



OpenADR Alliance Sponsorship Opportunities for DistribuTECH 2017 Jan. 31- Feb. 2, 2017 • San Diego, CA

The OpenADR Alliance is helping companies around the world standardize market interfaces, automate DR processes, and simplify customer energy management. As a result, the OpenADR standard continues to gain rapid and sustained market adoption. In 2017, the Alliance will be exhibiting at the DistribuTECH Conference, Jan. 31 – Feb. 2, in San Diego, CA with a 10x20 member booth located in the main hall. The Alliance's booth will provide a great opportunity for you to showcase your products or services at a reduced rate. As a valued member we encourage you to participate in this unique marketing opportunity.

About DistribuTECH



- Attracts a global audience of more than 11,000 attendees from 67 countries and 400 plus exhibitors
- Showcases 75 conference sessions with more than 350 of the industry's top speakers
- Co-located with Utility Products Conference & Exposition, the industry's leading platform for showcasing the newest products, vehicles, services and equipment to utility buyers
- Co-located with Electric Light & Power Executive Conference, an exclusive forum for industry leaders to network and freely discuss the challenges and opportunities utilities face in today's ever-changing market

For more information visit, <http://www.distributech.com>.

OpenADR's Objectives

- Create awareness of the OpenADR Alliance and standard
- Create a strong sense of community for members
- Coordinate key announcements from members/Alliance
- Create an understanding of the OpenADR standard and why is important for utilities and system operators to adopt
- Showcase real implementations utilizing OpenADR 2.0.



The OpenADR Booth

The OpenADR Alliance is hosting a 10'x20' booth located in space 3238. OpenADR members can promote their products and services through high-profile kiosks, mention in pre-show promotions and press materials included in the OpenADR online media kit.

We hope that you will join us in San Diego for this exciting new business opportunity for your company. Please review sponsorship opportunities below.

If you have any questions, please contact Shannon Mayette at Shannon@openadr.org or at +1 (602) 882-4733.

Sponsorship Opportunities (ONLY 4 SPOTS AVAILABLE)

Member Kiosk (for companies NOT exhibiting): \$4,850 (This includes the \$1,850 Pennwell fee to co-exhibit)

Member Kiosk (for companies exhibiting)*: \$3,000

Please see booth concept drawings on page 3

Members may rent space within the OpenADR booth to display products and services and/or custom messaging. Each kiosk sponsor will receive:

- 8'-high display area on one side of a double-sided kiosk with lockable cabinet
- Graphic space measuring 24"W x 36"H. OpenADR will provide sponsors with a graphic template on which you may place custom messaging. The graphic template will ensure a consistent look throughout the booth.
- Ability to mount product, monitor or signage within the allotted graphic space.
- Company logo as identification sign
- Inclusion of company logo with link in the OpenADR promotional email campaigns and other vehicles used to promote our participation in the show
- Copy of all leads collected at the booth
- Inclusion of company press materials in the OpenADR online media kit

*Kiosk cost includes: Booth logistics such as printing of signage, material handling, electricity, cleaning, lead retrieval and copy of leads after show, inclusion in pre-show emails, listing as an exhibitor in DTECH show guide. **Deadline to reserve a kiosk is Oct. 24th, 2016.**

NOTE: *Monitors and other equipment needed for your kiosk are the exhibitors' responsibility and not included in the kiosk cost.*

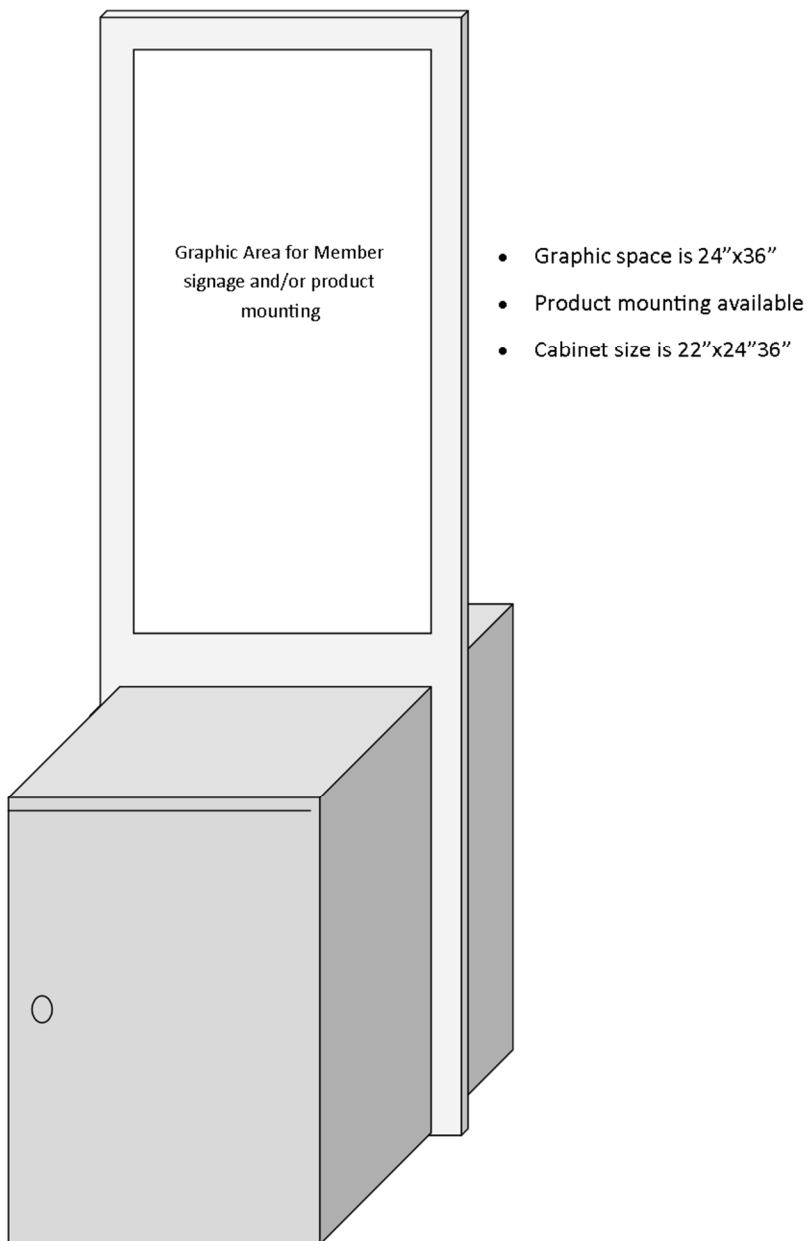
*If you are planning on mounting product or a monitor, please contact Shannon Mayette to discuss mounting options at shannon@openadr.org or at 602-882.4733.

Booth giveaway TBD co-branded with OpenADR logo -contact Shannon@openadr.org if interested in this opportunity. Looking for six exhibiting members to participate in scavenger hunt. Cost to participate is TBD by number of participants and prize value.

OpenADR Booth at DTECH 2017

Kiosk Detail

Double- or single-sided workstation







OpenADR Alliance Sponsor Registration Form.

- Member Kiosk (non-exhibiting) \$4,850**
- Member Kiosk (exhibiting) \$3,000**

Sponsorship Total: \$_____

Payment of \$500 is due at signing. This is a non-refundable deposit to secure your kiosk.

Name Title

Company

Address City ST Postal Code

Phone Email

Payment Options – OpenADR Alliance *accepts checks and credit cards. Please make checks payable to OpenADR Alliance.*

Charge to credit card

- Visa MasterCard American Express

Card Number _____ Expiration Date _____

Name of Cardholder (as it appears on card) _____

Card Security Code _____ ZIP Code _____

Legally binding signature _____

Print Name _____ Date _____

Please return this form to:

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