

2018 DLC Stakeholder Meeting • Boston, MA

Sponsorship Opportunities

Platinum Sponsor • \$40,000

Showcase your leadership in the industry by maximizing your brand's visibility. Platinum Sponsorship distinguishes your brand amongst competitors and allows you to meaningfully contribute to the content and events at the 2018 DLC Stakeholder Meeting.

Platinum Sponsorship benefits:

- Five (5) complimentary guest registrations
- Exclusive opportunity to give welcome remarks
- Guaranteed participation in all Structured Networking sessions with attending utilities
 - Structured Networking consists of small group meetings between individual manufacturers and utility program administrators. The sessions are aimed to increase understanding between utility programs and manufacturers in order to maximize the value of incentive programs and leverage market opportunities. Space is limited.
- Option to submit CEU course/workshop topics for selection by the DLC
- Complimentary premier booth space (i.e. in high traffic area, near bar or food stations)
- Exclusive opportunity to provide one-page flyer in conference folder
- Company bio in program folder (150 words)
- Special recognition as themed break sponsor
 - Work with DLC staff to create a memorable moment for conference attendees while highlighting your company and brand during an afternoon break
- Five (5) DLC photo tweets of your booth and general presence at the conference
 - Sponsor can craft one preapproved message of their own about their activity within the conference that will be featured on the DLC's social media feeds
- Extensive recognition in all conference marketing and program materials
- Extensive recognition on conference website
- Display of your logo on select conference signage and handouts

Gold Sponsor • \$25,000

Increase your brand's visibility and engagement at this year's conference.

Gold Sponsorship benefits:

- Two (2) complimentary guest registrations
- Guaranteed participation in Structured Networking with attending utilities.
 - Structured Networking consists of small group meetings between individual manufacturers and utility program administrators. The sessions are aimed to increase understanding between utility program administrators and manufacturers in order to maximize the value of incentive programs and leverage market opportunities. Space is limited.
- Special recognition as *[select one, as available]*:
 - (1 available) WiFi lounge sponsor (located in the Boylston room at Boston Park Plaza)
 - (1 available) Electronic charging station sponsor (located near your booth; exclusive opportunity for your logo to appear on a charging station)
 - (1 available) Water and wellness station sponsor (give away branded reusable water bottles and vitamin supplement drink mix near water coolers; price of bottles not included)
- Option to submit CEU course/workshop suggestions for selection by the DLC
- Company bio in program folder (100 words)
- Complimentary priority booth space
- Special recognition as breakfast or lunch sponsor *[select one, as available]*
- Three DLC photo tweets of your booth and general presence at the conference
 - Sponsor can craft one preapproved message of their own about their activity within the conference that will be featured on the DLC's social media feeds
- Extensive recognition in all conference marketing and program materials
- Extensive recognition on conference website
- Display of your logo on select conference signage and handouts

Silver Sponsor • \$17,000

Leave your mark with conference attendees.

Silver Sponsorship benefits:

- One (1) complimentary guest registration
- Complimentary booth space
- Special recognition as break sponsor
- Company bio in program folder (75 words)
- One DLC photo shoot of your booth and general presence at the conference
- Extensive recognition in all conference marketing and program materials
- Extensive recognition on conference website
- Display of your logo on select conference signage and handouts

Opening Reception Sponsor • \$20,000

Customize a conference-wide happy hour and leave a lasting impression.

The opening reception provides a wonderful opportunity to introduce Member utilities and other stakeholders to your brand at the very beginning of the conference. The Opening Reception Sponsor has the opportunity to provide input into a themed event and create a truly memorable evening to kick off the conference.

Opening Reception Sponsorship includes:

- One (1) complimentary guest registration
- Complimentary booth space *[if applicable]*
- Special recognition as opening reception sponsor
- One DLC photo shoot of your booth and general presence at the conference
- Branding in e-blast about the opening reception
- Extensive recognition in all conference marketing and program materials
- Extensive recognition on conference website
- Display of your logo on select conference signage and handouts

Off-Site Event Sponsor • Starting at \$30,000

Brand and help plan a signature event that guests will remember for years.

Off-Site Event Sponsorship includes:

- Exciting opportunity to have input in the off-site venue selection process to help create the “feel” of the event *[minimum \$30,000 commitment, will vary based on venue selection]*
- Two (2) complimentary guest registrations
- Complimentary booth space
- Special recognition as Off-Site Event Sponsor
- Exclusive opportunity for literature table/display at the off-site event
- Exclusive opportunity to provide a branded giveaway during the off-site event *(price not included)*
- Prominent signage at off-site event (includes branded banner, company displays, etc.)
- Branding in two e-blasts about the off-site event sent to all attendees
- Two live DLC photo tweets during the off-site reception
- Extensive recognition in all conference marketing and program materials
- Extensive recognition on conference website
- Display of your logo on select conference signage and handouts

Bronze Sponsor • \$3,500

Introduce yourself to DLC stakeholders and Members.

Bronze Sponsorship includes:

- Extensive recognition in all conference marketing and program materials
- Extensive recognition on conference website
- Display of your logo on select conference signage and handouts

Build Your Own • Starting at \$3,500

Customize it!

Choose from one of the above sponsorship packages and take it to the next level by adding individual options a la carte. Work with DLC staff to create the right sponsorship package for you.

To build your own sponsorship package, you must purchase one of the existing sponsorship packages listed above. Then choose any of the add-ons below:

- **Company Bio - \$2,000**
Company bio in program folder (75 words)
- **Conference Giveaway - \$1,000**
Opportunity for a giveaway during opening reception (price of gift not included)
- **Premium Booth - \$4,000**
One booth in guaranteed high traffic area of the conference
- **Standard Booth - \$3,500**
One booth at the conference
- **Photography/Headshots - \$5,000**
Special recognition as headshot station sponsor
- **Break - \$5,000**
Includes signage with your logo
- **Breakfast - \$8,000**
Includes signage with your logo and opportunity for branded giveaway
- **Lunch - \$12,000**
Includes signage with your logo, opportunity for branded giveaway, and option to give short address to attendees