

EEC

Efficiency
Electrification
Decarbonisation

NATIONAL CONFERENCE

SYD • 15-16 MAY 2024

SPONSORSHIP PROSPECTUS



A MESSAGE FROM OUR CEO —

JOIN US IN SYDNEY

With each passing month, more and more Australian decision-makers are switching on to the critical role of energy management in the transition to a net zero emissions economy.

The pace of change is undeniable, and as the country's premier event for energy efficiency, electrification and decarbonisation, the EEC National Conference 2024 has its focus firmly fixed on the future opportunities for our sector.

On 14-16 May, the Conference will bring Australian and international thought leaders together with policy makers, industry, NGOs and consumer groups to share ideas and build relationships crucial for boosting action, and I'm looking forward to your involvement.

ENERGY MANAGEMENT THROUGH A NEW LENS

Right now, the Australian Government is working on sectoral decarbonisation plans for buildings, industry, energy, resources, agriculture and transport. There is no question that 2024 will be a critical year for exploring the role of energy management in an integrated, least-cost emissions reduction pathway.

Over the past year my team and I have continued to refine our programming approach, working to ensure the Conference covers both the big picture and the fine grain detail.

In 2024, focus areas include:

- The role energy management can play as Australia's renewable energy and transmission infrastructure is built out;
- Managing the phased retirement of the gas network, and the augmentation and expansion of electricity distribution and transmission networks;
- Improving the resilience of critical infrastructure, from boosting the security of our electricity grid to helping vulnerable households during heatwaves;
- Business transition planning, as the first legislated requirements for climate-related financial disclosure are due to commence in July 2024; and
- Grasping the huge opportunities for the energy management sector to attract workers and train up the next generation.

As we did in 2023, we will be preceding the Conference with a special focus event, this time on helping Australian manufacturers and food processors on their journey to net zero.

EEC INDUSTRIAL DECARBONISATION SUMMIT 2024

This one-day event will again be held immediately prior to the Conference in the same venue, on 14 May 2024. A deep dive on the technologies and policies that will drive decarbonisation in Australia's industrial sector, the Summit gives particular focus to energy intensive businesses not covered by existing policies, such as small to medium manufacturers and food processors. We'll soon be releasing a sponsorship prospectus specific to the Summit, but if you're interested in early opportunities to be involved, please get in touch now.

PUTTING YOU AT THE HEART OF THE ACTION

Whether you're looking to showcase a new product, debate a big idea, connect with decision-makers or simply demonstrate your commitment to Australia's energy management sector, we have a range of sponsorship and exhibition packages to meet your objectives, whatever your budget.

For the second year we're returning to the UNSW Roundhouse, the ideal backdrop for quality networking. The Conference includes a well-planned industry exhibition designed to maximise foot traffic and facetime with delegates, long networking breaks, relaxed social occasions, and the not-to-be-missed Gala Dinner, where we come together to celebrate our industry.

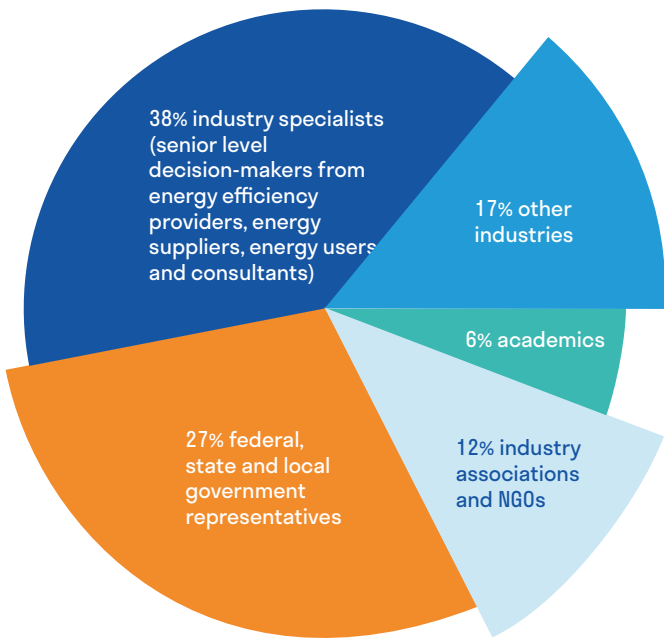
As a sponsor or exhibitor, you can be sure your business will be at the heart of the action. We work closely with all our partners to understand your goals and maximise the return on your investment. Take a look at the options on offer and feel free to call us to discuss a package that meets your needs. I look forward to partnering with you on the EEC National Conference 2024.



Luke Menzel
CEO
Energy Efficiency Council



FACTS AND STATS



DATE Wednesday 15 – Thursday 16 May 2024

VENUE Roundhouse, University of NSW Anzac Parade, Kensington NSW

Based on attendance over the previous four conferences, the 2024 EEC National Conference is expected to draw over 500 delegates across the three days of the Summit and Conference.



Delegates were drawn from across the country, with representatives from all states and territories, and 5 per cent from overseas.



The 2023 conference created debate and media coverage both on the day (e.g. ABC's PM program) and throughout the months following (e.g. RenewEconomy using Conference interviews to launch its SwitchedOn website and podcast).



Sentiment from the 2023 Conference was overwhelmingly positive, with over 96% of delegates rating the conference "good" or "excellent"



Equal by 30 – In 2023, 48% of speakers identified as female. In 2024, we are aiming for 40-60% non-male identifying speakers.

2023 SPONSORS INCLUDE



PARTNERSHIP, SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The EEC team works closely with partners, sponsors and exhibitors before, during and after the event to ensure your experience provides value for your organisation.

Opportunities are categorised with a range of price points to ensure organisations of all sizes are able to participate.

HEADLINE PARTNERSHIPS

Our premium partnerships position your organisation as an industry leader. Showcase your expertise and profile your thought leadership through a range of targeted and branded speaking opportunities, from one-on-one CEO conversations, plenary speaking opportunities and headline stream sessions.

NETWORKING SPONSORSHIPS

Networking sponsorships offer a range of tailored options that provide maximum opportunity to create brand awareness and place your organisation front-of-mind with Conference delegates.

SHOWCASE AND EXHIBITION

Showcase your company's products and services to a highly invested and engaged audience in-person with a booth or through advertising in the delegate handbook.

CORE INCLUSIONS

MARKETING PACKAGE

Includes prominent logo placement and acknowledgement across all physical and digital touch-points, and includes but is not limited to:

- The official event website
- Email and EDM communications
- Event programming material (digital and printed)
- Written and visual asset-creation for use on sponsor-managed social media platforms
- On-site signage and branding, including a hanging banner featuring your Company logo, prominently displayed overlooking the plenary space
- Acknowledgment of your support by the Chair in opening and closing plenary sessions
- Provision of the delegate list one (1) week post-event (subject to delegate permission)



EXHIBITOR PACKAGE

- Single shell scheme booth 2m x 2m (4m²)
- Fascia signage with company name
- Basic lighting and power
- Two exhibitor registrations per day
- Option to upgrade to a double exhibition booth 2m x 4m (8m²) for an additional charge

HEADLINE PARTNERSHIPS

MAJOR PARTNER & EVENT PARTNER

\$ BY NEGOTIATION

These top tier-partnerships are limited to bespoke opportunities for governments to position themselves as leaders of the energy management sector.

RESERVED

DIAMOND PARTNER

EEC MEMBER \$35,000

Limited to three exclusive opportunities for EEC members to position their organisation as a leader of the energy management sector. This partnership features a keynote address or an armchair conversation with the EEC's CEO that is recorded and made available to the Diamond Partner, and the inclusion of the partner's logo on delegate name tags.

- Keynote or armchair conversation, recorded
- Logo on delegate nametags
- 20 x single-day delegate and 10 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor Package upgrade to double booth (4x2m)

ONLY 3 AVAILABLE SOLD

ENERGISING WOMEN PARTNER

EEC MEMBER \$22,000 | STANDARD \$28,000

One exclusive opportunity to support the plenary session at the end of the first day, coupled with Networking Drinks that are positioned to lead into the Gala Dinner. With nearly 400 attendees across both events in 2023, this is a great chance for one organisation to put itself at the forefront of promoting and celebrating Women in Energy.

- Branded plenary session -Energising Women including one speaking opportunity
- Branded Networking drinks post-session, pre-Gala Dinner
- 10 x single-day delegate and 10 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor Package

ONLY 1 AVAILABLE SOLD

GALA DINNER PARTNER

EEC MEMBER \$22,000 | STANDARD \$28,000

A perennial highlight of the Conference, the Gala Dinner features an introductory speech from the Gala Dinner partner, as well as a prominent keynote speaker and the presentation of the National Energy Efficiency Awards (NEEA).

The Gala Dinner will celebrate innovation across the industry and prime networking opportunities in a festive setting.

With approximately 400 guests representing leading energy efficiency and energy management businesses and Australia's most forward-thinking energy users, Gala Dinner sponsorship is an exceptional opportunity to demonstrate leadership and support of the sector and promote brand awareness to a large, engaged audience.

- Branded Gala Dinner
- Speaking opportunity
- 4 x single-day delegate and 10 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor Package

ONLY 1 AVAILABLE SOLD

HEADLINE PARTNERSHIPS

PLATINUM PARTNER

EEC MEMBER \$18,000 | STANDARD \$24,000

A premium partnership package including a high-profile speaking opportunity in one of the Conference's four plenary sessions, Platinum Partners receive maximum thought-leadership, profile-raising and brand recognition opportunities. Intended for Australia's leading energy businesses, a Platinum partnership is the perfect way to get your company, people and brand out front, shape the debate, build deeper working relationships and showcase your position as an industry leader.

- One branded plenary session including one speaking opportunity
- 10 x single-day delegate and 5 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor Package

Sessions:

1. Global drivers, local opportunities **SOLD**
2. The practicalities of getting off gas **SOLD**
3. Mission critical: The national policies driving market opportunity **SOLD**
4. Reflections and Future Opportunity

GOLD PARTNER

EEC MEMBER \$12,000 | STANDARD \$16,000

A popular partnership package including a branded speaking opportunity in one of nine stream sessions dedicated to residential, energy markets and business streams.

Gold partnerships are a key opportunity to build prominence, profile and brand awareness, and develop deeper network connections.

- One branded stream session including one speaking opportunity
- 6 x single-day delegate and 3 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor Package

Sessions:

1. State of Efficiency Schemes 2024 **SOLD**
 2. Resilient, efficient buildings in a warming world
 3. Boots, brogues and heels: building the energy management workforce
 4. Resi, set go: ensuring quality in rapid residential rollout **SOLD**
 5. Heat pumps for residential decarbonisation **SOLD**
 6. NEM, again: (Re)-designing the market for 82% renewables
 7. The smarts in the market: flexible technology for new energy system **SOLD**
 8. Heat pumps for business decarbonisation
 9. Cost, carbon and competitiveness: Enabling policies for business transition
- Residential stream
- Business stream (C&I)

NETWORKING SPONSORSHIPS

CAFE SPONSOR

EEC MEMBER \$7,000 | STANDARD \$11,000

Prominent branding on the most popular attraction - a coffee cart in one of two networking spaces featuring exhibition booths and catering.

- 4 x single-day delegate and 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package

ONLY 1 AVAILABLE

RE-ENERGISE SPONSOR

EEC MEMBER \$7,000 | STANDARD \$11,000

Prominent branding of a seating space, within the exhibition and near the coffee cart, featuring a charging station for delegates to sit for a moment and reenergise themselves and their devices.

- 4 x single-day delegate and 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package

ONLY 1 AVAILABLE

NETWORKING SPONSOR

EEC MEMBER \$8,000 | STANDARD \$10,000

Lock in a 12-day delegate package at a rate lower than early-bird prices and assign delegates in any configuration later.

- 12 x single-day delegate and 6 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package

ADVERTISING SPONSOR

EEC MEMBER \$2,000 | STANDARD \$4,000

Run your sponsor-supplied ad across three screens in the plenary space during networking breaks.

- Video & audio, max 60 seconds
- Ad will appear not less than twice
- Marketing Package





SHOWCASE AND EXHIBITING SPONSORSHIPS

SILVER SPONSOR

EEC MEMBER \$9,000 | STANDARD \$13,000

Silver Sponsors receive all the benefits of the Exhibitor Package, with the added benefits of complimentary Conference and Gala Dinner attendance.

- 2 x single-day delegate and 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor Package

EXHIBITOR

EEC MEMBER \$7,000 | STANDARD \$11,000

Our entry level option, this is a cost-effective opportunity to promote your products and services direct to delegates with a comprehensive exhibition package.

- Marketing Package
- Exhibitor Package

EXHIBITOR +

EEC MEMBER \$4,000 | STANDARD \$7,000

Upgrade from a single booth (2m x 2m) to a double booth (4m x 2m). Must be purchased with another package that includes a single booth.

LANYARD

EEC MEMBER \$5,000 | STANDARD \$8,000

- Company logo printed on reusable lanyards
- 20% discount on registrations
- Marketing Package

ONLY 1 AVAILABLE

EEC INDUSTRIAL DECARBONISATION SUMMIT 2024

The EEC will be delivering the inaugural Industrial Decarbonisation Summit directly prior to the conference on Tuesday 14 May at the Roundhouse.

To book your package now, complete the booking form or contact the EEC Events Team at events@eec.org.au

BOOKING FORM

Please complete and return this form to events@eec.org.au. Please note that returning this form is not a guarantee that your company has secured the sponsorship.

COMPANY DETAILS

Company name (for marketing purposes):

Company name (for invoicing purposes):

Address:

City:

State:

Postcode:

ABN:

MAIN CONTACT DETAILS (FOR LIAISING WITH THE EEC)

Name:

Position:

Email:

Phone:

Additional contacts to be cc'd in sponsorship related communications:

PACKAGE

Packages are subject to availability.

Diamond Partner

EEC Member
Ex. GST

Standard
Ex. GST

\$35,000

Energising Women Partner

\$22,000

\$28,000

Gala Dinner Partner

\$22,000

\$28,000

Platinum Partner: preferred session

\$18,000

\$24,000

Gold Partner: preferred session

\$12,000

\$16,000

Café Sponsor: single cart (POA for both carts)

\$7,000

\$11,000

Re-energise Sponsor: single space (POA for both spaces)

\$7,000

\$11,000

Networking Sponsor

\$8,000

\$10,000

Advertising Sponsor

\$2,000

\$4,000

Silver Sponsor

\$9,000

\$13,000

Exhibitor

\$7,000

\$11,000

Exhibitor+

\$4,000

\$7,000

Lanyard

\$5,000

\$8,000

PAYMENT OPTIONS

A 50% deposit is required for all sponsorship packages to confirm your booking. Final payment must be made prior to the commencement of the Conference.

Payment method: Visa Mastercard EFT

Payment option: 50% deposit Full amount

CREDIT CARD DETAILS

Your credit card details are required as a guarantee but will not be charged unless you have indicated this as your preferred method of payment. All credit card payments incur a 2.4% service charge.

Name on card:

Card number:

Expiry date:

CCV:

AUTHORISATION

Name:

Position:

Signature:

Date:

I agree to the terms and conditions for participation in the National Energy Conference 2024

THIS IS A COVID-SAFE EVENT

The EEC is committed to the delivery of covid-safe events. We will be guided at all times by the relevant government public health advice and ensure open communication with our sponsors. In the event of event restrictions, the EEC will work with sponsors to flexibly manage the delivery of sponsor benefits, including postponing the event, transitioning to a fully virtual event or transferring benefits to a new event, to be liaised with the sponsor.

This is an agreement between you (the 'Sponsor') and the Energy Efficiency Council (the EEC, the 'Event Organiser') with respect to sponsorship of the EEC National Conference (the 'Event'). You must accept without modification all of the terms and conditions and information contained in this Sponsorship Agreement.

**Prices listed in this document are exclusive of GST.
All artwork and logos as included in the sponsorship package must be supplied by the Sponsor.**

The following conditions apply to all sponsorship packages. Please read the sponsorship terms and conditions carefully.

GENERAL

1. The Event Organiser reserves the right to change the sponsorship terms and conditions for the Event.
2. Sponsorship status is not secured until initial payment is received and approved by the Event Organiser.
3. The Event Organiser does not offer any guarantee of attendance numbers.
4. The Event Organiser does not accept liability for absent presenters but will endeavour to do everything within its power to replace the speaker.
5. The Event Organiser does not accept liability for the quality of presenters at the event.
6. The Event Organiser does not accept liability for the quality of the venue, catering, and audio visual.

EVENT FORMAT AND CANCELLATIONS

1. The Event venue and format may be changed without prior notice at the sole discretion of the Event Organiser.
2. The EEC will be guided at all times by government health advice in relation to COVID-19. Should government restrictions impact upon the Event delivery, the following steps may be taken:
 1. Development of COVID-safe plans which may include density requirements and other government regulations.
 2. Transition into an online event.
 3. Event postponement.
 4. Full event cancellation. In this case, a refund will not apply. The EEC will work with the Sponsor to develop a new sponsor package to take place in lieu of the Event.
3. In the event of cancellation of the Event by the Event Organiser, the Sponsor is entitled to a refund of 80% of sponsorship funds paid.

- If cancellation is due to Covid-19 (see 2D above) or is for a force majeure (1), no refund applies.
(1) Force majeure includes without limitation, cancellation or other withdrawal by the suppliers, cancellation or failure of a venue, strike, act or reasonable apprehension of terrorism, war, destruction of facilities or materials, fire, flood, earthquake or storm, labour disturbances, epidemic or failure of public utilities or common carriers, without liability.
- A cancellation fee of 50% will apply to the total Tax Invoice if the Sponsor wishes to withdraw support from the Event for any reason if written notification is submitted to the Event Organiser on or before 60 days prior to the Event. Monies already paid by Sponsor in excess of the cancellation fee will be refunded accordingly. Fees are payable within 7 days of written cancellation being received from Sponsor.

SPONSOR MARKETING MATERIALS

- Any material for the Event must be provided to the Event Organiser to the set specification and by the due date or no later than 2 weeks from the initial request for material where a due date has not been stipulated. Failure to do so may result in the material not being displayed.
- The Sponsor is responsible at its sole cost and expense for production of any Sponsor materials. The use and publication of any Sponsor materials by the Sponsor must first be approved by the Event Organiser.

SPONSOR RESPONSIBILITIES

- The Sponsor will provide services and materials associated with the Event and onsite at the Event, of good quality and professional standard with an ethical approach in conduct, presentation, information, and services provided in association with event delegates, speakers, event personnel, the EEC and any other third party associated with the preparation and delivery of the Event.
- The Sponsor is responsible for all occupational health and safety liabilities and obligations and any issues which may arise which relate to the Sponsor's occupation and use of the site at the Event. The Sponsor will comply with the requirements of the venue in relation to all matters pertaining to occupational health and safety requirements throughout the course of the Event, including preceding and post-event arrangements associated with the sponsorship, and all liability is removed from the Event Organiser in relation to this obligation.
- The Sponsor is responsible for organising and insuring all goods, products, and equipment provided and used by the Sponsor at the Event and is responsible for ensuring public liability and product liability insurance is maintained and current for the entire duration of the Event. Evidence of insurance cover must be provided to Event Organiser upon request.
- The Sponsor must obtain written permission from the Event Organiser for any photography, filming or sound recordings of any person or speaker attending or activities undertaken at the Event.
- The Sponsor will ensure on-site setup of Sponsor package inclusions at the Event are organised within the timeframes stipulated and make arrangements accordingly. At the conclusion of the Event, the Sponsor will remove all goods, products and equipment from the venue by the time stipulated.
- The Sponsor will be financially responsible for any damage sustained or loss incurred, to the venue's property or persons sustaining injury or harm associated with Sponsor related conduct, equipment or activities, and all aspects associated with the venue's property through Sponsor's own actions or those invitees/employees/contractors or other third party attending the Event and venue on behalf of the Sponsor. All liability is removed from the Event Organiser in relation to this issue.
- The Sponsor agrees to comply with the sponsorship package stipulations and inclusions in accordance with this agreement.