

2012 ANNUAL CONFERENCE

GET IT DONE...

OVERCOMING ENERGY PROJECT OBSTACLES



Association of Energy Engineers Southern California Chapter

Sponsorship and Exhibitor Opportunities!

September 20, 2012

Energy Resource Center

9240 Firestone Blvd., Downey, CA

The Southern California chapter of the Association of Energy Engineers invites you to be a sponsor and to exhibit at our Annual Conference to be held September 20, 2012, 8 am to 4:00 pm The Gas Company's Energy Resource Center.

The Conference, entitled ***Get it Done...Overcoming Energy Project Obstacles***, Large numbers of energy efficiency and renewable energy projects are proposed each year, yet many well-intentioned, practical projects with sound financial and environmental benefits never make it off the drawing board or computer screen. The obstacles thrown in the pathway of launching and completing energy efficiency and renewable energy projects are challenging and hard-to-predict. Roadblocks can emerge virtually anywhere in the process. The best course of action is not always clear or obvious. The 2012 SoCal AEE Annual Conference will feature speakers and panelists with deep energy efficiency and renewable energy project expertise and experience, providing proven strategies and guidance, sharing their success stories and helping you learn from their mistakes..

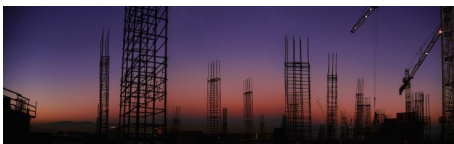


The conference will feature a stellar panel of speakers/experts from the finance, construction, legal, utility, academic, risk management, and private sectors addressing funding, policy, business, and hardware/equipment strategies to successfully undertake and complete energy efficiency and renewable energy projects.

This highly successful annual one-day conference is attracts hundreds of top-level decision makers as attendees each year. The diverse base of attendees concerned about this salient topic will include suppliers, system integrators, facility managers, building operating engineers, regulators, consultants, scientists, environmental compliance officers, senior management of affected industry sectors, suppliers of technology, attorneys, architectural firms, energy management staff, non-profit organizations, government representatives, utility staff and many others. Everyone attending will receive a senior level exposure to the issues from government and topical experts and first hand descriptions from business leaders implementing strategies for improving the odds for maneuvering through the complex engineering, construction, legal, regulatory and financial landscape to successful complete energy-related projects.



Reservations are now being accepted for Sponsorship and Exhibitor opportunities (described on the back page). Booth space will be assigned with preference given to early Sponsor registrants and then to Exhibitors on a first come, first served basis. If you are interested in sponsoring or exhibiting in this years conference, you may want to act fast; indoor exhibit space has sold out well in advance for past AEE SoCal Annual Conferences. Exhibitors will benefit from a program that now features attendee interaction time that has been expanded to nearly 5 hours. This includes an on-site early evening "networking" reception immediately following the all-day Conference program.



Visit our Website for More Information:

www.aeesocal.org/annual-conference

2012 Annual Conference

Sponsor and Exhibitor space are available on a first come, first served basis. Spaces are limited to 25 indoor spaces and 10 outdoor spaces. Please refer to the site layout for a representation of the exhibition area. Indoor space exhibits are within and immediately adjacent to the meeting venue and will be limited to the aforementioned 6 ft table top with some secondary equipment floor space available adjacent to the table (limited to 25 sq ft of floor space and 7 foot height); total booth space will be nominally 8 ft x 8 ft.. Outdoor space will be approximately 20 ft x 20 ft (approximately 2 vehicle parking spaces). No tents or shelters for outdoor exhibits will be provided. Vendors can provide their own shelter but it must fit within the designated 2 "parking space" limit. For vendors with exhibits that are large or have large equipment, your exhibit space will be outside space exclusively. Space needs for outdoor exhibits with large equipment or displays need to be discussed with SoCal AEE representatives prior to final agreement arrangements.

Don't miss this exciting opportunity to show your leadership and professionalism in the highly visible Energy Security arena as it evolves in California and throughout the world. You will have a head start on your competition by reaching out to the Conference attendees interested in the issues with your solutions for providing a better approach for implementing sustainability goals and requirements in the California business environment of the future. As an added bonus, an investment in a Conference sponsorship and exhibit includes full registrations that allow you, your staff and special guests to attend the keynote presentations and topical conference sessions. Be a part of this leading edge conference addressing the issues that will dominate the California energy landscape and the business climate in the coming years.

Visit our Website for More Information: www.aeesocal.org/annual-conference

VALUE PROPOSITION & OPPORTUNITY LEVEL

Platinum	\$3,000: Includes 10 complimentary registrations (staff or guests), interior booth location and 6' table, large presentation of company logo on conference banner, large presentation of company logo on cover of the conference workbook and listing in the workbook (including a description of your product or services, contact information and your logo). You may also bring your own banners for specific locations at the conference. Partnership recognition and logo placement on all event materials including the event brochure and conference web site. Sponsorship recognition in news releases and your literature in the conference bag. Participant in the attendee passport prize drawing. Post conference list of attendees.
Gold	\$2,000: Includes 6 complimentary registrations (staff or guests), interior booth location and 6' table, medium presentation on conference banner, medium presentation of company logo on cover of the conference workbook and listing in the workbook (including a description of your product or services, contact information and your logo). Partnership recognition and logo placement on all event materials including the event brochure and conference web site. Sponsorship recognition in news releases and your literature in the conference bag. Participant in the attendee passport prize drawing. Post conference list of attendees.
Silver	\$1000: Includes 3 complimentary registrations (staff or guests), interior booth location and 6' table, small presentation of company logo within conference workbook and listing in the workbook (including a description of your product or services, contact information and your logo). Partnership recognition and logo placement on all event materials including the event brochure and conference web site. Sponsorship recognition in news releases and your literature in the conference bag. Participant in the attendee passport prize drawings. Post conference list of attendees
Special	Individual Sponsorship Opportunities are available for support of various aspects of the conference including: evening reception, breakfast, lunch, specific give-away prizes; conference workbook, conference bags, badges/lanyards, writing pads, pens, etc.. Prices available upon request. Sponsorship recognition at the conference and within the workbook, listing in the workbook (including a description of your product or services, contact information and your logo), and the day of the event via placards at the registration desks and on the sponsored items. Post conference list of attendees. Special Sponsorship can be piggy-backed with other sponsorship for additional recognition. Most special sponsorship opportunities included in the attendee passport prize drawing. Contact SoCal AEE for opportunities, specific details, and pricing.
Exhibitor	\$400 Includes 2 complimentary registrations, booth and 6' table, small presentation of company logo within conference workbook and listing in the workbook (including a description of your product or services, contact information and your logo). Your logo will also appear on the web site of the conference. Post conference list of attendees. Not included in the attendee passport raffle

For further information or to arrange for exhibit space, contact:
Alan Ring, Conference Chairman
 (949) 228-8088
conference2012@aaesocal.org



Association of Energy Engineers Southern California Chapter

AEE SoCal 2012 Annual Conference
 c/o South Bay Risk Management
 P.O. Box 582
 Dana Point CA 92629



Association of Energy Engineers Southern California Chapter

AEE SoCal CHAPTER ANNUAL CONFERENCE: 2012 REQUEST FOR TABLETOP EXHIBIT SPACE

(Note: Sponsorship entitles exhibit space. Please complete this form whether Sponsor or Exhibitor)

COMPANY NAME:

CONTACT PERSON:

MAILING ADDRESS:

CITY / STATE / ZIP

PHONE NUMBER(S):

E-MAIL(S):

WEBSITE:

Payment Terms:

25% or \$150, whichever is greater, must accompany this form. Credit card payments accepted online at www.aeesocal.org/annual-conference - The balance is due and payable in full to AEE SoCal by Sept. 7, 2012

THE ABOVE PAYMENT FOR EXHIBIT SPACE IS BASED UPON ACCEPTANCE BY THE SOUTHERN CALIFORNIA CHAPTER OF THE ASSOCIATION OF ENERGY ENGINEERS. THIS APPLICATION BECOMES A CONTRACT AND IS NOT SUBJECT TO CANCELLATION EXCEPT BY THE CONSENT OF BOTH PARTIES. ON BEHALF OF THE ABOVE COMPANY, I AGREE TO ABIDE BY THE RULES AND REGULATIONS SET OUT IN THIS CONTRACT AND CONDUCT ALL BUSINESS AT THE SHOW. AS AN EXHIBITOR, OUR COMPANY WILL HAVE PROPER INSURANCE FOR THE EVENT.

AUTHORIZED SIGNATURE: _____ DATE: _____

PRINT NAME _____

All sponsors and exhibitors are required to complete this form. FAX form to 480.287.8909, or scan/ E-mail to Conference2012@aeesocal.org. or mail to address below.

To pay by credit card, please pay online at www.aeesocal.org/annual-conference.

To pay by check, make check payable to "AEE SoCal" and send with this completed form to:

**AEE SoCal Annual Conference 2012
P.O. Box 582
Dana Point CA 92629**

**Phone: 949.228.8088 / FAX: 480.287.8909
Conference2012@aeesocal.org**

PLEASE MAKE A PHOTOCOPY OF THIS CONTRACT FOR YOUR RECORDS

OFFICE USE ONLY: Assigned Booth # _____ Date _____

EXHIBIT RULES AND REGULATIONS

1. SHOW MANAGEMENT: "Show Management" as used herein refers to the Southern California Chapter of the Association of Energy Engineers, its employees and agents and who are responsible for the enforcement and interpretation of the following rules and regulations

2a. SPACE RENTAL: The application for exhibit space, when duly signed by the exhibiting firm and Show Management, shall constitute a valid contract between the parties. If payment is not received within the prescribed time limit, the contract is considered null and void and the space will be reassigned to another applicant. Should any rented space remain unoccupied on the opening day, Show Management reserves the right to rent such space to any other applicant or use it for any other purpose without refund to the original applicant. Interior spaces consist of a nominal 6 ft long table. No backdrops or side curtains are supplied. All interior spaces with the exception of "lobby" spaces are carpeted. Interior locations are limited in size to approximately 8 ft x 8 ft. Equipment displayed inside is limited to the assigned booth space and limited in height to 7 ft. Exhibits exceeding these limits will be assigned to an outside space (nominally two car spaces in the parking lot). No carpet is supplied. Electricity *may be* available upon request for both interior and exterior spaces.

2b. SPACE PAYMENT: A deposit for \$150 or 25% of the sponsorship or exhibitor fees due at the time of reservation. Balance of payment is due by September 9, 2011 unless prior arrangements and approvals are made and granted by the SoCal AEE. Payments to be made to: SoCal AEE

3. CANCELLATION OF DISPLAY SPACE: Unless discussed and agreed upon with Show Management, display space may be cancelled up to 45 days prior to the opening dates of the exposition without penalty; except for \$150.00 per' booth administration charge. Space cancelled between 45 and 30 days of the event will be subject to a 50% refund of the full charge for the space. Spaces cancelled within 30 days of the event are subject to full cost and hence no refund will be provided.

4. USE OF SPACE & RESTRICTIONS: The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited and will result in ejection from the exhibition without refund or other appeal. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in the Exhibitor's Manual, Show Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighboring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, feature areas or other designated common area of the facility.

5. INSTALLATION, EXHIBIT HOURS AND DISMANTLING: Dates and hours for installation, exhibiting and dismantling will be as specified by Show Management. Pre-Event set-up will be available from 1 – 5 pm, Tuesday, September 21, 2011 at the ERC. Goods received after the opening of the exposition must be delivered to the booth and arranged at a time other than official exhibit hours. Exhibits shall be staffed at all times when the exhibition is officially open. In general, the ERC and staff are not capable of accepting and/or shipments. There is no on-site labor to unload/load and/or set-up booths or equipment. No exhibitor will be permitted to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons, or to abandon their display prior to the official closing. **Failure to comply with this regulation will result in the exhibitor being barred from participation at future exhibitions conducted by Show Management. All exhibits must be removed by 8 p.m., September 22, 2011, and all storage and handling charges for failure to remove exhibit and/or materials by that time shall be the responsibility of the exhibitor. Show Management reserves the right to remove any exhibit, any excess garbage, materials, packaging, or other materials, which is not removed by the conclusion of the exhibition and charge the expense to the exhibitor.**

6. MATERIALS HANDLING: There is no on-site labor to unload/load and/or set-up booths or equipment. Exhibitors and/or representatives are responsible for unloading and placing of exhibit material. Exhibitor and/or representative is also responsible for packing and loading of materials at the completion of the event.

7. FIRE REGULATIONS: All exhibitors must comply with local fire regulations. Only fireproof materials may be used in displays and wiring must conform to UL specifications. Fire exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

8. ELECTRICAL SAFETY CODE REQUIREMENTS: All exhibitors must comply with the County of Los Angeles Electrical Safety Code Requirements. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

9. DAMAGE TO PROPERTY: Exhibitors are liable for all damage caused by them to the exhibit facility, booth equipment or to other exhibitors' property and shall indemnify the Facility Management. Show Management, and/or the Official Services Contractor against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of exhibit space.

10. CARE OF BUILDINGS: Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor and is easily removed. No signs or other articles are to be fastened to ceilings, walls, pipes or electrical fixtures.

11. SECURITY: Show Management assumes no liability for loss or damaged, howsoever caused, of goods, exhibits, or other materials owned, rented or leased by the exhibitor.

12. EXHIBITOR BADGES: Exhibitor badges will be supplied by Show Management for exhibit personnel. These must be worn at all times while in the show building and exhibit area and are required for entry to the show. Exhibitor badges are to be worn by only those company representatives who will staff the booth.

13. FOOD AND/OR ALCOHOLIC BEVERAGES: The preparation and/or serving of food or beverages of any kind without the written permission of Show Management and the facility are prohibited. Serving of alcoholic beverages on the exhibit floor is prohibited.

14. LIABILITY AND INSURANCE: Neither the Southern California Chapter of the Association of Energy Engineers, the Southern California Gas Company and the Energy Resource Center, nor any of their officers, directors, employees or agents, nor the owners, employees, or representatives of the exhibit facility 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 prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing Association, individuals and firms from, and agrees to indemnify same against, any or all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.

15. EXCLUSIVE RIGHTS: Participating exhibitors have the exclusive right to promote or sell goods or services in the show. All other parties who attempt to make any sales solicitations without the expressed written consent of Show Management will be permanently removed from the show area.



A Sempra Energy utility™

The Gas Company's®

ENERGY RESOURCE CENTER



Association of Energy Engineers Southern California Chapter Annual Conference September 20, 2012



Not to Scale: For reference only