



BUILDING ENERGY 11

CONFERENCE + TRADE SHOW FOR RENEWABLE ENERGY AND GREEN BUILDING PROFESSIONALS

MARCH 8-10, 2011
SEAPORT WORLD TRADE CENTER BOSTON, MA

ELITE SPONSOR BENEFITS

We work together to create a package that gives you the best exposure for your support of NESEA. Please contact Jennifer Marrapese, Executive Director, for more information. (413) 774-6051 x23.

| | | | | |
|-----------------------------------|--------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| <i>Title Sponsor \$50,000</i> | <i>Platinum Sponsor \$25,000</i> | <i>Gold Sponsor \$15,000</i> | <i>Silver Sponsor \$7,500</i> | <i>Bronze Sponsor \$5,000</i> |
|-----------------------------------|--------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|

EVENT PRINT MATERIALS AND EMAIL

| | | | | | |
|---|---|---|---|---|---|
| Logo on Save the Date card. 60,000 impressions. (due date Sept. 15, 2010) | * | * | | | |
| Logo in VIP Invitation and in Conference Program. 64,000 impressions. (due date Nov. 1, 2010) | * | * | * | * | * |
| Logo and link to your website included in email blasts | * | | | | |
| Logo and link to your website on NESEA home page | * | * | * | | |
| Logo and link to your website on BE11 sponsor page | * | * | * | * | * |

PRINT ADVERTISING

| | | | | | |
|--|---|---|---|---|---|
| Logo on print ads in multiple industry magazines | * | | | | |
| Full Page 4-color ad in the conference program | * | | | | |
| 2/3 Page 4-color ad in the conference program | | * | | | |
| 1/4 Page 4-color ad in the conference program | | | * | * | |
| business card sized 4-color ad in the conference program | | | | | * |
| Listing in NESEA's Sustainable Green Pages (print and web) | * | * | * | * | * |
| Logo on Sponsorship page of the conference program | * | * | * | * | * |
| Bold listing on the exhibitor list in conference program | * | * | * | * | |

ON-SITE EXPOSURE

| | | | | | |
|---|---|---|---|---|---|
| Large (10'x20') sponsor banner prominently displayed in the conference center (sponsor provides the banner) | * | * | | | |
| Medium (5'x10') sponsor banner prominently displayed in the conference center (sponsor provides the banner) | | | * | * | |
| Small (3'x5') sponsor banner prominently displayed in the conference center (sponsor provides the banner) | | | | | * |
| Large (10'x20') sponsor banner hung on the back wall of exhibit hall (sponsor provides the banner) | * | * | | | |
| Medium (5'x10') sponsor banner hung on the back wall of exhibit hall (sponsor provides the banner) | | | * | * | |
| Logo on all show signage | * | | | | |
| Insert in official show bag (sponsor provides insert) | * | * | * | | |
| Booth on exhibit hall floor (20' x 20') | * | | | | |
| Booth on exhibit hall floor (10' x 20') | | * | * | | |
| Booth on exhibit hall floor (10' x 10') | | | | * | * |

TICKETS AND BADGES

| | | | | | |
|--|---|---|---|---|---|
| 15 complimentary passes for Wednesday and Thursday | * | | | | |
| 5 complimentary passes for Wednesday and Thursday | | * | | | |
| 3 complimentary passes for Wednesday and Thursday | | | * | | |
| 2 complimentary passes for Wednesday and Thursday | | | | * | |
| 2 complimentary one-day passes (Wednesday or Thursday) | | | | | * |
| Unlimited Free Guest passes to trade show on Thursday | * | * | * | * | * |

PR OPPORTUNITIES

| | | | | | |
|--|---|---|---|---|---|
| One use of attendee mailing list for post-show marketing | * | * | * | * | * |
| Sponsorship recognition via NESEA social media | * | * | * | * | * |
| NESEA Business Level I Membership (1 year) | * | * | * | * | * |
| Invitation to blog on NESEA site | * | * | * | * | * |
| Sponsorship recognition in NESEA Newsletter | * | * | * | * | * |