

SPONSORSHIP OPPORTUNITIES

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.

Powering the Future: District Energy/CHP/ Microgrids

The theme of the 112th IDEA Annual Conference, “*Powering the Future: District Energy/CHP/Microgrids*” will explore emerging technologies, encourage collaborative discussion and enable peer exchange to accelerate continued investment in district energy. The 2021 conference will bring together industry leaders, energy and environmental experts and business partners from around the globe.

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

Select the Sponsor Level to best suit your needs.

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 underwrite participation of invited public leaders from cities, communities and institutions, including college energy and sustainability clubs.

Local Industry in Action.

Austin, Texas features multiple district energy systems providing low-carbon, innovative and sustainable services to cities, campuses and communities. IDEA is planning tours to showcase local industry leadership.

Distinguished National Participants. A pre-conference workshop on district energy microgrids will augment a robust technical program, drawn from experienced district energy professionals and carefully curated. In recent years, over 800 registrants participated from 18 countries and 330 different cities.

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.

Technologies and Innovations on Display.

Nearly 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.

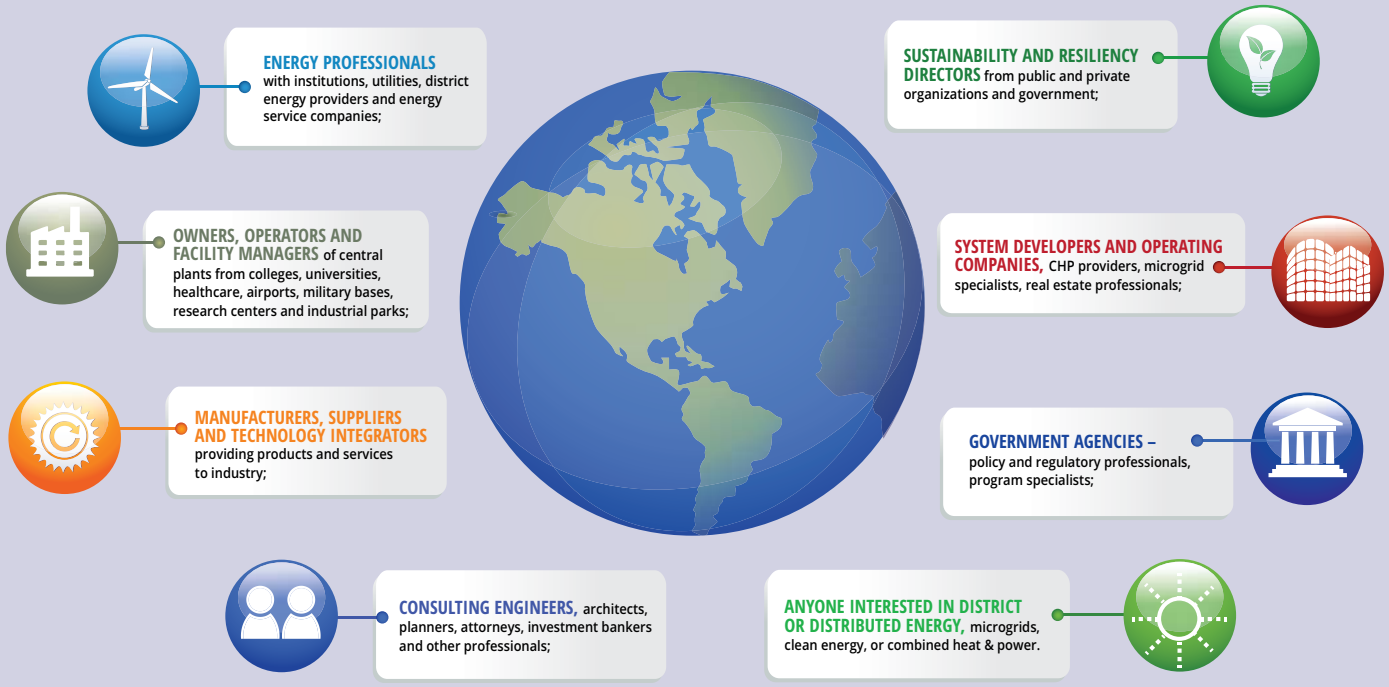
IDEA Sponsors are Key to a Successful Conference.

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

IDEA2019, over **830 registrants** participated from **18 countries** and **330 different cities**.



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, RMF Engineering, Inc.

I directly attribute Thermo's business growth with affiliation with IDEA. In the 13 years we have been actively engaged with IDEA our district energy business has grown by over 10X. Further, the relationships and friendships we have developed, and the training and knowledge our staff has gained, cannot be measured in dollars. I am looking forward to our next 13 years with IDEA.

David Musto, Thermo Systems



SPONSORSHIP BENEFITS

SPONSORSHIP LEVEL	DIAMOND \$30,000 USD	PLATINUM \$20,000 USD	GOLD \$10,000 USD	SILVER \$5,000 USD	BRONZE \$3,000 USD
Company Promotion					
Advertisement in <i>District Energy</i> magazine or blow-in ad in the digital version of the 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	Dinner or Luncheon	Reception, Technical Tour, Wine for Dinner, Workshop	Breakfast, Dessert, Refreshment Break	
Option to participate in Industry Leaders Plenary Panel Discussion	■				
Option to participate in "Meet the Experts" panel discussion		■			
Optional Executive Podcast Interview – (Released on all IDEA social media platforms prior to Conference.)	■				
Banner ad placement in <i>IDEA's – This Week in District Energy</i> email	■	■	■	■	
Primary logo placement in home screen of event mobile application	■	■			
Customizable mobile application listing	■	■			
Social media post during conference announcing sponsor participation	■	■	■	■	
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	
Additional guest passes for dinner	7	5	3	2	1
Conference participation featured in media notices	■	■			
All registered staff given sponsor ribbons for name badge	■	■	■	■	■
Place company brochure or giveaway on table near registration desk	■	■	■	■	



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 – (Released on all IDEA social media platforms prior to Conference)
- Access to the attendee list following the conference
- Home screen logo placement on event’s mobile application
- Customizable mobile application listing – upload documents, add additional pictures and personalize your listing for conference attendees to view
- Two (2) full-page advertisements in *District Energy* magazine or blow-in ad in the digital version of the 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 announcing sponsor participation
- Company listing in *District Energy* magazine
- Conference participation featured in media notices
- Seven (7) complimentary passes for dinner
- Onsite video interview or podcast discussion
- All registered staff given sponsor ribbon for name badge
- Place company brochure on table near registration desk
- Listed as premier conference sponsor

■ 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 – upload documents, add additional pictures and personalize your listing for conference attendees to view
- Two (2) full-page advertisements in *District Energy* magazine or blow-in ad in digital version of the 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 announcing sponsor participation
- Company listing in *District Energy* magazine
- Conference participation featured in media notices
- Five (5) complimentary passes for dinner
- 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 – Dinner or Luncheon



SPONSORSHIP DESCRIPTIONS

■ 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 full-page advertisement in *District Energy* magazine or blow-in ad in digital version of the 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 announcing sponsor participation
- Company listing in *District Energy* magazine
- Three (3) complimentary passes for dinner
- 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 – Exhibit Hall Reception, Sunday or Monday, Technical Tours, Wine for Dinner, 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
- Two (2) complimentary passes for dinner
- 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 – \$3,000 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
- Access to the attendee list following the conference
- Company listing in *District Energy* Magazine
- One (1) complimentary pass for dinner
- All registered staff given sponsor ribbon for name badge

SPONSORSHIP APPLICATION

Contact Name _____

Company _____

Address _____

City _____ State _____

Country _____ Zip/Postal Code _____

Phone _____ Website _____

Email _____

Sponsorship Level: Diamond Platinum Gold Silver Bronze

Item _____

Amount _____

Method of Payment

Check Enclosed Visa MasterCard American Express Invoice

Name on Card _____

Credit Card # _____ Exp. Date _____ 3-4 Digit Code _____

Signature _____

**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.*

Please contact Tanya Kozel at tanya.idea@districtenergy.org
or (720) 541-7913 if you have any questions.

Make checks payable to IDEA and mail to:

IDEA
1800 West Park Dr., Suite 350
Westborough, MA USA 01581
+1 (508) 366-9339 phone | +1 (508) 366-0019 fax

For more information visit: www.districtenergy.org