

*Spring NKA
March 21-24, 2010*



Sponsorship Packet



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DON'T BE JUST A FACE IN THE CROWD BECOME A SPONSOR!

Brand your company's products and services to the energy decision makers of North America's multi-site key accounts. EEI offers several **EXCLUSIVE** sponsorship opportunities that will attentively promote your organization to meeting attendees and EEI website visitors.

To take advantage of these high-profile sponsorships, contact Deborah Matthews at dmatthews@eei.org or (202) 508-5549 for more details.

"The contacts and potential partners that I meet at EEI make the time away from the office well worth it. This is the last meeting I would ever drop from budget."

-Bob Valair, Director of Energy and Environmental Services, Staples

Sponsorship Opportunities

Newcomers Reception	\$5000
Welcome to Boston Reception (SOLD)	\$7500
Networking Breakfast (per breakfast)	\$8500
Networking Luncheons (Mon SOLD)	\$8500
Ice Cream Cart during Luncheons (SOLD)	\$3600
Refreshment Station Breaks – Mon/Tues (SOLD)	\$3500
Business Card Exchange (SOLD)	\$6500
Customer Meet n Greet (SOLD)	\$5000
Customer Appreciation Reception (Tues-SOLD)	\$7500
Conference Bags (SOLD)	\$8000
Advertisement in Workshop Program (SOLD)	\$3600
Internet Café (SOLD)	\$6000
Workshop Room Key Cards (SOLD)	\$5000
Workshop Lanyard Sponsorship (SOLD)	\$4000
Workshop USB Drives (SOLD)	\$6000
Grand Prize Sponsorship (SOLD)	\$4500
Advertisements –Looping on TV	\$3500
Promotional Insert in Registration Bags	\$2500

Detailed Descriptions of Sponsorship Opportunities

Customer Travel Assistance Program

\$4000 (No longer available)

Support your existing and prospective clients in this tough economy by assisting them in making it to this important meeting. EEI has arranged with the JW Marriott to have a limited block of discounted hotel rooms available for customers. Your contribution will help to underwrite the cost of this arrangement.

Sponsorship Includes:

- ✓ Recognition by EEI staff during the Monday morning plenary session.
- ✓ Recognition via pre-meeting email announcements to customers (while room block lasts)
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage near registration area
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Conference bag insert or advertisement in the final program
- ✓ Complimentary registration for one staff member (beyond complimentary exhibitor registrations)



Newcomers Reception

\$5000(SOLD)

SUNDAY, March 21, 4:00 pm

Welcome the new, lost sheep at the official "ice-breaker" reception for all first-time attendees to the Workshop. Hosted by the meeting's planning group and EEI's Customer Advisory Group.

Sponsorship Includes:

- ✓ Recognition at the Reception by an EEI staff member
- ✓ A six foot table at the reception to display your company's offerings.
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage at the Newcomers Reception
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Reception includes an open refreshment bar.



Welcome to Boston!!! Reception

\$7500 (SOLD)

SUNDAY, March 21 5:00-7:00 pm

This popular meeting kicks-off in the exhibit hall with a Boston themed reception to all meeting attendees. Be the first to welcome these important customers (and others) to Boston.

Sponsorship Includes:

- ✓ Recognition at the Reception by an EEI staff member
- ✓ A six foot table at the reception to display your company's offerings.
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)

- ✓ Your corporate logo prominently displayed on signage at the Newcomers Reception
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Logo on EEI website and raffle prize drawings
- ✓ Your company representative announces the raffle prize winners.
- ✓ Reception includes hors d'oeuvres an open refreshment bar.



Networking Breakfast

\$8500/per breakfast

Choose: Monday, Tuesday or Wednesday

Be the first ones to welcome the customers to a new great day by hosting the most important meal of the day, breakfast. Since it is the most important meal of the day, this event is open to all attendees and takes place in the exhibit hall.

Sponsorship Includes:

- ✓ Recognition during the general plenary session by EEI during the morning of the event
- ✓ Recognition in the exhibit hall during the event
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage at the exhibit hall entrance during the event
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Your company representative announces the raffle prize winners.
- ✓ Full breakfast buffet.



Networking Luncheons

\$8500/per luncheon (SOLD Monday)

Choose: Monday or Tuesday

Lunch is not the first important meal of the day, but it's still pretty important to the many customers who flock to this function. Open to all attendees and takes place in the exhibit hall.

Sponsorship Includes:

- ✓ Recognition during the general plenary session by EEI during the morning of the event
- ✓ Recognition in the exhibit hall during the event
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage at the exhibit hall entrance during the event
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Your company representative announces the raffle prize winners.
- ✓ Full breakfast buffet.

Ice Cream Cart during Luncheons

\$3600 each day (SOLD)

Monday and Tuesday during Lunch in Exhibit Hall

Be the most popular company in the exhibit hall by having an ice cream cart in your booth during the luncheons.

Sponsorship Includes:

- ✓ Ice cream cart placed at your booth or designated area of exhibit hall
- ✓ Opportunity to exchange ice cream for attendees' business cards
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage adjacent to cart during lunch.
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page

Refreshment Station Breaks

\$3500

Monday (SOLD) Tuesday (SOLD)

Sponsorship Includes:

- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage adjacent to break items.
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ Conference bag insert or advertisement in the final program
- ✓ A link to your company's website on the EEI National Key Accounts page

Business Card Exchange

\$6500 (SOLD)

Monday, March 22 4:15-5:45 pm

Described by some as a busy Wall Street trading pit, this event is considered by customers to be one of the most valuable aspects of the Workshop. Each EEI member is provided a table to provide information to customers about the activities and issues taking place in their service territory. With the exception of the sponsorship company, the first hour is intended for customers and EEI members-only, the second hour is open to all attendees. Since we are yards away from a plush golf course, all participants will be encouraged to dress in "imaginative" links attire. Open refreshment and snack bar

Sponsorship Includes:

- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage at the session entrance during the event
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Six foot table near point of entry to display your company's information

Customer Meet n Greet

\$5,000(SOLD)

Tuesday, March 23 4:30 pm

Like Monday's Business Card Exchange, but in reverse. That is, each customer organization is furnished a six foot table to staff and display their salient energy-needs information to vendors and utilities. Event is open to all meeting registrants. Open refreshment and snack bar

Sponsorship Includes:

- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage near the session entrance during the event
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page



Customer Appreciation Reception

\$7500

Tuesday, March 23, 5:30-7:00 pm

This is the last official networking reception of the meeting and a quite popular one. Several raffle prizes are announced and great food and refreshments served!

Sponsorship Includes:

- ✓ Recognition at the Reception by an EEI staff member
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on signage at the Reception
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Reception includes an open refreshment bar.
- ✓ Your company representative announces the raffle prize winners.
- ✓

Conference Bags

\$8000(SOLD)

Brand your company on one of the most visible items distributed at the meeting. Your logo will be prominently displayed with EEI's on the official workshop conference bag.

Sponsorship Includes:

- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the conference bags
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Conference insert or advertisement in the final program



Advertisement in Workshop Program

\$3600 SOLD

(Inside front cover, inside back cover, outside back cover-SOLD)

Promote your company, introduce new products and services, or announce a special activity in the Workshop's multicolored program.

Sponsorship Includes:

- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page
- ✓ Sponsor is requested to provide camera-ready artwork for full page ad (color 8 ½ x 11")



Internet Café

\$5500 (SOLD)

Your company will be a huge hit with customers by sponsoring the always crowded internet cafe.

Sponsorship Includes:

- ✓ Sponsors logo prominently displayed on all laptops
- ✓ Your corporate logo on signage near internet cafe
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page



Workshop Room Key Cards

\$5000

Announce your company's services and booth location on the attendees' room key cards. They won't leave their rooms without them!

This Sponsorship Includes:

- ✓ Your corporate logo displayed on top side of hotel electronic room key
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page



Workshop Lanyard Sponsorship

\$4000 (SOLD)

Have your company's logo displayed on the most omnipresent item at the meeting.

Sponsorship Includes:

- ✓ Your corporate logo displayed on the workshop lanyard
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page

Workshop USB Drives

\$5000 (SOLD)

Create a lasting impression. USB Drive contains meeting presentations and will be provided to all meeting registrants.

Sponsorship Includes:

- ✓ Sponsor's logo displayed on the outside of the meeting's USB Drive and distributed to all registrants
- ✓ Sponsor's logo displayed in software. Presentation (under 500 KB) about sponsor acceptable.
- ✓ Recognition in the official Workshop Program and the EEI Workshop Website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the National Key Accounts page

Grand Prize Sponsorship

\$4500 (SOLD)

Sponsor EEI's Grand Prize that's raffled in the exhibit hall during the Tuesday night reception.

Sponsorship Includes:

- ✓ Recognition in the exhibit hall during the reception
- ✓ Signage with your corporate logo adjacent to raffle area
- ✓ Your company representative announces the raffle prize winner
- ✓ Recognition in the official Workshop Program and the EEI Workshop Website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the National Key Accounts page



TV Advertisement

\$3000

Announce your company's services and booth location on the attendees' TV in their sleeping room.

This Sponsorship Includes:

- ✓ Your advertisement will loop on all rooms under the EEI Block
- ✓ Recognition in the official Workshop Program and the EEI Workshop website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the EEI National Key Accounts page

Promotional Insert in Registration Bags

\$2500

Market your company's products and services by including a two side full 8 ½ x 11 color advertisement in the meeting's official kit provide to all registrants.

Sponsorship Includes:

- ✓ Two sided, full 8 ½ x 11 color insert in conference bag (*material must be received by EEI no later than March 15, 2010*)
- ✓ Recognition in the official Workshop Program and the EEI Workshop Website (www.eei.org/nka)
- ✓ Your corporate logo prominently displayed on the center general plenary screen
- ✓ A link to your company's website on the National Key Accounts page

2010 Spring National Key Accounts Workshop

Sponsorship Order Form



Sponsorship _____

Sponsorship _____

Sponsor Information (please print or type)

Name	
Title	
Company	
Address	
City	
State	
Zip code	
Phone	
E-Mail	

Payment Information

Total Amount Due: \$_____

Please charge my credit card:

___ Visa ___ MasterCard ___ American Express

Credit Card Number			
Expiration date			
Cardholder's Name			
Authorized Signature	<table border="1" style="width: 100%;"> <tr> <td style="width: 80%;"></td> <td style="width: 20%; text-align: center;">Date</td> </tr> </table>		Date
	Date		

Please send form via email dmatthews@eei.org or fax: (202) 508-5789

IMPORTANT: Sponsorships are reserved on a first-come, first-served basis and requests must be received in writing. Sponsorship commitments are non-refundable.