

Source | FORUM 2024

The premier event for utilities and utility partners



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forum

Sponsor &
exhibitor
prospectus

MEET FACE-TO-FACE

WITH YOUR NEXT CUSTOMER

E SOURCE FORUM 2024

October 8–10, 2024

Sheraton Denver Downtown

Denver, Colorado

WHAT IS THE E SOURCE FORUM?

For more than 37 years, the E Source Forum has facilitated learning, networking, and collaboration among utility professionals from across the US and Canada. Our agenda features topics that matter to you, with thought-provoking keynote speakers, market research and data-driven content, customer panels, and insights from your utility peers.

The Forum draws 500+ utility professionals

Type of Forum attendee



74%

Utility professionals

26%

Consultant/vendor/contractor

See pp. 3–4 for pricing and associated deadlines

To reserve an exhibit space or sponsorship opportunity for 2024, please complete the RESERVATION FORM on pp. 8–11 and return it to Emily Roberson (emily_roberson@esource.com). You may also request via email the ability to complete the form via DocuSign.

EXHIBITOR INFORMATION

WHAT'S INCLUDED

- Exhibitor options
 - **Premium table-top exhibit**
 - Two 6-foot skirted tables, two chairs, and 2 attendee registrations
 - **Standard table exhibits (member and non-member):**
 - One 6-foot skirted table, two chairs, and 1 attendee registration
- After-hours security
- Company name and logo displayed on:
 - Conference signage (print deadlines apply)
 - E Source Forum 2024 conference website
 - E Source Forum 2024 mobile app
 - Between-session advertisements, which run throughout the conference
 - Printed conference program (print deadlines apply)
- A **registration list** with the registrant's name, title, and company will be provided one month before the start of the event and one week before the start of the event. A **final attendee list** will be provided within 3 business days after the event ends. Email addresses for attendees who did not opt out of being contacted will be provided to sponsors and exhibitors who spend \$16,500 or more; email addresses may also be purchased for \$2,500.

Exhibitor pricing tiers and reservation form submission deadlines	April 1- July 31, 2024	August 1- Sept 30, 2024
Premium table-top booth Tables 1, 11, 18, 22, 29, 33—see p. 9 (includes 2 registrations)	\$12,500	\$14,000
Member booth (includes 1 registration)	\$8,000	\$9,000
Non-member booth (includes 1 registration)	\$9,000	\$10,000
Additional attendee registration*	\$2,000	\$2,500

* Up to 3 attendee registrations may be associated with each sponsorship or exhibit. Please refer to exhibitor pricing tiers and sponsorship descriptions for the number of registrations included.

Exhibitor schedule

Activities and times are subject to change.

Tuesday, October 8: Exhibitor set-up from 3:00 to 5:00 p.m.; Forum welcome reception in the exhibition area from 5:30 to 7:00 p.m.

Wednesday, October 9: Exhibit floor open from 8:00 a.m. to 3:30 p.m.; reception from 7:00-9:00 p.m. in the exhibition area.

Thursday, October 10: Exhibit floor open from 8:00 a.m. to 4:00 p.m.; exhibitor tear-down at 5:30 p.m.

SPONSORSHIP OPPORTUNITIES

Sponsorship pricing tiers and reservation form submission deadlines	April 1- July 31, 2024	August 1- Sept 30, 2024
Platinum sponsorships	\$21,500	\$23,500
Gold sponsorships	\$16,500	\$18,500
Silver sponsorships	\$12,000	\$13,500
Bronze sponsorships	\$9,000	\$10,000
Private meeting room	\$9,000	\$10,000
Solution showcase	\$8,000	\$8,000
Additional registration(s)*	\$2,000	\$2,500

* Up to 3 attendee registrations may be associated with each sponsorship or exhibit.

Please refer to sponsorship pricing tiers and sponsorship descriptions for the number of registrations included.

PLATINUM SPONSORSHIPS

- Includes 3 full Forum registrations
- Your logo with recognition as a Platinum Sponsor on a sign displayed prominently in the main conference area
- Recognition as a Platinum Sponsor, with hyperlinked logo in the Forum mobile app and on the Forum website
- Your logo with recognition as a Platinum Sponsor included in the Forum program
- Your logo with recognition as a Platinum Sponsor prominently displayed in our between-session advertisements, which continuously run throughout the conference
- Registration list with attendee name, title, and company provided one month prior to the start of the event and one week prior to the start of the event; final attendee list will be provided within 3 business days after the event ends

Choose from options below:

SOLD! EVERYWHERE SPONSORSHIP (EXCLUSIVE)

Includes escalator branding, elevator clings, and your logo on the badge lanyards

SOLD! PING-PONG PARTY (EXCLUSIVE)

Includes your logo displayed on signage at the venue and branded napkins



- Option to display one piece of marketing material in an approved location
- Logo on signage at the event/station
- Logo with recognition as a Gold Sponsor prominently displayed in our between-session advertisements, which continuously run throughout the conference
- Registration list with registrant name, title, and company provided one month prior to the start of the event and one week prior to the start of the event; final attendee list will be provided within 3 business days after the event ends
- Includes 2 full Forum registrations with the option to purchase 1 more
- Logo with recognition as a Gold Sponsor on a sign displayed prominently in the main conference area
- Recognition as a Gold Sponsor with hyperlinked logo in the Forum mobile app and on the Forum website
- Logo with recognition as a Gold Sponsor included in the Forum conference program

Choose from options below:

COFFEE CART (EXCLUSIVE)*

Includes a premium coffee station and barista service during Forum Mall hours; cappuccino, lattes, and coffee flavors will be provided

SOLD! PROFESSIONAL HEADSHOTS (EXCLUSIVE)*

Includes sponsorship of a photographer who will provide digital photos that will be delivered to attendees after the event

ENTERTAINMENT SPONSOR (2 AVAILABLE)

Includes sponsorship of entertainment during the opening or closing session

TRACK SPONSOR (6 AVAILABLE)

Includes shoutout from the moderator at the opening session of the track, 5 minute pitch presentation at the beginning of the second day and collateral table located just outside the room where sessions will be held. Tracks options include: Customer Experience (CX), Marketing & Communications, Storage & DERs, Efficient & Flexible Decarbonization, Electric Transportation and Affordability & Equity

***These sponsorships will be open on Wednesday, October 9 and Thursday, October 10, 2024**

SILVER SPONSORSHIPS

- Includes 1 full Forum registrations with the option to purchase up to 2 more
- Logo with recognition as a Silver Sponsor on a sign displayed prominently in the main conference area
- Recognition as a Silver Sponsor with hyperlinked logo in the Forum mobile app and on the Forum website
- Logo with recognition as a Silver Sponsor included in the Forum conference program
- Option to display one piece of marketing material in an approved location
- Logo with recognition as a Silver Sponsor prominently displayed in our between-session advertisements, which continuously run throughout the conference
- Registration list with registrant name, title, and company provided one month prior to the start of the event and one week prior to the start of the event; final attendee list will be provided within 3 business days after the event ends

Choose from options below:

SOLD! WATER BOTTLE SPONSOR (EXCLUSIVE)

Includes logo on Forum 2024 water bottles, which will be distributed to attendees

WELCOME RECEPTION SPONSOR (EXCLUSIVE)

Includes branded napkins and placement of sponsor provided shwag throughout event space

SOLD! KEYCARD SPONSOR (EXCLUSIVE)

Includes logo on hotel keycards provided to conference attendees

WELCOME BAG SPONSOR (EXCLUSIVE)

Includes logo on Forum 2024 welcome bag and placement of materials inside

BRONZE SPONSORSHIPS

- Includes 1 full Forum registrations with the option to purchase up to 2 more
- Logo with recognition as a Bronze Sponsor on a sign displayed prominently in the main conference area
- Recognition as a Bronze Sponsor with hyperlinked logo in the Forum mobile app and on the Forum website
- Logo with recognition as a Bronze Sponsor included in the Forum conference program
- Logo with recognition as a Bronze Sponsor prominently displayed in our between-session advertisements, which continuously run throughout the conference
- Registration list with registrant name, title, and company provided one month prior to the start of the event and one week prior to the start of the event; final attendee list will be provided within 3 business days after the event ends

Choose from options below:

SOLD! WI-FI SPONSOR (EXCLUSIVE)

Includes customization of on-site Wi-Fi network name and password

REFRESHMENT BREAK SPONSOR (4 AVAILABLE)

Includes branded napkins and option to drop sponsor provided collateral

LOGO SPONSOR (4 AVAILABLE)

Includes signage in conference space



Solution showcases are an opportunity to share expertise and success stories in front of utility professionals. Solution showcases will be included in the Forum 2024 agenda and will feature concurrent topical sessions aligned to content tracks below:

- **Customer Experience (CX)**
- **Marketing & Communications**
- **Storage & DERs**
- **Efficient & Flexible Decarbonization**
- **Electric Transportation**
- **Affordability & Equity**

The format provides for participation in a 75-minute panel discussion moderated by E Source including up to 3 sponsors per session. Sponsors are encouraged to invite a utility representative to participate alongside their chosen speaker.

This sponsorship includes:

- 2 full Forum registrations (one for you and one for your utility partner) with the option to purchase 1 additional registration at the additional-attendee rate
- Logo with recognition as a Solution Showcase Sponsor prominently displayed in our in the main conference area
- Recognition as a Solution Showcase Sponsor, with hyperlinked logo in the Forum mobile app and on the Forum website
- Your logo with recognition as the Solution Showcase Sponsor included in our Forum program
- You may provide a case study flyer to be distributed in the session
- Your logo with recognition as a Solution Showcase Sponsor prominently displayed in our between-session advertisements, which continuously run throughout the conference
- Registration list with registrant name, title, and company provided one month prior to the start of the event and one week prior to the start of the event; a final attendee list will be provided within 3 business days after the event

To apply for a Solution showcase, please send a brief description of a case study, speaker bio and headshot, and contact information for a utility representative who may be interested in joining the session to Emily Roberson at solutions_showcases@esource.com. E Source reserves the right to accept or deny the submission before sponsorship purchase.

Note: Solution showcase sponsors may not participate in back-to-back years. This provides opportunity for other sponsors to participate and for E Source to offer showcases with a variety of industry solutions and case studies discussed.

This is an exclusive opportunity for exhibitors to reserve a private meeting space—conveniently located adjacent to the exhibit floor—for the duration of the Forum. The space will give you an opportunity to meet with current and prospective clients in a more private setting, perfect for demos or small group client meetings. Includes:

Exclusive use of a private meeting space (see map on p. 8; Plazas 1 through 5)
Signage with your logo outside the meeting space
One full Forum registration*

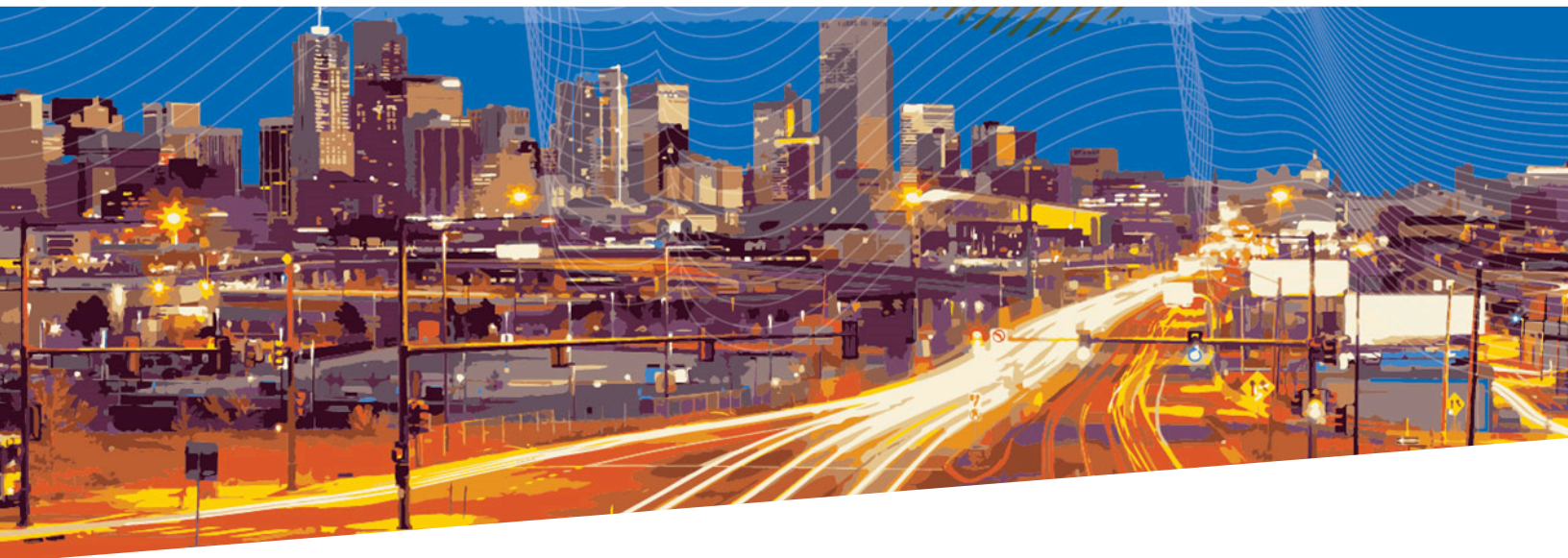
*Two additional registrations may be purchased at the additional-attendee rate

ATTENDEE EMAIL ADDRESS UPGRADE

If total spend as an exhibitor and/or sponsor is \$16,500 or more, email addresses for attendees who did not opt out of the option to be contacted will be included in the final attendee list provided within 3 days after the event at no additional cost.

Email addresses may be purchased for an additional \$2,500 if spend threshold of \$16,500 is not met. Attendee email addresses cannot be provided prior to the event.

Sponsorship availability is limited. Please confirm availability of sponsorships with Emily Roberson (emily_roberson@esource.com) before submitting the following reservation form.



EXHIBITOR & SPONSOR RESERVATION FORM

E SOURCE FORUM 2024 EXHIBIT PRICING & RESERVATION WORKSHEET

YES! We would like to be a 2024 E Source Forum exhibitor

YES! We would like to purchase the upgraded attendee list with email addresses for \$2,500

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*Contact Emily Roberson at emily_roberson@esource.com about E Source membership opportunities

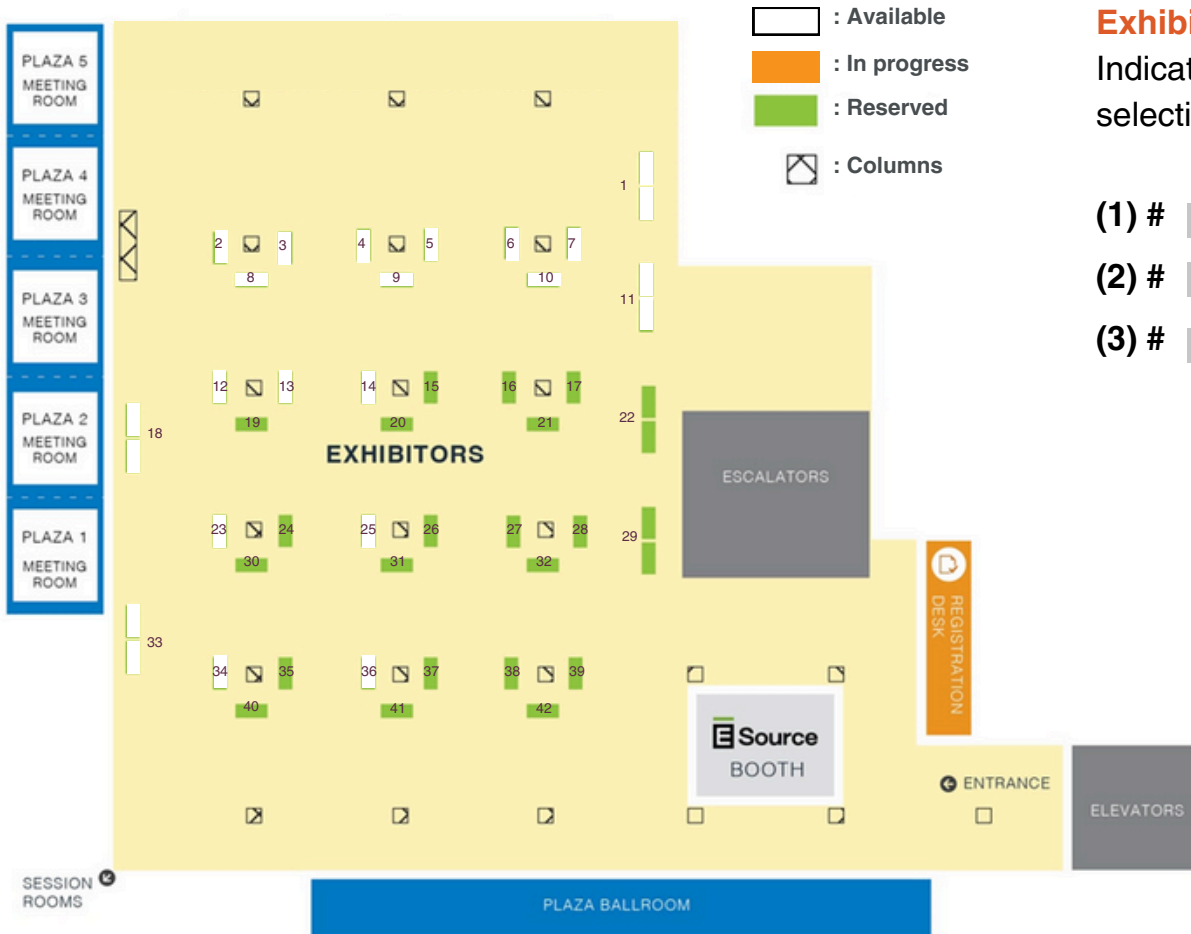


Exhibit Table Selection.

Indicate your top three booth selections:

(1) #

(2) #

(3) #



EXHIBITOR & SPONSOR RESERVATION FORM

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YES! We would like to purchase the upgraded attendee list with email addresses for \$2,500

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Please refer to sponsorship pricing tiers and sponsorship descriptions for the number of registrations included.

Platinum sponsorships:

SOLD! Everywhere Sponsorship **SOLD!** Ping-Pong Party

Gold sponsorships:

SOLD! Professional Headshots Entertainment Coffee Cart Track sponsor

Silver sponsorships:

SOLD! Water Bottle **SOLD!** Key card Welcome Bag Welcome Reception

Bronze sponsorships:

SOLD! Wi-Fi Logo Refreshment Break

Private meeting room

Solution showcase
(must be approved by E Source)

Additional attendee

EXHIBITOR & SPONSOR RESERVATION FORM

CONFERENCE LOGISTICS CONTACT

Name

Company

Email

Phone

INVOICE CONTACT

Same as logistics contact

Name

Email

Phone

Billing address

TERMS AND CONDITIONS FOR EXHIBITORS AND SPONSORS

1. Payment policy: A nonrefundable 50% deposit for your booth/sponsorship is required within 30 days of this application. You will be invoiced for the remaining balance on May 1, 2024. If you are booking your booth or sponsorship on or after May 1, 2024, full payment is due at the time of the application. If full payment is not received on or before October 1, 2024, E Source has the authority to release the booth/sponsorship for resale.
2. Cancellation policy: Exhibitor/sponsor cancellations must be received in writing on or before July 16, 2024, to receive a refund. Cancellations received after July 16, 2024, or no-shows will not receive a refund. Exhibitor/sponsor agrees to these conditions as part of a contract for exhibit space/sponsorship. Substitutions within your organization may be arranged at any time.
3. Booth placement: Booth selection will be offered on a first-come, first-served basis.
4. Use of exhibit space: All demonstrations or other activities must be confined to the limits of the booth and not impede traffic or interfere with other exhibit displays. Exhibitor shall not assign, share, or sublet any space allotted without the written consent of E Source management.
5. Distribution of circulars or promotional material: Materials may be distributed only within the booth assigned to the exhibitor presenting the material. Circulating or handing out promotional materials outside of an official Forum exhibit/sponsorship is prohibited.
6. Use of hotel meeting rooms: The use of on-site rooms for client meetings, technology demonstrations, or other business activities during the 2024 E Source Forum is prohibited.
7. All participating E Source Forum sponsors and exhibitors agree not to schedule any competing social or related activities during Forum hours, including evening hours when there are scheduled functions that are part of the official Forum program. If your company intends to host any activity or meal, you must seek permission from E Source prior to planning the event to ensure it doesn't compete with other Forum activities.
8. The E Source Forum is a closed event. Attendance is open only to our utility members, supporting utility partners, and other utility industry professionals at the discretion of E Source management.
9. The E Source Forum is a unique utility industry event. The event and its program are designed to provide an outstanding customer experience for all Forum participants, including utility and solution provider staff. E Source management reserves the right to deny future event participation for any attendee who chooses not to follow the Forum rules and guidelines.
10. In the event your company is acquired by another company after you have paid for an exhibit booth or sponsorship, you may redistribute that exhibitor/sponsorship fee to another opportunity at the same event (for example, if you paid for an exhibitor booth, you may request that your fee be applied to a sponsorship under the new company name instead). Any changes made by exhibitors and sponsors, including the scenario described above, or withdrawal from the event is subject to our cancellation policy.
11. All registrants for your exhibit/sponsor package must have the same email domain.
12. All logos, speaker headshots, and speaker bios must be received by September 1, 2024 to be included in digital and printed signage. By signing below I accept the Terms and Conditions for Exhibitors and Sponsors

Signature:

CONTACT US

If you need help or more information, call us at 1-800-ESOURCE (1-800-376-8723), email events@esource.com, or visit www.esource.com/forum2024.

EXHIBITOR & SPONSOR RESERVATION FORM

EXHIBITOR & SPONSOR ATTENDEE REGISTRATION INFORMATION

This page will be used to register attendees associated with your exhibit or sponsorship. Please refer to the number of registrations included with each exhibit and sponsorship level. Additional registrations may be purchased per rates and deadlines specified in pricing tables.

You may submit final attendee registration information to Jessica Rife at jessica_rife@esource.com by September 30, 2024.

Number of attendee registrations included in exhibit and/or sponsorship(s):

Number of additional attendee registrations purchased:

Name

Company

Title

Email

Phone

Name

Company

Title

Email

Phone

Name

Company

Title

Email

Phone

