

Dear Energy & Weatherization Professionals:

You are invited to sponsor or exhibit at the semi annual Western Regional Weatherization Conference to be held April 25-27, 2012 at the Boise Centre in Boise, ID. The exhibit area will be open on the evening, Tuesday, April 24 and close on the afternoon of Thursday, April 26.

Our 2010 conference in Reno, Nevada drew nearly 1000 attendees. The conference provides an exceptional forum to showcase your products and services to a highly targeted audience representing the buying power of state and local weatherization personnel and others throughout the DOE western region (AK, AZ, CA, HI, ID, NV, OR, and WA.) For more details on the goals and audience of the Energy Outwest Conference, please visit our website at <http://conferences.wsu.edu/eow>. **The enclosed information packet outlines the variety of sponsor and exhibitor opportunities offered at the Boise conference.**

The exhibit area is located in the heart of the action, adjacent to conference registration, meeting rooms, and the conference break out rooms. A variety of events and refreshment offerings are planned to maximize traffic in the exhibit hall. These include: continental breakfast both mornings, "Meet the Exhibitors" reception on Tuesday evening; morning and afternoon breaks; and drawing for the Sponsors and Exhibitors Door Prizes on Wednesday evening – **all with no competing events.**

In order to increase traffic in the exhibit area, we will be hosting a Sponsor and Exhibitor Door Prize Drawing this year. It provides a great added incentive for attendees to visit the exhibits to validate their entry forms. **Companies who donate door prizes receive extra visibility during the prize drawing ceremony.**

For companies who want to do even more to increase their exposure at this event, there are a number of sponsorship opportunities. These opportunities range from \$1,500 - \$50,000 and will increase visibility on our website, in our printed materials, and throughout the conference itself. If you have questions regarding any of the sponsorships, please contact Dana Colwell at 253.507.8506 or e-mail her at Dana.Colwell@wsu.edu.

We look forward to working with you and hope you will choose to participate in this premiere weatherization conference. **If you need anything please do not hesitate to contact our conference logistics organizer, Dana Colwell at 253.507.8506 or e-mail her at Dana.Colwell@wsu.edu.** Thank you for your support.

Sincerely,

Carrie Smith

Conference Chair
Director, FSL Home Improvements





April 25-27, 2012

Boise Centre

Boise, ID

Invitation to Sponsor or Exhibit

Presented by:

Energy OutWest, a collaboration of the states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, and Washington, in conjunction with the US Department of Energy,

<http://conferences.wsu.edu/eow>

TRADE SHOW HOURS AND EVENTS

TUESDAY, APRIL 24, 2012

Exhibit Set-Up: Noon – 5:00 pm

Pre-Conference Sessions 9:00 am – 5:00 pm

Peak Traffic Hours:

5:00 pm – 7:00 pm

Meet the Sponsors & Exhibitors Reception

Complimentary hors d'oeuvres and cash bar in Exhibit Area

WEDNESDAY, APRIL 25, 2012

Exhibits Open All Day 7:30 am – 5:00 pm

Peak Traffic Hours:

7:30 am – 8:30 am

Attendees arrive, register

10:00 am – 10:30 am

Morning Session Break

3:10 pm – 3:30 pm

Afternoon Session Break

6:00 pm – 8:00 pm

Reception & Weatherization Competition

THURSDAY, APRIL 26, 2012

Exhibits Open All Day 7:30 am – 5:30 pm

Peak Traffic Hours:

7:30 am – 8:30 am

Continental Breakfast in Exhibit Area

10:00 am – 10:30 am

Morning Session Break

3:10 pm – 3:30 pm

Afternoon Session Break

5:00 pm – 5:30 pm

Exhibitor/Sponsor Door Prize Drawing

5:30 pm Exhibit Area Closes

Exhibit Break-Down: 5:30 – 7:00 pm

EXHIBITOR MAP

Map will be distributed in April 2012

SPONSOR AND EXHIBITOR OPPORTUNITIES

All Exhibitors & Sponsors will receive a 8'x8' exhibit space including skirted 6' table, two chairs, wastebasket and booth sign. You will also receive the following based on your selection

Conference Sponsor

\$25,000.00 and higher

- Company name listed on website with link to your organization's website
- Company logo in largest size on sponsor poster located in exhibitor area
- Company logo printed on front of program given to all attendees at the conference
- Company logo included on conference gift given to all attendees
- Reserved seats located in the front row for the keynote speaker address
- Opportunity to meet briefly with the keynote speaker and have picture taken with him
- Opportunity to welcome attendees at opening plenary session
- Full page ad in program booklet
- 4 complimentary registration(s)

Premier Sponsor

\$15,000.00

- Company name listed on website with link to your organization's website
- Company logo in largest size on sponsor poster located in exhibitor area
- Company logo printed on front of program given to all attendees at the conference
- Company logo included on conference gift given to all attendees
- Reserved seats located in the front row for the keynote speaker address
- Opportunity to meet briefly with The keynote speaker and have picture taken with him
- Highlighted as the Banquet Sponsor with opportunity to briefly address audience at banquet
- Full page ad in program booklet
- 3 complimentary registration(s)

Platinum Sponsor

\$10,000.00

- Company name listed on website with link to your organization's website
- Company logo in large size on sponsor poster located in exhibitor area
- Company logo printed on front of program given to all attendees at the conference
- Company logo included on conference gift given to all attendees
- Reserved seats located in the front row for The keynote speaker address
- Opportunity to meet briefly with The keynote speaker and have picture taken with him
- Full page ad in program booklet
- 3 complimentary registration(s)

Gold Sponsor

\$5,000.00

- Company name listed on website with link to your organization's website
- Company logo in medium size on sponsor poster located in exhibitor area
- Company logo printed on front of program booklet given to all attendees at the conference
- Company logo included on conference gift given to all attendees
- Reserved seats located in the front row for The keynote speaker address
- Half page ad in program booklet
- 2 complimentary registration(s)

Silver Sponsor

\$2500.00

- Company name listed on website with link to your organization's website
- Company logo in medium size on sponsor poster located in exhibitor area
- Company logo printed on front of program booklet given to all attendees at the conference
- Half page ad in program booklet
- 1 complimentary registration

Bronze Sponsor

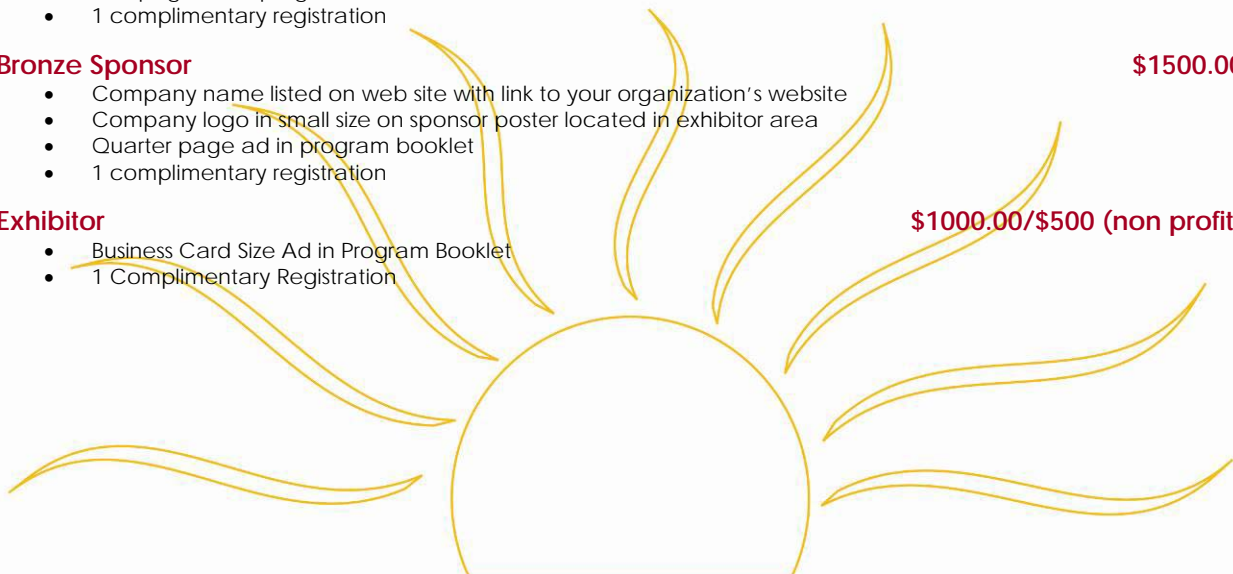
\$1500.00

- Company name listed on web site with link to your organization's website
- Company logo in small size on sponsor poster located in exhibitor area
- Quarter page ad in program booklet
- 1 complimentary registration

Exhibitor

\$1000.00/\$500 (non profit)

- Business Card Size Ad in Program Booklet
- 1 Complimentary Registration



ENERGY OUTWEST REGISTRATION FORM

Please fill out ALL information below EXACTLY as it should appear in the printed conference program and on your booth sign.

Please select your participation level

- | | |
|--|--|
| <input type="checkbox"/> Conference \$50,000 | <input type="checkbox"/> Silver \$2,500 |
| <input type="checkbox"/> Premier \$15,000 | <input type="checkbox"/> Bronze \$1,500 |
| <input type="checkbox"/> Platinum \$10,000 | <input type="checkbox"/> Exhibitor \$1,000 |
| <input type="checkbox"/> Gold \$5,000 | <input type="checkbox"/> Non Profit \$500 |

Company/Organization Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Is the contact person also the person to receive your complimentary registration? Yes No

If no, or you are a sponsor receiving two complimentary registrations, please provide contact information for the other person(s) on a separate registration available in January of 2012 at Conferences.wsu.edu/eow

Describe any special requests or considerations (e.g. companies you specifically do or do not want to adjoin, unusually large display items, whether you prefer a corner location, etc.)

All exhibits will be assigned in February 2012 based on sponsorship and first paid, first served basis. We will honor requests for exhibit spaces/adjoin exhibits to the extent we are able. We reserve the right to change the floor plan, without notice, to provide a more attractive, safe, and successful trade show.

Logo & Program Booklet Advertisement

Please send your company/organization logo as well as the final artwork for advertisement for the program booklet to Dana Colwell at Dana.Colwell@wsu.edu. All artwork is due by March 1, 2012. Please send all logos and advertisements in a JPEG or EPS format with a minimum of 300 dpi. The size for advertisements are below:

- Full Page (10.5" tall x 8" wide)
- Half Page (5.25" tall x 8" wide)
- Quarter Page (5.25" tall x 4" wide)
- Business Card (2" tall x 3.5 wide)

Payment Information:

Please make checks payable to Washington State University in U.S. funds drawn from a U.S. Bank.

- Payment Enclosed
- Please charge my VISA/MasterCard
Account #: _____ Exp. Date: _____ CVV#: _____
Billing Address (if different than above) _____
- Please Bill Me:

Please send form and payment to:

ATTN: Dana Colwell

WSU Conference Management
2606 West Pioneer
Puyallup, WA 98371

Phone: 253.507.8506

E-mail: Dana.Colwell@wsu.edu

