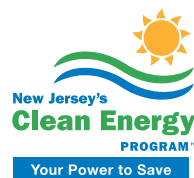




# 2009 NJ CLEAN ENERGY CONFERENCE

Sponsorship and Exhibitor Opportunities



Visit [NJCleanEnergy.com](http://NJCleanEnergy.com)

Each year, the **New Jersey Clean Energy Conference** brings over 800 leading energy and business professionals together to learn, network, and discuss the issues shaping New Jersey and the mid-Atlantic energy market. Attendees include professionals from various sectors such as energy services, solar manufacturing, green building design, energy project financing, local government, public policy and other professions.

The conference format includes a variety of sponsorship opportunities to help organizations become recognized as valuable pieces of the industry infrastructure. Promotional tactics are being planned to attract sponsors and exhibitors with packages that will provide important funding for the conference and exposure for the participating sponsors.

### **Welcome Sponsor** (\$10,000, limit 1)

Imagine two days of brand identity “walking” everywhere you look. As our Welcome Sponsor, your organization will greet conference goers with an Earth-friendly tote bag imprinted with your company’s name and logo on one side, and NJ’s Clean Energy logo on the other. This handy tote will be used to collect materials from exhibitors and educational sessions and will even go home with attendees when the conference is through. This sponsorship includes:

- Company logo on banners and signs in registration and check-in area
- Recognition from the stage at the Plenary Session
- Linked company logo on website conference page
- Full page color ad in Conference Program
- Double-sized (20 x 10) exhibit space
- Four conference registrations (\$175 for each additional)
- Four Awards Dinner tickets (\$50 for each additional)
- Logo on Tote Bag distributed at conference

### **Flash Drive Sponsor** (\$10,000, limit 1)

This sponsorship offers a unique way to “Get Connected” to New Jersey’s energy and business community. In an effort to reduce paper use, all exhibitors will be encouraged to provide some of their materials via laptop, that attendees can download onto a USB flash drive card. As the Flash Drive Sponsor, this card will have your company’s name on one side, and the NJ Clean Energy logo on the other. You will also be able to personally distribute the flash drives to attendees upon check-in, giving you another chance to make a lasting impression!

- Company logo on banners and signs in registration and check-in area
- Recognition from the stage at the Plenary Session
- Linked company logo on website conference page
- Full page color ad in Conference Program
- Double-sized (20 x 10) exhibit space
- Four conference registrations (\$175 for each additional)
- Four Awards Dinner tickets (\$50 for each additional)
- Logo on USB Flash Drives distributed at conference

### **Platinum Sponsor – Primary Sponsor of Conference and Leadership Awards Dinner** (\$7,500, limit 3)

Become a Platinum Sponsor and receive the recognition you deserve by having your company name highly visible during the most important event at the conference – the Leadership Awards Dinner. This is your chance to promote your business to award winners, the press, and attendees. Your ample return on investment includes:

- Company logo on banners and signs in general session and dinner rooms
- Recognition from the stage at the Plenary Session and Awards Dinner
- Linked company logo on website conference page
- Full page color ad in Conference Program
- Double-sized (20 x 10) exhibit space in a premium area
- Four conference registrations (\$175 for each additional)
- Four Awards Dinner tickets (\$50 for each additional)
- Tent cards on Awards Dinner tables to include company logo
- Opportunity to distribute corporate gifts and materials at dinner tables

### **Gold Sponsor – Networking Sponsor** (\$6,000, limit 6)

What value does your organization place on establishing a powerful presence with more than 800 New Jersey energy and business leaders? As a Gold Sponsor, you will make critical connections with these key decision-makers through a multi-pronged package of benefits:

- Company logo on banners and signs in meal area and networking floor during one of three time slots (day one breakfast and morning break, day one lunch and afternoon break, and day two breakfast and morning break)
- Recognition from the stage at the Plenary Session
- Linked company logo on website conference page
- Half page color ad in Conference Program
- 10 x 10 exhibit space in a premium area
- Two conference registrations (\$175 for each additional)
- Two Awards Dinner tickets (\$50 for each additional)

### **Silver Sponsor – Track Sponsor** (\$4,500, limit 6)

The most successful companies know how important exposure is when participating in a large conference. Whether your goal is to compete with bigger companies in your market, distinguish your product from competitors, launch a new product, or simply to attract more prospects to your booth space, the Silver Sponsorship package was designed to meet your marketing needs.

- Company logo on banners inside, and signs outside breakout rooms in one of three tracks (policy leaders, business owners, trade allies)
- Recognition from the stage at the Plenary Session
- Linked company logo on website conference page
- Half page color ad in Conference Program
- 10 x 10 exhibit space
- Two conference registrations (\$175 for each additional)
- Two Awards Dinner tickets (\$50 for each additional)

### **Bronze Sponsor – Conference Sponsor** (\$3,000)

Put your marketing dollars to good use! For only \$3,000, your organization will gain important visibility and be an integral part of the conference. There is no more affordable way to connect with your target audience. Bronze Sponsorship includes:

- Company logo on Bronze Sponsor banner to be displayed on networking floor throughout the conference
- Linked company logo on website conference page
- Quarter page color ad in Conference Program
- 10 x 10 exhibit space
- Two conference registrations (\$175 for each additional)
- Two Awards Dinner tickets (\$50 for each additional)

### **Field Trip Sponsor** (\$3,000, limit 2 per bus)

Breakout experiences are always the most memorable and the Field Trip Sponsorship enables your organization to be front-of-mind for the duration of the trip. In the afternoon of the second day of the conference, attendees will be invited to take a tour that will include the ACUA Wind Farm as well as various technologies in use at The Richard Stockton College of NJ. Your return on investment includes:

- Company logo on banners in bus and signs at loading zone
- Linked company logo on website conference page
- Quarter page color ad in Conference Program
- 10 x 10 exhibit space
- Two conference registrations (\$175 for each additional)
- Two Awards Dinner tickets (\$50 for each additional)

**Exhibitor information on next page...**

## Exhibitors (\$1,250)

High visibility and booth attendance is important to the success of any company's sales team. This year's exhibit room is set up to facilitate networking and keep traffic flowing to your booth. Exhibit displays will be positioned around the perimeter of the room, and a buffet area with stand-up cocktail tables in the center. All breaks, breakfasts and lunches take place right here – and you will be an integral part of it all!

- 10 x 10 exhibit space
- Two conference registrations (\$175 for each additional)
- Listing in Conference Program
- Linked company listing on website conference page

# NEW JERSEY

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## Board of Public Utilities

### BPU President

Jeanne M. Fox

### BPU Commissioner

Nicholas Asselta

### BPU Commissioner

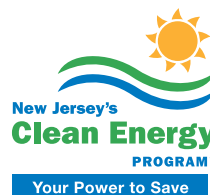
Fredrick F. Butler

### BPU Commissioner

Joseph L. Fiordaliso

### BPU Commissioner

Elizabeth Randall



New Jersey's Clean Energy Program  
Commercial and Industrial Market Manager  
c/o TRC Energy Services  
900 Route 9 North, Suite 104  
Woodbridge, NJ 07095



**START SAVING TODAY!**

**CONFERENCE SPONSORSHIP REGISTRATION**

*Please print all information.*

- \_\_\_ Premium Sponsor - \$10,000 (includes four complimentary registrations/dinner tickets)
- \_\_\_ Welcome Sponsor - \$10,000 (includes four complimentary registrations/dinner tickets)
- \_\_\_ Platinum Sponsor - \$7,500 (includes four complimentary registrations/dinner tickets)
- \_\_\_ Gold Sponsor - \$6,000 (includes two complimentary registrations/dinner tickets)
- \_\_\_ Silver Sponsor - \$4,500 (includes two complimentary registrations/dinner tickets)
- \_\_\_ Bronze Sponsor - \$3,000 (includes two complimentary registrations/dinner tickets)
- \_\_\_ Field Trip Sponsor - \$3,000 (includes two complimentary registrations/dinner tickets)
- \_\_\_ Exhibitor - \$1,250 (includes two complimentary registrations)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone # \_\_\_\_\_ Evening Phone # \_\_\_\_\_

Cell Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Email \_\_\_\_\_

***Additional registrations beyond those included in your sponsorship or exhibitor package are available at \$175 per person for the conference and \$50 per person for the awards dinner.***

Additional Registration _____	Dinner? Y or N	Field Trip? Y or N
Additional Registration _____	Dinner? Y or N	Field Trip? Y or N
Additional Registration _____	Dinner? Y or N	Field Trip? Y or N
Additional Registration _____	Dinner? Y or N	Field Trip? Y or N
Additional Registration _____	Dinner? Y or N	Field Trip? Y or N

**Please see reverse for payment information.**

**Exhibit Space**

Each sponsor and/or exhibitor will be entitled to an exhibit space approximately 10' x 10' with a skirted 6' table, 2 chairs and a wastebasket. Electricity and Internet access are available for an additional fee. Details will be provided with your confirmation.

NOTE: Exhibit space does not allow for the display of large equipment or items that would require additional floor space. Please contact the conference registrar if you have any special requirements.

**Total Registrations**

- \_\_\_\_ Qty Complimentary Registrations @ n/c
- \_\_\_\_ Qty Additional Registrations @ \$175 each
- \_\_\_\_ Qty Complimentary Awards Dinner tickets @ n/c
- \_\_\_\_ Qty Additional Awards Dinner tickets @ \$50 each
- \_\_\_\_ Qty Field Trip attendees @ n/c

**\$\_\_\_\_\_ TOTAL AMOUNT ENCLOSED**

**Mode of Payment**

- Check, money order, or purchase order enclosed (payable to: *Rutgers University*)
- Charge to my:     Visa     MasterCard     American Express

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ Zip Code \_\_\_\_\_

Send sponsorship registration and payment to:  
**Dalynn Knigge, Conference Registrar**  
**Rutgers University, NJAES**  
**Office of Continuing Professional Education**  
**102 Ryders Lane**  
**New Brunswick, NJ 08901-8519**  
[knigge@rutgers.edu](mailto:knigge@rutgers.edu)

Send logo, if applicable to:  
**Robin Minichino**  
**Parker and Partners, LLC**  
**134 New Jersey Avenue**  
**Absecon, NJ 08201-2409**  
[rminichino@parkerandpartners.com](mailto:rminichino@parkerandpartners.com)

**NOTE:** To be included in the Conference invitation, sponsorship registration must be received by Friday, July 31, 2009. To be included in the Conference program and other signage, sponsorship registration must be received by Friday, September 18, 2009.

