



# Energy Conference & Expo **2021 Sponsor & Exhibitor Prospectus**







## Events for 2021

The Association of Energy Engineers has presented energy events for over three decades, delivering exceptional networking and educational opportunities for energy professionals. They come to learn about the latest energy-saving strategies, services, and technologies from leaders in industry.



## Why Participate?

Meet  
**New Prospects**

Network with  
**Existing Customers**

Inform & Educate  
**Decision Makers**

Learn About  
**New Industry Developments**

Launch New  
**Products and Services**

Build & Strengthen  
**Your Brand**

Join  
**The Community**

# Leading Cities **For Energy Efficiency & Sustainability**

AEE in-person events are held in major US cities each year. Commercial business, government, and industry in these regions all focus on **progressive energy solutions**.



## More **Information**

Diane McCullum | [diane@aeecenter.org](mailto:diane@aeecenter.org) | 205-222-1634



## Virtual Events

There is a continuing need to do business, share advancements in the industry, and connect with our peers during these difficult times.

In 2020 AEE presented two successful virtual conferences. In 2021, **ENERGY EFFICIENCY FOR TRANSFORMATIVE SOLUTIONS**, a two-day virtual event will allow us to come together virtually until we can gather again in-person at AEE World in October and AEE East and West in 2022.

## Highly Satisfied...

✓ 94.4%

**Rated the AEE World 2020  
Virtual Conference Program  
Excellent, Very Good or Good**

## Virtual Attendee **Feedback**

"Outstanding and world class.  
An enjoyable experience  
given current events."

"Excellent event!  
Great speakers and  
content, and the  
platform was very  
easy to use and  
navigate."

"Ease of attendance without  
the travel hassle."

"Learning about new  
trends and technologies  
changing the industry."

"With a small training budget, I  
was able to attend - zero travel,  
and reasonable registration."

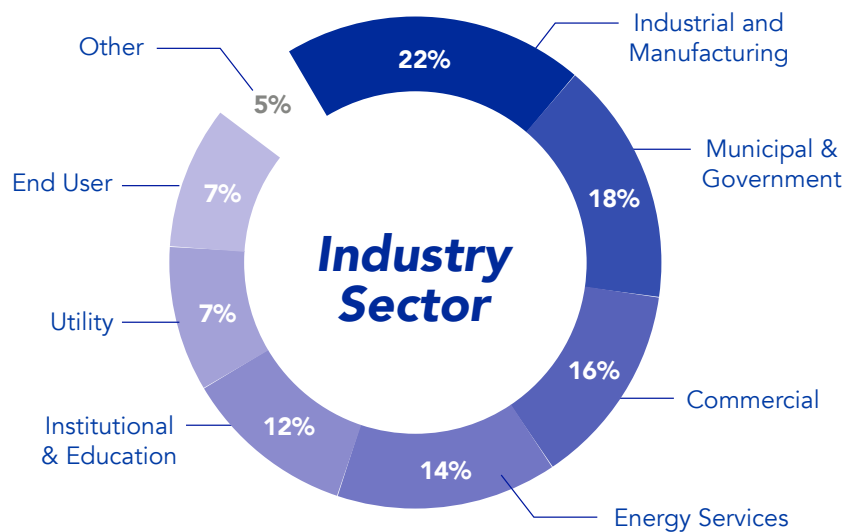
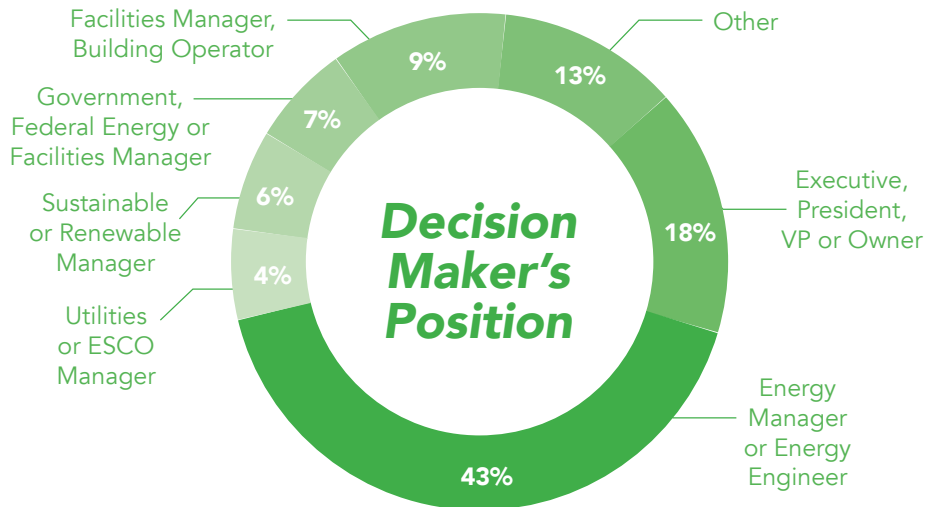
"I liked the diversity and  
options offered, all were  
very well organized."





## Active Attendees

AEE events attract decision makers that matter the most.



## Looking to Engage

AEE events are designed to allow attendees to interact with sponsors and exhibitors. They've told us the top four activities they gain value from are...

Discussing  
**Projects with Manufacturers**

Identifying  
**New Technologies**

Networking with  
**Peers & Industry Leaders**

Learning about  
**New Developments**

**93%** of attendees are interested in attending another AEE event.

**96%** of attendees would recommend an AEE event to a friend or colleague.

**96%** of attendees rated AEE events positively.

**99.6%** of attendees at AEE World Virtual 2020 would consider attending the next AEE Virtual Event.

## Attendee **Positions**

- Association of Energy Engineers (AEE) Members
- Certified Energy Managers (CEMs)
- Executives (CEO, CFO, COO)
- Energy Engineers
- Building Managers
- Facility Managers
- Utility Accountants
- Energy Service Performance Managers
- Energy Efficiency Consultants
- Project Engineers
- Resource Efficiency Managers (REMs)
- Plant Engineers, Managers & Administrators
- End Users
- Maintenance Managers
- Boiler Owners & Operators
- Corporate Planners
- Electrical, Mechanical & Process Engineers
- Energy Procurement Professionals
- Environmental Engineers & Managers
- Health Care Facility Administrators
- HVAC Contractors
- LDC and Municipality Representatives
- Utility Facility Managers & Account Managers
- Researchers in Public Institutions
- Certified Energy Auditors (CEAs)
- Certified Building Commissioning Professionals (CBCPs)
- Certified Lighting Efficiency Professionals (CLEPs)
- Certified Sustainable Development Professionals (CSDPs)
- Certified Carbon Reduction Managers (CRMs)
- Certified Energy Procurement Professionals (CEPs)

## Exhibitor **Technologies**

- Energy Efficiency Services and Technologies
- Renewable and Alternative Energy Options
- (Solar, Wind, Fuel Cell)
- Building Automation
- Lighting Products and Controls
- HVAC Systems and Controls
- Energy Management Systems
- Combined Heat & Power
- Cogeneration
- Boilers and Combustion Controls
- Thermal Storage
- Load Management
- Geoxchange
- Federal Energy Management Specific Applications
- Energy Services
- Project Financing



### More Information

Diane McCullum | [diane@aeecenter.org](mailto:diane@aeecenter.org) | 205-222-1634



## Additional **Opportunities**

In 2021 at AEE World we will provide sponsors and exhibitors additional channels to present technical papers, product applications, and customer success stories to potential prospects. Register early to reserve a time slot at one of these opportunities\*.

### **Innovative Technology Breakfast**

Make a presentation to all attendees over a complimentary hot breakfast on the first day of the event.

### **Exhibitor Forum**

Capture your audience during a short presentation in dedicated forums on the expo floor, then invite attendees back to your booth for more in-depth demonstrations and discussions.

### **Poster Session**

Get one-to-one with your customers and present in-depth information on your company's technologies, case studies, and new developments.

## Example In-Person **Event Schedule**

### **Move In**

Monday (2 - 5 pm) & Tuesday (8 am - 5 pm)

### **Wednesday**

Innovative Technology Breakfast (7:30 - 8:30 am)

Conference Hours (9 - 11 am, 2 - 4:30 pm)

**Expo Hours (10 am - 6 pm)**

Expo Hall Lunch (12 - 1 pm)

Expo Hall Networking Reception (4 - 6 pm)

### **Thursday**

Conference Hours (9 - 11 am, 2 - 4:30 pm)

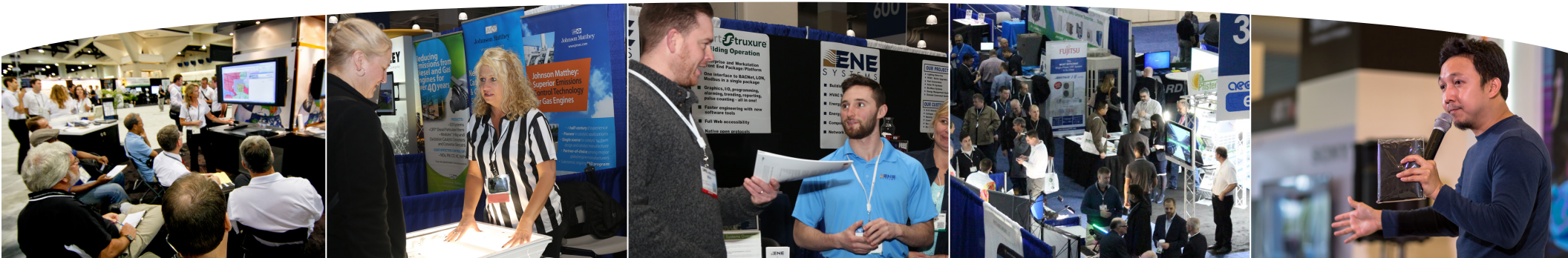
**Expo Hours (9 am - 2:30 pm)**

Expo Hall Lunch (12 - 1 pm)

### **Move Out**

Thursday (2:30 - 7 pm) & Friday (8 am - 12 pm)

\*Availability is provided on a first come, first served basis. Not all activities are available at each event.



# Event **Sponsorship**

We offer featured opportunities which are ideal for exhibitors to build and strengthen their brand. We also provide tailored sponsorship packages for industry leaders who want to show an increased commitment to the attendees during the event.

**Featured Opportunities** - These sponsorships provide awareness and specific recognition at the event.

- Event signs, such as entrance banner or aisle signs.
- Attendee giveaways, such as lanyard, note pads or tote bags.
- Networking events for conference attendees, such as the opening session breakfast, evening networking reception, expo hall coffee, daily conference refreshments, AEE chapter luncheon and CWEEL Breakfast.

**Sponsorship Packages** - Each sponsorship package can be customized to suit your needs and help you reach your goals.

- Premium sponsorships include brand recognition in pre-event marketing and on-site recognition across signs and in conference and expo materials. Each sponsorship level includes a booth package or virtual sponsor page and conference registrations, and may also include training program registrations. For complete details please contact our Events Director.



## More Information

Diane McCullum | [diane@aeecenter.org](mailto:diane@aeecenter.org) | 205-222-1634

# Past **Sponsors**







## ***Industry Events For Energy Efficiency & Sustainability***

AEE Events are designed to engage commercial business, government, institutions, and industry.

Demonstrate your products and services, build your brand awareness, meet face-to-face, and connect with potential customers and partners.



**Contact Us**

**More Information**

Diane McCullum | [diane@aeecenter.org](mailto:diane@aeecenter.org) | 205-222-1634