



# 2018 AEE SoCAL ANNUAL CONFERENCE

ENERGY | BIG DATA | TRANSPORTATION

## Sponsor and Exhibitor Guide

**Date:** September 19, 2018

**Location:** SoCalGas Energy Resource Center  
9240 Firestone Blvd  
Downey, CA, 90241

Join the growing list of Exhibitors and Sponsors participating in AEE SoCal's Annual Conference

- Get your message out to a broad audience at our largest event of the year
- Support an outstanding and engaged nonprofit organization focused on energy education
- Maintain visibility as a leader in this sector... or establish and develop your presence
- Help develop the knowledge of your own current or future workforce while adding value for everyone in the community with an interest in energy
- Take advantage of enhanced engagement and marketing opportunities for our Platinum, Gold, and Silver Sponsors

**REGISTER TO  
SPONSOR/EXHIBIT**

Register at [aesocal.org/annual-conference](http://aesocal.org/annual-conference) or

Contact Monika Cornelius: [monika@aesocal.org](mailto:monika@aesocal.org) or 714-330-4753

Photo by Jeremy Bishop on Unsplash

## AEE SoCAL 2018 ANNUAL CONFERENCE SPONSOR GUIDE

### **Some things you should know about what your generous commitment means to us, the community, and you:**

AEE SoCal is a nonprofit organization that provides year-round educational opportunities for energy professionals, students, and the community. We attract event audiences with a range of interests across the energy sector by offering interesting, high-quality presentations, workshops, educational tours, and networking events. We also work to develop scholarships and collaborative opportunities with student groups.

AEE SoCal is one of the largest and most active chapters of The Association of Energy Engineers® (a society of over 18,000 members in more than 100 countries that offers outreach programs, conferences, journals, books, and certification programs). AEE SoCal's direct campaigns **reach over 2,500 people several times per month** which is **further multiplied through cross-promotion with complimentary partner organizations**.

The 2018 Annual Conference is our largest event of the year with **over 200 attendees** expected. It will run the full day to provide a deeper look at two incredibly important and timely topics: *Big Data in the World of Energy & The Future of Energy in Transportation*. Attendees will participate in discussions with industry experts on subjects including the *internet of things (IOT)*, *data analytics*, *the industry data revolution*; as well as *the impact of electric, natural gas, and fuel cell vehicles, transportation infrastructure and vehicle-to-grid integration*, and more.

### **We rely on the generous support our sponsors and exhibitor donors like you. Here is just some of the value we hope to give back.**

- **Market Presence, Stronger Connections.** While you'll maintain visibility and a presence with an audience of potential clients, this event is also a key forum to connect and build upon relationships with other leaders in energy.
- **Developing Your Workforce.** Your support grows the value of your employees as they become even more well-informed; but it also develops the perspective and knowledge of the potential employee pool in attendance. Your presence also offers the opportunity to guide today's students as they work towards their own future in energy.
- **Event Improvement Feedback Loop.** Your participation provides a valuable opportunity to engage with our program coordinators and make sure that we continue to develop content and events that are relevant and beneficial. This helps make the next event even better for you – and we'll repeat the process.

This year we're offering **3 levels of enhanced sponsorship opportunities** (Platinum, Gold, Silver) in addition to our great exhibitor opportunities. See the matrix below for additional benefits offered for each of the sponsorship and exhibitor levels.

**Completing your sponsorship is easy.** Simply go to the conference webpage ([aesocal.org/annual-conference](http://aesocal.org/annual-conference)), click the Sponsor & Exhibitor Registration link, and complete the form. Or, just contact Chapter Administrator, Monika Cornelius: [monika@aesocal.org](mailto:monika@aesocal.org) or 714-330-4753

Remember, **AEE SoCal is a Section 501(c)(3) nonprofit and contributions may qualify for a tax deduction under IRC Section 170.**

Additional Sponsor & Exhibitor Benefits	Platinum	Gold	Silver	Exhibitor
	\$5,500	\$3,000	\$1,250	\$975*
Number of available sponsorships at each level	2	3	9	15
2 most prominent positions on all marketing and event material	✓			
Allowance for additional event banner/signage locations	✓			
3 minutes for welcoming remarks at conference	✓			
Recognition for sponsoring student rates or specific food, beverage, and networking events (e.g. "Student prices generously provided by...", "Happy-hour courtesy of...", etc.)	✓	✓		
Direct link to sponsor through conference website	✓	✓		
Meeting areas for enhanced customer engagement at conference	✓	✓		
Special highly discounted pricing for clients (quantity limited)	✓	✓		
Special recognition in post-event follow-up campaigns with members and leads	✓	✓	✓	
Relative logo sizes (approximate ratios)				
Space allocated in conference program	<b>1/2 Page</b> Logo and or any other content (graphic/text)	<b>1/3 Page</b> Logo and limited text content	<b>1/6 Page</b> Logo and brief text content	<b>Logo only</b> Equal distribution between exhibitors
Conference attendees included in price <i>Equivalent value (at standard non-member pricing)</i>	9 <b>\$1,791 value</b>	6 <b>\$1,194 value</b>	3 <b>\$597 value</b>	2 <b>\$398 value</b>
Exhibitor table	✓	✓	✓	✓
Exposure in all pre-conference marketing campaigns	✓	✓	✓	✓
List of conference attendees	✓	✓	✓	✓
Logo on conference webpage <b>until 2019 conference campaign</b>	✓	✓	✓	✓

For only \$275 more than the Exhibitor price, you get one additional guest (already a \$199 value) plus the additional exposure and benefits of being a Silver Sponsor.

Invite additional clients, colleagues, and friends to attend with heavily discounted, exclusive Gold/Platinum Sponsor-Only, guest passes!

\*As a special **thank-you to our past Exhibitors**, the first 5 returning Exhibitors can secure a booth space for only \$475. **Early registration is open to all Exhibitors for just \$675.** After July 31, 2018 any remaining Exhibitor spaces will be \$975. Remember that these prices *include* attendance for the number of guests outlined in the matrix.