

Prospectus of Sponsorship and Exhibition Opportunities

Please join us for NAESCO's 35th Annual Conference and Vendor Showcase in Orlando, Florida! This is the premier opportunity to reach the leading companies in the ESCO market, and our program provides just the right mix of content, exhibit time, and networking. This year features a new and improved schedule based on attendee feedback and will feature back to back evening receptions in the Vendor Showcase Exhibit Hall.

October 31 – November 2, 2018
Orlando, FL
Omni ChampionsGate Resort

*– 2017 Winner of the Conde Nast Traveler Readers' Choice Awards.
Voted #1 Resort in Orlando!*

*The 35th Annual Conference & Vendor Showcase focuses on the key policy and business issues affecting the energy service industry, providing exhibitors and sponsors, an excellent forum to reach a targeted audience. NAESCO member exhibiting companies are invited to participate in the exclusive **"Face-to-Face"** meetings with participating ESCO company representatives. All of our exhibitors will be featured in the **"Virtual Vendor Showcase"** on the NAESCO website for additional exposure.*

Please plan on joining us this year at the Omni ChampionsGate Resort in Orlando.

Terry E. Singer
NAESCO Executive Director

The leading ESCOs and suppliers are attending, and so should your company!

Last year's conference and show in Los Angeles, attracted attendees and exhibitors representing 35 states and 3 countries!

- ESCO companies - 35%
- Lighting/Controls – 30%
- Law firm, consultant – 7%
- Software/Data Analytics – 7%
- Financiers - 5%
- State, Local and Federal Government - 5%
- Distributed Energy, Utility, Solar – 4%
- HVAC, refrigeration, air quality –3%
- Windows, building envelope – 3%
- Other - 1%

NAESCO's Vendor Showcase is limited in size, so your company won't get lost in the crowd.



Summary of Marketing Opportunities

Exhibit

Exhibit at the Vendor Showcase

- Booth – 10' x 8'

NAESCO Member - \$2,250
Non-Member - \$3,250

- Table – 6' x 30"

NAESCO Member - \$1,850
Non-member - \$2,850

Sponsor

Platinum - \$10,000

- ~~Welcome Reception in exhibit hall on October 31- Sold~~
- Networking Reception in exhibit hall on November 1

Celebratory 35th Anniversary Luncheon - \$7,500

- 35 years is a big deal! Help us commemorate this special occasion on November 1

Gold - \$5,000

- Exclusive Conference App Sponsorship
- ~~Exhibit Hall Lounge and charging station - Sold~~
- ~~Breakfast on Thursday, November 1- Sold~~
- Breakfast on Friday, November 2

Silver - \$3,750

- ~~Specialty Cocktail at Welcome Reception in exhibit hall on October 31~~
- Morning Break on November 1
- ~~Dessert Break on November 1~~
- ~~Lanyards with your company logo- Sold~~

Bronze - \$3,000 – multiple available

- General conference support

Exhibit at the Conference Vendor Showcase

Don't miss the chance to tell your story...

- Choose either a 10'x 8' exhibition booth with a 6' table with drapery OR a 6'x30" skirted table. Both options include **two attendee registrations**, two chairs, a wastebasket and company identification sign. The registrations provide access to all conference sessions, networking events, and meal functions allowing exhibitors to network inside and outside of the exhibit hall.
- Exhibitors may list their top 3 preferences for booth location. The earlier you register the better chance of receiving a preferred location. NAESCO does not guarantee you will be given your preferences, but will make every effort to do so. Please note, NAESCO members and sponsors are given priority for booth location.
- To facilitate your networking and marketing efforts, a list of attendees will be emailed to you both before and after the conference. Lists include full contact information, including emails.
- Each exhibiting company will be featured in the **"Virtual Vendor Showcase"** on NAESCO's website providing extra visibility before, during, and after the event. All exhibitors will also be featured on the official conference App.
- Exhibitors may receive up to 4 Vendor Showcase guest passes to invite local customers in the Orlando area to visit the Showcase floor. A guest list will be kept at the conference registration desk.
- Exhibitors who are also NAESCO members are eligible to participate in the ESCO-Vendor **Face-to-Face Meetings** scheduled during the conference.
- A profile of your company and its products and services will be highlighted in the conference program. Your company's website will be linked to the Virtual Vendor Showcase on the NAESCO website and on the conference App.
- There are two scheduled receptions, two breakfasts and two refreshment breaks in the exhibit hall to promote networking and build traffic to your booth or table.
- Benefit from an aggressive marketing campaign to ensure a large audience of industry decision makers.
- Exhibitors receive special recognition ribbons on name badges for the event.

Showcase Hours and Events

Wednesday, October 31

5:30 pm – 7:00 pm

Opening Night Reception in the Vendor Showcase

Thursday, November 1

7:30 am – 6:30 pm

Vendor Showcase Open

- 7:30 am – 8:30 am

Breakfast in the Vendor Showcase

- 10:00 am – 10:30 am

Morning Break in the Vendor Showcase

- 1:30 pm – 2:00 pm

Dessert in the Vendor Showcase

- 5:00 pm – 6:30 pm

Networking Reception in the Vendor Showcase

Friday, November 2

- 7:30 am – 9:00 am

Vendor Showcase Open

- 7:30 am – 8:30 am

Breakfast in the Vendor Showcase

Event Sponsorships

Expand your brand! Promote your company's products and services to conference attendees who represent every facet of the energy service industry by choosing from a variety of high visibility sponsor packages!

Platinum - \$10,000

Option 1: ~~Welcome Reception in exhibit hall on October 31~~ - SOLD

This reception will kick-off the 35th Annual Conference & Vendor Showcase

Option 2: Networking Reception in exhibit hall on November 1

This networking event will close the main day of the 35th Annual Conference & Vendor Showcase

Benefits of Platinum Sponsorship:

- Three complimentary conference registrations and 50% off additional registrations.
- **NEW THIS YEAR!** Priority selection of booth location at the 2019 Annual Conference & Vendor Showcase in San Diego.
- Electronic list of full attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at registration desk and at the event that you sponsor.

- Inclusion on the Annual Conference & Vendor Showcase page on NAESCO's high visibility website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the *NAESCO News*.
- A Profile of your company featured in the Conference Program Book.
- Recognition with you company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Orlando area to visit the Vendor Showcase.

35th Anniversary Celebratory Luncheon - \$7,500

- Two complimentary conference registrations.
- Two seats at reserved VIP table for sponsors and board members.
- Electronic list of full attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at the registration desk and at the event that you sponsor.
- Inclusion on the Annual Conference & Vendor Showcase page on NAESCO's high visibility website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the *NAESCO News*.
- A Profile of your company featured in the Conference Program Book.
- Recognition with you company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Orlando area to visit the Vendor Showcase.

Gold - \$5,000

Option 1: Exclusive Conference App Sponsorship

Option 2: ~~Exhibit Hall Lounge and charging station~~- SOLD

Option 3: ~~Breakfast on Thursday, November 1~~- SOLD

Option 4: Breakfast on Friday, November 2

- Two complimentary conference registrations.
- Electronic list of full attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at the registration desk and at the event that you sponsor.
- Inclusion on the Annual Conference & Vendor Showcase page on NAESCO's high visibility website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the NAESCO News.
- A Profile of your company featured in the Conference Program Book.
- Recognition with you company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Orlando area to visit the Vendor Showcase.

Silver - \$3,750

Option 1: ~~Specialty Cocktail at Welcome Reception in exhibit hall on Oct. 31~~

Option 2: Morning Break on November 1

Option 3: ~~Dessert Break on November 1~~

Option 4: ~~Lanyards with company logo~~-SOLD

- 1 complimentary conference registration and up to two additional registrations at 50% off.
- Electronic list of full attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at registration desk and at the event that you sponsor.
- Inclusion on the Annual Conference & Vendor Showcase page on NAESCO's high visibility website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the NAESCO News.
- A Profile of your company featured in the Conference Program Book.
- Recognition with you company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Orlando area to visit the Vendor Showcase.

Bronze - \$3,000

General conference support

- 1 complimentary conference registration.
- Electronic list of full attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at registration desk.
- Inclusion on the Annual Conference & Vendor Showcase page on NAESCO's high visibility website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the NAESCO News.

- A Profile of your company featured in the Conference Program Book.
- Recognition with you company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Orlando area to visit the Vendor Showcase.

Don't Miss Out – [Register Today](#) to Optimize Booth Location!

Exhibitors should complete the exhibit space application online and send a \$500 deposit. The exhibit hall generally sells out so register as soon as possible. Once we receive your deposit, we will work with you to set your company up on the NAESCO "Virtual Showcase" so the earlier you register, the sooner you will have an additional marketing outlet.

Exhibitors may list their top 3 preferences of booth location on the online registration page. The earlier you register, the better the chance of receiving a preferred location. NAESCO does not guarantee you will be placed in one of you top choices. Preference for select booth space will be reserved for sponsors and NAESCO Members.

NAESCO will make every effort to distribute refreshment tables throughout the exhibit hall to drive traffic to all areas of the exhibit hall.



Payment

Exhibit payment MUST be received by check or credit card prior to exhibitor setup.

Sponsorship fees must be paid prior to the conference. Any *Request for Cancellation* of the space commitment must be made in writing and received by NAESCO no later than Friday, September 28, 2018. NAESCO will retain the deposit but no additional monies would be required from the Vendor if the cancellation request is received in writing by NAESCO by the September 28th deadline. No refunds after September 28, 2018.

Payments should be sent to the following:

National Association of Energy Service Companies

Attn: Nina Kogan

1615 M Street, NW, Suite 800

Washington, DC 20036

202.822.0950 (phone)

nina@naesco.org (email)

Key Contacts

Sponsorship questions can be directed to **Heidi Walters** at 202.822.9054, heidi@naesco.org.

Exhibitor questions can be directed to **Teri Wiley** at 757.496.0269 or naescoconference@thebalcomgroup.com or **Heidi Walters** at 202.822.0954 or heidi@naesco.org.

Payments, cancellations or refunds can be directed to **Nina Kogan** at 202.822.0952 or nina@naesco.org.

Hotel Information

[Omni ChampionsGate Resort](#)

– 2017 Winner of the Conde Nast Traveler Readers' Choice Awards. Voted #1 Resort in Orlando!

Surrounded by 36 holes of championship Orlando golf, the Leadbetter Golf Academy World Headquarters and 15 acres of recreation, this Four Diamond resort is one of the nation's premier golf, meeting and leisure retreats.



In addition to walk-out golf, guests may choose to relax in their signature Mokara spa, dine in one of their nine restaurants or enjoy 15 acres of pools and recreation activities including the 850-foot lazy river and Orlando's only resort wave pool.

The resort offers secluded luxury, yet easy access to area attractions like Walt Disney World, Universal Studios and SeaWorld. Complimentary scheduled shuttle transportation is provided to the Walt Disney World® Theme Parks. (24-hour advance reservations are required – please see the concierge.) The resort is located just 25 minutes from the Orlando International Airport and 20 minutes from Universal Studios and SeaWorld.

NAESCO has reserved a low room rate of \$209/night. Bring the family and make a weekend out of it. [NAESCO Room Reservations](#).

Rules and Regulations for the Vendor Showcase

1. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others.
2. The exhibitor assumes all responsibility for compliance with all applicable local, city, and state ordinances, including but not limited to fire, safety, and health. For the safety of persons and property, no fireworks or incendiary devices may be used indoors at the hotel. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices when necessary. Only fireproof materials may be used in the displays and all necessary fire precautions will be taken by the exhibitor.
3. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with those regulations.
4. If moving pictures or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies or devices will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. It shall be the responsibility of exhibitors wishing to play music in their booths to secure the necessary music licensing agreements and fee payments from the appropriate agencies. NAESCO bears no responsibility for any legal action, fines, or litigation incurred by exhibitors who have not obtained said agreements and/or made said payments. NAESCO reserves the right to restrict the use of glaring lights or objectionable lighting or sound effects.
5. Exhibitors are prohibited from distributing literature or souvenirs from outside the boundaries of their booth. This includes canvassing other exhibits before or during the show. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.
6. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without permission from NAESCO.
7. Booths should be staffed by technical specialists who should be qualified to discuss technical details of their products. **All booths must remain intact until the close of the Showcase on November 2nd.**
8. Whenever possible, crates or boxes will be stored under cover. NAESCO assumes no responsibility for damage or loss of packing boxes or crates.
9. It is mutually understood and agreed that NAESCO shall use proper and reasonable care to have all power services installed in time for the opening of the show. Proper

and reasonable care shall be taken to prevent the interruption of power services during the exhibition. However, NAESCO shall not be held responsible for late installation or any power interruption that may occur.

10. NAESCO reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make proper payment, to rent said space to any other exhibitor, or use said space in any other manner NAESCO feels necessary. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in the contract for space rental. When a space application is accepted and space is assigned, the exhibitor is liable for full payment.

11. Neither NAESCO, nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. Under no circumstances will NAESCO be liable for lost profit or other incidental or consequential damages. **Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss, or damage.** NAESCO shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of NAESCO. NAESCO shall not be liable for any injury to, or loss of, property of the exhibitor or injury to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitors assume full responsibility and liability for the actions of their agents, employees of independent contractors, whether acting within or without the scope of their authority and agree to hold harmless NAESCO, the exhibit hall and the hotel or facility at which showcase is being held from responsibility for liability resulting directly, or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether within or without the scope of authority. There is not another agreement or warranty between the exhibitor and NAESCO except as set forth in this document. The rights of NAESCO under this contract shall not be deemed waived, except as specifically stated in writing and signed by an authorized officer of NAESCO.

12. NAESCO will make sure that the exhibit area is locked during hours the exhibit area is not open to the public to the extent that the property can be locked. However, exhibitors are solely responsible for their own exhibits and material and should insure the exhibit against loss or damage from any causes whatsoever. All property of an exhibitor are understood to remain in their care, custody, and control in transit to, and from, and within the confines of the exhibit hall.

13. In case the hall is damaged or destroyed by fire, elements, or any other cause, or if circumstances shall make it impossible for NAESCO to permit an exhibitor or exhibitors to occupy the space assigned during any part or the whole of the period covered, then during such circumstances, NAESCO will not be liable for the

fulfillment of this contract as to the delivery of space and the exhibitor shall be reimbursed a proportionate share of the space rental.

14. Full payment of space rental must be made by prior to exhibitor setup. Should any exhibitor fail to comply with this requirement, NAESCO has full authority to cancel any or all space assigned to the applicant, and to retain the deposit. In the event that it becomes necessary for NAESCO to engage outside services for the collection of any outstanding payments, the exhibitor agrees to pay all legal fees incurred.

15. Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or national laws applicable to their activity at the exposition. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activities at the exposition.

16. In the event that a contracted exhibitor wishes to cancel the allotted exhibit space before September 28, 2018, the \$500 deposit payment will be forfeited but the exhibitor will not be responsible for any additional monies associated with the Showcase. **No refunds for cancellations after September 28, 2018.** All cancellations should be in writing and mailed to NAESCO, Attn: Nina Kogan, 1615 M Street, NW, Suite 800, Washington, DC 20036 or emailed to naescoconference@thebalcomgroup.com. NAESCO assumes no responsibility for having included the name of the defaulting exhibitor in the show catalogue, brochures, news releases, on the Website, or as part of other materials.

Sponsors and exhibitors receive a final conference attendee list which may not be sold, transferred, swapped or disclosed to any third party, agent, employee or contractor or their respective agents or employees. By attending this event, attendees agree to receive emails from sponsors and exhibitors directly related to the conference or workshop.