

IDEA'S 2027 ANNUAL SUSTAINING SPONSOR PROGRAM



CampusEnergy2027
Where Ideas & Innovation Converge
Feb. 16-19, 2027 | Town & Country Resort | San Diego, CA

 DISTRICT ENERGY
IDEA2027
Connecting for the Future
June 22-25, 2027 | Raleigh Convention Center | Raleigh, NC

From the beginning in 1909, IDEA members have been committed to informing, educating and advancing the benefits of district energy systems. The Sustaining Sponsor Program supports that mission throughout the year, providing multiple opportunities to showcase innovation, share best practices and promote more resilient and sustainable district energy systems in cities, campuses and communities around the world.

IDEA is pleased to offer Annual Sustaining Sponsorships that provide a higher platform of visibility, strengthen our core abilities to educate and advocate, and distinguishes our Sustaining Sponsors as true industry leaders in their field.

“Being part of IDEA has been an extraordinary journey. IDEA events create a space where the global industry experts who gather can share their invaluable expertise to enhance project outcomes in an environment where the opportunity for career growth and the formation of lasting friendships flourishes. Our commitment as a sponsor for over two decades, and as a sustaining sponsor for nearly half that time, is a testament to the high caliber of IDEA’s event attendees.”

— Samuel Chatterton, Vice President, Johnson Controls, Inc.



Annual Sustaining Sponsors will help to underwrite:

- Enhanced education and outreach to showcase the innovation, economic and environmental advantages of district energy systems;
- Timely research and professional advocacy on important industry and regulatory issues;
- Industry support and engagement with public agencies and federal, state, provincial and local governments

In consideration, Annual Sustaining Sponsors will be recognized at both CampusEnergy2027 and IDEA2027 conferences and receive benefits and recognition exclusive to only sustaining sponsors.

See the grid of benefits for each level of sponsorship.

SPONSORSHIP BENEFITS	DIAMOND \$75,000 USD	PLATINUM \$50,000 USD	GOLD \$25,000 USD
CampusEnergy2027 Conference Sponsor Recognition (All benefits of each sponsorship level)	Diamond	Platinum	Gold
IDEA2027 Conference Sponsorship Recognition (All benefits of each sponsorship level)	Diamond	Platinum	Gold
IDEA promoted, moderated and managed webinar and/or podcast featuring sponsor content and/or full page editorial feature in <i>District Energy</i> magazine and/or social media/blog to showcase innovation or executive leadership	3 events	2 events	1 event
Logo on IDEA broadcast emails – exclusive benefit to Annual Sustaining Sponsors	■	■	■
Banner ad on IDEA website for the entire year	■	■	■
Logo on IDEA website homepage – exclusive benefit to Annual Sustaining Sponsors	■	■	■

See conference sponsorship documents (on pages 3 & 4) for details of sponsorship benefits for each conference.

To make your commitment to IDEA, please complete the attached form or contact:
Tanya Kozel, Vice President, Operations, +1 508-366-9339 ext. 115 or
tanya.idea@districtenergy.org.

SPONSORSHIP BENEFITS

SPONSORSHIP LEVEL	DIAMOND \$30,000 USD	PLATINUM \$20,000 USD	GOLD \$10,000 USD	SILVER \$5,000 USD	BRONZE \$3,500 USD
Company Promotion					
Advertisement in <i>District Energy</i> magazine	2X Full-page	2X Full-page	1X Half-page		
Web banner ad on IDEA's website	1 year	6 months	3 months		
Visibility – Event Sponsor Opportunities	Premier Conference Sponsor	Exhibit Hall Reception	Luncheon, Workshop	Breakfast, Dessert, Refreshment Break	
Primary logo placement in home screen of event mobile application	■				
Optional Executive Podcast Interview OR Industry Leader's Vision Discussion	■				
Option to show a brief informational or promotional video to conference audience (subject to time constraints and pre-screening by IDEA.)	■				
Social media visibility prior to conference	■	■	■		
Social media posts during conference announcing sponsor participation	■	■	■		
Banner ad placement in IDEA's – <i>This Week in District Energy</i> email	■	■	■	■	
Place company brochure or giveaway on table near registration desk	■	■	■	■	
Company logo on signage at the conference	■	■	■	■	■
Logo and listing in mobile application	■	■	■	■	■
Company logo/link to your website from IDEA conference website	■	■	■	■	■
Company listing in <i>District Energy</i> magazine	■	■	■	■	■
Visual and verbal recognition of your sponsorship at the conference	■	■	■	■	■
Full attendee list, post event	■	■	■	■	■
Conference Participation					
Full conference registrations	6	4	2	1	
Conference participation featured in media notices	■	■			
All registered staff given sponsor ribbons for name badge	■	■	■	■	■

SPONSORSHIP BENEFITS

SPONSORSHIP LEVEL	DIAMOND \$30,000 USD	PLATINUM \$20,000 USD	GOLD \$10,000 USD	SILVER \$5,000 USD	BRONZE \$3,500 USD
Company Promotion					
Advertisement in <i>District Energy</i> magazine	2X Full-page	2X Full-page	1X Half-page		
Web banner ad on IDEA's website	1 year	6 months	3 months		
Visibility – Event Sponsor Opportunities	Premier Conference Sponsor & Opening Session	Exhibit Hall Reception	Luncheon, Workshop	Breakfast, Dessert, Refreshment Break	
Optional Executive Podcast Interview OR Industry Leader's Vision Discussion	■				
Option to show a brief informational or promotional video to conference audience (subject to time constraints and screening by IDEA.)	■				
Option to participate in Panel Discussion	■	■			
Primary logo placement in home screen of event mobile application	■	■			
Social media visibility prior to conference	■	■	■		
Social media post during conference announcing sponsor participation	■	■	■	■	
Banner ad placement in <i>IDEA's – This Week in District Energy</i> email	■	■	■	■	
Mobile application listing	■	■	■	■	
Company logo/ link to your website from IDEA conference website	■	■	■	■	■
Company listing in <i>District Energy</i> magazine	■	■	■	■	■
Visual and verbal recognition of your sponsorship at the conference	■	■	■	■	■
Company logo on signage at the conference	■	■	■	■	■
Full attendee list, post event	■	■	■	■	■
Conference Participation					
Full conference registrations	6	4	2	1	
Conference participation featured in media notices	■	■			
Place company brochure or giveaway on table near registration desk	■	■	■	■	
All registered staff given sponsor ribbons for name badge	■	■	■	■	■

IDEA'S 2027 ANNUAL SUSTAINING SPONSOR PROGRAM

APPLICATION

Name _____

Company _____

Address _____

City _____ State _____

Country _____ Zip/Postal Code _____

Office Phone _____ Mobile Phone _____

Email _____

Website _____

Signature _____

SPONSORSHIP LEVEL

☐ Diamond: \$75,000 USD

☐ Platinum: \$50,000 USD

☐ Gold: \$25,000 USD

PAYMENT

Once approved, you will be invoiced. Payments can be made by:

- Check – payable to International District Energy Association in US Dollars and drawn on a US bank.
- Wire Transfer/ACH – contact Cheryl Jacques cheryl.idea@districtenergy.org for instructions.
- Credit Card (American Express, VISA, Mastercard, Discover) – a secure link will be sent with the invoice.

Please send a digital file (jpg AND eps) of your company logo to: tanya.idea@districtenergy.org.
(The logo will be used on sponsorship signage and various conference materials.)

IDEA

1800 West Park Drive, Suite 350
Westborough, MA USA 01581
+1 508-366-9339



Please contact Tanya Kozel at tanya.idea@districtenergy.org or +1 410-798-1696 if you have any questions.