

# EVENT SPONSORSHIP OPTIONS



**March 7-8, 2012**  
**Atlantic City**  
**Convention Center**  
**Atlantic City, NJ**

*AEE offers many great ways to enhance your prominence & visibility to decision-making attendees & industry professionals at the upcoming GLOBALCON.*

## **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



## **DAILY EVENT SPONSORSHIPS**

### **Wednesday**

Opening Session Coffee Break Sponsor  
New Technologies Breakfast Sponsor  
Conference Attendee Networking Reception Sponsor

### **Wednesday & Thursday**

Exhibit Hall Coffee Service Sponsor  
Daily Conference Attendee Luncheon Sponsor

### **Thursday**

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

## **FEATURED OPPORTUNITIES**

Welcome Banner  
Conference Program  
Speaker Breakfast/Break Sponsor  
Lanyard, Memo Pads or Tote Bags Sponsor Sponsor  
Cyber Café

### **TO LEARN MORE, CONTACT:**

**Lauren Lake**  
Event & Marketing Director  
(P) 678.687.4997  
(F) 205.639.1615  
[lauren@aeecenter.org](mailto:lauren@aeecenter.org)

# WEDNESDAY EVENT SPONSORSHIP

## Opening Session Coffee Sponsor

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

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.

**SOLD**

## ~~New Technologies Breakfast Sponsor: \$5,000~~

The New Technologies breakfast is a concise and informative forum for 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.

## Conference Attendee Networking Reception Sponsor – Wednesday: \$15,000 Exclusive Host / \$5,000 Partial Sponsor

An outstanding opportunity to reach and interact with all speakers and conference attendees -- held in the exhibit hall on Wednesday evening. AEE will provide additional specialized function 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.

# DAILY EVENT SPONSORSHIP

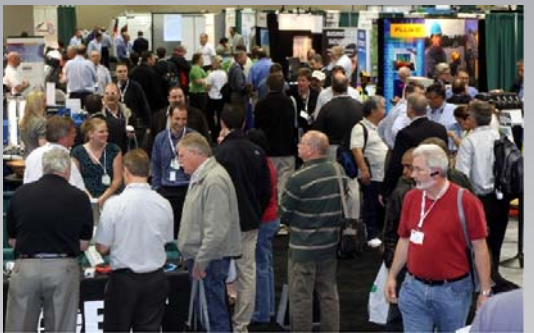
## Wednesday & Thursday

### Exhibit Hall Coffee Service Sponsor: Wednesday or Thursday \$1,750 per day (coffee, set-up, regular cups, and tear down)

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.

### Daily Conference Attendee Luncheon Sponsor: Wednesday or Thursday \$10,000 per event day / Full Sponsorship (1 sponsor) \$3,500 per event day / Co-Sponsorship (3 sponsors)

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.



# THURSDAY EVENT SPONSORSHIP

## Council for Women in Energy & Environmental Leadership (CWEEL) Breakfast – Thursday: \$1,750

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.

## FEATURED SPONSORSHIP

### Welcome Banner Sponsor: \$5,000

Be the first to welcome conference attendees and visitors to the show. Your logo will appear on a 10' x 20' welcome banner at the entrance to the show.

### Conference Program Sponsor: \$5,000

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

### CyberCafe Sponsor: \$8,000

The Cyber Cafe will be a hotspot at the show, attracting attendees who want to stay connected while out of the office. This sponsorship provides 5-10 laptop stations with branded screensavers and the opportunity to have representatives and/or brochures on hand for assistance. Your logo will appear on Cyber Café signage (hanging banners and/or large directional signage), on the show website, on the conference program with information on the cyber café.

### Speaker Breakfast/ Break Sponsor: \$4,000

Reach the high level speakers and attendees by sponsoring the Speaker breaks and breakfast. Your logo will appear on signage in the speaker room and on onsite materials.

### ~~Lanyards, Memo Pads or Tote Bag~~

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

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.

### ~~Special Tote Bag Offer...~~

#### **\$10,000 (AEE will print & organize items to be distributed)**

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.



**SOLD**

**SOLD**

# SHOW SPONSORSHIP RESERVATION FORM

Event Sponsorship:

Amount:

Please remit sponsorship form by fax or mail to:

Attn: Lauren Lake  
Association of Energy Engineers  
1005 Regency Way  
Birmingham, AL 35242  
Fax: 205-639-1615

[CLICK HERE TO SUBMIT ONLINE SPONSORSHIP RESERVATION FORM](#)  
(You will be asked to login for secure payment)

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