

# ASSOCIATION OF ENERGY ENGINEERS

## West Coast EMC

### Event Sponsorship Opportunities

**June 15-16,  
2010**

Washington State  
Convention & Trade  
Center

**Seattle, WA**

**Tuesday**

Opening Session Coffee Break  
Sponsor

Exhibit Hall Coffee Service  
Sponsor

Conference Attendee  
Networking Reception Sponsor

**Tuesday & Wednesday**

Daily Conference Attendee  
Luncheon Sponsor

**Wednesday**

Council for Women in Energy &  
Environmental Leadership  
Breakfast

**Featured Opportunities**

Conference Proceedings  
Conference Program  
Workshop Presentation  
Aisle Sign Sponsor  
Registration– Kick Panel  
Sponsor  
Lanyards, Memo Pads or  
Tote Bags

**ASSOCIATION OF ENERGY  
ENGINEERS**

4025 Pleasantdale Road, Suite 420  
Atlanta, GA 30340

**Contact Lauren Lake  
Phone: 678-687-4997  
Fax: 770-446-3969**



**AEE offers many great ways to enhance your prominence and visibility to decision-making attendees and industry professionals at the upcoming West Coast EMC.**

#### **SPONSOR RECEIVES THE FOLLOWING BENEFITS**

- Your logo in the conference program distributed onsite to attendees
- Pre-show industry recognition in mailings and attendee promotions
- Website recognition with your organization's link on show website
- Your logo on signage displayed throughout the show
  - Entrance Unit, Registration and other sponsor "Thank you" signage
  - A sponsor recognition sign
- Sponsor ribbons on your company attendee / staff badges
- Logo displayed on the back cover of the Conference Proceedings CD
- Upgraded **BOLDED** listing in the Exhibit Hall Directory

### Event Sponsorship Opportunities

**Tuesday**

#### **Opening Session Coffee Break Sponsor**

Officially welcome all conference attendees to the Opening Session by sponsoring the Opening Session Coffee Break. In addition to other onsite and promotional recognition, you may wish to provide coffee mugs or coffee sleeves with your logo to support your company branding. A sign with your logo will be placed next to the coffee service for maximum recognition.

**Investment: \$1,750 (coffee, set-up, regular cups, and tear down)**

**SOLD —New Technologies Breakfast Sponsor—**

The New Technologies breakfast is a concise and informative forum for the EMC attendees to preview the new and innovative products and services on display at the show. Presenting exhibitors will provide brief, 5-7 minute presentation on their newest technologies, enabling attendees to quickly map out their time at the show, and get a rapid survey of what's new.

*If you are looking for even higher visibility at EMC,  
contact Lauren Lake for details on  
Premium Sponsorships that may still be available.*

**AEE**<sup>®</sup>  
The Association  
of Energy Engineers

# Event Sponsorship Opportunities

## Tuesday

### Conference Attendee Networking Reception Sponsor

An outstanding opportunity to reach and interact with all speakers and conference attendees -- held in the exhibit hall on Tuesday evening. AEE will provide graphics featuring your logo, such as directionals to the reception and signage in the expo hall. You are encouraged to bring marketing and sales materials to be distributed to attendees within the function area or provide a banner and/or other promotional materials approved by AEE.

**Investment: \$20,000 Exclusive Host / \$5,000 Partial Sponsor**

## Tuesday or Wednesday

### Exhibit Hall Coffee Service Sponsor: Wednesday or Thursday

Brighten the morning for expo visitors and conference attendees by sponsoring coffee service in the exhibit hall. You may wish to provide coffee sleeves with your logo for additional exposure. Along with other materials pre-show and onsite, a sign will be placed by the coffee service to indicate you are the sponsor.

**Investment: \$1,750 per day (coffee, set-up, regular cups, and tear down)**

### Daily Conference Attendee Luncheon Sponsor: Wednesday or Thursday

The Attendee Luncheons provide an outstanding opportunity to reach all speakers, conference attendees and seminar delegates. As a co-sponsor of one of these luncheons you will receive 10 luncheon tickets to distribute to key customers and staff. A full sponsor will receive 20 luncheon tickets.

Sponsors are encouraged to place marketing materials at each place setting and have a representative personally greet attendees as they enter the luncheon. You may also provide a company banner to be hung within the luncheon area on the day of your sponsorship.

**Investment: \$10,000 per event day / Full Sponsorship (1 sponsor)  
\$3,500 per event day / Co-Sponsorship (3 sponsors)**

## Wednesday

### Council for Women in Energy & Environmental Leadership (CWEEL) Breakfast

CWEEL is a division of AEE and has been organized to develop a prominent voice for women in the industry. This is a new division of AEE and this sponsorship offers you an amazing opportunity to associate your organization with this effort. You are encouraged to provide marketing materials to attendees of this event.

**Investment: \$1,750**

[www.aeecenter.org/CWEEL](http://www.aeecenter.org/CWEEL)



FRONT COVER



BACK COVER

# FEATURED Sponsorship Opportunities

## Conference Proceedings Sponsor

One of the best ways to reach attendees even after the show, is to sponsor the Conference Proceedings CD distributed to conference attendees. Your logo will appear on the CD. Your logo and a link to your company's website will also be included on the splash page and sponsor link page each time the attendees open the CD.

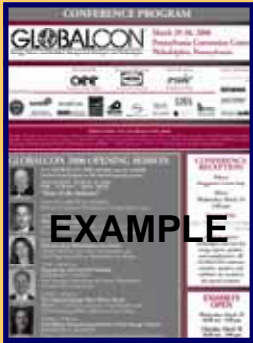
**Investment: \$2,500 (up to 4 sponsors)**

# FEATURED Sponsorship Opportunities

## Conference Program Brochure Sponsor

Conference attendees will receive the onsite conference program and will use it as a guide to the various educational conference tracks and other events at EMC. Your sponsor logo will be displayed on the conference program.

**Investment: \$1,750 (for up to 4 sponsors)**



## Welcome Banner Sponsor

Be the first to welcome conference attendees and visitors to the show. Your logo will appear on a 4' x 8' welcome banner near the entrance to the show.

**Investment: \$1,750 each banner (for up to 4 sponsors)**



## Workshop Presentation Sponsor

Sponsor one of the two exhibitor presented Free Workshops in the expo hall, a popular addition to the expo hall activities. Your logo will appear on the presentation screen when a presentation is not being conducted (i.e. during conference attendee luncheons on Tuesday & Wednesday). Your logo will also be included on onsite Workshop presentation signage throughout the show (presentation listings, a 4' x 8' hanging sign over the area, on the entrance unit, etc).

**Investment: \$2,500**



## Aisle Sign Sponsor

An Aisle Sign sponsorship will reach customers, speakers, conference attendees and seminar delegates as they refer to these signs repeatedly throughout the show. Your logo and recognition of your sponsorship will appear on one specified side of the aisle sign of your choice. *Please note: This sponsorship is on a first-come, first-serve basis.*

**Investment: \$800 per aisle sign, per side**



## ~~Lanyards, Memo Pads or Tote Bags~~ **SOLD**

See your organizations name by sponsoring one of the promotional items mentioned above. Items must be **provided by the sponsor** and approved by AEE. The items must be received by AEE no later than 14 days prior to the opening of the show. Your logo will be displayed by all conference attendees as they use your item throughout the show.

**Investment: \$1,750 (sponsor supplies items to be distributed)**

## ~~Special Tote Bag Offer...~~ **SOLD**

This special sponsorship offer allows you to gain maximum exposure without any additional work. Have AEE print conference attendee tote bags for you featuring your logo. Every conference and seminar attendee as well as expo visitor will receive a quality bag with your logo to be used throughout the show.

**Investment: \$10,000 (AEE will print & pay for items to be distributed)**



# EVENT SPONSORSHIPS

## EMC 2010

### Level of Sponsorship

(Please check one)

### Featured Opportunities...

- |  |  |
|--|--|
| <input type="checkbox"/> Opening Session Coffee Break - \$1,750  | <input type="checkbox"/> Conference Proceedings- \$2,500   |
| <input type="checkbox"/> Exhibit Hall Coffee Service:<br><input type="checkbox"/> Tuesday- \$1,750<br><input type="checkbox"/> Wednesday- \$1,750                            | <input type="checkbox"/> Conference Program- \$1,750 each  |
| <input type="checkbox"/> Conference Attendee Networking Reception-<br><input type="checkbox"/> \$20,000- Exclusive Host<br><input type="checkbox"/> \$5,000- Partial Sponsor | <input type="checkbox"/> Welcome Banner- \$1,750 each  |
| <input type="checkbox"/> Conference Attendee Networking Luncheon<br><input type="checkbox"/> Tuesday- \$10,000<br><input type="checkbox"/> Wednesday-\$10,000                | <input type="checkbox"/> Workshop Presentation- \$2,500  |
| <input type="checkbox"/> CWEEL Breakfast- \$1,750  | <input type="checkbox"/> Aisle Sign- \$800 per sign, per side (first-come, first-served)<br>-Please indicate preference: _____ |
|  | <input type="checkbox"/> <del>Lanyards, Memo Pads or Tote Bags- \$1,750 + Items</del><br><b>SOLD</b>                           |
|  | <input type="checkbox"/> <del>Tote Bag Offer- \$10,000</del>   |

## SPONSOR INFORMATION

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

Billing Contact: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

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

Fax Number: \_\_\_\_\_

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

Onsite Contact: \_\_\_\_\_

### PAYMENT TERMS

You will receive an invoice for payment.  
All payments will be due within 60 days of commitment.

Payment Method: (Credit Card, Company Check/Invoice) - *Circle One*

MasterCard   AMEX   Visa   Company Check/Invoice

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Amount to be Charged: \_\_\_\_\_

Please sign us up as a partial sponsor for the sponsorship checked.

Amount: \_\_\_\_\_

Please submit the sponsor form by fax or mail to Lauren Lake to:

Association of Energy Engineers  
4025 Pleasantdale Road  
Suite 420  
Atlanta, GA 30340

Phone: 678-687-4997  
Fax: 770-446-3969  
Lauren@aeecenter.org