

APRIL 20-21
2021

A Two-Day Virtual Conference
ENERGY EFFICIENCY FOR
**TRANSFORMATIVE
SOLUTIONS**
aeevirtual.com

Sponsorships

The Association of Energy Engineers offers industry leaders ways to build awareness and increase your brand's visibility at AEE events. Each sponsorship package shown below can be customized to suit your needs and help you reach your goals.

Contact **Diane McCullum**

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ENERGY EFFICIENCY FOR TRANSFORMATIVE SOLUTIONS

AEE Virtual Event Sponsorship Options & Benefits

	Silver	Gold	Platinum	Host (Exclusive)
Marketing and Advertising				
Logo, link and description posted on Event Website	■	■	■	■
Logo and link in Promotional emails (Approx. 45,000 subscribers)*	2 emails	3 emails	4 emails	5 emails
Grow Awareness During and After the Event				
Technology showcase: 2 minute commercial/video to stream during breaks	■	■	■	■
Logo and Link on directory	■	■	■	■
Sponsor showcase: 2 minute commercial/video to stream following the first general session(s) of each morning (limited to 8 sponsors per day, first come first served)	1 Day	1 Day	2 Days	2 Days
Logo and link on platform home page	■	■	■	■
Recognition on opening slides prior to conference sessions	■	■	■	■
Page on Platform				
Includes your sales contact information, a "Submit Your Business Card" lead retrieval form, header image/logo, link to your website and a 60 word company or product description	■	■	■	■
2 minute video presentation or demo video posted to your page (provided as a file by sponsor)	■	■	■	■
Customized Directory Page				
Up to 6 additional documents and links. Establish your company as a thought leader with white papers and case studies	■	■	■	■
Dedicated page Project Manager to implement and suggest other customizations			■	■
Data and Analytics				
Profiles: Registrant demographic information including company, title, purchasing function, industry and geography	■	■	■	■
Directory Page Contacts and Analytics: Directory page visits and clicks, contact information for opt-in attendees that engage on your directory page, contact information from all of your "Submit Your Business Card" forms	■	■	■	■
Marketing Analytics: Click rate from pages and promotions where sponsor is recognized	■	■	■	■
Contact Information: Access to contact information prior to and following the event from all opt-in attendees	■	■	■	■
Maximize Your Results				
Pre- Event Webinars and Tutorials: Discussions to share best practices, suggest materials, preview platform and answer questions	■	■	■	■
Pre- Event Consultation: One on one discussion to share best practices, review your materials, help you find the right options and right attendees and connect with them in the best way	■	■	■	■
Fulfillment Report: Post-event report describing sponsorship benefits delivered and the value to the sponsor, including survey results, polling and other data	■	■	■	■
Post Event Retrospective: Meeting to review your experience, data and reporting - striving to help you maximize your sponsorship and support return this year and in future events			■	■
Educate and Connect your Staff and Customers				
Conference registrations for staff or customers (\$295 value each)	10	20	30	50
Access to Networking Opportunities	■	■	■	■
5-10 minute welcome or closing message on the conference program from a high level executive				■
Investment	\$2,500	\$6,000	\$10,000	\$25,000

*Please note, various event materials are produced and distributed at scheduled times. Sign-up early to ensure your brand is included.

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