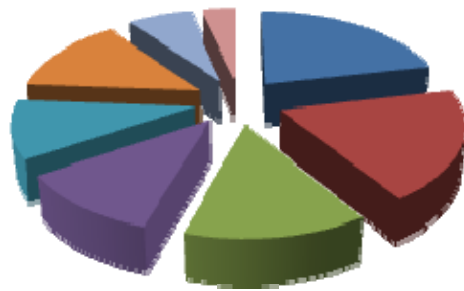


Community Energy Roadmap 2010 Innovators Summit & Workshop

Overview of Available Sponsor/Exhibitor Packages

Summary of 2009 Participants



- City or County Official 20%
- Community, Energy or Efficiency NGO 18%
- Architect 12%
- Non-PSE Utilities/Energy Providers 10%
- Business, Legal and Financial Consulting 9%
- Energy/Efficiency Technology or Service 15%
- State or Federal Government 6%
- Construction, Engineering & Environment Services 3%

We've developed a variety of sponsorship and exhibit opportunities to meet your unique marketing needs to reach this emerging market opportunity:

- **Speaking sponsorships**—*want to illustrate your expertise on a particular topic area? Choose from either high-powered policy panel discussions or practical advice in workshops formats.*
- **Networking sponsorships**—*welcome participants to breakfast, lunch or coffee breaks with a few words about the value your firm can bring.*
- **Exhibits**—*Take the opportunity to demonstrate your product, service, or client case examples with interested buyers.*

Our standard packages are on the next page. Talk with one of our sales specialists to find a solution that meets your marketing needs and 2010 budget.

Community/Municipal Decision Makers
<ul style="list-style-type: none"> ▪ Executive and Elected Leaders: Mayors, City Managers, Council Members ▪ Planning Managers, Directors, and Analysts ▪ Operations Directors/Managers/Analysts of Public Works, Utilities, Facilities, etc. ▪ Community/Economic Development Managers ▪ Planned Development Firms: Developers, financiers
Large Energy Users
<ul style="list-style-type: none"> ▪ Facilities and Operating Managers of larger commercial, industrial organizations ▪ Facilities and Operating Managers of Hospitals, Schools and other Public Facilities
Utility Decision-Makers
<ul style="list-style-type: none"> ▪ Electric utility Executives, Conservation Managers, and Renewables Managers and Engineers ▪ Gas Utility Executives and Conservation Managers ▪ Water/Wastewater utility managers State Energy Regulators and Analysts
State and Federal Policymakers
<ul style="list-style-type: none"> ▪ County, State and Federal Agency Commissioners & Staff ▪ State Energy Regulators and Analysts
Energy & Efficiency Solution Providers
<ul style="list-style-type: none"> ▪ Energy and Efficiency Solution Vendors ▪ System Integrators & Performance Contractors ▪ Professional Service Firms: engineering, environmental, legal, etc. ▪ University and research institution specialists ▪ Not-for-Profit Energy Related Organizations

Summary of Current Standard Packages

	Benefits/ Sponsorship	<u>Gold</u>	<u>Silver</u>	<u>Lunch</u>	<u>Summit Session</u>	<u>Networking Break</u>	<u>Exhibitor</u>
	Investment	\$7,500	\$5,000	\$4,000	\$3,500	\$2,500	\$1,500
During Event	Complimentary Passes	5 passes	3 passes	1 pass	1 pass	1 pass	1 pass
	Distribution of Marketing Materials	Brochure on seats for workshop	Brochure on seats for panel	Brochure available near lunch buffet	NA	Brochure available near serving area	NA
	Speaking Privileges & Program Involvement	Two breakouts OR plenary panel participation	One breakout session in format of choice	Lunch Welcome	Session opening & moderation	2 minute break welcome	No program speaking
	Signage & Logo Placement	On-screen and at door	On screen at session start	Sign at buffet	On-screen at session start	Sign at buffet	On exhibitor list
	Exhibit Display Space	Full Table	Full Table	NA	NA	NA	Full Table
Pre- Event	Logo Placement Mailers, Blasts, Press Releases	Prominent Position	Strategic Position	Included	Included	Included	Included
	Logo & Company Link on Website	Prominent Position	Strategic Position	Included	Included	Included	Included
After Event	Access to Registrant List	Local Event Full Contact Info	Local Event Full Contact Info	Participant name & affiliation	Participant name & affiliation	Participant name & affiliation	Participant name & affiliation