

# 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..

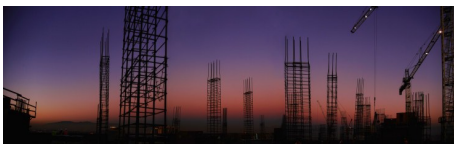


The conference will feature a stellar panel of speakers/experts from the finance, construction, legal, utility, academic, risk management, and private sectors addressing funding, policy, business, and hardware/equipment strategies to successfully undertake and complete energy efficiency and renewable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

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**VALUE PROPOSITION & OPPORTUNITY LEVEL**

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|------------------|---|
| <b>Platinum</b>  | \$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.  |
| <b>Gold</b>      | \$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.   |
| <b>Silver</b>    | \$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  |
| <b>Special</b>   | 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. |
| <b>Exhibitor</b> | \$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](mailto:conference2012@aaesocal.org)



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**AEE SoCal 2012 Annual Conference**  
 c/o South Bay Risk Management  
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 Dana Point CA 92629