



# ENERGY EVOLUTION: POWERING THE FUTURE GRID

Desmond Hotel & Conference Center / Albany, NY 12211

May 20 & 21, 2014

## Sponsorship Opportunities

One of the most cost-effective ways to get your organization's name and your team in front of key executives and decision makers involved in New York's energy commerce is to become a sponsor. It is an excellent way for your organization to:

- Promote your own products, services and solutions to a New York audience of major energy industry players, elected officials, policy makers and regulators.
- Engage the top people in the energy industry – in one place, at one time; and
- Support IPPNY's mission and ongoing efforts to foster a strong and competitive energy market.

Be part of this year's conference and benefit from networking opportunities and productive dialogue on how to best achieve our mutual energy goals!

**All sponsors must sign up before April 21, 2014! Sponsorships are limited and are on a first come, first served basis.**

### About the Conference

Our spring conference regularly attracts well over 100 energy industry executives, policy makers and members of the financial and legal communities. The Draft New York State Energy Plan and ongoing Energy Highway initiatives pose many potential changes that will have an impact on the way business is done in New York. This year's conference will focus on the integration of distributed energy resources and how that will impact system reliability, consumers, and competitive energy markets.

### About the Showcase

Participants who sign up to attend the spring conference will also have the opportunity to check out the Annual Energy and the Environment Showcase. The Showcase affords attendees, exhibitors, and sponsors alike the opportunity to engage a wide variety of individuals and groups, including representatives of businesses and organizations, public officials, members and future members of the Independent Power Producers of New York, Inc.

The Showcase provides an excellent way to market your products and services while maximizing your exposure to attendees. Over 250 people attend this event each year, and with approximately 15 exhibitors on display; the opportunities clearly increase your corporate exposure!

The Showcase & Conference begin at 5:30 PM on Tuesday, May 20 and end at 3:30 PM on Wednesday, May 21, 2014.

The IPPNY annual spring showcase and conference offer excellent opportunities to speak directly to decision makers in New York's energy industry. We look forward to your participation! Your sponsorship will be a worthwhile investment.



Hello, My Name is \_\_\_\_\_



@IPPNYORG



194 Washington Ave., Suite 315  
Albany, NY 12210  
(518) 436-3749  
www.ippny.org

(more...)

# Sponsorship Options

## Showcase Reception (May 20)

### \$700 each

*Advantages of sponsorship bring:*

- Acknowledgement on the IPPNY website, including external hyperlink
- Prominent placement of company name & logo on signage during showcase reception and within the conference packet distributed to all participants
- Acknowledgement during program
- Table space available during the Showcase Reception to place literature regarding goods and/or services provided
- One conference registration

## Hospitality Suite (May 20) – Limit 2 / IPPNY Members' Only \$1,000 each

*Join IPPNY for a Members Only reception following the Showcase the evening of May 20! Advantages of sponsorship bring:*

- Acknowledgement on the IPPNY website, with company description, logo and hyperlink
- Prominent placement of company name & logo on signage during hospitality reception and within the conference packet distributed to all participants
- Acknowledgement during program
- Table space available **during the Showcase Reception** to place literature regarding goods and/or services provided
- One conference registration

## Intermission (May 21) – Limit 2 \$500 each

*Advantages of sponsorship bring:*

- Acknowledgement on the IPPNY website, including external hyperlink
- Prominent placement of company name & logo on signage during breakfast and within the conference packet distributed to all participants
- Acknowledgement during program
- Table space available to place literature regarding goods and/or services provided
- One discounted conference registration will be available for \$300

## Breakfast (May 21) – Limit 2

### \$1,500 each

*Advantages of sponsorship bring:*

- Acknowledgement on the IPPNY website, with company description, logo and hyperlink
- Prominent placement of company name & logo on signage during breakfast and within the conference packet distributed to all participants
- Acknowledgement during program
- Company will be featured on social media outlets, including Facebook, Twitter & LinkedIn
- Company logo and description featured on plasma TV's during Showcase times
- Table space available to place literature regarding goods and/or services provided
- One conference registration

## Lunch (May 21) – Limit 2

### \$1,500 each

*Advantages of sponsorship bring:*

- Acknowledgement on the IPPNY website, with company description, logo and hyperlink
- Prominent placement of company name & logo on signage during lunch and within the conference packet distributed to all participants
- Acknowledgement during program
- Company will be featured on social media outlets, including Facebook, Twitter & LinkedIn
- Company logo and description featured on plasma TV's during Showcase times
- Table space available to place literature regarding goods and/or services provided
- One conference registration

## Need Hotel Accommodations?

**To make hotel reservations** contact the Desmond Hotel at (518) 869-8100 and use Group Code 1236T9. Guest rooms are available for \$139 per night until the reservations deadline of May 5, 2014 or until rooms are sold out. The Desmond Hotel is located at 660 Albany Shaker Road, Albany, NY 12211.

Please call Vanessa LaClair, CMP, Membership Services & Event Coordinator, with any questions at (518) 436-3749 or via email to [vanessa@ippny.org](mailto:vanessa@ippny.org).

# Sponsorship Registration Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

\*PLEASE CHECK YOUR SPONSORSHIP OF CHOICE:

☐ HOSPITALITY SUITE - \$1,000

☐ SHOWCASE RECEPTION - \$700

☐ BREAKFAST - \$1,500

☐ LUNCH - \$1,500

☐ INTERMISSION - \$500

AMOUNT ENCLOSED: \_\_\_\_\_

\*Complete a conference registration form for each person attending the conference (see next page).

PLEASE EMAIL HIGH RES LOGO (JPEG/EPS FILE): [VANESSA@IPPNY.ORG](mailto:VANESSA@IPPNY.ORG)

COMPANY DESCRIPTION (75 WORDS OR LESS):

*Company description for Lunch, Breakfast or Hospitality Suite sponsorships only.*

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MAKE CHECKS PAYABLE TO:

Independent Power Producers of New York, Inc.

194 Washington Ave, Suite 315 ~ Albany, NY 12210

Tel: (518) 436-3749 ~ Fax: (518) 436-0369

[vanessa@ippny.org](mailto:vanessa@ippny.org)



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**@IPPNYORG**

# Conference **Registration** form

**Annual Spring Conference ■ Annual Energy and the Environment Showcase  
May 20 & 21, 2014 ■ Desmond Hotel & Conference Center ■ Albany, NY**

## Registration & Fees

### **Early Conference Registration**

*(Before April 21, 2014)*

IPPNY Members \$415; Non-Members \$465\*

### **At the Door**

*(and after April 21, 2014)*

IPPNY Members \$465; Non-Members \$530\*

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Meal Choice/Dietary Concerns

*IPPNY will be offering a meal choice of Chicken or Fish.*

*Please mark your preferred choice and note any dietary concerns below.*

☐ Chicken ☐ Fish  
☐ Allergies ☐ Vegan  
☐ Vegetarian ☐ Other

If you have any physical needs that require assistance or dietary needs please describe below:

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**Total Amount Enclosed:** \_\_\_\_\_

*(Registration will not be processed without payment. No registration refunds will be given after April 21, 2014. All cancellations prior to April 21, 2014 are subject to a \$50 per person processing fee.)*

### **Make checks payable to:**

Independent Power Producers of New York, Inc.  
194 Washington Avenue, Suite 315  
Albany, NY 12210  
Tel: (518) 436-3749  
Fax: (518) 436-0369  
E-mail: [vanessa@ippny.org](mailto:vanessa@ippny.org)

*\*Registration fee includes the showcase reception on May 20 and conference materials, breakfast & lunch on May 21.*



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