

# CAPTURE THE ENERGY<sup>®</sup>

2025 NY-BEST ANNUAL CONFERENCE & EXPO

**MAY 13-15 | 2025**

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

## 2025 SPONSORSHIP & EXHIBIT OPPORTUNITIES

### ABOUT THE CONFERENCE:

NY-BEST's 15th 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>TERAWATT</b>   | <b>\$15,000</b> | <ul style="list-style-type: none"> <li>• Company representative to provide Welcome Remarks at Conference</li> <li>• Prominently located 12' exhibit space with 2 chairs</li> <li>• Full-page ad in Conference program</li> <li>• Ten (10) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Pre-event list of attendees</li> <li>• Further offerings are negotiable</li> <li>• Access to meeting space for client meetings</li> </ul> |
| <b>GIGAWATT</b>   | <b>\$10,000</b> | <ul style="list-style-type: none"> <li>• Prominently located 12' exhibit space with 2 chairs</li> <li>• Full-page ad in Conference program</li> <li>• Seven (7) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Pre-event list of attendees</li> <li>• Further offerings negotiable</li> <li>• Access to meeting space for client meetings</li> </ul>   |
| <b>MEGAWATT</b>   | <b>\$7,000</b>  | <ul style="list-style-type: none"> <li>• 6' exhibit space with 2 chairs</li> <li>• Five (5) Conferences passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Half-page ad in the Conference program</li> <li>• Pre-event list of attendees</li> </ul>   |
| <b>KILOWATT</b>   | <b>\$4,000</b>  | <ul style="list-style-type: none"> <li>• 6' exhibit space with 2 chairs</li> <li>• Three (3) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Half-page ad in Conference program</li> </ul>  |
| <b>EXHIBITOR</b>  | <b>\$2,750</b>  | <ul style="list-style-type: none"> <li>• 6' exhibit space with 2 chairs</li> <li>• Two (2) Conferences passes. <i>Separate Pre-Conference Workshop registration required</i></li> </ul>   |
| <b>START-UP EXHIBITOR</b><br><small>(LIMITED TO START-UP COMPANIES)</small> | <b>\$2,250</b>  | <ul style="list-style-type: none"> <li>• 6' exhibit space with 2 chairs</li> <li>• Two (2) Conferences passes. <i>Separate Pre-Conference Workshop registration required</i></li> </ul>   |

All sponsor and exhibitor opportunities include company name and logo on the event webpage, in eblast marketing (distribution list >5,000), in press releases, in event program, on event signage, and in social media posts. Note: all sponsors and exhibitors will receive access to the social media toolkit to highlight their participation on their own social media channels.

Registration names for Conference passes are due by 4/7/2025. Pre-event list of attendees provided one week prior to conference start date.

Contact us to discuss customized sponsorships. Exhibitor space is limited, don't miss out on your opportunity to sponsor or exhibit. Secure your sponsorship today!

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

| SPECIALTY SPONSORSHIPS   |  | BENEFITS  |
|--|--|---|
| <b>NETWORKING RECEPTION SPONSOR</b><br>(LIMIT of ONE)          | <b>\$10,000</b>                        | <ul style="list-style-type: none"> <li>• Company representative to provide Reception remarks</li> <li>• Opportunity to provide swag items during Reception</li> <li>• Full-page ad in Conference program</li> <li>• 6' exhibit space with 2 chairs</li> <li>• (7) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Pre-event list of attendees</li> </ul>                                  |
| <b>LUNCH SPONSOR</b><br>(LIMIT of TWO)                         | <b>\$7,500</b>                         | <ul style="list-style-type: none"> <li>• Company representative to provide Lunch remarks</li> <li>• Opportunity to provide swag items during Lunch</li> <li>• Half-page ad in Conference program</li> <li>• 6' exhibit space with 2 chairs</li> <li>• (5) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Pre-event list of attendees</li> </ul>  |
| <b>FUTURE LEADERS SPONSOR</b><br>(LIMIT of ONE)                | <b>\$7,500</b> *** <b>SOLD OUT</b> *** | <ul style="list-style-type: none"> <li>• Half-page ad in Conference program</li> <li>• 6' exhibit space with 2 chairs</li> <li>• (5) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• * 5 student scholarships to attend the Conference</li> <li>• Reserved table for students with company signage</li> <li>• Opportunity for students to present research near exhibit booth.</li> </ul> |
| <b>BREAKFAST SPONSOR</b><br>(LIMIT of TWO)                     | <b>\$6,000</b>                         | <ul style="list-style-type: none"> <li>• Opportunity to provide swag items during Breakfast</li> <li>• 6' exhibit space with 2 chairs</li> <li>• (4) Conference passes. <i>Separate Pre-Conference Workshop registration required</i></li> <li>• Pre-event list of attendees</li> </ul>   |
| <b>REFRESHMENT BREAK SPONSOR</b><br>(LIMIT of THREE)           | <b>\$3,500</b>                         | <ul style="list-style-type: none"> <li>• 6' exhibit space with 2 chairs</li> </ul>  |
| <b>LANYARD SPONSOR</b><br>(LIMIT of ONE)                       | <b>\$4,000</b> *** <b>SOLD OUT</b> *** | Company branded name tag lanyard  |
| <b>TOTE BAG SPONSOR</b><br>(LIMIT of ONE)                      | <b>\$4,000</b> *** <b>SOLD OUT</b> *** | Company branded tote bag  |
| <b>WI-FI SPONSOR</b><br>(LIMIT of ONE)                         | <b>\$2,000</b> *** <b>SOLD OUT</b> *** | Company branded WiFi passcode   |
| <b>NEW!</b><br><b>CONFERENCE PEN SPONSOR</b><br>(LIMIT of ONE) | <b>\$1,500</b> *** <b>SOLD OUT</b> *** | <ul style="list-style-type: none"> <li>• Company branded pen</li> <li>• Stand-alone opportunity or upgrade opportunity *10% discount for adding to a sponsorship</li> </ul>   |
| <b>SPECIALTY COCKTAIL SPONSOR</b><br>(LIMIT of ONE)            | <b>\$500</b>                           | <ul style="list-style-type: none"> <li>• Company customized signature cocktail</li> <li>• Stand-alone opportunity or upgrade opportunity *10% discount for adding to a sponsorship</li> </ul>   |

### ADDITIONAL OPPORTUNITIES

|  |              |
|--|--------------|
| <b>TABLETOP MARKETING MATERIALS ON DISPLAY ON THE REGISTRATION TABLE</b> | <b>\$500</b> |
|--|--------------|

### PROGRAM ADVERTISING (LIMIT ONE PER COMPANY)

|  |                |
|--|----------------|
| <b>1/2 PAGE ADVERTISEMENT (INSIDE PAGES)</b>       | <b>\$500</b>   |
| <b>NEW! FULL-PAGE ADVERTISEMENT (INSIDE PAGES)</b> | <b>\$750</b>   |
| <b>NEW! FULL-PAGE ADVERTISEMENT (BACK COVER)</b>   | <b>\$1,000</b> |

Artwork for program advertisements is due by 4/7/2025 for inclusion of the printed program. Ad dimensions are as follows:

Full-Page: (8.5X11), include crop marks and bleeds of .125.

Half-Page: (8.5X5.5), include crop marks and bleeds of .125.

Receive a 25% overall sponsorship discount when you sign up for a sponsor/exhibitor opportunity at both the Pre-Conference Workshop (5/13/2025) and the main Capture the Energy Conference (5/14/2025 – 5/15/2025).

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## 2025 PRE-CONFERENCE WORKSHOP SPONSORSHIP OPPORTUNITIES

Celebrating its 15th year in 2025, NY-BEST's Capture the Energy Pre-Conference Workshop will focus on Equitable Energy Storage Systems. Join us for an interactive deep dive into Building Robust Community Partnerships.

In this interactive workshop, we will bring together developers and community organizations to discuss opportunities and strategies to build robust partnerships with communities hosting and neighboring energy storage projects. These partnerships can help to combat fear and misinformation, build local trust, and contribute to an equitable energy transition by directing the benefits of clean energy toward those who need them most.

NY-BEST will provide a limited number of sponsorship opportunities for the Pre-Conference Workshop. As a sponsor, you will increase your brand visibility among community organizations and publicly demonstrate your support for equitable energy storage deployment in New York State.

*Become a sponsor today, so you don't lose out on this opportunity!*

**All sponsorship opportunities include company name and logo on the event website, in e-blast marketing (distribution list >5,000), in the event program, on event signage, and in social media posts. All sponsors and exhibitors will receive access to the Conference social media toolkit to highlight their participation on social media channels.**

Pre-Conference Workshop sponsors will be considered Equitable Energy Storage System Award Ceremony sponsors and will be highlighted during the Ceremony on Wednesday, May 14th.

| SPONSORSHIPS                  | COST              | BENEFITS   |
|-------------------------------|-------------------|--|
| <b>IMPACT</b><br>(LIMIT 2)    | <b>\$10,000</b>   | <ul style="list-style-type: none"> <li>Company representative to provide brief welcome remarks at the beginning of the Pre-Conference Workshop.</li> <li>Prominently located 6' exhibit table with 2-chairs located inside the Pre-Conference Workshop room.</li> <li>Ability to provide a branded giveaway to all Pre-Conference Workshop registrants.</li> <li>Five (5) passes to attend <b>only</b> the Pre-Conference Workshop. <i>Separate Conference registration required.</i></li> <li>Pre-event list of attendees.</li> </ul> |
| <b>INFLUENCE</b><br>(LIMIT 2) | <b>\$7,000</b>    | <ul style="list-style-type: none"> <li>6' exhibit table with 2 chairs located directly outside the Pre-Conference Workshop room.</li> <li>Three (3) passes to attend <b>only</b> the Pre-Conference Workshop. <i>Separate Conference registration required.</i></li> <li>Five (5) scholarships for environmental justice groups to attend the Conference.</li> <li>Pre-event list of attendees.</li> </ul>   |
| <b>ENGAGE</b><br>(LIMIT 2)    | <b>\$5,000</b>    | <ul style="list-style-type: none"> <li>Two (2) passes to attend <b>only</b> the Pre-Conference Workshop. <i>Separate Conference registration required.</i></li> <li>Company representative to provide brief remarks at the beginning of the Networking Happy Hour.</li> <li>Cocktail round located next to the bar to display marketing materials and/or interact with registrants.</li> <li>Pre-event list of attendees.</li> </ul>   |
| <b>ENGAGE UPGRADES</b>        | <b>\$500 Each</b> | <ul style="list-style-type: none"> <li>Ability to add a company customized signature cocktail (limit 1).</li> <li>Ability to add company branded cocktail napkins (limit 1).</li> </ul> <p><b><i>Must sign up by April 1, 2025, to allow for enough time to order the branded napkins.</i></b></p>   |