



November 9-12, 2021
Hilton Austin
Austin, Texas



Prospectus of Sponsorship and Exhibition Opportunities

**Join us in downtown Austin for the National Association of
Energy Service Companies R3 Conference and Innovation Expo!**



The leading ESCOs, Contractors and Product and Service suppliers are attending, and so should your company!

- ESCO companies - 30%
- Lighting manufacturers, distributors, installers – 25%
- State, Local and Federal Government – 10%
- Financiers - 7%
- Controls – 5%
- HVAC, refrigeration, air quality – 5%
- Water Efficiency – 5%
- Windows, building envelope – 5%
- Law Firm/Consultants – 3%
- Software/Data Analytics – 3%
- Distributed Energy, Utility, Solar, Storage – 2%

Main Expo Hours and Events

Wednesday, November 10, 2021 – Open publicly Noon to 5:30 pm*

7:00 am – 10:00 am	Exhibitor Set-up
10:15 am – 11:45 am	Partnership Forum in Exhibit Hall (members only)
1:00 pm – 2:00 pm	Dessert Break in Exhibit Hall
4:30 pm – 5:30 pm	Networking Reception in the Exhibit Hall

Thursday, November 11, 2021 – Open 7:30 to 1:30 pm*

7:30 am – 8:30 am	Breakfast in the Exhibit Hall
TBD	Break in Exhibit Hall
1:00 pm – 1:30 pm	Coffee and Dessert in Exhibit Hall
2:00 pm – 5:00 pm	Exhibitor/Decorator Break down

****Please note these times are subject to modification****

Exhibit and Sponsorship Opportunities

Floorplan

Booth – 10' x 8'

NAESCO Member	-	\$2,250
Non-Member	-	\$3,250

Table – 6' x 30"

NAESCO Member	-	\$1,850
Non-Member	-	\$2,850

Sponsor

Platinum - \$10,000

- Event Host and Band Sponsor at an off-site location TBD on Wednesday, November 10

Gold - \$5,000

- Welcome Reception – Tuesday, November 9
- Food and Beverage Sponsor at off-site location TBD on November 10 (multiple available)
- Awards Luncheon Sponsor on Thursday, November 11
- Lanyard Sponsor

Silver - \$3,750

- Conference App and WiFi Sponsor
- Directional floor stickers in Exhibit Hall
- Breakfast in Exhibit Hall – Thursday, November 11
- Social Event on Thursday, November 11

Bronze - \$2,500 – General Conference Supporter

Exhibit at the Innovation Expo

Booth Size: Choose either a 10'x 8' exhibition booth with skirted 6' table OR a 6'x30" skirted table.

Booth Benefits: Both options include **two full conference attendee registrations**, two chairs, a wastebasket and company identification sign. The registrations provide access to all conference sessions, networking events, and some group meal functions allowing exhibitors to **network inside and outside** of the exhibit hall.

Booth Locations: Exhibitors may list their top 3 preferences for booth location. The earlier you register the better chance of receiving a preferred location. NAESCO does not guarantee you will be given your preferences, but we will make every effort to do so. Please note, NAESCO members and sponsors are given priority for booth location. ***Booth availability is subject to hotel's COVID-19 protocols.***

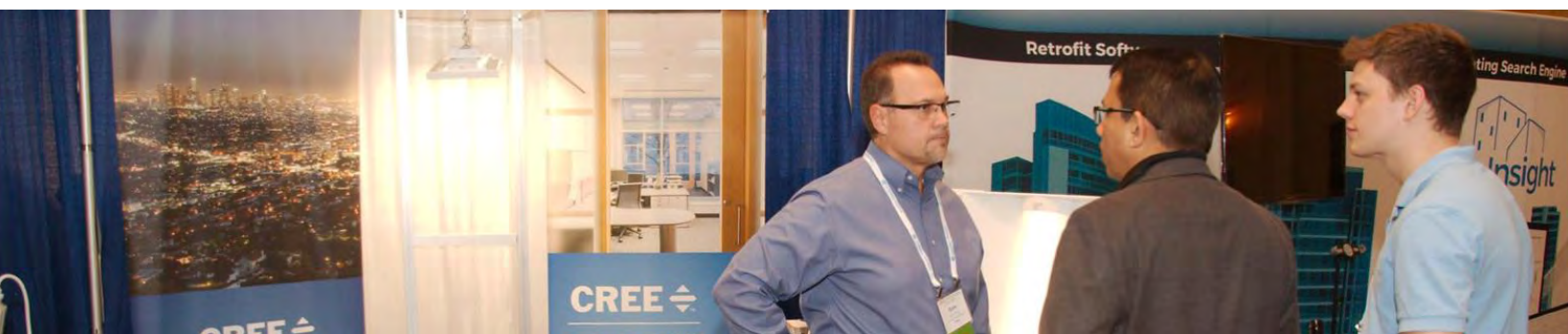
Partnership Forum: Exhibitors who are also **NAESCO members** are eligible to participate in the ESCO-Affiliate Partnership Forum scheduled during the conference.

Attendee List: To facilitate networking and marketing efforts, a list of attendees will be emailed to you both before and after the conference. Lists include full contact information, including emails.

Website Marketing: Each exhibiting company will be featured in the “Virtual R3 Show” on NAESCO’s website providing extra visibility before, during, and after the event. All exhibitors will also be featured on the official conference App.

Guest Passes: Exhibitors may receive up to 4 R3 Show guest passes to invite customers in the Austin area to visit the exhibit hall. A guest list will be kept at the conference registration desk.

Acknowledgement: Benefit from an aggressive marketing campaign to ensure a large audience of industry decision makers. Exhibitors receive special recognition ribbons on name badges for the event.



Event Sponsorships

Expand your brand! Promote your company's products and services to conference attendees who represent every facet of the energy service industry by choosing from a variety of high visibility sponsor packages.

Platinum - \$10,000

- **Event Host and Band Sponsor on November 10 - This event is at a venue in downtown Austin TBA.**

Benefits of Platinum Sponsorship:

- Two (2) complimentary conference registrations.
- Electronic list of attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at registration desk and at the event that you sponsor.
- Inclusion on the R3 Conference and Show website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the *NAESCO News*.
- Recognition with your company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Austin area to visit the Exhibit Hall.



Gold - \$5,000

Option 1: Welcome Reception in the Exhibit Hall – Tuesday, November 9

Option 2: Food & Beverage Sponsor – Wednesday, November 10 Special Event (multiple available)

Option 3: Awards Luncheon – Thursday, November 11

Option 4: Lanyard Sponsor

Benefits of Gold Sponsorship:

- One (1) complimentary conference registration and 50% off up to two additional registrations.
- Electronic list of attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at the registration desk and/or at the event that you sponsor.
- Inclusion on the R3 Conference and Show website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the *NAESCO News*.
- Recognition with your company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Austin area to visit the Exhibit Hall.

Silver - \$3,750

Option 1: Directional Floor Stickers with your company's logo in Exhibit Hall

Option 2: Conference App and WiFi Sponsor

Option 3: Breakfast in the Exhibit Hall – Thursday, November 11

Option 4: Networking Social Event on Thursday, November 11 (TBD)

Benefits of Silver Sponsorship:

- Two conference registrations discounted by 50%, a \$1,000 value
- Electronic list of attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at registration desk and at the event that you sponsor (excluding lanyard sponsorship).
- Inclusion on the R3 Conference and Show website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the *NAESCO News*.
- Recognition with your company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Austin area to visit the Exhibit Hall.

Bronze - \$2,500

General Conference Support

Benefits of Bronze Sponsorship:

- One conference registration discounted by 50%, a \$500 value
- Electronic list of attendee contact information to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference.
- Recognition on welcome signs centrally posted at registration desk.
- Inclusion on the R3 Conference and Show website and on the Conference App. Both feature your company logo with hyperlink to your company's website.
- Your organization's name and logo listed prominently on all conference marketing emails and in the *NAESCO News*.
- Recognition with you company's logo will appear on a slide show in between sessions in the plenary meeting room.
- Sponsor ribbons on name badges.
- Up to 4 guest passes to distribute to your customers in the Austin area to visit the Exhibit Hall.



Do Not Miss Out – Register Today to Optimize Booth Location!

Exhibitors must complete the exhibit space application online and **pay a \$500 deposit**. The exhibit hall generally sells out so register as soon as possible. Once we receive your deposit, we will work with you to set your company up on the NAESCO R3 Virtual Expo so the earlier you register, the sooner you will have an additional marketing outlet. Exhibitors may list their top 3 preferences of booth location on the online registration page. The earlier you register, the better the chance of receiving a preferred location. NAESCO will make every effort to distribute refreshment tables throughout the exhibit hall to drive traffic to all areas of the exhibit hall.

Payment

Exhibit payment **MUST** be received by ACH or credit card prior to exhibitor setup.

Sponsorship fees must be paid prior to the conference. Any *Request for Cancellation* of the space commitment must be made in writing and received by NAESCO no later than **Friday, October 1, 2021**. NAESCO will retain the deposit but no additional monies will be required if the cancellation request is received in writing by NAESCO by the October 1 deadline. No refunds after October 1, 2021.

To schedule electronic or credit card payments, please contact Nina Kogan 202.822.0952 (phone) or Nina.Kogan@naesco.org (email)

Hotel Information

Hilton Austin

500 E. Fourth Street
Austin, TX 78701

Just steps away from the famed 6th Street, Austin's entertainment hub!

NAESCO has reserved a low room rate of \$239/night based on availability.
Click here for [Reservations](#) page.

Key Contacts

Sponsorship questions can be directed to **Heidi Kurtz** at 202.841.2700 or heidi.kurtz@naesco.org

Exhibitor questions can be directed to **Teri Wiley** at 757.496.0269 or naescoconference@thebalcomgroup.com or **Heidi Kurtz** at 202.841.2700 or heidi.kurtz@naesco.org

Payments, cancellations or refunds can be directed to **Nina Kogan** at 202.822.0952 or nina.kogan@naesco.org



Rules and Regulations for the R3 Show

1. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others.
2. The exhibitor assumes all responsibility for compliance with all applicable local, city, and state ordinances, including but not limited to fire, safety, and health. For the safety of persons and property, no fireworks or incendiary devices may be used indoors at the hotel. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices when necessary. Only fireproof materials may be used in the displays and all necessary fire precautions will be taken by the exhibitor.
3. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with those regulations.
4. If moving pictures or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies or devices will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. It shall be the responsibility of exhibitors wishing to play music in their booths to secure the necessary music licensing agreements and fee payments from the appropriate agencies. NAESCO bears no responsibility for any legal action, fines, or litigation incurred by exhibitors who have not obtained said agreements and/or made said payments. NAESCO reserves the right to restrict the use of glaring lights or objectionable lighting or sound effects.
5. Exhibitors are prohibited from distributing literature or souvenirs from outside the boundaries of their booth. This includes canvassing other exhibits before or during the show. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.
6. **Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without permission from NAESCO.**

7. Booths should be staffed by technical specialists who should be qualified to discuss technical details of their products. **All booths must remain intact until the close of the Showcase on November 11.**
8. Whenever possible, crates or boxes will be stored under cover. NAESCO assumes no responsibility for damage or loss of packing boxes or crates.
9. It is mutually understood and agreed that NAESCO shall use proper and reasonable care to have all power services installed in time for the opening of the show. Proper and reasonable care shall be taken to prevent the interruption of power services during the exhibition. However, NAESCO shall not be held responsible for late installation or any power interruption that may occur.
10. NAESCO reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make proper payment, to rent said space to any other exhibitor, or use said space in any other manner NAESCO feels necessary. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in the contract for space rental. When a space application is accepted and space is assigned, the exhibitor is liable for full payment.
11. Neither NAESCO, nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. Under no circumstances will NAESCO be liable for lost profit or other incidental or consequential damages. **Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss, or damage.** NAESCO shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, acts of terrorism, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of NAESCO. NAESCO shall not be liable for any injury to, or loss of, property of the exhibitor or injury to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitors assume full responsibility and liability for the actions of their agents, employees of independent contractors, whether acting within or without the scope of their authority and agree to hold harmless NAESCO, the exhibit hall and the hotel or facility at which showcase is being held from responsibility for liability resulting directly, or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or

independent contractors, whether within or without the scope of authority. There is not another agreement or warranty between the exhibitor and NAESCO except as set forth in this document. The rights of NAESCO under this contract shall not be deemed waived, except as specifically stated in writing and signed by an authorized officer of NAESCO.

12. NAESCO will make sure that the exhibit area is locked during hours the exhibit area is not open to the public to the extent that the property can be locked. However, exhibitors are solely responsible for their own exhibits and material and should insure the exhibit against loss or damage from any causes whatsoever. All property of an exhibitor is understood to remain in their care, custody, and control in transit to, and from, and within the confines of the exhibit hall.
13. In case the hall is damaged or destroyed by fire, elements, or any other cause, or if circumstances shall make it impossible for NAESCO to permit an exhibitor or exhibitors to occupy the space assigned during any part or the whole of the period covered, then during such circumstances, NAESCO will not be liable for the fulfillment of this contract as to the delivery of space and the exhibitor shall be reimbursed a proportionate share of the space rental.
14. **A deposit of \$500 is required in order for a company to reserve a booth.**
15. Full payment of space rental must be made by prior to exhibitor setup. Should any exhibitor fail to comply with this requirement, NAESCO has full authority to cancel any or all space assigned to the applicant, and to retain the deposit. In the event that it becomes necessary for NAESCO to engage outside services for the collection of any outstanding payments, the exhibitor agrees to pay all legal fees incurred.
16. Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or national laws applicable to their activity at the exposition. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activities at the exposition.

17. In the event a contracted exhibitor wishes to cancel the allotted exhibit space before October 1, 2021 the \$500 deposit payment will be forfeited but the exhibitor will not be responsible for any additional monies associated with the Show. **No refunds for cancellations after October 1, 2021.** All cancellations should be in writing and emailed to nina.kogan@naesco.org and naescoconference@thebalcomgroup.com. NAESCO assumes no responsibility for having included the name of the defaulting exhibitor in the show catalogue, brochures, news releases, on the Website, or as part of other materials.
18. ***Sponsors and exhibitors receive a final conference attendee list which may not be sold, transferred, swapped or disclosed to any third party, agent, employee or contractor or their respective agents or employees. By attending this event, attendees agree to receive emails from sponsors and exhibitors directly related to the conference.***
19. **Exhibitor Responsibility Clause:** To the fullest extent permitted by law, the person/legal entity described as “Exhibitor” in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as “Exhibitor” in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless **Hilton Austin Convention Center, Inc.** (“Hotel”), Hotel’s owner (**Austin Convention Enterprise, Inc.**), managers, subsidiaries, affiliates, employees and agents (collectively, “Hotel Parties”), as well as **National Association of Energy Service Companies (NAESCO)** (“Group”), from and against any and all claims or expenses arising out of Exhibitor’s use of the Hotel’s exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor’s indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.