

AEC 2018



The Premier New York State Advanced Energy Conference

THE FUTURE OF
ENERGY IS HERE

SPONSORSHIP AND EXHIBITOR PROSPECTUS

MARCH 26, 27 & 28 • MARRIOTT MARQUIS HOTEL • NEW YORK CITY



ADVANCED ENERGY™
Research and Technology Center

AT STONY BROOK UNIVERSITY

a New York State designated Center of Excellence

aertc.org/aec2018



The Future of Energy is Here

Advanced Energy 2018 is the 10th conference in a series that has risen in prominence and importance as the only such event to cover all sectors of the energy industry. Those years have witnessed promising new technologies grow and ultimately mature into robust sectors of our energy economy. Moreover, solar, wind, geothermal, smart grid, and other energy technologies are now the primary focus of forward-looking energy plans and initiatives... both in the United States and in nations around the world.

Growing from promise to a global priority

- New York's Reforming the Energy Vision (REV) strategy calls for 50% of all electricity consumed in the state to come from clean and renewable sources by 2030.
- Legislation in Hawaii, the nation's most fossil-fuel-dependent state, mandates that the islands will be powered entirely by renewable and sustainable resources by 2045.
- By 2020 China expects 15% of its energy to come from non-fossil sources, including 6% (420 TWh) from wind power alone.
- Two-thirds of Canada's electric power is provided by hydro, wind and solar sources.
- Sweden is committed to becoming fossil-fuel independent, with Stockholm to be powered entirely from renewable sources by 2050. Denmark has set similar goals.
- Costa Rica currently generates more than 98% of its electricity from hydro, solar, wind and bio mass installations.

Sustainable energy is no longer simply a vision: it's the focus of plans that are in action around the world.

Without question, the future we envisioned years ago has arrived. It is also certain that technologies emerging today will shape the energy landscape of tomorrow, and AEC 2018 is where those technologies will be on display.

This is North America's most comprehensive and influential energy event

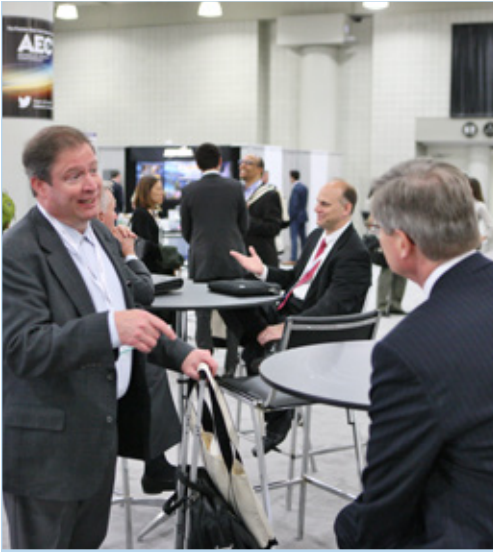
New York is home to one of the nation's most aggressive clean energy program initiatives. New York City is the financial capital of the world. There could not be a more promising venue for bringing together the energy industry's leading researchers, entrepreneurs, financial executives and venture capitalists, government officials – with energy-focused companies or organizations like yours. This is where innovation and opportunity converge, and where industry leaders come to discover the next big thing in renewables and energy technologies. Sponsoring and exhibiting at AEC 2018 will help establish a leadership position for your company or organization through:

- **Broad national and international exposure** and the opportunity to reach and sell to buyers and policy makers from every corner of the energy industry. Introduce your products or services to business leaders and research centers you may not have connected with before.
- **Strong participation by the academic community** with as many as 72 separate universities, colleges and other educational organizations from across the United States having been represented at previous conferences.
- **Networking and partnering at the highest levels** assured through a broad representation of industry-leading researchers, entrepreneurs, and innovators; business and financial executives; policy makers; and venture capitalists. This is where to meet potential partners or collaborators, and identify opportunities for business, funding or investment.



Marketing & Conference Promotion by:
SMM ADVERTISING





Unlimited opportunities for networking and doing business

Meet the buyers and decision makers

Past conferences have not only attracted attendees from every segment of energy research, policy and business, participation came at the highest organizational levels, with titles that included:

- | | |
|--------------------------|---|
| President | VP Technology |
| Chief Executive Officer | VP Marketing |
| Chief Technology Officer | Senior Technical Specialist |
| Board Chairperson | Managing Director, Research and Development |
| Executive Director | Technical Development Manager |
| Chief Operating Officer | Business Development Director |
| VP Government Affairs | Business Manager, Environmental Management |
| Chief Scientist | |
| General Manager | |
| VP Research | |

An international audience of energy industry buyers, influencers and policy makers

On average, about **70%** of attendees are from industry, utility or government/regulatory agencies, and **30%** from research and education.

The past five conferences have brought representatives from:

- 38 separate countries on six continents.
- As many as 40 U.S. states

Additionally, when the conference has been held in New York City, past participation has included:

- 8 national laboratories
- As many as 765 different organizations
- U.S. military organizations and the Department of Homeland Security

With attendance from every key segment of the advanced energy market

AEC 2018 will be the ideal networking and business-building environment for anyone with an interest in the future of energy, including:

- | | |
|-----------------------------------|--|
| Architects | Renewable Power Providers |
| Associations | Insurance Firms |
| Building Owners | Interconnection Companies |
| Code Officials | Institutional Investors |
| Consulting Firms | Investment Banks |
| Construction & Rigging Firms | Law Firms |
| Contractors | Not-For-Profit Organizations |
| Developers | Municipalities |
| Energy Companies | Energy & Policy Makers & Regulators |
| Energy-efficient Companies | Product Manufacturers |
| Engineers | Project Developers Oil & Gas Companies |
| Equipment/Component Manufacturers | Research & Development Companies |
| Facility Managers | Schools & Universities |
| Faculty of American Institutions | Utilities |
| Financial Services Firms | Venture Capital Firms |
| Government/Regulatory Agencies | |





Where buyers, decision makers and investors come searching for opportunities

Could your product or service be “the next big thing”? Then this is your best opportunity to put it in front of the top people from across the energy industry. Thought leaders from academia, research organizations and government agencies will join with leaders from business and the financial industry at **AEC 2018**.

AEC 2018 will put special emphasis on several key areas: **Smart Grid, Solar, Off-shore Wind, and Battery and Energy Storage**. This is a “must” event for any organization or individual with an interest in these **evolving** technologies, but it doesn't end there – a range of other areas will be spotlighted as well, including **BioEnergy, Building Efficiency and Alternative Fuel Vehicles**.

Consider these benefits of exhibiting at **AEC 2018**:

- **Networking at the highest levels:** This is a unique opportunity to access the top people in the energy industry and establish your company's reputation among the industry's thought leaders, innovators, corporate leaders, investors, and policy makers.
- **Enhancing your visibility:** Introducing a new product? Looking to penetrate a new segment of the market? **AEC 2018** offers an unprecedented degree of exposure to the leaders who influence and make decisions.
- **Broadening your industry penetration:** The Advanced Energy Conference looks to stimulate synergy and the exchange of ideas by attracting participation from all sectors of renewable/sustainable energy and the energy management technologies. Gain recognition beyond the parochial bounds of your particular market or technology, explore opportunities for technological “cross-pollination”, and uncover potential joint venture partnerships.
- **Gaining national and international exposure**
In the past, this conference has attracted energy industry leaders from 38 foreign countries and as many as 34 U.S. states. Given the prominence of energy initiatives around the world, international participation in **AEC 2018** is anticipated to exceed prior events.
- **Capitalizing on broad-based press coverage**
Participation by high-level speakers and presenters will focus the attention of the trade and mainstream media on **AEC 2018**, assuring national and worldwide visibility for its sponsors and exhibitors.
- **Establishing prominence in our industry**
Presence as an **AEC 2018** sponsor or exhibitor solidifies your company's position as an energy industry leader.





Become a Sponsor of AEC 2018 and take your place among the elite companies engaged in energy research and development

The roster of past conference sponsors is a list of the industry's leading corporations and research centers, and many have already committed their support to AEC 2018. Does your organization's deserve to stand among them? Aside from establishing your commitment to the future of energy, sponsorship comes with some very significant advantages.

Your company's sponsorship of AEC 2018 will:

- Immediately reinforce of your dedication to America's energy future and make it known to a major share of the industry's most important opinion leaders
- Receive public recognition for your sponsorship in conference literature and signage
- Place your organization's logo and special sponsor profile in the Conference Program guide, and on the Conference website with a link to your company's website
- Maximize your company's visibility in all public relations and marketing initiatives
- Provide enhanced awareness among government officials, investors, and potential technology partners

...and secure many more exclusive benefits that increase with your level of sponsorship, as outlined on the pages that follow

Previous Advanced Energy Conference Sponsors include such industry-leading organizations as:



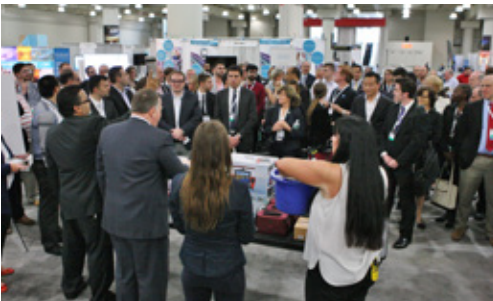
SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



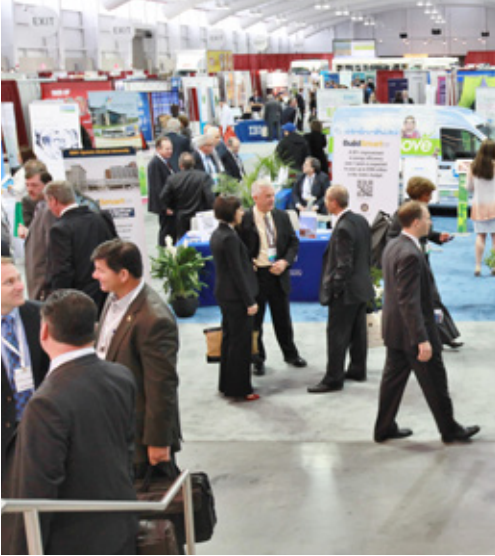
We invite you to establish your company's leadership at this major event by becoming a sponsor of **Advanced Energy Conference 2018**. Gain recognition, visibility and appreciation for your contribution to the success of one of the year's most important energy conferences.

HOST SPONSOR: \$100,000

- Sponsor will have preferential positioning during any scheduled Press Conference
- Sponsorship mentioned in any scheduled Press Releases
- Acknowledgement with photo of your Senior Leader in "Welcome Letter" in Conference Program
- Logo Placement by all water coolers in Break-Out Session area
- Host Logo will appear on tote bags given to all attendees along with Platinum Sponsors
- Recognition of your company in opening remarks and Company highlighted for any other special press opportunities
- Welcome quotes from Host Sponsor Chairman/CEO or Senior Executive in Conference Program
- Reserved VIP table for twenty (2 tables) during lunch
- 150 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as Host sponsor on Advanced Energy Conference signage
- Recognition on invitation as Host sponsor
- Logo on Screen in Ballroom pre-lunch/keynote address
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo on sponsors sign outside each breakout sessions
- Logo placement on all Conference literature and back Cover Conference Program guide
- Logo highlighted on all marketing and email campaigns
- Placement of up to three (3) promotional items in tote bag (e.g. literature, brochure, mug, keychain) to be furnished by the sponsor
- One (1) 30' wide booth exhibit with your choice of location
- 15 VIP FULL TWO DAY CONFERENCE passes to sessions and exhibit hall includes lunch & cocktail reception
- 6 VIP EXHIBIT FULL ATTENDEE passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- 20 VIP SPONSOR'S SHOW FLOOR passes which includes walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



PLATINUM SPONSOR: \$50,000

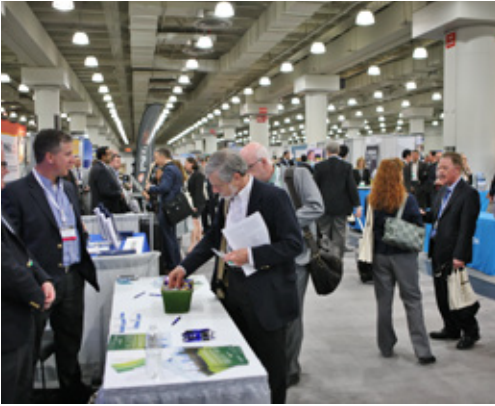
- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Platinum Logo will appear on tote bags given to all attendees along with Host Sponsors
- Logo Placement by all water coolers in Break-Out Session area
- Logo Placement on banner in Exhibit area or Main Ballroom
- Reserved VIP table for ten during lunch
- Sponsorship mentioned in any scheduled Press Releases
- Logo on Screen in Ballroom pre-lunch/keynote address
- 100 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as Platinum sponsor on **Advanced Energy Conference** signage
- Recognition on invitation as Platinum sponsor
- Logo placement on all Conference literature and back Cover Conference Program guide
- Logo highlighted on all marketing and email campaigns
- Logo on sponsor's sign outside each breakout sessions
- Placement of up to two (2) promotional items in tote bag (e.g. literature, brochure, mug, keychain) to be furnished by the sponsor
- One (1) 20' wide booth exhibit (does not include space for cars)
- **10 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **4 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **18 VIP SPONSOR'S SHOW FLOOR** passes which includes **walking the show floor and networking reception** (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

GOLD SPONSOR: \$25,000

- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in Ballroom pre-lunch/keynote address
- Reserved VIP table for five (1/2 table) during lunch
- 75 word profile and logo in the sponsor section of the Conference Program and on Website
- Listing as Gold sponsor on **Advanced Energy Conference** signage
- Recognition on invitation as Gold sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo placement on all Conference literature and back Cover Conference Program guide
- Sponsorship mentioned in any scheduled Press Releases
- Logo on sponsor's sign outside each breakout sessions
- Logo highlighted on all marketing and email campaigns
- Placement of up to one (1) promotional item in tote bag (e.g. literature, brochure, mug, keychain) to be furnished by the sponsor
- One (1) 10' wide booth exhibit (does not include space for cars)
- **5 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **15 VIP SPONSOR'S SHOW FLOOR** passes which includes walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



SILVER SPONSOR: \$15,000

- Listing as Silver sponsor on all Advanced Energy Conference signage
- Recognition on invitation as Silver sponsor
- Reserved VIP table for five (1/2 table) during lunch
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo on Screen in Ballroom pre-lunch/keynote address
- Listing as Silver sponsor on **Advanced Energy Conference** signage
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo placement on back cover of Conference Program and on Website
- One (1) 10' wide booth exhibit (does not include space for cars)
- **3 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **10 VIP SPONSOR'S SHOW FLOOR** passes which includes walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)



GREEN SPONSOR: \$10,000

Green Sponsors range from companies and organizations from within and outside the energy sector that understand and embrace the centrality of CleanTech (renewable energy, energy efficiency, sustainable products) to their business model and to the economic and environmental health of their community, their nation and their world. (For example: Government, Legal, Accounting, Financial Services, etc.)



- Logo placement on Conference Proceeding and Event Guide
- 50 word profile and logo in the sponsor section of the Conference program and on Website
- Listing as major sponsor on signage
- Logo on Screen in Ballroom pre-lunch/keynote address
- Logo on screen in all Advanced Energy breakout sessions
- One Tabletop Exhibit (Up-grade to a 10' space for an additional \$1000)
- **2 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **5 VIP SPONSOR'S SHOW FLOOR** passes which includes walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

TWITTER SPONSOR (LIMIT ONE): \$9,500

- Logo placement alongside of **Advanced Energy Center** logo on 50" Monitor (1) on show floor displaying live "tweets" from the conference
- Live tweets about your company daily beginning two weeks before conference
- Logo placement on back Cover Conference Program guide
- Logo on Screen in Ballroom pre-lunch/keynote address
- 50 word profile and logo in the sponsor section of the Conference Program and Website
- Listing as major sponsor on signage
- One (1) 10' wide booth exhibit
- **1 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE passes** to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **3 VIP SPONSOR'S SHOW FLOOR passes** which includes walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

CONFERENCE STICKY PAD SPONSOR (LIMIT ONE): \$9,500

(Only one; does not include production costs)

- Logo placement alongside of **Advanced Energy Center** logo on earth friendly Notepads
- Logo placement on back Cover Conference Program guide
- Logo on Screen in Ballroom pre-lunch/keynote address
- 50 word profile and logo in the sponsor section of the Conference Program and Website
- Listing as major sponsor on signage
- One (1) 10' wide booth exhibit
- **2 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE passes** to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **3 VIP SPONSOR'S SHOW FLOOR passes** which includes **walking the show floor and networking reception** (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

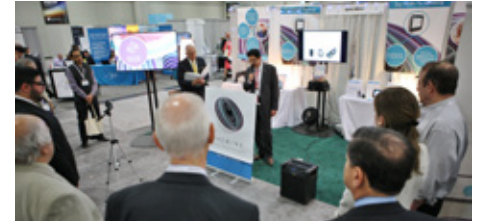
****Sponsorship deadline 2/1/18 to ensure notepad production**

CONFERENCE PEN SPONSOR (LIMIT ONE): \$9,500

(Only one; does not include production costs)

- Logo placement alongside of **Advanced Energy Center** logo on earth friendly Pens
- Logo placement on back Cover Conference Program guide
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo on Screen in Ballroom pre-lunch/keynote address
- Listing as major sponsor on signage
- One (1) 10' wide booth exhibit
- **2 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE passes** to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **3 VIP SPONSOR'S SHOW FLOOR passes** which includes **walking the show floor and networking reception** (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

****Sponsorship deadline 2/1/18 to ensure pen production**



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

CONFERENCE SIGN SPONSOR: \$9,500 (ONLY ONE)

- Logo placement on back Cover Conference Program guide
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo on Screen in Ballroom pre-lunch/keynote address
- Small company logo on bottom corner of all earth-friendly session signs
- Listing as major sponsor on sponsor signage
- One (1) 10' wide booth exhibit
- **2 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **3 VIP SPONSOR'S SHOW FLOOR** passes which includes **walking the show floor and networking reception** (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

****Sponsorship deadline 2/1/18 to ensure small logo on sign production**

SUPPORTER/EXHIBITOR SPONSOR: \$7,750

- Listing as Supporter/Exhibitor sponsor on all **Advanced Energy Conference** signage
- Recognition on invitation as Supporter/Exhibitor sponsor
- 50 word profile and logo in the sponsor section of the Conference Program and on Website
- Logo placement on all Conference literature
- One (1) 10' wide booth exhibit
- **1 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- **3 VIP SPONSOR'S SHOW FLOOR** passes which includes **walking the show floor and networking reception** (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

CO-SPONSOR/EXHIBITOR: \$5000

- Listing as sponsor on all conference materials and on signage
- 50 word profile in Exhibitor Guide and on Website
- Logo placement on all Conference literature
- One (1) Tabletop Exhibit
- **1 VIP FULL TWO DAY CONFERENCE passes** to all sessions and exhibit hall including lunch and cocktail reception
- **2 VIP EXHIBIT FULL ATTENDEE** passes to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

EXHIBITOR (10' BOOTH EXHIBIT): \$3,900

(Upgrade to Premium: \$4200)

- One (1) 10' wide booth exhibit
- **1 VIP EXHIBIT FULL ATTENDEE passes** to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- 25 word profile in Exhibitor Guide in Program and on Website

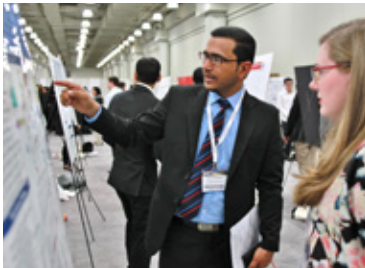
EXHIBITOR (6' TABLETOP): \$2,900

- One (1) Tabletop exhibit (6' Table)
- **1 VIP EXHIBIT FULL ATTENDEE passes** to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- 25 word profile in Exhibitor Guide in Program and on Website

EXHIBITOR (VEHICLE DISPLAY): \$5,000

(Requires a minimum of two adjoining booth spaces and does not include spotting fees)

- Space for vehicle
- Tabletop exhibit next to vehicle
- **2 VIP EXHIBIT FULL ATTENDEE passes** to not only staff your exhibit but enjoy continental breakfast, lunch, cocktail reception and access to all sessions
- 25 word profile in Exhibitor Guide in Program and on Website



GENERAL SPONSOR AND EXHIBITOR INFORMATION

- Host, Platinum, Gold and Silver sponsors will have opportunity to select exhibit location on a first come, first serve basis; with premium charges waived for location, as such space remains available.
- All booth space is 8'x10' and includes pipe & drape and a 7"x 44" sign
- Premium charges for request for corner and entrance exhibit location for exhibits.
- Other exhibit space allotted on a "first come, first served" basis
- Each exhibit space will come with one 6' table, two chairs, and a waste basket
- Electric and Internet are **NOT** included
- General security will be provided but exhibitors should keep all small, portable devices such as laptops, scanners, etc. with them at all times. AEC 2018 is not responsible for any personal or company property while attending/exhibiting at 2018 Advanced Energy Conference
- Show Floor is carpeted
- All invoices must be paid as allocated in Exhibitor Contract
- Any exhibitor who does not pay in time designated by contract will forgo their space
- No price adjustment is available for any change requests. Additional charges may apply for substitutions or additions.

Additional Opportunities: Brand Recognition. Media Exposure. Attendee Engagement.
Please contact Alan Morris for more info on creating your own sponsorship.

Advanced Energy 2018 will allocate exhibit space on a priority basis to those who will be physically displaying innovative products and systems. Show floor space is limited and will be assigned on a "first come, first served" basis.



PAST CONFERENCE SPONSORS

HOST SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



ADDITIONAL SPONSORS



MAJOR EXHIBITORS

Best Energy Power • BMW • Composite Prototyping Center • Department of Technology and Society at Stony Brook University
 Energy Focus, Inc. • Fordham's Social Innovation Collaboratory • G4 Synergetics • Greater New York Chamber of Commerce
 Harvest Power Solar • Hoffmann & Baron, LLP • New York Institute of Technology • O'Brien & Gere • Power Analytics, a Causam Company
 Smarter Grid Solutions • Suffolk County Community College • Synfuels Americas • Tesla Science Foundation
 ThermoLift • Brookhaven Science Associates

SUPPORTING ORGANIZATIONS

