



**EXHIBITOR/ SPONSORSHIP OPPORTUNITIES**  
**American Gas Association and Edison Electric Institute**  
**Customer Services Conference & Exposition**  
**Rosen Centre Hotel, Orlando, Florida**  
**April 5-8, 2009**

## **ATTENDANCE PROFILE**

This is the annual meeting of EEI and AGA Member Company executives involved in customer service activities, including customer call centers, benchmarking, meter reading, remittance processing, telephone centers, credit/collection, customer accounting, mail center operations, training, branch/business office operation, and other related areas.

Each year we attract an attendance of over 200 utility industry professionals representing utilities dispersed throughout the United States and Canada. The profile of attendees includes vice presidents, directors and managers at investor-owned utilities. This is the show for getting results.

## **SPONSORSHIP OPPORTUNITIES**

To maximize your exposure, and complement and reinforce your exhibit message, we invite you to consider sponsoring one or more of the many social events of the Conference. Your company will be acknowledged in the Conference Program, through signage and inclusion on our web site.

## **EXHIBIT HALL – Guidelines, Policies and Schedule**

### **PRICING for each 10x10 Booth:**

- \$3000 In-line
- \$3100 for Corner
- \$3200 Refreshment Area
- \$6500 10x20

### **Booth Fee Includes:**

- 10x10 pipe and drape
- One - 6' skirted table
- Two - side chairs
- One - wastebasket
- Two - complimentary registrations
- Advance electronic copy of the registration list.
- Hot link to your web site from the AGA/EEI Customer Service Conference web site and listing in the Conference Program.

The exhibit hall will have 75 - 10' x 10' booths. **Booths will be reserved ONLY with a non-refundable \$1000 deposit payment on a first-received, first-assigned basis.** Requests for preferred locations will be honored; however, EEI reserves the right to make final assignments without penalty.



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## **EXHIBIT HALL SHOW HOURS**

### **Sunday, April 5, 2009**

Exhibit Hall Reception  
6:00 pm to 7:30 pm

### **Monday, April 6, 2009**

Lunch Buffet  
12:00 Noon to 1:30 pm

Networking Reception  
5:30 pm to 7:00 pm

### **Tuesday, April 7, 2009**

Lunch Buffet  
12:00 Noon to 1:30 pm

## **DISMANTLE AND REMOVE**

Exhibit Hall will close promptly at 2:00 pm on Tuesday, April 7, and must be dismantled, packed and removed no later than 5:00 pm that day.

## **OFFICIAL SERVICE CONTRACTOR**

KZ Associates is the official service contractor for the show and must be used for material handling, rigging, electrical, plumbing, vacuuming, custom cleaning and other services that the facility or applicable labor agreements require KZ Associates to perform unless the facility performs any of these services on an exclusive basis. All mechanical equipment used for the Event including but not limited to forklifts, cranes, pallet jacks, genie lifts and scaffolding, must be exclusively provided by KZ Associates.

## **GUIDELINES FOR PROMOTIONAL ACTIVITIES**

**Code of Conduct:** To ensure all attendees have the opportunity to meet and network with conference attendees, all exhibitor and sponsor social functions at the hotel and/or off-site outings conflicting with the timing of any official Workshop events listed in the conference program are strictly prohibited. No signage or flyers are to be placed in any official Conference hotel. Companies that do not comply with these restrictions will be requested to remove any signage promoting the event, and may not be allowed to participate at future Conferences.



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**SPACE ASSIGNMENTS**

EI cannot guarantee that a company exhibiting similar or related products will not be located in nearby or adjoining booths. EI retains the right, in its sole determination, to refuse or deny any application submitted, in which case any deposit shall be refunded. An application will be considered approved when executed by the Exhibitor with a 50% deposit and final payment is received by March 2, 2009. EI reserves the right to reconfigure booth space as necessary.

**CANCELLATION**

Requests for refunds received at EI on or before **March 4, 2009** in writing will be honored – less the non-refundable **\$1,000 deposit**. Cancellations received after **March 4, 2009** will forfeit the entire rental fee. If EI cancels the Exposition for any reason, its only responsibility shall be to refund the rental fee.

**LIABILITY**

The Exhibitor assumes entire responsibility for, and hereby releases EI, the Hotel, and their members, officers, directors, agents and assigns from, and arising out of, or in any way connected with its presence at the event. The Exhibitor shall indemnify, save, and hold harmless EI, the Hotel, and their members, officers, directors, employees, agents, and assigns from and against, any and all claims, losses, damages, injuries, awards, fines, government charges and liability – together with all costs, expenses, and reasonable attorneys' fees in connection with its display or presence at the Meeting and Exposition. The obligations set out in the preceding paragraph shall exclude instances of negligence on the part of EI or the Hotel.

**LABOR**

The Exhibitor agrees to comply with all union regulations and to abide by all agreements between EI, KZ Associates, and the Rosen Center Hotel or any of its agents.



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**BOOTH SPACE APPLICATION AND CONTRACT**

Company\_\_\_\_\_

Street  
Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip Code\_\_\_\_\_

Contact's  
Name\_\_\_\_\_ Title\_\_\_\_\_

Phone\_\_\_\_\_ FAX\_\_\_\_\_ Email\_\_\_\_\_

**Booth Rental Prices:**

- \$3000 In-line
- \$3100 for Corner
- \$3200 Refreshment Area
- \$6500 10x20

**Booth Location Preference**

First choice \_\_\_\_\_ Second choice\_\_\_\_\_ Third choice \_\_\_\_\_

**Exhibitor Terms and Method of Payment**

A minimum 50% deposit is required to hold all booth reservations. Booth reservations will not be held without a deposit. The exhibitor agrees that all provisions published in the Exhibitor Prospectus and Exhibitor Terms and Conditions are part of a formal contract for rental of exhibit space. Full payment must be received by **March 1, 2009**.

**Payment Deposit/Booth Rental Fee: \$\_\_\_\_\_**

\_\_\_\_\_ Pay by check payable to Edison Electric Institute  
Reference #1-43-50/12-0120/434-0/13/65

Charge my credit card:  VISA  MasterCard  AMEX

Card Number\_\_\_\_\_ Exp. Date\_\_\_\_\_

Cardholder's  
Signature\_\_\_\_\_

Cardholder's  
Address\_\_\_\_\_



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**SPONSORSHIP OPPORTUNITIES**

Take advantage of these high-profile sponsorship opportunities to promote your company to decision-making customer service and other energy industry professionals.

**All sponsorships include:**

- Recognition in the program in order of the amount of total sponsorship.
- Link to sponsor’s home page on the EEI/AGA Customer Service Meeting web site.
- Send Deborah Matthews [dmatthews@eei.org](mailto:dmatthews@eei.org) a brief description of your company’s products/services, contact information, hi res logo w/web site address. This information will be posted on the meeting page, also printed in the Conference Directory.
- An advanced electronic list of meeting registrants. *(Note: you MUST include an opt in/opt out marketing feature on anything you send to attendees)*
- Silver, Gold and Platinum sponsors may have a one-or two-page sales piece inserted in the registrant packets. This literature must be received at EEI no later than **March 13, 2009**.
- **Staffer Registrations:** Sponsors receive one complimentary registration at the bronze level, and two at the silver and gold levels. All registrants must register on-line. Your registration provides access to all functions except the Open Forum sessions.
- Additional sponsor personnel may register for the conference and exposition for a fee of \$750.00.

**BRONZE**  
(includes 1 registration)

**Mid-morning Breaks**  
Monday - \$2500  
Tuesday - \$2500

**Luncheon Ice Cream Bar Exchange**  
(Park the ice cream card in your booth. Attendees visit with you for dessert.)  
Monday - \$2500  
Tuesday - \$2500

**SILVER**  
(includes 2 registrations)

**Breakfasts**  
Monday - \$3500  
Tuesday - \$3500  
Wednesday - \$3500

**Exhibit Hall Luncheons**  
Monday - \$4000  
Tuesday - \$4000

**GOLD (SOLD)**  
(includes 2 registrations)

**Conference Bags**  
\$6000  
Logo printed on conference bags.

**Keynote Speakers** \$6000  
Introduce a keynote speaker at the Conference. (Two sponsorships available.)

**PLATINUM**  
(Call for details)

**Sunday Evening Reception**

**Tuesday Evening Social**



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**Mid-Afternoon  
Breaks**

Monday - \$2500  
Tuesday - \$2500

**Advertisements**

Inside Front/Back  
\$3,100

Back cover  
\$3,200

**Conference  
Program and  
Directory - \$3500**

A full page ad  
supplied by the  
sponsor printed on  
the back cover of  
this "take away"  
publication.

**Name Badge**

**Lanyards**  
\$3500 – Sponsor  
logo printed on the  
front of the  
lanyard.



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**SPONSORSHIP APPLICATION AND CONTRACT**

Company\_\_\_\_\_

Street  
Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip Code\_\_\_\_\_

Contact's Name\_\_\_\_\_

Title\_\_\_\_\_

Phone \_\_\_\_\_ Email\_\_\_\_\_

**Sponsorship Preference/Method of Payment:**

**BRONZE - \$2500**  
**(1 registration)**

- Mid-morning Break
- Ice Cream Bar Exchange
- Mid-afternoon Break

**SILVER – \$3500**  
**(2 registrations)**

- Breakfast
- Exhibit Hall Luncheon
- Conference Program and Directory Ads
- Name Badge Lanyards
- Phone Cards

**GOLD - \$6000**  
**2 -registrations**

- Keynote Speaker
- Conference Bags

**PLATINUM**  
**(Call for details)**

- Sunday Evening Reception
- Tuesday Evening Social

**Sponsorship Terms:**

*A minimum fifty percent deposit (50%) is required for each sponsorship reserved and must accompany each application. The Sponsor agrees that all provisions published in the Prospectus are part of a formal contract for sponsorship.*

**Payment/Deposit \$**\_\_\_\_\_

I will pay by check [payable to Edison Electric Institute]. Reference acct. no. 1-43-50/12-0120/434-0/13/65

Charge my credit card:  VISA     MasterCard     AMEX

Card Number\_\_\_\_\_ Exp. Date\_\_\_\_\_

Cardholder's  
Signature\_\_\_\_\_

Cardholder's  
Address\_\_\_\_\_



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**Please return completed application forms with your fifty-percent (50%) deposit per booth/sponsorship to:**

Deborah Matthews  
Edison Electric Institute  
701 Pennsylvania Avenue, NW, Washington, DC 20004-2696,  
**FAX: 202/508-5789**  
Email address: [dmatthews@eei.org](mailto:dmatthews@eei.org)