



## 2012 SPONSORSHIP OPPORTUNITIES

With more than 90% of participants self-identifying as executive or management-level, sponsorship of **the Energy Efficiency Global Forum**, being held March 27-29, 2012, in Orlando, Florida will provide your organization with unparalleled visibility and access to energy efficiency's, most notable leaders and decision makers.

Now in its fifth year, EE Global has become the premier event of the energy efficiency community, typically drawing hundreds of leaders from government, industry, NGOs, and media from 40+ countries together to share best practices and policies for global implementation of energy efficiency.

EE Global sponsorship opportunities are available at five levels: Founding (\$100,000), Platinum (\$75,000), Gold (\$50,000), Silver (\$25,000) and Bronze (\$10,000). Below is an overview of the general benefits associated with each sponsorship level. In addition, sponsors at/above Silver may select from specific sponsorship packages outlined in this document.

For more information, or to reserve your sponsorship, contact **Marcia Pappas Devaney**, Director, Corporate Relations and Fundraising at 202-530-4351 or [mdevaney@ase.org](mailto:mdevaney@ase.org).



Benefit	Founding \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$10,000
<b>Solutions Showcase Kiosk</b>	X	X	X	X	X
<b>Complimentary EE Global Registrations</b>	5	4	3	2	1
<b>Invitations to VIP Reception</b>	6	4	3	2	1
<b>Complimentary Passes to Welcome Reception</b>	16	12	8	4	2
<b>Logo and Link on EE Global Website</b>	X	X	X	X	X
<b>Logo in Pre-event Materials and Mailings</b>	X	X	X	X	X
<b>Logo in On-site Program and Signage</b>	X	X	X	X	X
<b>Custom Sponsorship Package (detailed below)</b>	X	X	X	X	
<b>Banner Ad in the EE Global Electronic Show Daily</b>	X	X	X		
<b>One Promotional Piece Pre-Stuffed in Tote Bag</b>	X	X			
<b>Ability to Upgrade Kiosk to Island Booth (up to 400ft<sup>2</sup>)</b>	X				
<b>Complimentary Hospitality Room</b>	X				

## FOUNDING SPONSOR PACKAGES | \$100,000

### EE VISIONARY AWARDS LUNCHEON

THURSDAY, MARCH 29

Attendees become a captive audience as they sit down to enjoy the highly anticipated EE Visionary Awards Luncheon hosted by your organization. The message is in your hands as you welcome the audience and provide opening remarks. Your logo will be displayed on the screen at the front of the room, and your organization will have a table/tables(s) reserved for it at the front of the room.

### WELCOME RECEPTION IN THE EXPOSITION HALL

TUESDAY, MARCH 27

The Welcome Reception will serve as the official “kick-off” of the forum, as delegates, media and invited dignitaries convene in the exposition hall to wine and dine, network and catch a first glimpse at the Solutions Showcase –the most impressive of which will be yours, thanks to the added signage noting your sponsorship, strategic placement of buffet tables, tent cards with your logo on every table and more.

## PLATINUM SPONSOR PACKAGES | \$75,000

### NETWORKING HAPPY HOUR

WEDNESDAY, MARCH 28

After a full day of Executive Dialogue and Plenary Sessions, EE Global attendees will be thrilled to wind down at an informal “Happy Hour” in the Solutions Showcase. This is sure to draw hundreds of attendees looking to mingle with energy efficiency friends old and new.

### BREAKFAST IN THE EXPOSITION HALL

THURSDAY, MARCH 29

Start everyone’s final day at EE Global off with a healthy dose of food and networking before the final day’s major events begin. This will be the last glimpse of the Solutions Showcase for all attendees, so foot traffic is sure to be heavy.

### LUNCH IN THE EXPOSITION HALL

WEDNESDAY, MARCH 28

After a long morning of sessions, delegates will flock to the Solutions Showcase to refuel and reenergize. You will be front and center with strategic placement of buffet tables and tent cards with your logo on every table.

## GOLD SPONSOR PACKAGES | \$50,000

### TOTE BAGS

OPEN TO 2 ORGANIZATIONS

Whether it’s business cards or other materials gathered at the Solutions Showcase, every attendee needs something to carry them in. Each delegate will receive a tote bag with your name and logo prominently displayed, when they sign-in at the registration desk. Filled with a number of goodies, the bag promises to be a delegate favorite.

### Wi-Fi SPONSOR

Not only will you capture everyone’s attention, but delegates will want to thank you for the ability to check e-mail and stay connected within the Solutions Showcase. And, when delegates connect to the Wi-Fi, they will be taken directly to your homepage as a reminder of your sponsorship.

### NAME BADGE LANYARD

Delegates will be wearing their nametags wherever they go, which means attendees are a walking advertisement for your company. Your company name and logo will be prominently featured on the lanyards. That’s a lot of face time for three days!

## SILVER SPONSOR PACKAGES | \$25,000

### AGENDA-AT-A-GLANCE

This item is sure to be a favorite of forum delegates. To find out where to go next, delegates can glance at their name badge holder to view an informative agenda featuring your company logo prominently placed on the cover.

### MEDIA ROOM

A quiet alcove for members of the media to gain instant internet access, write and edit articles, and submit stories to their publications. Here they will have the opportunity to relax and enjoy refreshments provided by your sponsorship, which will be denoted by signage inside and outside the room.

### AGENDA BREAK

OPEN TO 2 ORGANIZATIONS

Breaks in the conference agenda allow for delegates to refuel, network, and confer about the latest energy-efficiency initiatives in the Solutions Showcase. You will be front and center with ample signage and buffet tables featuring tent cards bearing your logo.

## HOSTED BY



ALLIANCE TO  
SAVE ENERGY

*Creating an Energy-Efficient World*