth space, which includes two complimentary conference registrations per 10' x 10' unit reserved.

### MAXIMUM BOOTH HEIGHT:

In-line standard booth height may not exceed 8'. Island displays may exceed 8'.

### EQUIPMENT PROVIDED:

- 8' curtained backdrop
- 3' curtained side railings
- Standard booth sign
- Booth carpeting not provided

### FREE VIP EXPO TICKETS:

Valued at \$40 each, tickets for the Exposition are

available for your organization's use and distribution to target your own leads by extending a special invitation to them to visit your booth at the show. Tickets are custom-printed with your company name.

### ADDITIONAL INFORMATION OR SPACE RESERVATIONS:

Call Ashley Clark, West Coast EMC Exhibit Manager, at (770) 279-4392, email [ashley@aeecenter.org](mailto:ashley@aeecenter.org), or visit the show website:

[www.aeeprograms.com/emc](http://www.aeeprograms.com/emc)



# Show marketing that delivers...

The West Coast EMC Exposition is promoted with over 500,000 client invitations presented in a number of diverse ways:

- 14,000 AEE Membership and Chapter Outreach
- 10,000 Announce-the-Show Postcards
- 40,000 Exhibitor Prospectus Mailings
- 50,000 Preshow Conference Brochures
- 60,000 Final Conference Show Newspapers
- 30,000 AEE Journal Advertisements
- 160,000 Subscribers to Trade Publications
- 150,000 Dedicated Attendance Email Campaign
- 60,000 Expo Passes
- 1,000 Speaker Promotions
- 5,000 Mass Fax Show Passes
- 15,000 Banner Ad Impressions
- PLUS Press Releases via Newswire

Exhibitors also promote the event and their exhibits via their websites, customer representatives, direct mail, and company newsletters.

VISIT SHOW WEBSITE: [www.aeeprograms.com/emc](http://www.aeeprograms.com/emc)

## As a show exhibitor, you can also take advantage of a number of added marketing opportunities.

### FREE DESCRIPTIVE PRODUCT LISTING.

Reserve space by January 10, 2012, and you can have a description of your product or service included in the show newspaper, which is distributed to thousands of prospective show attendees prior to the event.

### ADD YOUR LOGO AND ONLINE LINK.

You can enhance your complimentary product listing by adding your company logo. For just \$125, your logo will appear above your text product or service listing, both in the show newspaper and on the official show website, and your on-line listing will be linked to your website. For additional details, call (770) 279-4386.

### FREE CUSTOM MAILING PROGRAM.

As an exhibitor, you can provide us with up to 100 names and addresses of key customers and contacts before the show. We will mail a dynamic show attendance package to these VIPs on your behalf, including a conference registration discount and program details. We also offer free customer faxing op-

portunities. For more information, please call (770) 279-4388.



### ONLINE BUYER'S GUIDE LISTING: AT A SPECIAL REDUCED RATE.

Increase your exposure before, during, and after the show by being listed in the powerful energy, power, and facilities *Buyer's Guide*. Available online before the show in a searchable database, your *Guide* listing will include your organization's profile as well as a product page.

The *Buyer's Guide* is also distributed in PDF format onsite to every conference attendee as part of the *Proceedings* CD, and links to the *Buyer's Guide* are included in AEE's monthly e-newsletters, distributed to 60,000 industry pro-

fessionals. View some sample listings at:

[www.energyvortex.com](http://www.energyvortex.com)  
(select *Buyer's Guide*).

Exhibitors may be listed in the *Buyer's Guide* for a discounted cost of \$195 (regular fee \$495) or for \$295 for an enhanced listing with product PDF (regular fee \$595). For additional information, please contact Jacqueline Fraga at (770) 279-4390 or email her at: [jacqueline@aeecenter.org](mailto:jacqueline@aeecenter.org).

### ADVERTISE IN THE EMC EXHIBIT HALL DIRECTORY

The West Coast EMC *Exhibit Hall Directory* is the onsite guide containing up-to-date show information. It is distributed during registration to conference attendees and expo-only visitors. The directory includes the show floorplan, exhibitor directory, daily West Coast EMC exhibit hall events, and more. Ad sizes available are *full page*, *half page*, *quarter page*, and *business card* configurations. Refer to the reservation form for pricing. Ad space is available on a first-come, first-served basis.

For additional information, contact Jacqueline Fraga at (770) 279-4390 or email her at: [jacqueline@aeecenter.org](mailto:jacqueline@aeecenter.org).



Again for 2012!!!

## West Coast EMC Exhibitor Workshop Presentations

A limited number of companies exhibiting at the 30th West Coast Energy Management Congress will be given the opportunity to make presentations about their technical applications and success stories in a specially designated area of the exhibit hall. Both conference and "exhibits only" attendees will be invited to attend these special workshop presentations free of charge. For information, call (770) 279-4390.

## WEST COAST EMC SPONSORSHIP OPTIONS:

**Platinum, Gold, Silver, Bronze, & Event Sponsorships are available now!**

We offer various levels of sponsorships including, Platinum, Gold, Silver, and Bronze show packages. Each sponsorship includes not only your booth presence, but also expanded pre-show and onsite visibility to influential decision-makers. Exhibitors may also benefit by sponsoring an attendee function or giveaways such as the Opening Session coffee, the Opening Night Reception, an Exhibit Hall luncheon, badge-holder neck cords, or attendee bags. For information on costs and options available, please contact Lauren Lake at (770) 447-5083, Extension. 211, or email her at [lauren@aeecenter.org](mailto:lauren@aeecenter.org)

Use the registration form on the back page of this brochure to reserve your exhibit space in the 30th West Coast Energy Management Congress today!

# 30th WEST COAST EMC EXHIBIT SPACE RESERVATION FORM

## Reserve early to assure the best location!

**YES**, please reserve exhibit space for our use at the 2012 West Coast EMC, May 23-24, 2012, to be held at the Washington State Convention & Trade Center, Seattle, WA. We understand booth space is available in multiples of 10' x 10' at a cost of \$2550. Number of 10' x 10' spaces desired: \_\_\_\_\_ @ \$2550 each  
= amount due: \$ \_\_\_\_\_

**YES**, also please reserve our:

List link and logo on the show website @ \$125 = amount due: \$ \_\_\_\_\_

Your web address: www. \_\_\_\_\_

*Note: logo should be sent in Adobe Illustrator .eps format.*

*Buyer's Guide* listing @ discounted rate of \$195 = amount due: \$ \_\_\_\_\_

*Enhanced Buyer's Guide* listing (includes Product PDF)

@ discounted rate of \$295 = amount due: \$ \_\_\_\_\_

*Exhibit Hall Directory* ad (check ad size below) = amount due: \$ \_\_\_\_\_

\$395 Business Card Ad

\$850 Quarter Page Ad

\$1350 Half Page Ad

\$2600 Full Page Ad

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

Booth space(s) preferred:

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

We will display these products or services: \_\_\_\_\_

Indicate up to 3 competitors whose booths you prefer not to be adjacent to your exhibit.\*

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

\*WE WILL TRY BUT CANNOT GUARANTEE TO MEET YOUR REQUEST

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

We have read, understand, and agree to the contract terms and conditions.

**X**

Authorized Signature of Applicant (required)

Date

Full payment enclosed: \$ \_\_\_\_\_

50% payment enclosed: \$ \_\_\_\_\_

**Make check payable in U.S. funds to AEE EXHIBITS.**

PAYMENT:  Check enclosed  Bill company (P.O. must be attached)

Bill credit card in the amount of \$ \_\_\_\_\_

VISA  MasterCard  American Express  Discover

Credit card number \_\_\_\_\_

**X**

Authorized Signature of Cardholder (required)

Expiration Date

Credit Card Billing Address (where credit card bill is sent)

Name on Card (print) \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**RETURN TO: 30th West Coast EMC**

P.O. Box 1026, Lilburn, GA 30048

Phone Ashley Clark, Exhibit Manager:

(770) 279-4392 or Fax (770) 381-9865

or Email: [ashley@aeecenter.org](mailto:ashley@aeecenter.org)

## 30th WEST COAST EMC CONTRACT TERMS

As an Exhibitor in the show, we hereby agree to conduct business in a professional manner, to observe the regular hours of the exposition, and to the following terms and conditions:

1. Exhibitors will indemnify, defend, and hold the Association of Energy Engineers (AEE), Show Management and its contractors, show hosts, sponsors, and cosponsors, and the Washington State Convention & Trade Center harmless from any claims, losses, expenses, (including attorneys' fees) and liability arising in connection with the "Association's" meeting being held at the Washington State Convention & Trade Center, Seattle, WA, May 21-25, 2012. Exhibitor agrees to make no claims whatsoever for loss, theft, damage, destruction of goods; nor for any injury to himself or employees while in the exposition quarters; nor for any damage of any nature, including damage to his business, nor for any loss resulting from labor disputes, acts of God or nature, or any action of any nature of AEE and Show Management. Force Majeure: In the event the Exhibit Hall or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event as a result of wind, fire, flood, tempest, act of God or nature, or any other such cause or as a result of governmental intervention, malicious damage, acts of war, acts of terrorism, strike, lockout, labor dispute, riot or any other cause or action over which Show Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or resite this show, AEE, Show Management, Host, and Sponsors shall not be liable to indemnify or reimburse the Exhibitor in any respect of any damage or loss, or booth fees, direct or indirect, arising as a result thereof.

2. Upon submitting booth contract we understand booth spaces are non-cancelable and we agree to adhere to the cancellation policy terms (No. 8). If we cancel, we will be charged a minimum 50% of the published booth fee for the number of spaces we have contracted.

3. Exhibitors are advised to carry floater insurance to cover their exhibit material against damage and loss and public liability insurance to cover against injury to the Exhibitor, its staff, and to injury to others. All property of Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area and Exhibitor shall maintain insurance covering Exhibitor's property. Exhibitor shall also carry comprehensive general liability and property damage liability and statutory Workmen's Compensation with employers' liability. Appropriate Certificates of Insurance shall be furnished by Exhibitor upon request by Show Management or its contractors. Obtaining insurance and amount of insurance remains solely the responsibility of the Exhibitor.

4. In island spaces with aisles on all four sides, overhead panels or "bridge type" construction may be permitted. No exhibit shall be permitted to interfere with a neighboring exhibit. Island exhibits must not include a back wall that blocks visibility of neighboring booths. In-line booth side-dividers of a height in excess of 36" must not extend further than three (3) feet out from the back wall. Booth walls or equipment displayed must not exceed eight (8) feet in height. Any exceptions must first be approved by Exhibition Management. Exposed/unsightly portions of booth may be ordered "masked" by Show Management - the expense for which is the sole responsibility of the Exhibitor. Carpeting of exhibitor's booth space is required at exhibitor's expense. AEE retains the right to change the expo floorplan and Exhibitor's booth location without prior notice.

5. Internet advertising is available to current Exhibitors who have submitted at least a 50% booth deposit. Special exhibit/package rate reflects a significant discount off of regular Internet advertising rates and may not be combined with any other offers. AEE reserves the right to reject advertising for any reason whatsoever.

6. All exhibits must be set up by 5:00 pm the evening prior to the opening of the show. Booth space not set up and claimed by the evening prior to the show opening will be forfeited and may be reassigned by Show Management at its discretion. AEE reserves the right to force set an exhibitor's booth if freight has been delivered or remove freight from the floor prior to show opening. All charges will be applied to the exhibitor's account.

7. Regulations and Compliance: No explosives, fuel, combustibles, or hazardous materials, decorative materials not fireproof nor flameproof, or any materials or substances deemed hazardous under applicable fire regulations may be brought into the Exhibit Hall. Exhibitor must observe all union regulations in force in the Exhibit Hall and use qualified personnel for services. All Exhibitor's electrical, pneumatic, and hydraulic equipment must meet requirements of all applicable electrical and safety codes.

8. Cancellation, change of space, change of Exhibitor information, and refund policy:

(a) Exhibitor agrees to notify Show Management in writing if it needs to change its booth size, change its company listing and/or contact information, as well as if it needs to cancel out of the show.

(b) Written cancellation received by Exhibit Manager more than 120 days prior to the opening date of the show, cancellation fee of 50% of total booth cost (Internet and directory ads are non-refundable) will be assessed.

(c) Written cancellation received within 60 to 120 days prior to the opening date of the show, cancellation/penalty fee of full amount of booth cost (Internet and directory ads are non-refundable) will be assessed regardless of cancellation notification, and no refund will be made.

(d) Written cancellation received less than 60 days prior to the opening date of the show, total payment for the booth space (Internet and directory ads are non-refundable) is due regardless of cancellation notification, and no refunds will be made.

(e) If an Exhibitor decreases its booth size from the original contract, it will be deemed a cancellation for the booths decreased, and the show's cancellation schedule will apply. Exhibitor agrees to immediately notify AEE Show Management in writing prior to the show of any changes in company profile. Upon submitting the reservation/contract form, exhibiting company is liable for payment for applicable booth space fee. No refunds or transfers of Exhibitor funds are permitted. In case of a dispute, the governing laws of Georgia will apply.