

The logo features a stylized 'E' icon with a green horizontal bar above it, followed by the word 'Source' in a bold, black, sans-serif font.

E Source

FORUM 2025

The premier event
for utilities and
utility partners

A large, blue, stylized lowercase letter 'f' that serves as a background for the text 'forum'. The word 'forum' is written vertically in a smaller, white, lowercase font along the left stem of the 'f'.

forum

**Sponsor &
exhibitor
prospectus**

CONNECT WITH UTILITY LEADERS

E SOURCE FORUM 2025

October 6–8, 2025

Sheraton Denver Downtown

Denver, Colorado

WHAT IS THE E SOURCE FORUM?

Our annual E Source Forum offers a one-of-a-kind opportunity to network with an audience of more than 500 utility professionals.

The agenda's focus on program design and implementation, marketing and communications, customer experience, and energy-efficient technologies keeps you current on trends, best practices, and critical issues facing your customers.

Attendees, sponsors, and exhibitors greatly value the Forum's exclusive, productive, and collegial environment, which fosters new and renewed business relationships. Don't miss this exceptional marketing opportunity to reach new prospects, deepen existing customer relationships, and strengthen your company's brand.

The Forum draws 500+ utility professionals

More than 50% of utility attendees are manager-level and above



74%

Utility companies

26%

Sponsors and exhibitors



E SOURCE FORUM 2025

EXHIBIT & SPONSORSHIP INCLUSIONS

Company name and logo displayed prominently

- Conference signage (print deadlines apply)
- E Source Forum 2025 conference website
- E Source Forum 2025 mobile app
- Between-session advertisements, which run throughout the conference
- Printed conference program (print deadlines apply)

Registration and attendee lists

- 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 contacts on the final attendee list who did not opt out of being contacted will be provided to sponsors and exhibitors who spend \$16,500 or more.
- Email addresses associated with the final attendee list may also be purchased separately for \$2,500.

Conference registration

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

E SOURCE FORUM 2025 SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIPS

\$35,000 each
(When you book by December 31)



Includes 3 Forum registrations



Includes a double booth



Includes private meeting room



Email addresses will be provided with final attendee list



EXECUTIVE DINNER SPONSORSHIP (EXCLUSIVE)

E Source hosts five topical Leadership Councils, utility-only roundtable discussions for approximately 80 utility senior executives in total. Following the Leadership Council meetings on Monday, five of your representatives will be invited to join the executives as the only vendor invited to the topical executive dinners (one per leadership council). At dinner, we will highlight your company as the dinner sponsor.



TUESDAY EVENING RECEPTION SPONSORSHIP (EXCLUSIVE)

Sponsor our popular Forum reception and bring some fun and entertainment for attendees. Food and beverage will be provided. Sponsor is responsible for any entertainment or activities.

PLATINUM SPONSORSHIPS

\$16,500 each
(When you book by December 31)



Includes 3 Forum registrations



Email addresses will be provided with final attendee list



SUSTAINABILITY SPONSORSHIP (EXCLUSIVE)

Purchases carbon credits to offset emissions incurred by event



EVERYWHERE SPONSORSHIP (EXCLUSIVE)

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



PING-PONG PARTY (EXCLUSIVE)

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



E SOURCE FORUM 2025 SPONSORSHIP OPPORTUNITIES

SOLUTION SHOWCASE SPONSORSHIPS

\$10,000 each



Includes 1 registration for sponsor's speaker

Includes 1 registration for utility representative

Solution showcases are an opportunity to share expertise and success stories in front of utility professionals.

A Solution Showcase sponsorship includes participation in a 75-minute panel discussion moderated by E Source including up to 3 sponsors per session with up to 6 concurrent sessions across separate content tracks. Solution showcase sessions will be included in the Forum 2025 agenda. Sponsors are encouraged to invite a utility representative to participate alongside their chosen speaker.

Sponsors who submit a Solution Showcase application featuring a utility case study and a utility speaker will be given priority.

Please email solutions_showcases@esource.com for a Solution Showcase application.

* Please note: Application requires E Source approval.

To allow for a variety of industry solutions to be discussed, Solution Showcase sponsors may not participate in consecutive years at the Forum.

I would like to apply for a Solution Showcase Sponsorship. If selected, E Source may invoice for the Solution Showcase sponsorship.

E SOURCE FORUM 2025 SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIPS

\$12,500 each
(When you book by December 31)



Includes 2 Forum registrations

***1 additional registration may be purchased for a fee**



Sponsor may display marketing materials in a designated location



COFFEE CART (EXCLUSIVE)*

Includes a premium coffee station and barista service: cappuccino, lattes, and coffee flavors provided.



PROFESSIONAL HEADSHOTS (EXCLUSIVE)*

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



PUPPY CUDDLING (EXCLUSIVE)

Includes puppy play area with 4-6 puppies available for snuggling during specified times at the event.



TRACK SPONSOR (4 AVAILABLE)

Includes shoutout from the moderator at the opening session of the track, a 5-minute presentation during one of the sessions in the track, table where sponsor can place marketing material outside the room where sessions will be held.

SILVER SPONSORSHIPS

\$9,000 each
(When you book by December 31)



Includes 1 Forum registration

***2 additional registrations may be purchased for a fee**



WATER BOTTLE SPONSOR (EXCLUSIVE)

Includes logo on Forum 2025 water bottles, which will be distributed to attendees



WELCOME RECEPTION SPONSOR (EXCLUSIVE)

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



KEYCARD SPONSOR (EXCLUSIVE)

Includes logo on hotel keycards provided to conference attendees



WELCOME BAG SPONSOR (EXCLUSIVE)

Includes logo on Forum 2025 welcome bag and placement of materials inside

E SOURCE FORUM 2025 SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORSHIPS

\$7,000 each
(When you book by December 31)



Includes 1 Forum registration

***2 additional registrations may be purchased for a fee**



WI-FI SPONSOR (EXCLUSIVE)

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



REFRESHMENT BREAK SPONSOR (4 AVAILABLE)

Includes branded napkins and option to drop sponsor-provided collateral



LOGO SPONSOR (4 AVAILABLE)

Includes signage in conference space

PRIVATE MEETING ROOM ADD-ON (5 AVAILABLE)

\$5,000 each

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
- 1 Forum registration*

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

ATTENDEE LIST EMAIL ADDRESS UPGRADE

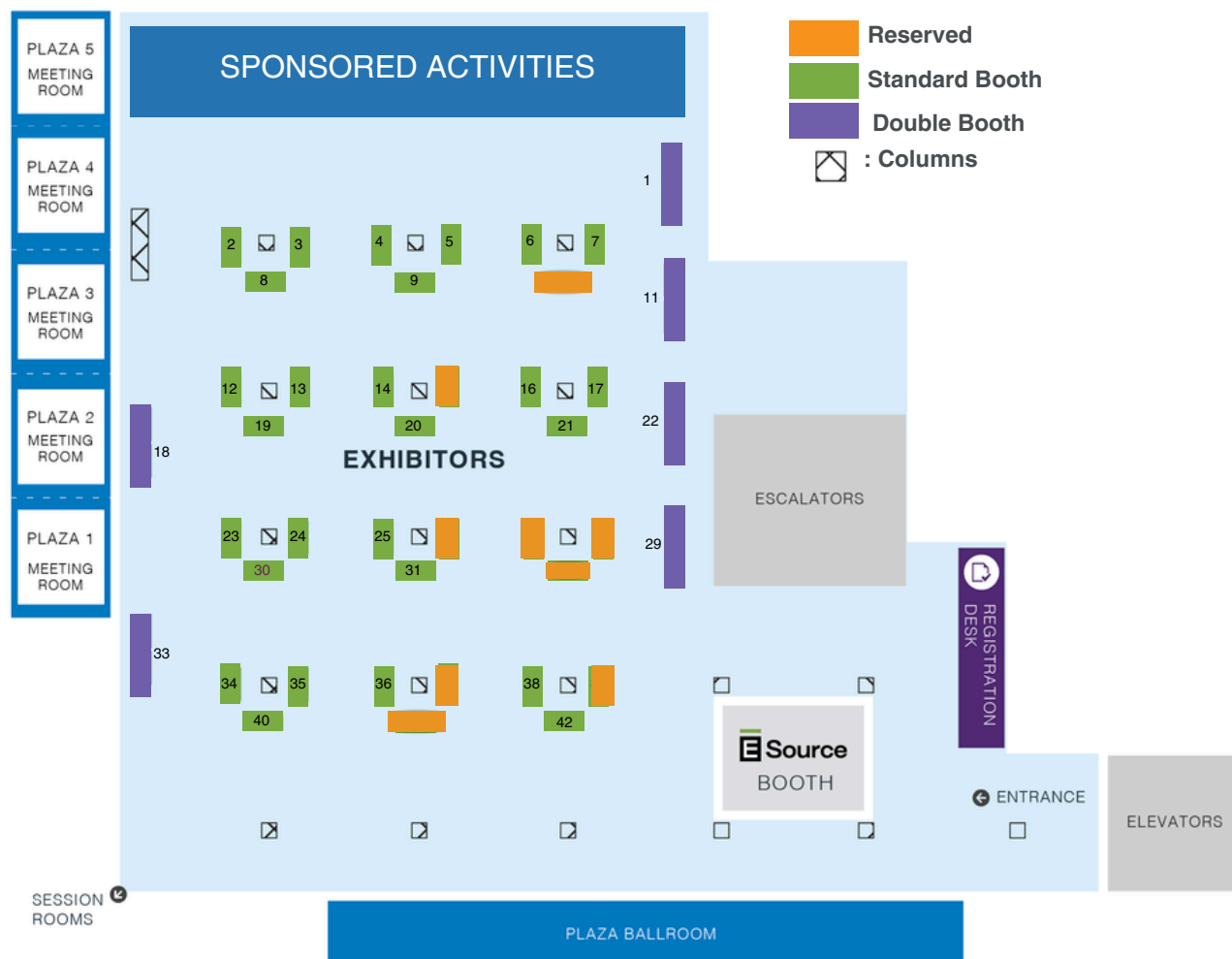
\$2,500 each

Email addresses may be purchased for an additional \$2,500 to be included on the post-event list. Alternately, if you are a platinum sponsor or if your total spend (for booth and sponsorship) is \$16,500 or more, email addresses will be included in the post-event list at no additional cost.

E SOURCE FORUM 2025

EXHIBIT FLOOR PLAN

The conference will take place at the Sheraton Denver Downtown
1550 Court Pl, Denver, CO 80202



Exhibitor options

Double Booth: Two 6-foot skirted tables, two chairs, and 2 attendee registrations included

Standard Booth: One 6-foot skirted table, two chairs, and 1 attendee registration included

Private Meeting Rooms: Plazas 1-5 are available to rent

Exhibitor schedule *(times subject to change)*

Monday, October 6

3:00 to 5:00 p.m. Exhibitor set up

Wednesday, October 8

5:30 p.m. Exhibitor tear-down



E SOURCE FORUM 2025

EXHIBITOR & SPONSOR PRICE LIST

E Source members receive special rates on booths and sponsorships.
Please contact [Emily Roberson](mailto:emily_roberson@esource.com) to inquire about memberships.

	Oct. 8 - Dec. 31 2024	Jan. 1 - Mar. 31, 2025	Apr. 1 - Jun. 30 2025	After July 1 2025
Diamond Sponsorship (includes 3 registrations)	\$35,000	\$40,000	\$45,000	\$50,000
Platinum Sponsorship (includes 3 registrations)	\$16,500	\$18,500	\$21,500	\$23,500
Gold Sponsorship (includes 2 registrations)	\$12,500	\$14,500	\$16,500	\$18,500
Solution Showcase (includes 2 registrations for speakers)	\$10,000	\$10,000	\$10,000	\$10,000
Silver Sponsorship (includes 1 registration)	\$9,000	\$10,500	\$12,000	\$13,500
Bronze Sponsorship (includes 1 registration)	\$7,000	\$8,000	\$9,000	\$10,000
Double booth (table-tops) Tables 1, 11, 18, 22, 29, 33 (includes 2 registrations)	\$10,000	\$11,500	\$12,500	\$14,000
Standard booth (table-top) (includes 1 registration)	\$7,000	\$8,000	\$9,000	\$10,000
Private Meeting Room (Plaza 1-5 - see pg. 8)	\$5,000	\$5,000	\$5,000	\$5,000
Email addresses with final attendee list*	\$2,500	\$2,500	\$2,500	\$2,500
Additional Registration**	\$1,500	\$2,000	\$2,000	\$2,500

* Email addresses are included on the final attendee list with total purchases of \$16,500 or more.

** Up to 3 attendees may be registered with each exhibit or sponsorship.



E SOURCE FORUM 2025

EXHIBITOR & SPONSOR RESERVATION FORM

CONFERENCE LOGISTICS CONTACT

Name

Company

Email

Phone

INVOICE CONTACT

Name

Email

Phone

Same as logistics contact

Billing address

EXHIBIT & SPONSORSHIP SELECTIONS *(see pg. 9 for pricing)*

Top 3 booth choices *(see floorplan on pg. 8)*: # # #

Sponsorship Selection(s):

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

Number of additional attendee registrations purchased:

Add a Private Meeting Room *please specify which Plaza number from pg. 8* #

Add Attendee Email Address Upgrade *(\$2,500 additional cost unless total spend is more than \$16,500)*

TOTAL FORUM 2024 EXHIBIT & SPONSORSHIP COST:

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, 2025. If you are booking your booth or sponsorship on or after May 1, 2025, full payment is due at the time of the application. If full payment is not received on or before October 1, 2025, 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 6, 2025 to receive a refund. Cancellations received after July 6, 2025, 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 2025 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 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, 2025 to be included in digital and printed signage.
- By signing below I accept the Terms and Conditions for Exhibitors and Sponsors

Signature:



E SOURCE FORUM 2025

EXHIBITOR & SPONSOR RESERVATION FORM

EXHIBITOR & SPONSOR ATTENDEE REGISTRATION INFORMATION

This page will be used to register attendees associated with your exhibit and/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 on price sheet (pg. 9). A maximum of 3 registrations may be associated with each exhibit or sponsorship.

You may submit final attendee registration information to Jessica Rife (jessica_rife@esource.com) by September 30, 2025.

Name

Company

Title

Email

Phone

Name

Company

Title

Email

Phone

Name

Company

Title

Email

Phone

