

Sponsor and Exhibitor Opportunities as of 8/22/08 for...

Wyoming Utility Efficiency Exchange

immediately followed by

Home Energy Makeover Workshop & Expo

October 2-4, 2008 at Laramie County Community College, Cheyenne, Wyoming



Hosted by Wyoming Home Performance Alliance

Your organization is invited to participate in one or both of these upcoming events:

The **Wyoming Utility Efficiency Exchange** event goal is to facilitate a networking and professional development conference for staff representatives of energy and water utilities serving Southern Wyoming and neighboring states who are responsible for developing and implementing customer programs related to energy/water efficiency, smart meters, demand response and renewable energy. This event is expected to attract about 75 utility and sponsor organization staff as well as trade allies that provide products and services to support utility programs. The agenda will focus on best practices from regional utilities. This conference is not about how to influence policies or motivate utilities to take action, but rather how utilities that already recognize the need and value are developing and implementing customer programs.

The event begins with a VIP reception from 6:00 p.m. to 7:30 p.m. on Thursday, October 2, at the Train Depot for the sponsors, Utility Efficiency Exchange registrants and invited guests. The Utility Efficiency Exchange will be presented from 9:00 a.m. to 3 p.m. on Friday, October 3 at LCCC with 30-minute presentations in the same room as display tables and banners. Friday breakfast and lunch will be provided. Event details are available at <http://www.wyominghomeperformance.com/events>.

The **Home Energy Makeover Workshop & Expo** event goal is to provide program education with a product exposition for consumers interested in energy/water efficiency, smart meters, demand response and renewable energy. This event is expected to attract about 150 Cheyenne-Laramie area residents as well as trade allies who will display energy-related products/services. From 9 a.m. to 3 p.m. on Saturday, October 4, the 15-minute presentation topics may include: weatherization/insulation, green home remodeling, water heating, space heating/cooling, solar energy, windows, lighting, low-income energy assistance, water conservation techniques, etc.

Admission tickets may be purchased in advance for \$10 per person from select non-profit community groups or \$15 tickets at the door. The ticket price includes snacks and refreshments. Lunch will be available on site at LCCC cafeteria. Event details are available at <http://www.wyominghomeperformance.com/events>.

Location: Laramie County Community College in Cheyenne, Wyoming, will be the home for the Friday and Saturday events. The Thursday Reception will be held at the Cheyenne Train Depot.

Roles and Responsibilities:

- **Wyoming Home Performance Alliance** will serve as hosts to help plan and underwrite event costs, and lead the agenda planning efforts.
- **Agenda Planning Committee** comprised of volunteers from regional utilities and sponsor organizations will meet via conference call to identify topics/speakers and review event promotional materials.
- **Market Development Group** serves as consultant to the Agenda Planning Committee and supports the co-hosts by handling event logistics and helping to identify/recruit/manage event sponsors and exhibitors.

Wyoming Event Sponsor & Exhibitor Opportunities

Green-level Sponsor.....\$1,250 to WHP Alliance Partners*; \$2,500 to all others

- Participation on Agenda Advisory Committee
- Logo on all on-site promotional materials and web site in top-tier position
- One display table or banner during all events
- Up to 5 registrants for Thursday & Friday events & 20 registrants for Saturday event

Blue-level Sponsor..... \$750 to WHP Alliance Partners*; \$1,500 to all others

- Participation on Agenda Advisory Committee
- Name on on-site promotional materials and web site in second-tier position
- One display table or banner during all events
- Up to 3 registrants for Thursday & Friday events & 10 registrants for Saturday event

Hospitality Sponsors..... various

- Opportunities to host specific functions negotiated separately, to include:
 - Thursday Night VIP Reception at Train Depot
 - Friday Breakfast and Lunch
 - Saturday Workshop Refreshments

Business Exhibit.....\$125 to WHP Alliance members; \$250 to all others

- Name on on-site promotional materials and web site for Saturday event only
- Up to 5 registrants for Saturday event only
- Display table or banner for Saturday event only

Non-Profit Literature Display... \$50 to WHP Alliance members; \$100 to all others

- Name on on-site promotional materials and web site for Saturday event only
- Up to 5 registrants for Saturday event only
- Literature on shared table display for Saturday event only

**To become a Wyoming Home Performance Alliance Partner, contact
Tiger Adolf at tadolf@wyoec.org or (307) 742-0313**

or

Bhaskar Narayan at whpes@wyoec.org or (307) 742-9924.

**To become a Sponsor or Exhibitor, contact
Ed Thomas at ethomas@marketdevelop.com or (970) 209-8347.**

To learn more, visit <http://www.wyominghomeperformance.com/events>

* At the Member level or above.