

Sponsor and Exhibitor Opportunities for...

Four Corners Utility Efficiency Exchange

immediately followed by

Home Energy Makeover Workshop & Expo

August 14-16, 2008 at Fort Lewis College, Durango, CO

Co-hosted by La Plata Electric, Empire Electric, Tri-State Generation & Transmission, and Colorado Rural Electric Associations



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

The **Four Corners Utility Efficiency Exchange** event goal is to facilitate a networking and professional development conference for staff representatives of energy and water utilities serving Southwest Colorado 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 Preview Reception on Thursday, August 14 at the Train Depot for the sponsors, Utility Efficiency Exchange registrants and invited guests. The Utility Efficiency Exchange will be presented from 8:30 a.m. to 5 p.m. on Friday, August 15 with 30-minute presentations in the same room as display tables and banners. Friday breakfast and lunch will be provided. On Friday evening, a "sneak preview" of the Home Energy Makeover Workshop will be offered for sponsors and their employees and invited guests. Event details are at www.utilityexchange.org/fourcorners.

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 250 Durango-Cortez area residents as well as trade allies who will display energy-related products/services. From 9 a.m. to 3 p.m. on Saturday, August 16, the 15-minute presentation topics may include: time-of-use rates, weatherization/insulation, green home building/remodeling, water heating, space heating/cooling, solar energy, windows, lighting, recycling, low-income energy assistance, xeriscaping, etc.

Lunch, door prizes and transportation from Cortez will be provided to those who purchase \$10 admission tickets in advance from select non-profit community groups or \$15 tickets at the door. Event details are at www.homeenergymakeover.org/fourcorners.

Location: Fort Lewis College in Durango, Colo. will be the home for the Friday and Saturday events at the College Union Building on campus. The Thursday Reception may be presented at the Train Depot. A block of sleeping rooms has been reserved at the Doubletree Hotel in Durango, within walking distance of downtown. A special rate will be available at the Best Western and Strater Hotel as well, subject to availability.

Roles and Responsibilities:

- **La Plata Electric, Empire Electric, and Tri-State Generation & Transmission Associations** serve as co-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.

Four Corners Event Sponsor and Exhibitor Opportunities

Host Organization..... \$10,000

- Leadership role on Agenda Advisory Committee
- Recognition in all event materials
- One display table or banner in most prominent location for all events
- Up to 10 registrants for Friday event & 50 registrants for Saturday event

Green-level Sponsor..... \$2,500

- 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 3 registrants for Friday event & 20 registrants for Saturday event

Gold-level Sponsor..... \$1,500

- 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 2 registrants for Friday event & 10 registrants for Saturday event

Copper-level Sponsor..... \$1,000

- Name on on-site promotional materials and web site in third-tier position
- Up to 1 registrant for Friday event & 5 registrants for Saturday event

Hospitality Sponsors..... various

- Opportunities to host specific functions negotiated separately, to include:
 - **Thursday Night VIP Reception** at Train Depot... \$2,000 or actual cost
 - **Friday Night Sneak Preview Reception** at College... \$1,000 or actual cost

Local Business Partner Banner/Table..... \$250

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

Local Non-Profit Partner Literature Display..... \$100

- Name on on-site promotional materials and web site for Saturday event only
- Up to 3 registrants for Friday reception and Saturday event only
- Literature on shared table display for Saturday event only

To become a Sponsor or Exhibitor, contact Ed Thomas at ethomas@marketdevelop.com or (970) 209-8347. To learn more, visit www.utilityexchange.org/fourcorners or www.homeenergymakeover.org/fourcorners.