

# CAPTURE THE ENERGY®

2024 NY-BEST ANNUAL CONFERENCE & EXPO

MAY 14-16 | 2024

ALBANY CAPITAL CENTER  
55 EAGLE STREET  
ALBANY, NY 12207  
[www.ny-best.org](http://www.ny-best.org)

## 2024 SPONSORSHIP & EXHIBIT OPPORTUNITIES

### ABOUT THE CONFERENCE:

NY-BEST's 14th Annual Capture the Energy Conference & Expo is the premier event for companies seeking opportunities in the rapidly growing energy storage markets in New York and the Northeastern US.

### CONFERENCE TOPICS:

- + Achieving climate goals and the role for energy storage
- + Implementing New York's Roadmap for Energy Storage – getting to 6 GW by 2030
- + Growing domestic manufacturing and the supply chain for energy storage
- + Utilizing energy storage to achieve environmental and social justice
- + Electrifying our transportation system: from school buses to aviation
- + Developing the clean energy workforce and ensuring a just transition
- + Achieving a zero-emission grid by 2040
- + Creating the smart dynamic electric grid of the future
- + Advancing Long Duration Storage – technologies, economics, markets and policies
- + Expanding opportunities for energy storage on the T&D system
- + Leveraging best practices to successfully site and permit battery energy storage
- + Maximizing the benefits of Renewables + Storage projects
- + Green Hydrogen and the clean energy transition
- + Business Models and Project Financing
- + Reducing carbon emissions in the buildings sector with energy storage
- + Battery safety and testing
- + Other timely and emerging topics related to energy storage

GENERAL SPONSORSHIPS		BENEFITS
<b>PLATINUM</b>	<b>\$15,000</b>	<ul style="list-style-type: none"> <li>• Company representative to provide welcome remarks at Conference</li> <li>• Company logo/name listed on website, eblasts (distribution list of &gt;6,500), press releases, social media marketing and event signage</li> <li>• Company included in social media promotion (following of &gt;7,500)</li> <li>• Expanded Exhibit Space (12ft table with four chairs) in prominent Exhibition Hall location</li> <li>• Full page ad in event program</li> <li>• Ten (10) Conference Passes</li> <li>• Pre-event list of attendees (provided 1 week prior to Conference)</li> <li>• Further offerings are negotiable</li> </ul>
<b>DIAMOND</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>• Company name/logo listed on website, eblasts (distribution &gt;6,500) press releases, social media marketing and event signage</li> <li>• Company included in social media promotion (following of &gt;7,500)</li> <li>• Expanded Exhibit space (12ft table with 4 chairs)</li> <li>• Full ad in event program</li> <li>• Seven (7) event passes</li> <li>• Pre-event list of attendees</li> <li>• Further offerings negotiable</li> </ul>
<b>GOLD</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>• Exhibit space (6 - foot table with two chairs)</li> <li>• Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases, event signage, and event program</li> <li>• Company included in social media promotion (following of &gt;7,500)</li> <li>• Five (5) Conferences Passes</li> <li>• Half page ad in Conference Program or One page Company insert</li> <li>• Pre-event list of attendees (provided 1 week prior to Conference)</li> </ul>
<b>SILVER</b>	<b>\$3,500</b>	<ul style="list-style-type: none"> <li>• Exhibit space (6-foot table with two chairs) in Exhibit Hall.</li> <li>• Company logo name included event website, in eblasts (distribution list of &gt;6,500), press releases, event signage, social media marketing and in event program</li> <li>• Three (3) Conference Passes</li> <li>• Half Page Ad in Conference Program</li> </ul>
<b>EXHIBITOR</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>• Exhibit space (6- foot table with two chairs)</li> <li>• One (1) Conference Pass</li> </ul>
<b>START-UP EXHIBITOR</b> <small>(LIMITED TO START-UP COMPANIES)</small>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>• Exhibit space (6- foot table with two chairs)</li> <li>• One (1) Conference Pass</li> </ul>

Customized sponsorships are also available. Call us to discuss.

Contact: [info@ny-best.org](mailto:info@ny-best.org) to secure your sponsorship today!

# 2024 SPONSORSHIP & EXHIBIT OPPORTUNITIES

SPECIALTY SPONSORSHIPS		BENEFITS
<b>NETWORKING RECEPTION (LIMIT of ONE)</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>Company representative to provide brief remarks at Conference prior to Reception</li> <li>Company name/logo listed on event website, eblasts (distribution list of &gt;6,500), press releases, and event signage at Networking Reception</li> <li>Full-page ad in event program</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Opportunity to provide swag items (custom company cocktail napkins, coasters, straws, cups, etc.) for reception purposes</li> <li>Exhibit Space (6 - foot table with two chairs) in prominent Exhibition Hall location</li> <li>(6) Conference Passes</li> <li>Pre-event list of attendees (provided 1 week prior to Conference)</li> </ul>
<b>LUNCH SPONSOR (LIMIT of TWO)</b>	<b>\$7,500</b>	<ul style="list-style-type: none"> <li>Company representative to provide brief remarks at Conference prior to Lunch</li> <li>Company name/logo listed on event website, eblasts (distribution list of &gt;6,500), press releases, and event signage at Networking Lunch</li> <li>Half page ad in event program</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Opportunity to provide swag items (custom company napkins, etc.) for networking lunch purposes</li> <li>Exhibit Space (6-foot table with two chairs) in prominent Exhibition Hall location</li> <li>Five (5) conferences passes</li> <li>Pre-event list of attendees (provided 1 week prior to Conference)</li> </ul>
<b>FUTURE LEADERS SPONSOR (LIMIT of ONE)</b>	<b>\$7,500</b>	<ul style="list-style-type: none"> <li>Provide scholarships for five (5) undergraduate or graduate students in the field of science and technology to attend conference</li> <li>Students will have a reserved table with company signage and reserved seating</li> <li>Exhibit Space (6-foot table and two chairs)</li> <li>Opportunity for students to present research near company booth</li> <li>Company logo listed on event registration page, eblasts (distribution list of &gt;6,500), press releases, and event signage</li> <li>Company mentioned in social media promotion (following of &gt;7,500)</li> <li>Half-page ad in Conference Program</li> <li>Five (5) company conference passes</li> </ul>
<b>BREAKFAST SPONSOR (LIMIT of TWO)</b>	<b>\$6,000</b>	<ul style="list-style-type: none"> <li>Exhibit space (6 - foot table with two chairs)</li> <li>Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases, event signage at Breakfast and Networking Breaks and in event program</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Three (3) conferences passes</li> <li>Pre-event list of attendees (provided 1 week prior to Conference)</li> <li>Opportunity to provide swag items (custom company napkins, coasters, etc.) for breakfast.</li> </ul>
<b>SWAG HAT SPONSOR (LIMIT of ONE)</b>	<b>\$6,000</b>	<ul style="list-style-type: none"> <li>Company logo displayed on custom-made swag hat</li> <li>Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Company logo included in event signage</li> </ul>
<b>SWAG BAG SPONSOR (LIMIT of ONE)</b>	<b>\$4,000</b>	<ul style="list-style-type: none"> <li>Company logo displayed on custom-made swag bag</li> <li>Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Company logo included in event signage</li> </ul>
<b>CHARGING STATION SPONSOR (LIMIT of ONE)</b>	<b>\$4,000</b>	<ul style="list-style-type: none"> <li>Charging station branded with company logo for attendees to charge their mobile electronic devices</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases</li> <li>Company logo included in event signage</li> </ul>
<b>LANYARD SPONSOR (LIMIT of ONE)</b>	<b>\$4,000</b>	<ul style="list-style-type: none"> <li>Company logo displayed on custom-made name tag lanyard</li> <li>Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases, event signage and in event program</li> <li>Company included in social media promotion (following of &gt;7,500)</li> </ul>
<b>COFFEE &amp; BREAK SPONSOR (LIMIT of THREE)</b>	<b>\$3,500</b>	<ul style="list-style-type: none"> <li>Company logo displayed during a coffee break and in the event program</li> <li>Company included in social media promotion (following of &gt;7,500)</li> <li>Company logo/name included on event website, in eblasts (distribution list of &gt;6,500), press releases.</li> </ul>
<b>TURN THE KEY SPONSOR (LIMIT of ONE)</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>Sponsor Conference hotel keycard for the overnight guests</li> <li>Graphic/logo of choice to be placed on keycard</li> <li>Event sponsor recognition</li> </ul>
<b>WI-FI SPONSOR (LIMIT of ONE)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>Company login for Wi-Fi named after organization; company included in event signage and event program</li> </ul>
<b>SPECIALTY COCKTAIL SPONSOR (LIMIT of ONE)</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>Company customizes and names signature cocktail for event networking reception</li> <li>Company name and logo on signage at networking reception</li> </ul>

## ADDITIONAL OPPORTUNITIES

**ADDITIONAL 6FT EXHIBIT SPACE FOR EXISTING SPONSORSHIP - \$2,000**

**TABLETOP INFO - \$500** (8x11 company flyer at general session tables on first or second morning) **(LIMIT of THREE)**

**PROGRAM AD - \$500** (Half Page in Program Book)