



CHARGING 2021 FORWARD

A.E.S.P
ASSOCIATION OF ENERGY
SERVICES PROFESSIONALS

31ST ANNUAL CONFERENCE
JANUARY 25-28, 2021

31st Annual Conference Sponsorship Information

About the Conference

AESP will present our virtual conference this January 25-28, 2021. Get psyched to embrace a new learning and networking experience! Our virtual conference is delivering a robust schedule of over fifty presentations covering topics on Decarbonization, Diversity & Equity, DR and DERs, EVs, Gas EE, Improving City EE, AMI, Innovative Lighting Technology, Program Design, Windows, Ag, best practices, non-energy impacts, and customer engagement. But a conference is more than education. This virtual conference will include some unique networking opportunities such as Zen activities to chill out, Kids activities to keep the young ones busy while attendees learn, Virtual Happy Hours, and so many more engagement opportunities for sponsors to enjoy and get their return on investment! As this is a virtual conference, it is difficult to gauge the number of attendees, but we anticipate roughly 800 – 900 utility energy professionals as well as consultants and manufacturers to attend.



AESP Annual Conference Sponsorship Opportunities

Take advantage of a variety of Sponsorship Opportunities for AESP's Annual Conference. Advertising and brand play an integral part in your AESP event strategy and help you achieve specific event goals and objectives. We have a multitude of packages and fees to fit your budget. Sponsors are also offered unique opportunities to provide commercials, ads, thought leadership 'aha' moments, supplier breakout room conversations and much more!

In addition to their own packages, all Sponsors receive:

- ✓ Attendee lists (pre)
- ✓ Post-conference attendee list with session data
- ✓ Extensive recognition in all conference marketing and program materials
- ✓ Logo and company profile on conference website
- ✓ Ability to network in many ways with attendees during the conference.

Sponsorship	Reg Lists (Pre & Post)	Recognition	Complimentary registrations*	Thought Leadership Spotlight **	Commercial / Ad ***	Cost (USD)	Availability
Event Platform	✓	✓	4	✓	✓	\$9,000	Exclusive
Tier I Sponsor	✓	✓	4	✓	✓	\$7,500	Exclusive
Host Utility	✓	✓	4	✓	✓	\$7,500	Exclusive
Opening Plenary	✓	✓	4	✓	✓	\$7,500	Exclusive
Closing Keynote	✓	✓	2	✓	✓	\$6,000	Exclusive
Scholarships	✓	✓	2	✓	✓	\$5,000	Exclusive
Tier II Sponsor	✓	✓	2	N/A	✓	\$4,000	1
Networking Reception	✓	✓	2	N/A	✓	\$4,000	4
Diversity Pathway	✓	✓	2	N/A	✓	\$4,000	Exclusive
Health & Wellness	✓	✓	2	N/A	✓	\$3,500	Exclusive
Education	✓	✓	2	N/A	✓	\$3,500	1
Social Media	✓	✓	1	N/A	✓	\$3,500	Exclusive
Prize Sponsor	✓	✓	1	N/A	✓	\$3,500	Exclusive
Women in Energy	✓	✓	1	N/A	✓	\$3,000	Exclusive
Utilities-Connect	✓	✓	1	N/A	✓	\$3,000	Exclusive
Tier III Sponsor	✓	✓	1	N/A	✓	\$2,500	2

*Registrant must be an AESP member.

**Thought-leadership recordings allow you to position yourself and your firm as an authority in the field with an eye on the future. In advance of the conference, AESP will provide a list of five thought-provoking questions. Designated sponsors will have 2-3 minutes to pre-record your response to ONE question and submit your response via a YouTube, MP4, or URL link.

*** 30 second ad must be provided as a YouTube or MP4. Specifications for static advertising to follow. Recordings must be received by January 8, 2021.

Sponsorship Opportunities:

Platform Sponsor (exclusive) \$9,000

- ✓ Recognition shoutout prior to the opening keynote
- ✓ 1–2-minute **Thought Leadership pre-recorded message to be broadcast during the conference
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 4 complimentary conference registrations. *

~~Host Utility (exclusive)~~ utility only \$7,500 - DTE Energy

- ✓ Company executive makes remarks before the opening Plenary
- ✓ Utility recognized during the conference
- ✓ Your organization will also be recognized as a supporter throughout AESP social media and marketing channels
- ✓ 4 complimentary conference registrations. *

~~Keynote/plenary sponsor~~ (exclusive) \$7,500 - CLEAResult

Set the tone of the conference when you are the keynote sponsor. As a sponsor, a company executive welcomes all attendees to the AESP 31st Annual Conference and introduces the Plenary Speaker(s).

- ✓ Company executive introduces the keynote speaker – 3 minutes
- ✓ 1–2-minute **Thought Leadership pre-recorded message to be broadcast during the conference
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 4 complimentary conference registrations. *

Tier I Sponsor (exclusive) \$7,500

- ✓ Recognition shoutout prior to the opening keynote
- ✓ Your organization will also be recognized as a supporter throughout AESP social media and marketing channels
- ✓ 1–2-minute **Thought Leadership pre-recorded message to be broadcast during the conference
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 4 complimentary conference registrations. *

~~Closing Keynote Sponsor~~ (exclusive) \$6,000 - **EFI**

- ✓ Company executive introduces the keynote speaker – 3 minutes
- ✓ 1–2-minute ****Thought Leadership** pre-recorded message to be broadcast during the conference
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 2 complimentary conference registrations. *

~~Health & Wellness Sponsor~~ (exclusive) \$3,500

Provides a tranquil break for those attendees that need to momentarily disconnect and recharge. Attendees can view a brief beginner yoga session, stretching, or breathing exercises to restore calm and serenity. These on-demand sessions can be accessed throughout the conference. The instructor can give a brief welcome and thank the sponsor by name if reserved by **January 8, 2021**.

- ✓ Recognition shoutout at the beginning of each Zen recorded session
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 2 complimentary conference registrations. *

~~Emerging Professionals Scholarship Sponsor~~ (exclusive) \$5,000 – **DNV GL**

Help up to five New Professionals attend the conference at no fee. They will also receive a 1 year AESP membership, the option to join AESP's Mentoring program and a conference ambassador.

- ✓ Recognition shoutout prior to the opening keynote
- ✓ 1–2-minute Thought Leadership pre-recorded message to be broadcast during the conference
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ Opportunity to welcome emerging pros during a pre-conference session, *How to Make the Most Out of Your Conference Experience*
- ✓ 2 complimentary conference registrations. *

~~Networking Reception Sponsor~~- (Monday) – **Walker Miller Energy Services**

Kick-off the festivities with your own personal message

- ✓ Recognition prior to event
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 2 complimentary conference registrations. *

Tier II Sponsor (1 Available) \$4,000 – Franklin Energy,

- ✓ Recognition shoutout prior to the opening keynote
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 2 complimentary conference registrations. *

~~Diversity Pathway Sponsor (exclusive) \$4,000 - Uplight~~

- ✓ Recognition as sponsor during the designated sessions
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 2 complimentary conference registrations. *

Education Sponsor - 1 Available (Thurs) \$3,500 – ecobee, energyOrbit, NTC

Make a statement about your areas of expertise as an education sponsor. One sponsor per day.

- ✓ Recognition shoutout
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 2 complimentary conference registrations. *

~~Conference Prize Sponsor (exclusive) \$3,500 – Tetra Tech~~

- ✓ Recognition shoutout prior to the opening keynote
- ✓ Sponsor recognition as prizes are awarded
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad.
- ✓ 1 complimentary conference registration. *

~~Social Media & Topic Committee Meeting Sponsor (exclusive) \$5,000 - ICF~~

- ✓ Recognition shoutout
- ✓ Sponsor's logo included in social media masthead channels for 6 weeks. Masthead will also include AESP's info (**Payment must be received by Dec 14, 2020**).
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ AESP will post your video/spotlight/whitepaper on AESP's 3 social media channels (1 per channel)
- ✓ 1 complimentary conference registration. *

~~Women in Energy Session~~ Sponsor (exclusive) \$3,000 - TRC Companies

- ✓ Recognition as sponsor during the interactive session
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 1 complimentary conference registration. *

~~UtilitiesConnect~~ Sponsor (exclusive) \$3,000 - Dunsky Energy

- ✓ Company exec makes welcome remarks during the session
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 1 complimentary conference registration. *

Tier III Sponsor - 3 Available - \$2,500 – Driivz, ILLUME

- ✓ Recognition shoutout prior to the opening keynote
- ✓ 30-second pre-recorded commercial/advertisement that will be broadcast during the conference. Sponsor to provide commercial or ad
- ✓ 1 complimentary conference registration. *

**Additional Budget Friendly
Sponsor Opportunities are available!**

(Contact cindy@aesp.org or suzanne@aesp.org for details.)

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Sponsorship Reservation Form

AESP's 31st Annual Conference ~ January 25-28, 2021

Sponsorships:

Please indicate your preferred sponsorship: _____

Terms:

We hereby apply for a sponsorship for AESP's 31st Annual Conference, January 25-28, 2021. I understand I am not guaranteed sponsorship until a written confirmation from AESP is sent out. Full balance of fees must be paid by December 1, 2020. If full payment is not received on or before December 1, 2020, AESP has full authority to release sponsorship for resale. Cancellations in writing received by December 1, 2020 will receive a refund, minus 50% of the fee. Sponsorship cancellations after December 1, 2020 will not receive a refund.

Primary Contact

Name: _____

Company: _____ Job Title: _____

Phone: () _____ - _____ Email: _____

Logistics Contact

Name: _____ Email: _____

Payment Information:

Total: \$ _____

Payment Type: Invoice VISA Master Card AMEX Card AESP Group Points

Card#: _____

Expiration Date: ____/____ 3- or 4-Digit Security: _____

Cardholder's Name: _____

Billing Address: _____

Cardholder's Signature: _____

If you have any questions or concerns regarding payment, please reach out to Shannon Britton (shannon@aesp.org) or call the office at (480) 704-5900.

Return the completed form to cindy@aesp.org or fax to (480) 704-5905.

Solution Provider Opportunity
Supplier CONNECT
10 points or \$2,000.00

- **Announcements in pre-conference marketing materials**
- **Two Pre-conf attendee lists**
- **One Post-conference attendee list with session data/potential leads report**
- **Company Logo on conference platform**
- **Three-minute video (provided by supplier) to showcase a new product, case study, research, etc. Ongoing conference announcements will drive attendees to your video. Video must be submitted as a YouTube URL link. If not providing video, please share an image - Minimum image size 1920 x 1080 pixels, JPG or PNG files.**
- **AESP can provide guidance on how to leverage the opportunities pre-, during, and post-event**
- **1 conference registration**

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Solution Provider's Reservation Form

AESP's 31st Annual Conference ~ January 25-28, 2021

Terms:

We hereby apply for a solution provider opportunity at AESP's 31st Annual Conference, January 25-28, 2021. I understand I am not guaranteed a space until a written confirmation from AESP is sent out. Full balance of fees must be paid by December 1, 2020. If full payment is not received on or before December 1, 2020, AESP has full authority to cancel for you. Cancellations in writing received by December 1, 2020 will receive a refund, minus 50% of the fee (cash or points). Cancellations after December 1, 2020 will not receive a refund (cash or points).

Primary Contact

Name: _____

Company: _____ Job Title: _____

Phone: () _____ - _____ Email: _____

Logistics Contact

Name: _____ Email: _____

Payment Information:

Total: \$ _____

Payment Type VISA Master Card AMEX Card **AESP Group Points**

Card#: _____

Expiration Date: ____/____ 3- or 4-Digit Security: _____

Cardholder's Name: _____

Billing Address: _____

Cardholder's Signature: _____

If you have any questions or concerns regarding payment, please reach out to Shannon Britton (shannon@aesp.org) or call the office at (480) 704-5900.

Return the completed form to cindy@aesp.org or fax to (480) 704-5905.