

## **OpenADR Alliance Sponsorship Opportunities for DistribuTECH 2016 Feb. 9-11 2016 • Orlando, FL**

The OpenADR Alliance will be exhibiting at the DistribuTECH Conference, Feb. 9-11, in Orlando, FL with a 20x20 member booth located near the entrance to the main hall, steps away from member Schneider Electric. The high profile OpenADR Alliance booth will provide a great opportunity for your company to showcase its products or services,, for a fraction of the cost of sponsoring a stand-alone booth. As a valued member we encourage you to participate in this unique marketing opportunity.

### **About DistribuTECH**



- Attracts a global audience of more than 11,000 attendees from 67 countries and 400 plus exhibitors.
- Showcases 75 conference sessions with more than 350 of the industry's top speakers.
- Co-located with Utility Products Conference & Exposition, the industry's leading platform for showcasing the newest products, vehicles, services and equipment to utility buyers.
- Co-located with Electric Light & Power Executive Conference, an exclusive forum for industry leaders to network and freely discuss the challenges and opportunities utilities face in today's ever-changing market.

For more information visit, <http://www.distributech.com>.

### **OpenADR's Objectives**

- Create awareness of the OpenADR Alliance and standard.
- Create a strong sense of community for members.
- Coordinate key announcements from members/Alliance.
- Create an understanding of the OpenADR standard and why is important for utilities and system operators to adopt.
- Showcase real implementations utilizing OpenADR 2.0.

### **The OpenADR Booth**

The OpenADR Alliance is hosting a 20'x20' booth located in space 431. OpenADR members can promote their products and services through high-profile kiosks, logo and

mention in show daily ad, pre-show email blast to DistribuTECH's pre-registration list and an OpenADR online media kit.

We hope that you will join us in Orlando for this exciting new business opportunity for your company. Please review sponsorship opportunities below.

**If you have any questions, please contact Shannon Mayette at [Shannon@openadr.org](mailto:Shannon@openadr.org) or at +1 (602) 882-4733.**

**Sponsorship Opportunities –EARLY BIRD PRICING! PLEASE BOOK NO LATER THAN Oct. 26<sup>th</sup> to lock in this reduced rate!**

**Member Kiosk (for companies NOT exhibiting)\*- \$4300 (\$1,850 fee to Pennwell)  
After Oct. 26<sup>th</sup> \$5,300**

**Member Kiosk (for companies exhibiting)\* - \$2800 (no Pennwell fee)  
After Oct. 26<sup>th</sup> \$3,800**

**Please see booth concept drawings on page 4**

Members may rent space within the OpenADR booth to display products and services and/or custom messaging. Each kiosk sponsor will receive:

- 8'-high display area on one side of a double-sided kiosk with lockable cabinet.
- Graphic space measuring 24"W x 36"H. OpenADR will provide sponsors with a graphic template on which you may place custom messaging. The graphic template will ensure a consistent look throughout the booth.
- Ability to mount live or passive products within the allotted graphic space.
- Company logo as identification sign.
- Inclusion of company logo with link in the OpenADR promotional email campaigns and other vehicles used to promote our participation in the show.
- Logo inclusion in DTECH show guide ad
- Copy of all leads collected at the booth.
- Inclusion of company literature in the OpenADR online media kit.
- Company listing in DistribuTECH Exhibitor Directory.

**Deadline to reserve a kiosk at early bird pricing is Oct. 26th, 2015. All kiosks must be reserved by Dec. 1, 2015.**

**NOTE:** *Monitors and other equipment needed for your kiosk are the exhibitors' responsibility and not included in the kiosk cost.*

\*If you are planning on mounting product, please contact Shannon Mayette to discuss mounting options at [shannon@openadr.org](mailto:shannon@openadr.org) or at 602-882.4733 .

**OpenADR online media kit \$100**

If you do not have the resources to support a member kiosk in the booth promote your products and solutions by including company literature, white papers, presentations, etc. in the OpenADR online media kit. The goal is to provide a large collection of educational resources to attendees and members of the media seeking ADR solutions and information.

Please submit your content to Shannon Mayette at [Shannon@openadr.org](mailto:Shannon@openadr.org) by **Jan 5, 2016**.

**Booth giveaway TBD co-branded with OpenADR logo** -contact [Shannon@openadr.org](mailto:Shannon@openadr.org) if interested in this opportunity.

## OpenADR Booth 431 at DTECH 2016

### Kiosk Detail

#### Double- or single-sided workstation

