



**Exhibitor and Sponsorship Information**  
**AESP's Spring Conference & Expo**  
*LEARNING à la CARTE- Master the Topics that Matter Today*

**May 21-23, 2018**  
**Intercontinental Buckhead Hotel**  
**Atlanta, GA**

**Background:** AESP's Spring Conference is serving up a completely different learning experience. Join us for a full understanding of some of today's most impactful EE concepts, methodologies and technologies from a menu of three learning formats. A gathering of the brightest minds in program planning, implementation, evaluation, technology deployment, marketing, DSM business issues, and policy will be in Atlanta to share their insights, experiences and knowledge with attendees wanting to participate in a deeper dive of learning opportunities. More than 300 attendees are expected to attend and take advantage of the conference sessions, pre- and post-conference training courses, networking events and special activities.

**Agenda: LEARNING à la CARTE – you choose what and how to learn!**

**Track 1: Master Class.** Instructor-led deep-dive 75-minute sessions in a classroom-style setting.

**Track 2: Learning Labs.** Learn by doing in an interactive, roundtable facilitator-led environment.

**Track 3: Expert Perspectives in 360°.** Gain a full perspective from a panel of experts, from different disciplines, who'll share their extensive knowledge on specific topics and programs

**Target Audience:** 200+ industry professionals are expected to attend this event, including:

- Utility program managers, energy efficiency practitioners and business professionals responsible for energy efficiency, DSM, DR and DERS
- Industry advisors including consultants, vendors, and manufacturers

**Location:** The conference will be held in Atlanta, GA at The InterContinental Buckhead Atlanta. Hotel Reservations can be made directly with the InterContinental Buckhead at 404-946-9191 or [online](#). If calling, individuals need to state that they are with AESP 2018 Spring event to receive special group rates. The room block will be honored until the room block is full or April 30, 2018 and the room rate is \$179 USD per night.

## Exhibitor Opportunities:

There will be 23 tabletops interspersed with refreshments during these key activities:

- Monday and Tuesday evening receptions with open/hosted bar and "heavy" hors d'oeuvres
- Tuesday continental breakfast, lunch and refreshment breaks
- Wednesday continental breakfast and refreshment break
- **Expo Game!** A fun way to drive traffic to you! Attendees are eligible to win prizes for visiting your tabletop and collecting your company info on their game cards.

For \$3,000 Group member (\$5,500\* Non-Group member), exhibitors will receive:

- One 6' tabletop space with location of your choice (subject to availability)
- Pre- and post-conference attendee registration lists in electronic form
- 50-word description with full contact information in conference program
- Extensive recognition in all conference marketing and program materials
- Two complimentary conference registrations for current AESP members
- \* All Non-Group Members will receive an AESP 12-month Bronze level Group Membership - a (\$2,500 value)



## Expo Hours

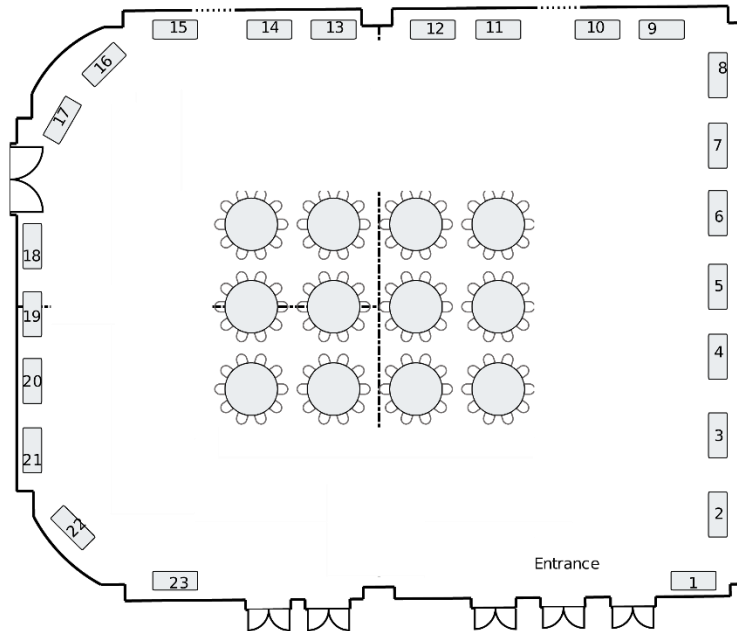
Monday, May 21, 2018  
 11:00 am - 4:00 pm – SET UP  
 5:30 pm - 7:00 pm - Cocktail Reception

Tuesday, May 22, 2018  
 7:00 - 8:00 am Continental Breakfast  
 10:00 - 10:45 am Networking Break  
 Noon - 1:15 pm Buffet Lunch & Networking  
 2:30 - 3:15 pm Networking Break  
 5:00 - 6:30 pm Cocktail Reception

Wednesday, May 23, 2018  
 7:45 - 8:45 am Continental Breakfast  
 10:00 - 10:45 am Networking Break

Dismantling Wednesday  
 10:45 am – Noon

Expo hours may change.



## Exhibitors

1	Sponsor	2	TrickleStar	3	Franklin	4	Agentis
5	Reclim	6	L'Image Home Products	7		8	
9	FSG	10	BPA Quality	11	NTC	12	Bigdely
13		14		15		16	Itl Solar Solutions
17	AESP	18		19	EFI	20	BITS Ltd.
21	Evolve	22	Apogee	23	AM Conservation		

## Sponsorship Opportunities:

Take advantage of a variety of Sponsorship Opportunities for AESP's Spring Conference. Sponsorship, advertising and branding can play an integral part in your AESP event strategy and play a significant role in helping you achieve specific event goals and objectives. We have a multitude of packages and price points to fit within your budget.

### All sponsors will receive:

- Extensive recognition in all conference marketing and program materials
- Pre- and post-conference registration list in electronic form
- 50-word company description in conference program brochure
- Literature or promotional item in registration bags

\*\* Registrants must be an active member of AESP

### ~~Host Utility~~ (exclusive) .... **\$13,500**

*Sponsorship reserved for **Georgia Power***

- Special recognition during opening plenary session
- Recognition Award
- Utility executive to deliver a 5-minute welcome at the opening plenary
- Company name and logo prominently featured on all conference marketing materials
- Six complimentary conference registrations \*\*

### **Conference Sponsor Tier One.... \$7,500**

*Sponsorship reserved for*

- Special recognition during opening plenary session
- Company name and logo prominently featured on all conference marketing materials
- Three complimentary conference registrations \*\*

### **Conference Sponsor Tier Two.... \$5,000**

*Sponsorship reserved for*

- Special recognition during opening plenary session
- Company name and logo prominently featured on all conference marketing materials
- Two complimentary conference registrations \*\*

### **Opening Plenary Sponsor** (exclusive) .... **\$10,000**

*Opening Plenary Sponsorship reserved for*

- Exclusive opportunity for media exposure in press release announcing the panel speakers and sponsor
- Special recognition during opening plenary with the opportunity to introduce the keynote
- One complimentary conference registration \*\*

### ~~Program Book Sponsor~~ (exclusive) .... **\$5,000**

*Program Sponsorship reserved for **Honeywell***

- Exclusive opportunity to have your corporate logo printed on the front of the conference program brochure and on all lined notebook pages in the back of the program brochure plus a full page, 4 color ad on the inside cover
- One complimentary conference registration \*\*

### **Evening Reception** (one available) .... **\$6,000**

*Monday Evening Reception Sponsorship reserved for*

*Tuesday Evening Reception Sponsorship reserved for **ICF/Illume***

- Exclusive opportunity for literature table/display near the room during your sponsored event
- Exclusive opportunity to provide branded hospitality items (napkins, cups, etc.) during event
- Two complimentary conference registrations\*\*

**Meal Sponsor** (two available) .... **\$5,500**

*Tuesday Meal Sponsorship reserved for*

*Wednesday Meal Sponsorship reserved for*

- Exclusive opportunity for literature table/display near the room during your breakfast and lunch sponsored event
- Exclusive opportunity to provide branded hospitality items (napkins, cups, etc.) during event
- One complimentary conference registration \*\*

**Refreshment Break Sponsor** (exclusive) .... **\$5,000**

*Refreshment Break Sponsorship reserved for*

- Exclusive opportunity for literature table/display near the room during your sponsored breaks
- Exclusive opportunity to provide branded hospitality items (napkins, cups, etc.) during event
- One complimentary conference registration \*\*

**A/V Sponsor** (exclusive) .... **\$5,500**

*A/V Sponsorship reserved for **Cadmus***

- Exclusive opportunity to have your company's logo on the A/V screens at the closing of every session
- One complimentary conference registration \*\*

**Wi-Fi Sponsor** (exclusive) .... **\$4,000**

*Wi-Fi Sponsorship reserved for*

- One complimentary conference registration \*\*

**New Professional Scholarships Sponsor** (exclusive) .... **\$4,000**

*Scholarship Sponsorship reserved for*

- Exclusive opportunity to sponsor new professionals to attend the conference – number of scholarships depends on sponsor preference
- One complimentary conference registration \*\*

**Badge Holder Sponsor** (exclusive) .... **\$3,500**

*Badge Holder Sponsorship reserved for **Franklin Energy***

- Exclusive opportunity to have your corporate logo printed on badge holders
- One complimentary conference registration \*\*

**All Day Coffee/Tea Station Sponsor** (exclusive) .... **\$5,000**

*All Day Coffee/Tea Sponsorship reserved for **CLEAResult***

- Exclusive opportunity to sponsor for the entire conference and prominent signage with your logo
- Exclusive opportunity to provide branded hospitality items (napkins, stir sticks, etc.) during event
- One complimentary conference registration \*\*

**Expo Prize Sponsor** (exclusive) .... **\$2,500**

*Prize Sponsorship reserved for **Walker-Miller Energy Services***

- Exclusive opportunity to have your corporate logo printed on gift bags and on Expo Game cards and present at prize drawing to call up the winners
- One complimentary conference registration \*\*

**Exhibitor and Sponsorship Reservation Form  
AESP Spring Conference & Expo ~ Atlanta, GA**

**Exhibits:**

**6' Tabletop Display** – please plan exhibit accordingly      **Location Preference:** \_\_\_\_\_

**Sponsorships:**

**Sponsorship** \_\_\_\_\_

**TERMS:**

*We hereby apply for an exhibit/sponsorship at AESP's Spring Conference, May 21-23, 2018 in Atlanta, GA.  
**If you are a new exhibitor/sponsor, a 50% deposit for your booth/sponsorship is required with this application.** Full balance of fees must be paid by March 14, 2018. If full payment is not received on or before March 14, 2018, AESP has full authority to release exhibit/sponsorship for resale.*

**Cancellation Policy:** Tabletop CANCELLATIONS received in writing by *March 13, 2018* will receive a refund, minus 50% of the exhibiting fee. Cancellations or no shows received after *March 13, 2018* will not receive a refund, cash or points. Exhibitor agrees to these conditions as part of a contract for exhibit space.

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**Primary Contact:**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

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

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

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

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

**Internal Logistics Contact** (person we reach out to for exhibit/sponsor shipping, etc.)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Information:**

Payment Type:    VISA    M/Card    AMEX Card    AESP Group Points    Invoice

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

Exp. Date: \_\_\_\_/\_\_\_\_   3 or 4 Digit Security Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_

Signature: \_\_\_\_\_ Total: \$ \_\_\_\_\_ USD

## Exhibitor/Sponsor Agreement

AESP Spring Conference & Expo

May 21-23, 2018 – Atlanta, GA

\* Conference dates are Monday evening to Wednesday afternoon.

In order to provide a positive exhibit experience for attendees, exhibitors and sponsors; please review, sign and email, fax or scan a signed copy of this agreement back to AESP by March 22, 2018.

This agreement is between AESP and \_\_\_\_\_ (company name)  
for AESP's Spring Conference & Expo, May 21-23, 2018.

### Exhibitor and/or Sponsor agree to abide by the following:

1. Exhibitor agrees to have their tabletop completely set up by 4:00 PM (ET) **MONDAY**, May 21, 2018.
2. **NO EARLY TEARDOWNS:** Exhibitor agrees to keep tabletop in place for the entire duration of expo hall hours. The expo hall closes on **Wednesday**, May 23 at 10:31 AM. Exhibitor agrees not to dismantle prior to the official tear-down time.
3. Please be aware that this expo hall is designed for tabletop displays. Your table is 6' wide so it is important to keep your exhibit in that space to be courteous to your neighboring exhibitors. You may bring pull up banners to place behind your table but they cannot exceed the 6' space allotment. Any tabletop space that exceeds the space allotted could be asked to remove or reduce the size of their display.
4. Exhibitor agrees to have a representative available at their space during expo hall hours.
5. Exhibitor agrees to not engage in any type of job recruiting activities at their space.
6. Exhibitor acknowledges that AESP has the right to rearrange the Expo Hall floor plan, if necessary.
7. Exhibitors/Sponsors are strictly prohibited from scheduling onsite or offsite events during published conference hours which include conference sessions, networking events, meals, breaks and receptions. For clarification contact [kim@aesp.org](mailto:kim@aesp.org).
8. Exhibitor agrees to abide by all other rules and regulations outlined in exhibitor kit.
9. Exhibitor/Sponsor agrees to have their liability insurance name the Association of Energy Services Professionals (AESP) as an additional insured during the course of the event. Exhibitor/Sponsor assumes responsibility and agrees to indemnify and defend AESP and The InterContinental Buckhead Atlanta, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees, and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor/Sponsor understands that neither AESP nor the Hotel Parties maintain insurance covering the property and it is the sole responsibility of the Exhibitor/Sponsor to obtain such insurance. **Proof of insurance is required with submission of this signed agreement.**
10. **We do not use a 3<sup>rd</sup> party housing management firm and will not give your email or telephone number to said people. Book your rooms directly with the hotel – call and reserve a room at 404-946-9191.**

**Thank you for supporting AESP's event. Please return this form by Thursday, March 22, 2018.**

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Booth # and/or Sponsorship: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Email this completed form to [kara@aesp.org](mailto:kara@aesp.org) or FAX to (480) 704-5905.**