DISTRICT ENERGY

IDEA 2027

Connecting for the Future

June 22-25, 2027 | Raleigh Convention Center | Raleigh, NC

SPONSORSHIP OPPORTUNITIES

The 118th IDEA Annual Conference will explore emerging technologies, encourage collaborative discussion and enable peer exchange to accelerate continued investment in district energy. The 2027 conference will bring together industry leaders, energy and environmental experts and business partners from around the globe.

Showcase your company in front of an informed, influential audience.

INTERNATIONAL DISTRICT ENERGY ASSOCIATION

Your sponsorship support will allow IDEA to continue to advance the industry and sustain our success for cleaner, more efficient energy technologies for cities, communities and campuses, and continue to inspire the next generation of young energy professionals and informed government leaders.

Leadership. Inspiration. Vision.

IDEA Sponsors will help to support education and encourage new approaches for integrated energy in cities. A portion of sponsor proceeds will help under-write participation of invited public leaders from cities, communities and institutions, including college energy and sustainability clubs.

Local Industry in Action.

Ottawa is home to many state-of-the-art district energy systems providing low-carbon, innovative and sustainable services to cities, campuses and communities. IDEA is planning tours to showcase local industry leadership.

Global Industry Leaders.

The IDEA Annual Conference historically attracts global business leaders from dozens of countries and hundreds of cities across North America, Europe, Middle East, and Asia, sharing best practices in launching, optimizing and expanding highly valuable systems for world-class cities.

Pre-conference workshops will augment a robust conference program, drawn from experienced district energy professionals and carefully curated. Each year, the conference attracts about 900 attendees from about 300 different cities in over 20 countries.

Technologies and Innovations on Display.

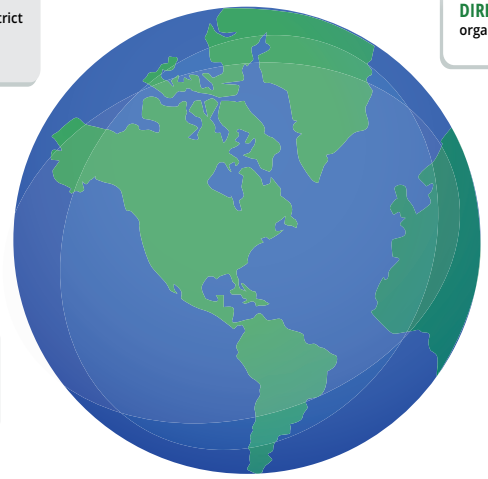
Over 100 leading technology suppliers, consultants and integrators share the latest in equipment and solutions in a relaxed trade show setting, perfect for cultivating new opportunities and collaboration. Refreshments, networking, gifts and raffles enable personal connections.

IDEA Sponsors are Key to a Successful Conference.

Sponsors are amply recognized for their important contributions to the success of the conference and receive unique visibility at IDEA. Demonstrate your industry leadership and commitment and differentiate your firm as a sponsor. Enjoy special opportunities and enhanced visibility while capturing value and savings for your clients and staff.

WHO ATTENDS IDEA CONFERENCES

The IDEA Annual Conference typically brings together about **900 attendees** representing about **300 cities** and **20 different countries.**



ENERGY PROFESSIONALS with institutions, utilities, district energy providers and energy service companies;

OWNERS, OPERATORS AND FACILITY MANAGERS of central plants from colleges, universities, healthcare, airports, military bases, research centers and industrial parks;

MANUFACTURERS, SUPPLIERS AND TECHNOLOGY INTEGRATORS providing products and services to industry;

CONSULTING ENGINEERS, architects, planners, attorneys, investment bankers and other professionals;

SUSTAINABILITY AND RESILIENCY DIRECTORS from public and private organizations and government;

SYSTEM DEVELOPERS AND OPERATING COMPANIES – downtown systems, institutions, healthcare, research, airports, industrial and commercial facilities;

GOVERNMENT AGENCIES – federal, state, provincial or local; policy or regulatory professionals; program specialists and operations staff;

ANYONE INTERESTED IN DISTRICT OR DISTRIBUTED ENERGY, thermal energy networks, microgrids, clean energy or combined heat & power.

What People Say About IDEA

"Cordia's longstanding relationship with IDEA has been instrumental in our growth and success. Through IDEA, we have had the opportunity to collaborate with industry leaders and contribute to the development of sustainable energy solutions. The shared knowledge and partnerships fostered by IDEA have been invaluable to Cordia, and we look forward to continuing our support and involvement in the years to come."

– Earl Collins
CEO of Cordia

"For everything we put into the organization **we get ten-times that amount back.** So we really feel like this is probably the highest value trade association that we can participate in...it is a great investment and it always pays off."

– Bob Smith
Vice President of
RMF Engineering, Inc.

SPONSORSHIP BENEFITS

Select the Sponsor Level to best suit your needs.

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 *District Energy* 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 *IDEA's – This Week in District Energy* email	■	■	■	■	
Mobile application listing	■	■	■	■	
Company logo/ link to your website from IDEA conference website	■	■	■	■	■
Company listing in *District Energy* 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	■	■	■	■	■

SPONSORSHIP DESCRIPTIONS

■ DIAMOND SPONSOR – $30,000 USD

Benefits:

- Complimentary full registrations for six (6) people to attend the conference, including all meals and receptions
- Large, top company logo recognition during conference – including rolling slides, general session slides, meals and breaks throughout the conference, and signage
- Large, top company logo recognition in all event materials and link to your company website – including the conference website, mobile application and promotional emails
- Option to participate in Industry Leaders Plenary Panel Discussion
- 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 prescreening by IDEA.)
- Access to the attendee list following the conference
- Home screen logo placement on event's mobile application
- Customizable mobile application listing
- Two (2) full-page advertisements in *District Energy* magazine
- Web banner advertisement on IDEA's website for 12 months
- Banner ad placement in *IDEA's – This Week in District Energy* email
- Social media post prior and during conference announcing sponsor participation
- Company listing in *District Energy* magazine
- Conference participation featured in media notices
- All registered staff given sponsor ribbon for name badge
- Place company brochure on table near registration desk
- Listed as premier conference sponsor and Opening Session

■ PLATINUM SPONSOR – $20,000 USD

Benefits:

- Complimentary full registrations for four (4) people to attend the conference, including all meals and receptions
- Large, top company logo recognition during conference – including rolling slides, general session slides, meals and breaks throughout the conference, and signage
- Large, top company logo recognition in all event materials and link to your company website – including the conference website, mobile application and promotional emails
- Access to the attendee list following the conference
- Option to participate in "Meet the Experts" panel discussion
- Home screen logo placement on event's mobile application
- Customizable mobile application listing
- Two (2) full-page advertisements in *District Energy* magazine
- Web banner advertisement on IDEA's website for 6 months
- Banner ad placement in *IDEA's – This Week in District Energy* email
- Social media post prior and during conference announcing sponsor participation
- Company listing in *District Energy* magazine
- Conference participation featured in media notices
- All registered staff given sponsor ribbon for name badge
- Place company brochure on table near registration desk
- Option to be listed as the sponsor of a specific event – Exhibit Hall Reception

GOLD SPONSOR – $10,000 USD

Benefits:

- Complimentary registrations for two (2) people to attend the conference, including all meals and receptions
- Company logo recognition during conference – including rolling slides, general session slides, meals and breaks throughout the conference, and signage
- Company logo recognition in all event materials and link to your company website – including the conference website, mobile application and promotional emails
- Mobile application listing
- Access to the attendee list following the conference
- One half-page advertisement in *District Energy* magazine
- Web banner advertisement on IDEA's website for 3 months
- Banner ad placement in *IDEA's – This Week in District Energy* email
- Social media post prior and during conference announcing sponsor participation
- Company listing in *District Energy* magazine
- All registered staff given sponsor ribbon for name badge
- Place company brochure on table near registration desk
- Option to be listed as the sponsor of one event – Luncheon or Workshop

SILVER SPONSOR – $5,000 USD

Benefits:

- Complimentary registration for one (1) person to attend the conference, including all meals and receptions
- Company logo recognition during conference – including rolling slides, general session slides, meals and breaks throughout the conference, and signage
- Company logo recognition in all event materials and link to your company website – including the conference website, mobile application and promotional emails
- Mobile application listing
- Banner ad placement in *IDEA's – This Week in District Energy* email
- Social media post announcing sponsor participation
- Access to the attendee list following the conference
- Company listing in *District Energy* Magazine
- All registered staff given sponsor ribbon for name badge
- Place company brochure on table near registration desk
- Option to be listed as the sponsor of one event – Breakfast, Dessert Break or Refreshment Break

BRONZE SPONSOR – $3,500 USD

Benefits:

- Company logo recognition during conference – including rolling slides, general session slides, meals and breaks throughout the conference, and signage
- Company logo recognition in all event materials and link to your company website – including the conference website, mobile application and promotional emails
- Mobile application listing
- Access to the attendee list following the conference
- Company listing in *District Energy* Magazine
- All registered staff given sponsor ribbon for name badge

SPONSORSHIP APPLICATION

Contact Name _____

Company _____

Address _____

City _____ State _____

Country _____ Zip/Postal Code _____

Office Phone _____ Mobile Phone _____

Website _____

Email _____

Sponsorship Level: ☐ **Diamond – $30,000 USD** ☐ **Platinum – $20,000 USD** ☐ **Gold – $10,000 USD**
☐ **Silver – $5,000 USD** ☐ **Bronze – $3,500 USD**

Item _____

Amount _____

Signature _____

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
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Questions? Contact Tanya Kozel: tanya.idea@districtenergy.org
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For more information visit: www.districtenergy.org