



Emerging Technologies Summit

ACCELERATING INNOVATION IN ENERGY EFFICIENCY

Sponsor and Exhibitor
Prospectus

October 20 – 22, 2014

Parc 55 Hotel

San Francisco, CA

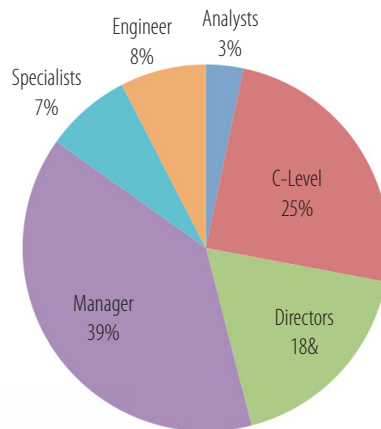
What is the Emerging Technologies (ET) Summit?

Since 2004 the ET Summit, organized by the Emerging Technologies Coordinating Council (ETCC), has established itself as the must-attend event for energy efficiency industry insiders to share the latest technologies and implementation approaches for the \$35+ billion ecosystem of energy efficiency, demand response, customer-facing smart grid and related programs.

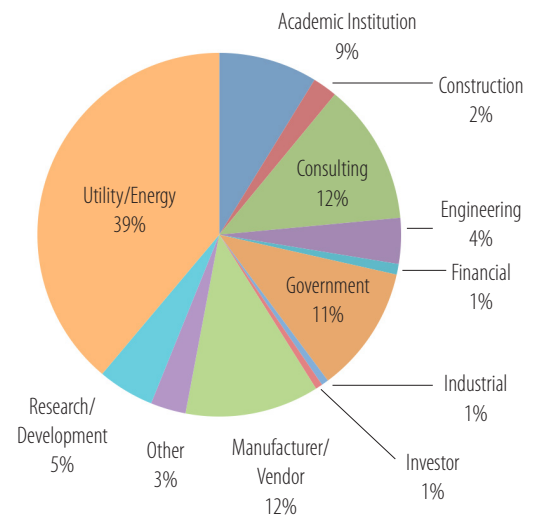
Who Attends?

With an anticipated attendance of more than 500 guests, this year's event will bring together leading technologists, entrepreneurs, energy utilities, regulators and investors from around North America and overseas who are actively involved in and/or seeking partners for ET projects and collaborations.

Attendees by Position



Attendees by Business Type



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Event Highlights

Conference attendees will have the opportunity to participate in exclusive Bay Area ET tours, plenary and round-table talks, plus concurrent panel sessions covering a wide spectrum of topics related to ETs and moving them into the market successfully. Your participation will also include an exhibit space in our innovative Expo Hall showcasing high-profile energy efficiency and demand response technologies & products from leading companies.

Why Participate?

As a sponsor of, or exhibitor at this event, you have a unique opportunity to showcase your products and services, extend your brand identity and create a strong visible presence among industry professionals, energy utilities, regulators and investors engaged in the Emerging Technologies movement.

To ensure maximum exposure, the expo hall is situated front-and-center in the foyer outside the general session. Attendees will have multiple opportunities to network and interact with your company, including several exclusive exhibition times.

Among the many benefits and opportunities available to you as a sponsor at the Emerging Technologies Summit 2014 are:

- An exhibit hall that serves as the focal point of the event.
- Dedicated exhibit hours to optimize and maximize positive interactions with attendees – including a hosted Welcome Reception.
- Company exposure with multiple branding opportunities throughout conference and website.
- Opportunity to demonstrate your industry leadership by placing your message, brand and expertise directly in front of attendees eager to learn about new industry innovations.
- Opportunity to participate in a number of social and networking events where you can interact, network and grow your business.

Interested? For more information regarding sponsorship opportunities, contact:

Emerging Technologies Summit 2014

Scott Flanagan, Sponsorship Services

Toll-Free: **1-800-381-0125**

Phone: **+1-415-446-7710 (International)**

Fax: **+1-415-499-7979**

Email: **Sponsor@ETSummit.com**



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2012 Sponsors & Exhibitors

2D2C Inc
Advanced Lighting Technologies
Alternative Energy Systems Consulting, Inc.
Auto Grid Systems
Beutler Corporation
Bonneville Power Administration
CalPlug
Coolerado
Cooper Lighting
CPI Daylighting, Inc.
Cree
Daikin/DMG
Digital Lumens
Earth Networks
Embertec
Emerson Climate Technologies
Energy Federation, Incorporated
Enerliance
Enovative Kontrol Systems
Electric Power Research Institute
Everlast Lighting
FutureDash Corporation
Hotstart, Inc.
IE Technologies
Intermatic, Inc.
L&H Airco
Los Angeles IBEW/NECA/LMCC
Lumenergi
Lunera Lighting
Melrok
Mitsubishi
National Renewable Energy Laboratory
National Resource Management, Inc.
Northwest Energy Efficiency Alliance
Norman S Wright of Southern California
OpenADR Alliance
Opto 22

PERI Software Solutions, Inc
Pacific Gas and Electric Company
PlanetEcosystems
SAGE Electrochromics, Inc.
Southern California Edison
Sempra
Sacramento Municipal Utility District
Sun9
Switch Automation
The Climate Registry
ThinkEco Inc.
Transformative Wave Technologies, LLC
Universal Smart Network Access Port Alliance
Verdigris Technologies
Vortron Technologies



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Sponsorship Packages

	PLATINUM	GOLD	SILVER	EXHIBITOR
EARLY BIRD RATE (BEFORE JUNE 16, 2014)	\$16,500	\$12,500	\$6,500	N/A
STANDARD RATE (AFTER JUNE 16, 2014)	\$20,000	\$15,000	\$8,000	\$2,000
AVAILABLE	3	6	10	10+
PASSES	Full Conference – 6	Full Conference – 4	Full Conference – 2	Expo only passes – 2
TRADESHOW SPACE	10x10 Platinum booth space Includes (1) table, (2) side chairs, 500-watt power & wastebasket.	10x10 Gold booth space Includes (1) table, (2) side chairs, 500-watt power & wastebasket.	10x10 Silver booth space Includes (1) table, (2) side chairs, 500-watt power & wastebasket.	Table Top space Includes (1) table, (2) side chairs, 500-watt power & wastebasket.
PRESHOW MARKETING	Company logo and link to your webpage listed on ET Summit website. Company logo included in select Pre-Event Marketing Program distributed by ETCC to registered attendees. (1) Pre-Show Email Blast to all ET Summit Opt-In Registered attendees (content approved by ETCC).	Company logo and link to your webpage listed on ET Summit website. Company logo included in select Pre-Event Marketing Program distributed by ETCC to registered attendees.	Company logo and link to your webpage listed on ET Summit website. Company logo included in select Pre-Event Marketing Program distributed by ETCC to registered attendees.	Company logo and link to your webpage listed on ET Summit website.
MEAL MARKETING	Co-Sponsor of Monday & Tuesday Night Receptions in Tradeshow Opportunity to host Tuesday Night Industry Dinner (sponsor to cover food & beverage costs). Co-Sponsor of Monday Night Offsite Special Event	Co-Sponsor of Monday & Tuesday Night Receptions in Tradeshow Opportunity to host Tuesday Night Industry Dinner (sponsor to cover food & beverage costs). Sponsor of one of the following events (signage & branding); first come, first served: - Tuesday Breakfast - Tuesday Lunch - Tuesday Breaks - Wednesday Breakfast - Wednesday Lunch - Wednesday Breaks	Co-Sponsor of Monday & Tuesday Night Receptions in Tradeshow Opportunity to host Tuesday Night Industry Dinner (sponsor to cover food & beverage costs).	
ONSITE MARKETING	Company logo on select conference signage Premium Full-Page Advertising Opportunity. Opportunity to participate in Traffic Building Activity. Keynote Session Recognition Opportunity for private meetings with up to 5 customers, introductions facilitated by ETCC.	Company logo on select conference signage Half-Page Advertising Opportunity. Opportunity to participate in Traffic Building Activity. Keynote Session Recognition	Company logo on select conference signage Logo placement Advertising Opportunity. Opportunity to participate in Traffic Building Activity.	Opportunity to participate in Traffic Building Activity.
AMENITY	Your company logo will be displayed on (1) specialty item (selected by ETCC)			

Platinum Sponsorship

(3 Available) Regular Rate: \$20,000

Early-Bird Rate: \$16,500

SIGN BY JUNE 16, 2014 FOR OUR EARLY-BIRD RATE AND SAVE 17%!!

The Platinum sponsorship is an exceptional offer available for recognition at the Emerging Technologies Summit. Only **three** Platinum sponsorships are available offering maximum exposure to deliver optimal brand and company awareness.

EVENT PASSES

- 6 full-conference passes are included.

TRADESHOW SPACE

- 10 x10 Platinum booth space
- (1) 6' Skirted Table
- (2) Chairs
- 500 watt power drop
- Wastebasket

PRESHOW MARKETING

- Your logo and link to your webpage will be listed on the ET Summit website.
- Company logo included in select Pre-Event Marketing Program distributed by ETCC to registered attendees.
- (1) Pre-show email blast to all ET Summit Opt-in registered attendees (content subject to approval by ETCC with email to be sent by ETCC).

MEAL MARKETING

- Co-Sponsor of Monday & Tuesday Night Receptions in Tradeshow
- Opportunity to host Tuesday Night Industry Dinner (sponsor to cover food & beverage costs)
- Co-Sponsor of Monday Night Offsite Special Event

ONSITE MARKETING

- Receive special Recognition at Opening Keynote
- Opportunity for private meetings with up to 5 customers, introductions facilitated by ETCC
- Company logo on select conference signage
- Premium Full-Page Advertising Opportunity

EXPO GAME!

- Opportunity to participate in Traffic Building Activity

AMENITY

- Your company logo will be displayed on (1) specialty item (selected by ETCC)



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Gold Sponsorship

(6 Available) Regular Rate: \$15,000

Early-Bird Rate: \$12,500

SIGN BY JUNE 16, 2014 FOR OUR EARLY-BIRD RATE AND SAVE 17%!!

The Gold sponsorship is a premium offer available for recognition at the Emerging Technologies Summit. Only **six** Gold sponsorships are available.

EVENT PASSES

- 4 full-conference passes are included.

TRADESHOW SPACE

- 10 x10 Gold booth space
- (1) 6' Skirted Table
- (2) Chairs
- 500 watt power drop
- Wastebasket

PRESHOW MARKETING

- Your logo and link to your webpage will be listed on the ET Summit website.
- Company logo included in select Pre-Event Marketing Program distributed by ETCC to registered attendees.

MEAL MARKETING

- Co-Sponsor of Monday & Tuesday Night Receptions in Tradeshow
- Opportunity to host Tuesday Night Industry Dinner (sponsor to cover food & beverage costs)
- Sponsor of one of the following events, (signage & branding), first come first served:
 - Tuesday Breakfast
 - Tuesday Lunch
 - Tuesday Breaks
 - Wednesday Breakfast
 - Wednesday Lunch
 - Wednesday Breaks

ONSITE MARKETING

- Receive special Recognition at Opening Keynote
- Company logo on select conference signage
- Half-Page Advertising Opportunity

EXPO GAME!

- Opportunity to participate in Traffic Building Activity



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Silver Sponsorship

(10 Available) Regular Rate: \$8,000

Early-Bird Rate: \$6,500

SIGN BY JUNE 16, 2014 FOR OUR EARLY-BIRD RATE AND SAVE 19%!!

The Silver sponsorship is a great offer available for recognition at the Emerging Technologies Summit. Only **ten** Silver sponsorships are available.

EVENT PASSES

- 2 full-conference passes are included.

TRADESHOW SPACE

- 10 x10 Silver booth space
- (1) 6' Skirted Table
- (2) Chairs
- 500 watt power drop
- Wastebasket

PRESHOW MARKETING

- Your logo and link to your webpage will be listed on the ET Summit website.
- Company logo included in select Pre-Event Marketing Program distributed by ETCC to registered attendees.

MEAL MARKETING

- Co-Sponsor of Monday & Tuesday Night Receptions in Tradeshow
- Opportunity to host Tuesday Night Industry Dinner (sponsor to cover food & beverage costs)

ONSITE MARKETING

- Company logo on select conference signage
- Logo placement Advertising Opportunity

EXPO GAME!

- Opportunity to participate in Traffic Building Activity



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Exhibitor Sponsorship

(10+ Available)
Regular Rate: \$2,000

The Exhibitor package provides an opportunity for exhibit space at the Emerging Technologies Summit.

EXPO GAME!

- Opportunity to participate in Traffic Building Activity

EVENT PASSES

- 2 Expo only passes

TRADESHOW SPACE

- Table Top space
- (1) 6' Skirted Table
- (2) Chairs
- 500 watt power drop
- Wastebasket

PRESHOW MARKETING

- Your logo and link to your webpage will be listed on the ET Summit website.



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Sponsor Contract

Please select your desired sponsor/exhibitor level:

(Special Early-Bird Rate if this contract is signed and returned by June 16, 2014)

EARLY BIRD RATE

- PLATINUM - \$16,500
- GOLD - \$12,500
- SILVER - \$6,500

STANDARD RATE

- PLATINUM - \$20,000
- GOLD - \$15,000
- SILVER - \$8,000
- EXHIBITOR - \$2,000

Company/Division Name:

(Exactly as you would like it to appear in all Emerging Technologies Summit 2014 Promotional Materials)

Website URL:

Primary Contact/Title:

Phone:

Cell:

Fax:

Email:

Address:

City:

State/Province:

Postal/ZIP Code:

Country:



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Scott Flanagan, Sponsorships

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EXHIBIT SPACE ALLOCATION

Exhibit space will be assigned by ETCC or its conference management contractor according to exhibitor level on a first-come, first-served basis.

EXHIBIT INFORMATION

- Exhibit staff must be employees of the exhibitor company, or directly hired by the exhibitor as company representatives for this event.
- Exhibitors must comply with conference and hotel management rules and regulations.
- Amplified sound systems will not be permitted, except where such items are an integral and essential part of the demonstration of the product or service being exhibited.
- Animals will not be allowed in the exhibit area.
- Each exhibitor is responsible to the service contractor and facility.

TERMS AND CONDITIONS:

1. Exhibitor/sponsorship fees: 100% of the exhibitor fees (and any additional sponsorship fees) are due and payable in full no later than October 1, 2014. All Exhibitor and/or sponsorship fees paid are non-refundable without exception. If the Exhibitor fails to make any payment described in this Agreement on or before the due date, the Exhibitor's right to participate may be cancelled without further notice and without refund of monies paid.

2. Attorney's Fees: In the event of cancellation by the exhibitor, the exhibitor will be obligated for 100% of the contracted fees, plus any legal fees (including attorney's fees) resulting from collection efforts.

3. Exhibit hours: The conference management contractor and the Hotel will establish exhibition hours and reserves the right to make schedule changes, as it deems appropriate. Exhibition hours will be determined based on the conference program schedule.

4. Installation and dismantling: Exhibit space is assigned by sponsor/exhibitor level on a first-come, first-served basis. The Exhibitor expressly agrees that in the event that the Exhibitor fails to install products in its assigned space or fails to remit payment for required space rental at times specified, ETCC or its conference management contractor shall have the right to take possession of said space and lease same to such parties and upon such terms and conditions it may deem proper. In addition, the Exhibitor may not dismantle the display until the exhibition is finally closed to the public, at the date and time so indicated by ETCC or its conference management contractor or the Hotel.

5. Use of exhibition space: The Exhibitor shall not assign to a third party its rights to the exhibition space or any portion thereof without the prior written consent of ETCC or its conference management contractor, which ETCC or its conference management contractor may grant or withhold at its sole discretion. Any firm or organization which is not assigned exhibit space will not be permitted to solicit business within the exhibit area.

6. Indemnity and limitation of liability: Neither ETCC or its conference management contractor nor the Hotel, nor any of their contractors or affiliated organizations, their officers, agents, employees, facilities, other representatives, or assigns shall be held liable for, and they are hereby released from, any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the exhibition facility or intermediate staging facilities (including any damage, loss, harm, or injury in connection with the Conference, exhibits, or staging), accident, or any other cause, except to the extent caused by the negligent acts or omissions of ETCC or its conference management

contractor, the Hotel or any of its or their employees or contractors. The Exhibitor shall indemnify, defend, and protect ETCC or its conference management contractor and the Hotel and hold ETCC or its conference management contractor and the Hotel harmless from any and all claims, demands, suits, liability damages, losses, costs, attorneys' fees, and expenses that might result or arise due to negligence on the part of the Exhibitor, its officers, agents, employees, or representatives. ETCC or its conference management contractor and the Hotel shall not be responsible for the security of Exhibitor's equipment or its proprietary software or hardware information. This limitation of liability applies to equipment for use in the exhibit area, general session, conference sessions, and any other conference rooms or facilities. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability. The contractor and the Hotel and hold ETCC or its conference management contractor and the Hotel harmless from any and all claims, demands, suits, liability damages, losses, costs, attorneys' fees, and expenses that might result or arise due to negligence on the part of the Exhibitor, its officers, agents, employees, or representatives. ETCC or its conference management contractor and the Hotel shall not be responsible for the security of Exhibitor's equipment or its proprietary software or hardware information. This limitation of liability applies to equipment for use in the exhibit area, general session, conference sessions, and any other conference rooms or facilities. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

7. Observance of laws: Exhibitors shall abide by and observe all laws, rules and regulations, and ordinances of any applicable government authority and all rules of the Conference facility.

8. Cancellation or termination by Emerging Technologies Summit: Cancellation or termination by ETCC or its conference management contractor: If, because of war, fire, strike, Hotel construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy, the Conference or any part thereof is prevented from being held or is canceled by ETCC or its conference management contractor, or the space becomes unavailable, ETCC or its conference management contractor in its sole discretion shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate display fees received that remains after deducting expenses incurred by ETCC or its conference management contractor and reasonable compensation. In no case shall the amount of the refund to the Exhibitor exceed the amount of the fee paid. ETCC or its conference management contractor reserves the right to change or cancel any portion of the exhibit schedule, as it deems necessary and appropriate. All changes and/or cancellations will be communicated to Exhibitors in writing.

9. Governing law: All terms and conditions in this Agreement are subject to and governed by the laws of the state of California. Any legal action arising under this Agreement will be brought exclusively in the federal or state courts located in the Northern District of California and Exhibitor and ETCC and conference management contractor consent to personal jurisdiction and venue in such courts.

10. Meetings and entertainment: All activities marketed to attendees of the Conference must be coordinated and approved by ETCC or its conference management contractor. No educational, social, hospitality, or other type of meeting or event may be held by sponsors or exhibitors during any session or activity appearing on the schedule of events. Any other social functions must be scheduled at a time or place where they will not interfere with any activities scheduled by ETCC or its conference management contractor or with the Conference itself.



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11. Exhibitor conduct: All Exhibitor company staff members must conduct themselves in a professional manner according to ETCC or its conference management contractor guidelines and Hotel guidelines. Acceptable conduct shall include but not be limited to the following:

- Exhibitor Company representatives should conduct all marketing and demo activity via emphasis on positive aspects of their own products and services and should refrain from making negative statements about other Exhibitors and sponsors, or about their products and services.

- All show floor staff should be attired in a manner consistent with the published business casual dress code for the event.
- No exhibit space should be left unattended during show hours - i.e. all show floor staff should be present in each company area during all hours that the show floor is open to attendees.
- No off-hour booth presentations shall be allowed unless first coordinated with the ETCC show management.
- Employees of exhibiting and sponsoring companies are prohibited from advertising competitive events. .

This contract has been read and is

APPROVED BY:

Authorized Signature

Title

Date

Sponsor/Exhibitor (print name)

Authorized Signature

Title

Date

ETCC Contact (print name)

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