Virtual Conference
Sponsorship Information
About the Conference

AESP is excited to present our first virtual conference this September 1-3, 2020. Get psyched to embrace a new learning and networking experience! Our virtual conference is delivering a robust schedule of over forty presentations covering decarbonization goals, DERs, energy equity, EVs, DR and storage, IDSM, Pay for Performance, evaluating electrification programs, COVID-19 best practices, non-energy impacts, cost effectiveness. But a conference is more than education. This virtual conference will include some unique networking opportunities such as a Zen space to chill out, a Kid’s Korner to keep the young ones busy while attendees learn, Happy Hours, a virtual Tour of Philadelphia, and so many more engagement opportunities for sponsors to enjoy and get their return on investment! As this is our first virtual conference, it is difficult to gauge the number of attendees, but we anticipate roughly 400 – 500 utility energy professionals as well as consultants and manufacturers to attend.

AESP Summer Virtual Conference Sponsorship Opportunities

Take advantage of a variety of Sponsorship Opportunities for AESP’s Virtual Summer 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:

- Ability to place literature, coupon, white paper, free or discount offer for a product or service for the member to redeem from the sponsor. These virtual items will be made available to every attendee
- 50-word description with all contact info, logo on website and on conference app

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Reg Lists (Pre &amp; Post)</th>
<th>Recognition on website and app</th>
<th>Complimentary event registrations*</th>
<th>Thought Leadership Spotlight **</th>
<th>Commercials / Ads ***</th>
<th>Cost (USD)</th>
<th>Availability</th>
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<tbody>
<tr>
<td>Utility/community</td>
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<td>N/A</td>
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<td>✓</td>
<td>$4,500</td>
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<td>✓</td>
<td>✓</td>
<td>$3,000</td>
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</tr>
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<tr>
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<td>Exclusive</td>
</tr>
</tbody>
</table>

*Registrant must be an AESP member.

**Take center stage with this unique opportunity to position yourself and your firm as an authority in the field. In advance of the conference, AESP will provide a list of five thought-provoking questions. Sponsors will have 2-3 minutes to pre-record their response to ONE question and submit in MP4 format. These responses will be broadcast live during the conference and be available on demand.

*** 30 second ads must be in MP4 format. Specifications for static advertising to follow.
Sponsorship Opportunities:

Utility/Community Contribution (exclusive) utility only $5,000

During these times, giving back is more important than ever. AESP will donate a portion of your contribution to a specified non-profit with a focus on the energy industry. Your organization will also be recognized as a supporter throughout AESP social media and marketing channels.

- Company executive makes remarks at the Closing Plenary and presents a check to the Executive Director of the community non-profit during a general session
- 3-5 minutes to share information on the contribution and its impact
- Utility and non-profit are both recognized during the conference.

Keynote/plenary sponsor (exclusive) $4,500 - Reserved for Franklin Energy

Set the tone of the conference when you are the keynote sponsor. As a sponsor, a company executive welcomes all attendees to the first virtual AESP conference and introduces the Keynote Speaker LIVE.

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

Education Sponsor $3,000 – Tues: energyOrbit; Wed: APS - 1 Available: Thurs

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

- Recognition shoutout prior to the opening keynote
- 1–2-minute **Thought Leadership pre-recorded message to be broadcast twice during the conference
- Upload content to AESP Resource Center
- 30-second pre-recorded commercial/advertisement that will be broadcast twice during the conference and available on demand. Sponsor to provide commercial or ad.

Closing Keynote Sponsor (exclusive) $3,000 - Reserved for AM Conservation

The audience will leave with a framework for tomorrow and awareness of your brand.

- Company executive introduces the keynote speaker (2 – 3 minutes)
- 1–2-minute Thought Leadership pre-recorded message to be broadcast twice during the conference.
- 30-second pre-recorded commercial/advertisement that will be broadcast twice during the conference and available on demand. Sponsor to provide commercial or ad.
Conference App Sponsor (exclusive) $2,500 – Reserved for Tetra Tech

✓ Exclusive opportunity for company logo on conference app home page
✓ Recognition shoutout prior to the opening keynote
✓ 1-2 minute Thought Leadership pre-recorded message to be broadcast twice during the conference.

Zen Sponsor $2,500 (exclusive) – Reserved for ILLUME Advising

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 August 5, 2020.

✓ 1–2-minute Thought Leadership pre-recorded message to be broadcast twice during the conference. Sponsor to provide.
✓ Recognition shoutout at the beginning of each Zen recorded session.

Scholarship Sponsor $2,000 (exclusive) – Reserved for Honeywell

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 twice during the conference
✓ 30-second pre-recorded commercial/advertisement that will be broadcast twice during the conference and available on demand. Sponsor to provide commercial or ad.

Happy Hour Sponsor $2,000 – 2 Available (Tues: Virtual Happy Hour Wine Presentation & Wed: Virtual Game Time)

Get the party started. Encourage everyone to bring their favorite cocktail. As the group leader you can lead the conversation, share a recipe for your virtual signature cocktail and lead the group in a networking activity.

✓ Recognition shoutout prior to the opening keynote
✓ 1–2-minute Thought Leadership pre-recorded message to be broadcast twice during the conference.

Conference Prize Sponsor $2,500 (exclusive) Blackhawk Network

Exclusive opportunity to virtually brand your organization in the breakout areas where prizes will be awarded.

✓ Recognition shoutout prior to the opening keynote
✓ 1–2-minute Thought Leadership pre-recorded message to be broadcast twice during the conference
✓ 30-second pre-recorded commercial/advertisement that will be broadcast twice during the conference and available on demand. Sponsor to provide commercial or ad.
Additional Budget Friendly Sponsor Opportunities
(Contact suzanne@aesp.org for details)

✔ **Artist Colony**
  o Members and the sponsor are encouraged to submit examples of their artwork to be displayed in the Artist Colony.

✔ **Automania**
  o Members and the sponsor are encouraged to submit examples of their favorite vehicles to be displayed in Automania.

✔ **Pets Galore**
  o Members and the sponsor are encouraged to submit examples of their favorite pets (all furry and non-furry creatures welcome) to be displayed in Pets Galore.
Sponsorship Reservation Form

AESP’s 2020 Virtual Summer Conference ~ September 1-3, 2020

Sponsorships:

Please indicate your preferred sponsorship: ________________________________

Terms:

We hereby apply for a sponsorship for AESP’s Virtual Summer Conference, September 1-3, 2020. I understand I am not guaranteed sponsorship until a written confirmation from AESP is sent out. Full balance of fees must be paid by August 3, 2020. If full payment is not received on or before August 3, 2020, AESP has full authority to release sponsorship for resale.

Cancellation Policy: Cancellations in writing received by August 3, 2020 will receive a refund, minus 50% of the sponsor fee. Cancellations after August 3, 2020 will not receive a refund.

Primary Contact

Name: __________________________________________________________________________

Company: ________________________ Job Title: ________________________________

Phone: ( __ )_______-________ 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.