



ADVANCED ENERGY  
CONFERENCE

# SPONSORSHIP AND EXHIBITOR PROSPECTUS

APRIL 28 & 29, 2014 • HILTON ALBANY • ALBANY, NY • USA



[aertc.org/conference2014](http://aertc.org/conference2014)



## Join us in Albany this spring for New York State's Premier Energy Conference

The annual Advanced Energy Conference has come to be recognized as one of the Nation's most comprehensive and influential events focused on the future of energy. The Advanced Energy Conference is where innovation meets with opportunity... where researchers, business leaders and policy makers come to collaborate... and where you may just find the next big thing in energy waiting to be seen. Industry leaders come from across the country and around the world to help shape the future of energy, and this April their attention will be focused on New York's Capital, and **Advanced Energy 2014**.

### New venue and new opportunities

Each year the Advanced Energy Research & Technology Center, located at Long Island's Stony Brook University, organizes and hosts this conference, now alternating between New York City and other metropolitan areas throughout the state. In 2013, at Manhattan's Jacob K. Javits Convention Center, the conference broke its previous records for attendance and exhibition space, and presented an academic program with 14 separate tracks and more than 90 individual sessions. Your company or organization cannot afford to miss the opportunity to establish its forward-looking leadership in the energy sector by sponsoring and exhibiting at **Advanced Energy 2014**. Here's why:

- **Increased statewide and regional exposure** – With its central location, Albany will attract participation from all across New York State, New England and Canada. This will provide you with access to leaders, businesses and research centers you may not have connected with before.
- **Enhanced academic participation** – Convenient location combined with lower travel and accommodation costs will make the 2014 Conference more accessible for scholars, researchers and students from the upstate colleges and universities, as well as major academic centers throughout Pennsylvania and New England.
- **Access to New York State leaders** – Located just steps away from New York State's Capitol building, **Advanced Energy 2014** is expected to draw direct interest and attendance from both the executive and legislative branches of government.

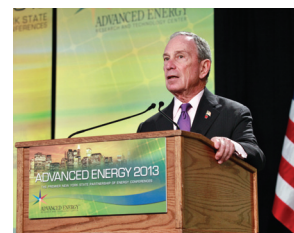
### Based on 2011 data, it is projected that by 2040...\*

- Renewable generating capacity will account for nearly 20% of electricity generating capacity in the United States
- Sources other than hydropower will account for nearly all additional renewable capacity, which grows by more than 150%
- Solar generation will lead all other sources in renewable capacity growth, demonstrating an increase in excess of 1,000%, or 46 gigawatts, with wind capacity close behind and accounting for 42 gigawatts of added capacity
- Geothermal capacity will more than triple, while biomass capacity will nearly double

### ...with just the technologies and policies we have today.

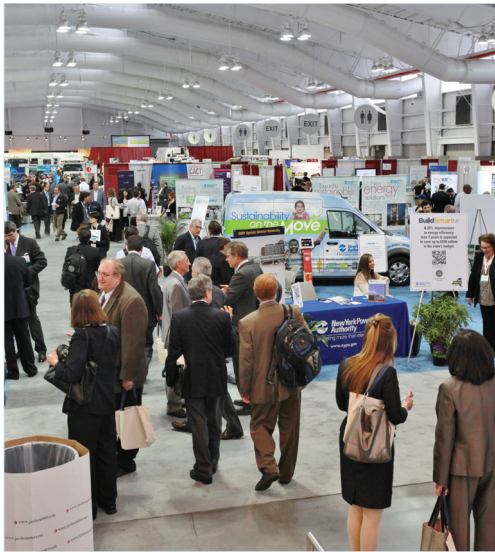
### What will the future really bring? Get your first look at Advanced Energy 2014.

\* Source: U.S. Energy Information  
Administration *Annual Energy  
Outlook 2013*



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## Who will you meet at Advanced Energy 2014?

Advanced Energy 2013 attracted nearly 1,700 attendees, with an international broad representation of professionals from every segment of energy research, policy and business. The enhanced accessibility of this year's Albany location is intended to open up the Conference to new organizations and individuals, and introduce them to the most important event of its kind in the Northeast. Over the years, the Advanced Energy Conference has repeatedly proven itself to be the perfect environment for networking and building business for anyone who has an interest in the future of energy, including:

### At Advanced Energy 2014 you will find energy industry buyers, influencers and policy makers

The Advanced Energy Conference brings innovators and technologists together with corporations, investors and policy makers. Academics, researchers and students comprised 27% of attendees in 2013, with industry, utility, and government/regulatory representatives composing the remaining 73%.

### Advanced Energy 2013 Attendee Highlights

- 34 states and 22 countries represented
- Attendees from 765 different organizations
- Participation by 72 colleges and universities
- 5 National Laboratories in attendance
- Representatives from U.S. military organizations and the Department of Homeland Security

Architects  
Associations  
Building Owners  
Code Officials  
Consulting Firms  
Construction & Rigging Firms  
Contractors  
Developers  
Energy Companies  
Energy-efficient Companies  
Engineers  
Equipment/Component Manufacturers  
Facility Managers  
Faculty of American Institutions  
Financial Services Firms  
Government/Regulatory Agencies

Renewable Power Providers  
Insurance Firms  
Interconnection Companies  
Institutional Investors  
Investment Banks  
Law Firms  
Not-For-Profit Organizations  
Municipalities  
Energy Policy Makers & Regulators  
Product Manufacturers  
Project Developers / Oil & Gas Companies  
Research & Development Companies  
Schools & Universities  
Utilities  
Venture Capital Firms

### Participation at the highest levels

Because of its importance, this Conference draws decision makers from across the energy industry, with titles that include:

President  
Chief Executive Officer  
Chief Technology Officer  
Board Chairperson  
Executive Director  
Chief Operating Officer  
VP Government Affairs  
Chief Scientist  
General Manager  
VP Research

VP Technology  
VP Marketing  
Senior Technical Specialist  
Managing Director, Research and Development  
Technical Development Manager  
Business Development Director  
Business Manager,  
Environmental Management





## A focused conference for leaders from across the energy industry

With its broad-based academic program, this conference draws decision makers and thought leaders from every sector of the energy industry. **Advanced Energy 2014** will put special emphasis on several key areas: **Smart Grid, Solar, Offshore Wind, and Battery and Energy Storage**. This is a “must” event for any organization or individual with an interest in these evolving technologies, but it doesn’t end there – a range of other areas will be spotlighted as well, including **BioEnergy, Building Efficiency, and Alternative Fuel Vehicles**.

**Put your products, services and people in front of decision makers.** The people who will shape the future direction of energy technology and policy are focusing their attention on Albany this April. Business leaders and investors, together with the top people from academia, research organizations and government agencies will be coming to Advanced Energy 2014.

### If your business isn’t there you’ll be missing the opportunity of:

- **Networking at the highest levels:** This is a unique opportunity to access the top people in the energy industry – in one place, at one time. Make your company known to the thought-leaders, innovators, corporate leaders and investors, as well as the experts and officials who direct the Nation’s energy policy and programs.
- **Enhanced visibility:** Introducing a new product? Looking to penetrate a new segment of the market? **Advanced Energy 2014** offers an unprecedented degree of exposure to the leaders who influence and make decisions.
- **Broadening your industry penetration:** Some conferences are limited to specific technologies or address specific market segments. The Advanced Energy Conference looks to stimulate synergy and the exchange of ideas by attracting participation from all sectors of renewable/sustainable energy and the energy management technologies. Your business will gain recognition beyond the parochial bounds of your particular market or technology, and explore opportunities for technological “cross-pollination” and uncovering potential joint venture partnerships.
- **Gaining international exposure:** As in the past, **Advanced Energy 2014** will attract energy industry leaders from around the world, and this year’s venue in Albany is expected to draw greater than usual participation from Quebec, Ontario, and other the Canada provinces. And with Albany International Airport only minutes away, the conference is within just a few hours of many countries outside of North America.
- **Capitalizing on broad-based press coverage:** Participation by high-level speakers and presenters from the Federal and New York State government, industry and academia consistently focuses the attention of the trade and mainstream media on the Advance Energy Conference, providing sponsors and exhibitors like you with national and worldwide visibility.
- **Establishing prominence in our industry:** Presence as an **Advanced Energy 2014** sponsor or exhibitor solidifies your company’s position as an energy industry leader.

**Advanced Energy 2014** will allot exhibit space on a priority basis to those who will be physically displaying innovative products and systems. Show floor space is limited and will be assigned on a “first come, first served” basis.





## Does your company rank among the elite involved in energy research and development? Show it by becoming an Advanced Energy 2014 Sponsor.

Have your company take its place among the industry's leading corporations and organizations as a sponsor of **Advanced Energy 2014**, and establish its commitment to the future of energy for the world to see. And sponsorship comes with some very significant advantages.

### Your company's sponsorship of Advanced Energy 2014 will:

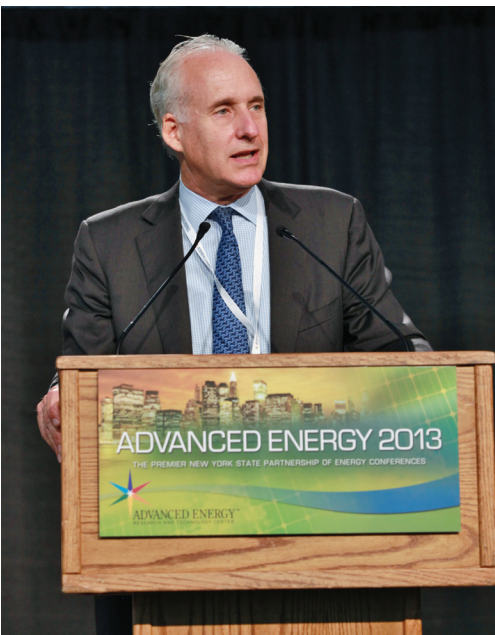
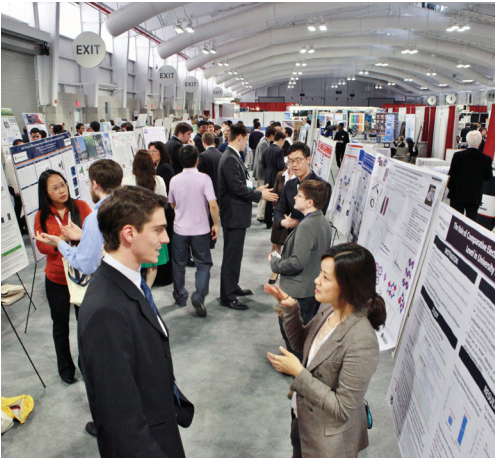
- Immediately reinforce of your dedication to America's energy future and make it known to a major share of the industry's most important opinion leaders
- Receive public recognition for your sponsorship in conference literature and signage
- Place your organization's logo and special sponsor profile in the Conference Program guide, and on the Conference website with a link to your company's website
- Maximize your company's visibility in all public relations and marketing initiatives
- Provide enhanced awareness among government officials, investors, and potential technology partners

...and secure many more exclusive benefits, increasing with your level of sponsorship, as outlined on the pages that follow.

### Previous Advanced Energy Conference Sponsors include such industry-leading organizations as:



## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



We invite you to establish your company's leadership at this major event by becoming a sponsor of **Advanced Energy 2014**. Gain recognition, visibility and appreciation for your contribution to the success of one of the year's most important energy conferences.

### HOST SPONSOR: \$50,000

- Sponsor will have a keynote speaking slot once at breakfast, lunch, or reception (schedule to be announced)
- Sponsor will have visible positioning during press conference
- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Welcome quotes from Host Sponsor Chairman/CEO or Senior Executive in Conference Program
- Logo on Screen in Ballroom pre lunch/keynote address
- Logo on screen or signage in meeting rooms
- 150-word profile and logo in the sponsor section of the Conference Program and on website
- Listing as Host sponsor on **Advanced Energy Conference** signage
- Recognition on invitation and/or correspondences as Host sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo placement on back cover Conference Program guide
- Logo placement in all Conference literature
- Logo highlighted on all marketing and email campaigns
- One (1) 20' wide exhibit **with your choice of location**
- 25 full **two-day conference passes** to all sessions and exhibit hall including breakfasts, lunches and cocktail reception
- 4 Exhibit Space passes to man your exhibit
- 10 additional attendee tickets at a **50% discount** (\*discounts honored and purchases made up to **March 15 only and providing there is space available**)

### PLATINUM SPONSOR: \$30,000

- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in meeting rooms
- 100-word profile and logo in the sponsor section of the Conference program and on Website
- Listing as Platinum sponsor on **Advanced Energy Conference** signage
- Recognition on invitation and/or correspondences as Platinum sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo placement on back Cover Conference Program guide
- Logo placement in all Conference literature
- Logo highlighted on all marketing and email campaigns
- One (1) 20' wide exhibit with visible location
- 20 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 3 Exhibit Space passes to man your exhibit
- 10 additional attendee tickets at a **50% discount** (\* discounts honored and purchases made up to **March 15 only and providing there is space available**)

[Click Here to Sponsor or Exhibit](#)



## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



### GOLD SPONSOR: \$20,000

- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on Screen in meeting rooms
- 75-word profile and logo in the sponsor section of the Conference program and on Website
- Listing as Gold sponsor on **Advanced Energy Conference** signage
- Recognition on invitation and/or correspondences as Gold sponsor
- Logo Placement on banner in Exhibit area or Main Ballroom
- Logo Placement on Cover Conference Program guide
- Sponsorship mentioned in Press Release
- Logo highlighted on all email campaigns
- One (1) 10' wide exhibit with visible location
- 15 full two-day conference passes to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 2 Exhibit Space passes to man your exhibit
- 5 additional attendee tickets at a **50% discount** (\*discounts honored and purchases made up to **March 15 only and providing there is space** available)



### SILVER SPONSOR: \$10,000

- Listing as Silver sponsor on all **Advanced Energy Conference** signage
- Recognition of your company in opening remarks
- Recognition on invitation and/or correspondences as Silver sponsor
- Logo placement in Conference Proceeding and Event Guide
- 50-word profile and logo in the sponsor section of the Conference program and on Website
- Logo Placement on banner in Exhibit area or Main Ballroom
- One (1) 10' wide exhibit
- 10 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 2 Exhibit Space passes to man your exhibit
- 3 additional attendee tickets at a **50% discount** (\*discounts honored and purchases made up to **March 15 only and providing there is space** available)



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## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

### CONFERENCE POSTER SESSION SPONSOR (LIMIT ONE): \$5,000

- Sponsor of Poster Session - signage at entrance of Poster session area
- Recognized as provider of prizes for best Posters
- One representative to join elite panel of judges for contest
- Logo placement in Conference Proceeding and Event Guide
- 50-word profile and logo in the sponsor section of the Conference program and on Website
- Listing as major sponsor on signage
- One (1) 10' wide exhibit
- 2 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount** (\* discounts honored and purchases made up to **March 15 only and providing there is space** available)

### CONFERENCE GREEN SPONSOR: \$5,000

Green Sponsors range from companies and organizations from within and outside the energy sector that understand and embrace the centrality of CleanTech (renewable energy, energy efficiency, sustainable products) to their business model and to the economic and environmental health of their community, their nation and their world. (For example: Government, Legal, Accounting, Financial Services, etc)

- Logo placement on Conference Proceeding and Event Guide
- 50-word profile and logo in the sponsor section of the Conference program and on Website
- Listing as sponsor on signage
- Recognition on invitation and/or correspondences as Supporter/Exhibitor sponsor
- One Table Top Exhibit (One (1) Table Exhibit)
- 2 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 2 Exhibit Space passes to man your exhibit
- 2 additional attendee tickets at a **50% discount** (\* discounts honored and purchases made up to **March 15 only and providing there is space** available)

### SUPPORTER/EXHIBITOR SPONSOR: \$3,000

- Listing as Supporter/Exhibitor sponsor on all **Advanced Energy Conference** signage
- 50-word profile and logo in the sponsor section of the Conference program and on Website
- Logo placement on all Conference literature
- One (1) 10' wide exhibit
- 2 full **two-day conference passes** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 2 Exhibit Space passes to man your exhibit

### CO-SPONSOR/EXHIBITOR: \$1,750

- Listing as sponsor on all signage
- 30-word profile in Exhibitor Guide and on Website
- One (1) Table Exhibit (add \$300 for upgrade to 10')
- 1 full **two-day conference pass** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 2 Exhibit Space passes to man your exhibit



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## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

### EXHIBITOR (10' EXHIBIT): \$1,500

- One (1) 10' wide exhibit
- 2 passes to man your exhibit
- Listing in Program as Exhibitor
- 25-word profile in Exhibitor Guide and on Website

### EXHIBITOR (6' TABLE TOP): \$1,000

- One (1) exhibit (6' Table)
- 2 passes to man your exhibit
- Listing in Program as Exhibitor
- 25-word profile in Exhibitor Guide and on Website

### OUTSIDE VEHICLE DISPLAY EXHIBITOR (DEPENDING ON AVAILABILITY): \$1000

- Display will be outside at entrance of Albany Hilton
- 1 full **two-day conference pass** to all sessions and exhibit hall including breakfast, lunch and cocktail reception
- 25-word profile in Exhibitor Guide and on Website
- One (1) exhibit (6' Table) additional \$700 and includes 1 **additional** full **two-day conference pass** to man your exhibit
- One (1) 10' wide exhibit additional \$850 and includes 1 **additional** full **two-day conference pass** to man your exhibit



### GENERAL SPONSOR AND EXHIBITOR INFORMATION

- Host & Platinum sponsors will have opportunity to select their exhibit location on a "first come, first served" basis
  - All remaining exhibit space assigned first on Sponsorship level, and then on a "first come, first served" basis
  - 10' booth exhibit space will come with Pipe & Drape, one 6' draped table, two chairs, and a waste basket
  - 6' table-top exhibit space will come with one 6' draped table, two chairs, and a waste basket
  - Electric and internet is available but is not included in sponsorship/exhibitor packages
  - All packages will receive an invoice which **MUST** be paid before April 15
  - All packages come with tickets and codes will be sent for registration. All attendees must be registered and will receive a badge when you check in. For security reasons, attendees must wear the badge during the conference
  - General security will be provided overnight and throughout the day but exhibitors should keep all small, portable devices (such as laptops, scanners, etc.) with them at all times. AEC2014 is not responsible for any personal or company property while attending/exhibiting.
  - Show floor is fully carpeted
  - For listing in Program or logo placement on banners and signage, sponsors or exhibitors must be confirmed no later than final print deadline (call for dates)
- \* No credit is available for any change requests after March 15 - additional charges may apply for substitutions or additions.**

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# 2013 CONFERENCE SPONSORS

## HOST SPONSORS



U.S. DEPARTMENT OF  
**ENERGY**

**nyserda**  
Energy. Innovation. Solutions.

**New York Power  
Authority**  
Generating more than electricity

**Stony Brook  
University**

## PLATINUM SPONSORS

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**SmartGrid  
Consortium**

**BROOKHAVEN**  
NATIONAL LABORATORY

## GOLD SPONSORS

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technologies

The City College  
of New York

**LIPA**  
Long Island Power Authority



imagination at work



S M M A D V E R T I S I N G

**NYU-poly**  
POLYTECHNIC INSTITUTE OF NEW YORK UNIVERSITY

## SILVER SPONSORS



CARTER  
DELUCA  
FARRELL  
& SCHMIDT, LLP  
Intellectual Property Counsel



**CEWIT KOREA**  
Center of Excellence in Wireless Area Information Technology

**DEEPWATERWIND**  
RHODE ISLAND



**PSEG**

**IBM**

**Hydro  
Québec**

**anga**  
America's  
Natural Gas  
Alliance

## ADDITIONAL SPONSORS

**conEdison**

**LIFT**  
Long Island Forum for Technology

**RMF**  
RUSKIN MOSCOU FALTSCHEK P.C.  
Counselors at Law

**CUNY** The City  
University  
of New York

**Farmingdale  
State College**  
State University of New York

**SVAM**  
INTERNATIONAL, INC.

THE VALUE OF PERFORMANCE.  
**NORTHROP GRUMMAN**

**EISNER AMPER**  
ACCOUNTANTS & ADVISORS

**RAVANO**  
greenpower  
Worldwide experts in clean energy.

**The Valley Group**  
a Nexans company

**KEMA**

**caithness long island**  
energy center

**CACT**  
Energy • Environment • Health Care

**PHILIPS**

**LIHTI**  
Long Island High Technology Institute

**AES**  
Energy Storage

**AECOM**

**ADVANCED  
ENERGY**  
TRAINING INSTITUTE

**eldor**  
POWER TO PERFORM

**CEBIP**  
CLEAN ENERGY BUSINESS  
INSTITUTE OF THE STATE UNIVERSITY OF NEW YORK

**ClearEdge | POWER**

**AtmosAir**  
SOLUTIONS

**CENTER OF EXCELLENCE**  
WIRELESS AND INFORMATION TECHNOLOGY

**JETRO** New York

AlsoEnergy LLC • American Petroleum Institute • Applied Power Systems • Ascension • Corix Utilities • Division 7 Inc. • EnergyCAP, Inc. • Energy Smart NY  
Evans Cooling Systems, Inc. • G T Power Systems • G4 Synergetics • GEM Energy • Leviton Mfg. Co. • O'BRIEN & GERE • PowerPHASE LLC • RSP Systems • SATEC Inc.  
Sentient Science Corporation • SOLAIREGENERATION • Syracuse Center of Excellence in Environmental and Energy Systems • Wellen Synergy • Binghamton University  
Clean Energy • Copper Development Association • EmPower CES, LLC • Fisonic • IMT Solar • jaga canada climate systems, inc. • Jasmine Systems, Inc. • juwi solar Inc.  
Networking Magazine • Suffolk County Community College • The Tesla Society • US Energy Group • Frito -Lay • Nextek Power Systems, Inc. • Toyota • Electrovaya