

NATIONAL ENERGY EFFICIENCY CONFERENCE 2020

Healthy, comfortable buildings
Productive, competitive businesses
Affordable, reliable energy

MELBOURNE
26-27 MAY 2020

SPONSORSHIP AND EXHIBITION OPPORTUNITIES



Presented by



Join the conversation
@EECouncil #NEEC20

JOIN US IN MELBOURNE **NATIONAL ENERGY EFFICIENCY CONFERENCE 2020** A MESSAGE FROM OUR CEO

I'm writing to invite you and your organisation to be part of the premier Australian event focused on the huge opportunities on the demand side of our energy system.

Over the past ten years, the National Energy Efficiency Conference has built an outstanding reputation as Australia's flagship event for energy efficiency, energy management and demand response.

Our 2020 Conference will be the first in a new, critical decade for Australia's energy transition. The Conference will bring together Australia's foremost energy efficiency experts, forward-thinking policy makers, innovative energy users, political leaders and industry trailblazers to network, debate and analyse the latest thinking on boosting productivity and cutting carbon emissions by saving energy.

THE CRITICAL DECADE

Australia is entering the 2020s in an extraordinary position.

The transition to renewable generation is well underway, driven by falling costs, consumer preferences and action by state governments. At the same time, east coast gas prices are extraordinarily high, which is having huge direct impact on business and contributing to higher electricity prices. Importantly, Australia needs to meet its international commitment to reduce its emissions by 26-28 per cent by 2030, and accelerate the transition to a net zero carbon economy by 2050.

Energy management has an absolutely crucial role in dealing with all of these challenges. Energy management encompasses a wide range of practices and technologies, including energy efficiency, load shifting, and demand response. We can't move to a net zero Australia and keep energy affordable and reliable unless we put smart energy management at the heart of our energy system.

Your involvement in the National Energy Efficiency Conference 2020 will put you at the centre of this conversation. Our theme for 2020 is:

Healthy, comfortable buildings
Productive, competitive businesses
Affordable, reliable energy

This theme reflects the crucial role of energy efficiency, energy management and demand response in delivering the things Australians care about – whether it's in their homes, offices, their businesses or their energy system.

This year, more than ever before, the program curated by the Council team will be developed with input from our key partners, who are leading experts in their areas.

As always, the program will feature Australian and international keynote speakers, panel discussions, workshops and lots of lively debate.

Key topics will include:

- The interaction between flexible demand and renewable energy
- How digitalisation affects businesses and cities
- How we can support the manufacturing sector through the current gas and electricity crisis
- The untapped potential of energy efficiency for carbon mitigation, and the role of the demand side in meeting Australia's carbon targets

There'll also be in-depth streams exploring the latest thinking on energy efficiency schemes, Australia's energy innovation agenda, energy management capability building, the health benefits of energy efficient homes, and much more.

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 to simply demonstrate your commitment to Australia's energy efficiency sector, we have a range of sponsorship and exhibition packages to meet your objectives, whatever your budget.

Our venue, Pullman Melbourne on the Park, is 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 and National Energy Efficiency Awards 2020.

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 National Energy Efficiency Conference 2020.



Luke Menzel
CEO, Energy Efficiency Council



NATIONAL ENERGY EFFICIENCY CONFERENCE 2020

THE FACTS AND STATS



DATE

Tuesday 26 – Wednesday 27 May 2020

VENUE

Pullman Melbourne on the Park
192 Wellington Parade, Melbourne VIC 3002

EXHIBITION

The industry exhibition will be at the heart of the National Energy Efficiency Conference 2020.

Registration and catering (including coffee carts, tea breaks, lunch and networking drinks) will be located amongst the exhibition, guaranteeing footfall and maximising delegate traffic to trade stands.

The program will include long breaks for morning tea, lunch and afternoon tea, plus networking drinks on both days, giving exhibitors and delegates significant facetime.

There will be a maximum of 15 exhibitors, creating an exclusive and uncluttered environment for you to profile your brand and for your team to network with participants throughout the event.

GALA DINNER

A highlight of the annual energy efficiency calendar, the Gala Dinner will take place on Tuesday 26 May in the spectacular Grand Ballroom at the Pullman on the Park. The Gala Dinner will include the presentation of the National Energy Efficiency Awards 2020.

PAST SPONSORS INCLUDE



THE STATS



Up to 400 delegates will attend the National Energy Efficiency Conference 2020



Presentations and panel discussions with over 50 Australian and international experts, innovators and energy users



High quality networking opportunities and debate



Previous Conference delegates rate the Conference good to excellent

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

National Energy Efficiency Conference 2020 sponsors and exhibitors can enjoy marketing benefits and business results in three core areas:

Positioning and industry leadership

Contribute to the Conference program. Showcase your expertise and profile your thought leaders through targeted speaking opportunities. Be acknowledged as an industry leader.

Attendance

Complimentary and discounted registrations for your team and your clients. The Conference counts towards CPD points for some accreditations. Excellent networking opportunities.

Profile, branding and exposure

Promote your products, services and expertise with a comprehensive exhibition package. Profile your company in print, online and onsite during the Conference.

The Energy Efficiency Council team works closely with all of our sponsors and exhibitors before, during and after the event to ensure your National Energy Efficiency Conference experience ticks all the boxes.

All sponsors receive the Sponsor Essentials Package. All headline sponsors also receive the Exhibitor Essentials Package, while most networking and branding sponsors can add this for an additional charge.

Sponsor Essentials Package

Recognition as a Sponsor in all Conference emails and publications (exposure in Conference publications is determined by confirmation of sponsorship prior to print deadlines)

Company logo featured on the Conference website, including a hyperlink to your organisation's home page

Company logo featured on the sponsor acknowledgment board and holding slides during the Conference

Acknowledgment of your support by the Conference Chair in opening and closing plenary sessions

Advertisement in Conference Handbook (size depends on package selected, all artwork supplied by Sponsor)

Delegate list for all registered participants one (1) week after Conference (subject to delegate permission)

Discounts on additional delegate registrations

Exhibitor Essentials Package

Shell scheme exhibition booth 3m x 2m (6m²)

Fascia signage with company name

Basic furniture package
(1 x clothed trestle table and 2 x chairs)

Basic lighting and power

One (1) exhibitor registration
(includes catering, excludes access to Conference sessions and Gala Dinner)

Option to upgrade to a larger stand
(additional charge applies)

Join the conversation

 @EECouncil #NEEC20

**NATIONAL
ENERGY
EFFICIENCY
CONFERENCE 2020**

To book your package now, complete the sponsorship form or contact the EEC Events Team at events@eec.org.au or call **03 9069 6588**.

HEADLINE SPONSOR PACKAGES

Major Sponsor and Event Partner packages

\$ By Negotiation

The top tier opportunities for the National Energy Efficiency Conference 2020, these exclusive opportunities are available by negotiation with the Energy Efficiency Council and will be developed on a bespoke basis.

Gala Dinner Sponsor

Council member \$15,000 Non-member \$19,000

Always a highlight of the Conference, this year's Gala Dinner will be held on Tuesday 26 May 2020 and will include the National Energy Efficiency Awards 2020, celebrating innovation and success across the industry. With over 200 guests representing leading energy efficiency businesses and Australia's most forward thinking energy users, this is an exceptional opportunity to demonstrate your leadership and support of the energy efficiency sector.

- Five (5) minute speaking opportunity for a senior representative at the Gala Dinner
- Your branding prominently displayed during Gala Dinner (including two (2) banners in the room, logo on menu card and holding slides etc.)
- Opportunity to provide input to Gala Dinner theming
- Opportunity to provide table gifts for Gala Dinner guests (at Sponsor's expense)
- Two (2) complimentary full delegate registrations (two days including Gala Dinner)
- Eight (8) additional complimentary tickets to Gala Dinner
- Your guests seated together on VIP table at Gala Dinner
- 20% discount on Conference and Gala Dinner registrations
- Full page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Exhibitor Essentials Package (see page 4 for inclusions)
- This package may be combined with sponsorship of the National Energy Efficiency Awards 2020 – please enquire to find out more

Only 1 available

Platinum Sponsor

Council member \$15,000 Non-member \$18,000

A premium sponsorship package, Platinum Sponsors receive maximum recognition and profile throughout the Conference development and marketing processes, and at the event itself. Designed for Australia's leading energy businesses, this is the perfect way to get your people out front, shape the debate, build deep working relationships and show that your organisation is at the forefront of industry leadership.

- Two (2) speaking opportunities for appropriately qualified representatives in relevant sessions (includes complimentary full registration for two speakers, including Gala Dinner)
- Contribute to the development of those sessions
- Your branding associated with one (1) session
- Six (6) complimentary full delegate registrations (two days including Gala Dinner)
- 20% discount on Conference and Gala Dinner registrations
- Bespoke e-blast to registered delegates prior to Conference
- Full page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Exhibitor Essentials Package (see page 4 for inclusions)

Only 3 available

HEADLINE SPONSOR PACKAGES

Gold Sponsor

Council member **\$9,000** Non-member **\$12,000**

One of our most popular options, this is an enhanced sponsorship package delivering heightened exposure before, during and after the Conference. Build the profile of your organisation and a key team member with a high profile speaking opportunity, boost your networking with complimentary delegate and client registrations and full exhibition presence.

- One (1) speaking opportunity for appropriately qualified representative in relevant session (includes complimentary one day registration for speaker, plus access to special speaker registration rate for additional day and Gala Dinner)
- Contribute to the development of the session
- Your branding associated with the session
- Three (3) complimentary delegate registrations (two days including Gala Dinner)
- 15% discount on Conference and Gala Dinner registrations
- Half page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Exhibitor Essentials Package (see page 4 for inclusions)

Only 4 available

Silver Sponsor

Council member **\$4,500** Non-member **\$6,000**

The core sponsor package, Silver Sponsors receive all the benefits of the Exhibitor Essentials Package, with the added benefits of complimentary Conference and Gala Dinner attendance for two delegates. Ideal to boost your company profile and play a key role in the Conference conversation.

- Two (2) complimentary delegate registrations (two days including Gala Dinner)
- 10% discount on Conference and Gala Dinner registrations
- Quarter page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Exhibitor Essentials Package (see page 4 for inclusions)

Only 4 available

Exhibiting Sponsor

Council member **\$3,500** Non-member **\$4,500**

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

- Quarter page advertisement in Conference Handbook (supplied by Sponsor)
- 10% discount on Conference and Gala Dinner registrations
- Sponsor Essentials Package (see page 4 for inclusions)
- Exhibitor Essentials Package (see page 4 for inclusions)

Only 15 available

NETWORKING SPONSOR PACKAGES



Networking Lunch Sponsor Council member \$6,000 Non-member \$8,000

- Three (3) minute sponsor address in the session before or after lunch (day and time to be decided by Conference Organiser)
- Your branding prominently displayed throughout lunch area on both days (including table signage and up to four (4) pop up banners present during lunch breaks)
- Two (2) complimentary delegate registrations (two days including Gala Dinner)
- 10% discount on Conference and Gala Dinner registrations
- Quarter page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Add Exhibitor Essentials Package for just \$1,500 (see page 4 for inclusions)

Only 1
available

Networking Drinks Sponsor Council member \$6,000 Non-member \$8,000

- Three (3) minute sponsor address before or during the networking drinks (day and time to be decided by Conference Organiser)
- Your branding prominently displayed throughout networking drinks area on both days (including table signage and up to four (4) pop up banners present during networking drinks)
- Two (2) complimentary delegate registrations (two days including Gala Dinner)
- 10% discount on Conference and Gala Dinner registrations
- Quarter page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Add Exhibitor Essentials Package for just \$1,500 (see page 4 for inclusions)

Only 1
available

Café Sponsor Council member \$5,000 Non-member \$7,000

- Signage on coffee machine
- Opportunity to provide branded reusable coffee cups (Sponsor to provide)
- Café style furniture (selected by Conference Organiser)
- Two (2) complimentary delegate registrations (two days including Gala Dinner)
- 10% discount on Conference and Gala Dinner registrations
- Quarter page advertisement in Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Add Exhibitor Essentials Package for just \$1,500 (see page 4 for inclusions)

Only 1
available

BRANDING SPONSOR PACKAGES

Lanyard Sponsor

Council member \$5,000 Non-member \$7,000

- Company logo printed on all official Conference lanyards
- Two (2) complimentary delegate registrations (two days including Gala Dinner)
- 10% discount on any additional Conference and Gala Dinner registrations
- Quarter page advertisement in Official Conference Handbook (supplied by Sponsor)
- Sponsor Essentials Package (see page 4 for inclusions)
- Add Exhibitor Essentials Package for just \$1,500 (see page 4 for inclusions)

Only 1 available

Conference Handbook Full A4 page advert

Council member \$1,500 Non-member \$2,000

Gain maximum exposure of your organisation's products and services. Each Conference delegate will receive a copy of the Conference Handbook upon arrival.

This advertising opportunity allows your organisation to feature a one sided, full page advertisement in the Conference Handbook.

Full A4 page advert – 210mm x 297mm + 3mm bleed

Only 3 available

Conference Handbook Half A4 page advert

Council member \$1,000 Non-member \$1,500

Gain maximum exposure of your organisation's products and services. Each Conference delegate will receive a copy of the Conference Handbook upon arrival.

This advertising opportunity allows your organisation to feature a one sided, half page advertisement in the Conference Handbook.

Half A4 page advert – 190mm x 135mm + 3mm bleed

Only 3 available

THE SMALL PRINT

The following conditions apply to all sponsor packages. Please read the Sponsorship Terms and Conditions carefully.

Prices listed in this document are exclusive of GST.

“Full delegate registrations” are to be used by Sponsor team members and clients, includes full two day Conference attendance including Gala Dinner.

“Exhibitor registration” to be used by Sponsor team members staffing exhibition stand during event. Includes catering but excludes access to Conference sessions and Gala Dinner.

“Delegate list” is provided subject to permission of delegates, thus lists may not contain details of all delegates. Lists are provided for single use and for the purposes of the National Energy Efficiency Conference 2020 only.

Company name (for use in marketing)			
Company name (for invoicing purposes)			
Address			
City		State	
Postcode		ABN	

Contact details for sponsorship liaison (the Council team will liaise with this contact on all matters relating to sponsorship including exhibition logistics, registrations, branding etc.)

Name		Position	
Email		Telephone	

☐ Please tick here to confirm acceptance of terms and conditions (refer to page 10) for participation in the National Energy Efficiency Conference 2020.

Your package consists of the benefits detailed in the Sponsorship and Exhibition Opportunities brochure, unless agreed in writing with the Council. All rates exclude GST.

SPONSORSHIP PACKAGES <small>Please indicate your preferred option(s)</small>	Council member	Non-member
Major Sponsor	<input type="checkbox"/> \$ By Negotiation	<input type="checkbox"/> \$ By Negotiation
Gala Dinner Sponsor	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$19,000
Platinum Sponsor	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Gold Sponsor	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$12,000
Silver Sponsor	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$6,000
Exhibiting Sponsor	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500
Networking Lunch Sponsor	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
Networking Drinks Sponsor	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
Café Sponsor	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,000
Lanyard Sponsor	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,000
Conference Handbook advert – full A4 page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
Conference Handbook advert – half A4 page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
Add Exhibitor Essentials Package <small>For branding sponsor packages only</small>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500

The Council requires a 50% deposit upfront for sponsorship and exhibition booth bookings. Please note that the Event Organiser (Energy Efficiency Council) cannot confirm your National Energy Efficiency Conference sponsorship or exhibition booth booking without a 50% deposit. Final payment must be made prior to the commencement of the Conference.

Credit card – Please note credit card details are required as a guarantee, the card will not be charged unless you have indicated this method of payment below. All credit card payments incur a 2.4% service charge.

PAYMENT OPTIONS

<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> EFT	/ Please indicate the amount you would like to be invoiced for	<input type="checkbox"/> 50% Deposit	<input type="checkbox"/> Full amount
Name on card			Card number		
Expiry date			CCV		

AUTHORISATION

Authorised signatory for and on behalf of the Sponsor

Name		Position	
<small>Please print full name</small>			
Signature		Date	<input type="text"/> / <input type="text"/> / <input type="text"/>

NATIONAL ENERGY EFFICIENCY CONFERENCE 2020

TERMS AND CONDITIONS OF SPONSORSHIP

This is an agreement between you (the 'Sponsor') and the Energy Efficiency Council (the Council) (the 'Event Organiser') with respect to sponsorship of the National Energy Efficiency Conference 2020 (the 'Event'). You must accept without modification all of the terms and conditions and information contained in this Sponsorship Agreement.

1. The Event Organiser reserves the right to change the terms and conditions under which sponsorship with the Event is offered.
2. Sponsorship status is not secured until initial payment is received and approved by the Event Organiser.
3. The Event venue and format may be changed without prior notice at the sole discretion of the Event Organiser.
4. 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, unless cancellation is for force majeure (1) where no refund applies.
5. In the event that the Sponsor wishes to withdraw support from the Event for any reason, written notification must be submitted to the Event Organiser at least 60 days prior to the event date. A cancellation fee of 50% of the total Tax Invoice will be applied if written cancellation is received 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.
6. 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.
7. 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.
8. Quality of material produced for Sponsors is to the Event Organiser standards.
9. The Event Organiser does not offer any guarantee of attendance numbers.
10. The Event Organiser accepts no liability for absent presenters, but will endeavour to do everything within its power to replace the speaker.
11. The Event Organiser accepts no liability for the quality of presenters at the event.
12. The Event Organiser does not accept any liability for the quality of the venue, catering and audio visual.
13. Sponsor will provide services and materials associated with the Event and onsite at the Event, of a good and quality professional standard with an ethical approach in conduct, presentation, information, and services provided in association with Conference delegates, speakers, event personnel, the Council and any other third party associated with the preparation and delivery of the Event.
14. 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.
15. 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.
16. Sponsor must obtain written permission from Event Organiser for any photography, filming or sound recordings of any person or speaker attending or activities undertaken at the Event.
17. Sponsor will provide all marketing material within timeframes stipulated. Sponsor will ensure event on-site setup of Sponsor package inclusions where relevant 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.
18. A fee of \$380+GST for Sponsor staff attending as exhibitors only is applicable (excludes access to Conference sessions and Gala Dinner)
19. 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.
20. 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.
21. Sponsor agrees to comply with the sponsorship package stipulations and inclusions in accordance with this agreement.

(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.