

SPONSORSHIP AND EXHIBITOR PROSPECTUS

APRIL 20, 21 & 22, 2016 • JACOB JAVITS CONVENTION CENTER • NEW YORK CITY



a New York State designated Center of Excellence

aertc.org/conference2016



The U.S government projects that over the next 25 years:*

- Rising long-term natural gas prices, the high capital costs of new coal and nuclear generation capacity, state-level policies, and cost reductions for renewable generation will favor increased use of renewable energy sources.
- Renewable electricity generation will increase by 72% (over 2013 data), adding 109 GW and accounting for more than one-third of all new generation capacity.
- Wind and solar generation account for nearly two-thirds of this increase in total renewable generation, with wind replacing hydropower as the largest source of renewable energy.

Meet and hear from those working on new technologies to make that future even brighter at Advanced Energy 2016.

* Source: U.S. Energy Information Administration Annual Energy Outlook 2015

New York State's Premier Energy Conference returns to New York City next April

The last time the Advanced Energy Conference was hosted in New York City it drew attendees from across the nation and 21 other countries, including 765 corporations, universities and colleges, National Laboratories, military branches and other energy-related organizations. The Advanced Energy Conference is recognized as one of North America's most comprehensive and influential events focused entirely on the future of energy. Next April, **Advanced Energy 2016** is expected to exceed all previous editions in scale, scope and importance.

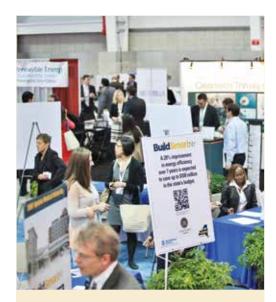
Where business, technology and opportunity converge

The Advanced Energy Conference is where innovation meets with opportunity; where industry leaders from around the world come to discover the next big thing in renewable energy, and the emerging technologies that will shape the direction of energy development and policy for decades to come.

Organized and hosted by the Advanced Energy Research & Technology Center at Long Island's Stony Brook University, **Advanced Energy 2016** provides sponsors and exhibitors with unprecedented access to the most influential organizations, institutions and leaders in the world of energy. No company or organization involved in the future of energy can afford not to establish its energy sector leadership through its presence and support. Here is why your company or organization should sponsor and exhibit at **Advanced Energy 2016**:

- Enhanced national and international exposure This conference will attract wide participation, and reaching across North America and overseas, provide you with access to leaders, businesses and research centers you may not have connected with before.
- Broad-based academic participation The last time this conference was held in New York City, 72 separate universities, colleges and other educational organizations were represented, with broad participation from across the United States.
- Unparalleled opportunities for networking and partnering With such broad representation from every sector of the energy industry, this conference offers endless opportunities for meeting leading researchers, innovators and entrepreneurs; networking potential partners or collaborators; and identifying opportunities for business and investment.

Marketing & Conference Promotion by: SMM ADVERTISING



At Advanced Energy 2016 you will find energy industry buyers, influencers and policy makers from around the world.

The Advanced Energy Conference brings innovators and technologists together with corporations, investors and policy makers. When the Advanced Energy Conference was last held at the Jacob Javits Convention Center, industry, utility, and government/regulatory representatives comprised 73% of attendees, with academics, researchers and students comprising the remaining 27%. Here are a few highlights:

- 34 states and 21 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

Who will you meet at Advanced Energy 2016?

This conference regularly attracts a broad, international representation of professionals from every segment of energy research, policy and business. The growing importance of resource conservation and the interest in renewable energy technologies in nearly every sector of business and finance makes this the perfect environment for networking and building business for anyone who has an interest in the future of energy, including:

Architects Associations **Building Owners** Code Officials **Consulting Firms Construction & Rigging Firms** Contractors **Developers Energy Companies Energy Efficiency 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





Put your products, services and people in front of decision makers from across the energy industry.

Business leaders and investors, together with the top people from academia, research organizations and government agencies will be coming to **Advanced Energy 2016.**

Advanced Energy 2016 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.

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 and make your company known to the thought leaders, innovators, corporate leaders, investors, and policy makers.
- Enhancing your visibility: Introducing a new product? Looking to penetrate a new segment of the market? Advanced Energy 2016 offers an unprecedented degree of exposure to the leaders who influence and make decisions.
- Broadening your industry penetration: 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. Reach recognition beyond the parochial bounds of your particular market or technology, explore opportunities for technological "cross-pollination" and potential joint venture partnerships.
- Gaining national and international exposure: With continually increasing interest in energy from around the world, international participation in Advanced Energy 2016 is anticipated to exceed the 21 countries that last came to Javits.
- Capitalizing on broad-based press coverage: Participation by high-level speakers and presenters will focus the attention of the trade and mainstream media on the Advance Energy Conference, assuring sponsors and exhibitors of national and worldwide visibility.
- Establishing prominence in our industry: Presence as an Advanced Energy 2016 sponsor or exhibitor solidifies your company's position as an energy industry leader.



Does your company rank among the elite involved in energy research and development? Show it by becoming an Advanced Energy 2016 Sponsor.

Have your company take its place among the industry's leading corporations and organizations as a sponsor of **Advanced Energy 2016**, and gain some very significant advantages.

Your company's sponsorship of Advanced Energy 2016 will:

- Immediately reinforce 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.
- 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.

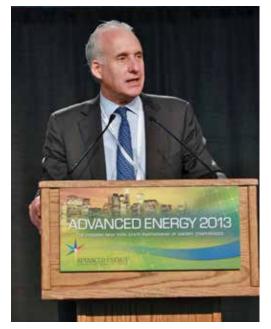
Previous Advanced Energy Conference Sponsors include such industry-leading organizations as:











We invite you to establish your company's leadership at this major event by becoming a sponsor of **Advanced Energy 2016**. Gain recognition, visibility and appreciation for your contribution to the success of one of the year's most important energy conferences.

HOST SPONSOR: \$100,000

- Sponsor will have preferential positioning during any scheduled Press
 Conferences
- Sponsorship mentioned in any scheduled Press Releases
- Acknowledgement with photo of your Senior Leader in "Welcome Letter" in Conference Program
- Host logo will appear on tote bags given to all attendees along with Platinum Sponsors
- Two charging stations available to all attendees with your company logo on them
- Recognition of your company in opening remarks and company highlighted for any other special press opportunities
- Welcome quotes from Host Sponsor Chairman/CEO or Senior Executive in Conference Program
- 150-word profile and logo in the sponsor section of the Conference Program and on website
- Listing as Host Sponsor on Advanced Energy 2016 Conference signage
- Recognition on invitation as Host Sponsor
- Logo on screen in Ballroom pre-lunch/keynote address
- Logo placement on banner in Exhibit area or Main Ballroom
- Logo on sponsors sign outside each breakout session
- Logo placement on all Conference literature and back cover of Conference
 Program guide
- Logo highlighted on all marketing and email campaigns
- Placement of up to three (3) promotional items in tote bag (e.g. literature, brochure, mug, keychain) to be furnished by the sponsor
- One (1) 30' wide booth exhibit with your choice of location
- **15 VIP full day Conference passes** to sessions and exhibit hall; includes lunch & evening networking reception
- **6 VIP Exhibit full attendee passes** to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 20 VIP Sponsor show floor passes which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)









PLATINUM SPONSOR: \$50,000

- Recognition of your company in opening remarks
 - Acknowledgement in "Welcome Letter" in Conference Program
- Platinum logo will appear on tote bags given to all attendees along with Host Sponsors
- Logo placement on all water coolers in Break-Out Session area
- Logo placement on banner in Exhibit area or Main Ballroom
- Sponsorship mentioned in any scheduled Press Releases
- Logo on screen in Ballroom pre-lunch/keynote address
- 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 as Platinum Sponsor
- Logo placement on all Conference literature and back cover of Conference
 Program guide
- Logo highlighted on all marketing and email campaigns
- Logo on sponsors sign outside each breakout session
- Placement of up to two (2) promotional items in tote bag (e.g. literature, brochure, mug, keychain) to be furnished by the sponsor
- One (1) 20' wide booth exhibit (does not include space for cars)
- **10 VIP full day Conference passes** to sessions and exhibit hall; includes lunch & evening networking reception
- 4 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 18 VIP Sponsor show floor passes which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

GOLD SPONSOR: \$25,000

- Recognition of your company in opening remarks
- Acknowledgement in "Welcome Letter" in Conference Program
- Logo on screen in Ballroom pre-lunch/keynote address
- 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 as Gold Sponsor
- Logo placement on banner in Exhibit area or Main Ballroom
- Logo placement on all Conference literature and back cover of Conference
 Program guide
- Sponsorship mentioned in any scheduled Press Releases
- Logo on sponsors sign outside each breakout session
- Logo highlighted on all marketing and email campaigns
- Placement of up to one (1) promotional item in tote bag (e.g. literature, brochure, mug, keychain) to be furnished by the sponsor
- One (1) 10' wide booth exhibit (does not include space for cars)
- 5 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- **15 VIP Sponsor show floor passes** which includes walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)











SILVER SPONSOR: \$15,000

- Listing as Silver Sponsor on all Advanced Energy Conference signage
- Recognition on invitation as Silver Sponsor
- 50-word profile and logo in the sponsor section of the Conference Program and on website
- Logo on screen in Ballroom pre-lunch/keynote address
- Logo on sponsors sign outside each breakout session
- Listing as Silver Sponsor on Advanced Energy Conference signage
- Logo placement on banner in Exhibit area or Main Ballroom
- Logo placement on back cover of Conference Program and on website
- One (1) 10' wide booth exhibit (does not include space for cars)
- 3 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 10 VIP Sponsor show floor passes which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

GREEN SPONSOR: \$10,000

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 major sponsor on Advanced Energy Conference signage
- · Logo on screen in Ballroom pre-lunch/keynote address
- Logo on sponsors sign outside each breakout session
- One Table-Top Exhibit (Upgrade to a 10' space for an additional \$1,000)
- 2 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 5 VIP Sponsor show floor passes which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

TWITTER SPONSOR (LIMIT ONE): \$9,500

- Logo placement alongside of **Advanced Energy Center** logo on 50' monitors (2) on show floor displaying live "tweets" from the Conference
- Logo placement on back cover of Conference Program guide
- Logo on screen in Ballroom pre-lunch/keynote address
- 50-word profile and logo in the sponsor section of the Conference Program and on website
- Listing as major sponsor on Advanced Energy Conference signage
- One (1) 10' wide booth exhibit
- 2 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- **3 VIP Sponsor show floor passes** which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

Sponsorship deadline 4/1/16 to reserve monitors

NOTEPAD SPONSOR (LIMIT ONE): \$9,500

- · Logo placement alongside of Advanced Energy Center logo on earth-friendly notepads
- Logo placement on back cover of Conference Program guide
- · Logo on screen in Ballroom pre-lunch/keynote address
- 50-word profile and logo in the sponsor section of the Conference Program and on website
- Listing as major sponsor on Advanced Energy Conference signage
- One (1) 10' wide booth exhibit
- 2 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- **3 VIP Sponsor show floor passes** which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

Sponsorship deadline 3/1/16 to ensure notepad production

PEN SPONSOR (LIMIT ONE): \$9,500

- · Logo placement alongside of Advanced Energy Center logo on earth-friendly pens
- Logo placement on back cover of Conference Program guide
- 50-word profile and logo in the sponsor section of the Conference Program and on website
- Logo on screen in Ballroom pre-lunch/keynote address
- Listing as major sponsor on Advanced Energy Conference signage
- One (1) 10' wide booth exhibit
- 2 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- **3 VIP Sponsor show floor passes** which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

Sponsorship deadline 3/1/16 to ensure pen production



SIGN SPONSOR (LIMIT ONE): \$9,500

- · Logo placement on back cover of Conference Program guide
- 50-word profile and logo in the sponsor section of the Conference Program and on website
- · Logo on screen in Ballroom pre-lunch/keynote address
- Small company logo on bottom corner of all earth-friendly session signs
- Listing as major sponsor on Advanced Energy Conference signage
- One (1) 10' wide booth exhibit
- 2 VIP full day Conference passes to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- **3 VIP Sponsor show floor passes** which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

Sponsorship deadline 3/1/16 to ensure small logo on sign production

SUPPORTER/EXHIBITOR SPONSOR: \$7,750

- Listing as Supporter/Exhibitor sponsor on all Advanced Energy Conference signage
- Recognition on invitation as Supporter/Exhibitor sponsor
- 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 booth exhibit
- 1 VIP full day Conference pass to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- **3 VIP Sponsor show floor passes** which include walking the show floor and networking reception (does not include breakfast, lunch, sessions or entrance into Ballroom for Keynotes)

CO-SPONSOR/EXHIBITOR: \$5,000

- · Listing as sponsor on all Advanced Energy Conference materials and on signage
- · 50-word profile in Exhibitor Guide and on website
- · Logo placement on all Conference literature
- One (1) Tabletop Exhibit
- 1 VIP full day Conference pass to sessions and exhibit hall; includes lunch & evening networking reception
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions



Click Here to Sponsor or Exhibit

EXHIBITOR (10' BOOTH EXHIBIT): \$3,750

- One (1) 10' wide booth exhibit
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 25-word profile in Exhibitor Guide in Program and on website

EXHIBITOR (VEHICLE DISPLAY): \$5,000

Requires a minimum of two adjoining booth spaces

- Space for vehicle
- Tabletop exhibit next to vehicle
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 25-word profile in Exhibitor Guide in Program and on website

EXHIBITOR (6'TABLETOP): \$2,750

- One (1) Tabletop exhibit (6'Table)
- 2 VIP Exhibit full attendee passes to not only staff your exhibit but also to enjoy continental breakfast, lunch, evening networking reception and access to all sessions
- 25-word profile in Exhibitor Guide in Program and on website



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' tabletop 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.
- Show floor is not carpeted. All exhibitors are required to have carpeting in their area.
- 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. **Advanced Energy 2016** is not responsible for any personal or company property while attending/exhibiting.
- 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 price adjustment is available for any change requests. Additional charges may apply for substitutions or additions.

Advanced Energy 2016 will allocate 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.

PAST CONFERENCE SPONSORS



- EXHIBITORS -

Advanced Climate Technologies • AlsoEnergy LLC • American Petroleum Institute • Applied Power Systems • Ascension Industries, Inc. • AtmosAir Solutions • Bandwagon
 Binghamton University • Brimes Energy Inc. • Clean Energy • Clean Energy Business Incubator Program (CEBIP) • ClearGrid Innovations • Copper Development Association Inc.
 • Corix Utilities • Cortland Research LLC & Paper Battery Company • Dence Energy Management LLC • DG Energy Partners • Directed Energy, Clean-Tech Incubator & UB Biosciences Incubator • Division 7 Inc. • DNV Kema Energy & Sustainability • ElectroMotive Designs LLC • Electroveya • EmPower CES, LLC • Energy Solutions Forum
 • EnergyCAP, Inc. • Energy Smart NY • Enertiv • Evans Cooling Systems, Inc. • EvoWorld • Fisonic • Frito-Lay • G4 Synergetics • GEM Energy • G T Power Systems • IMT Solar
 • jaga canada climate systems, inc. • Jawine Systems, Inc. • juwi solar Inc. • KAMATICSRWG • Leidos Engineering, LLC • Leviathan Energy Renewables, Ltd. • Leviton Mfg. Co.
 • MILWIND LLC • National Solar Technologies • Networking Magazine • New York Biomass Energy Alliance • Nextek Power Systems, Inc. • NIT • O'BRIEN & GERE
 • PowerPHASE LLC • Priority Cool Refrigerants, Inc. & Subsea Energy, N.A., LLC (SSENA) • ProjectEconomics • Radiator Labs • RSP Systems • SATEC Inc. • Sentient Science Corp.
 • SOLAIREGENERATION • Solar Cool Technologies Inc. • Solid Cell, Inc. • Suffolk County Community College • Syracuse Center of Excellence • Teleos Solar
 • Tenrehte Technologies, Inc. • The Tesla Society • ThermoLift[™], Inc. • Toyota • The Tesla Science Foundation • ThermoAura Inc. • Triglia Technologies • Wellen Synergy

— SUPPORTING ORGANIZATIONS — Clean Energy **Photon**

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