

# ELECTRIFICATION 2020

## INTERNATIONAL CONFERENCE & EXPOSITION

Enabling Efficient and Sustainable Solutions

April 6-9, 2020  
Charlotte, North Carolina

As we move toward Electrification 2020, we look forward to bringing together again, industry stakeholders and exhibitors to address issues related to end-use electrification and how the efficient use of electricity can help customers, reduce costs and benefit the environment.

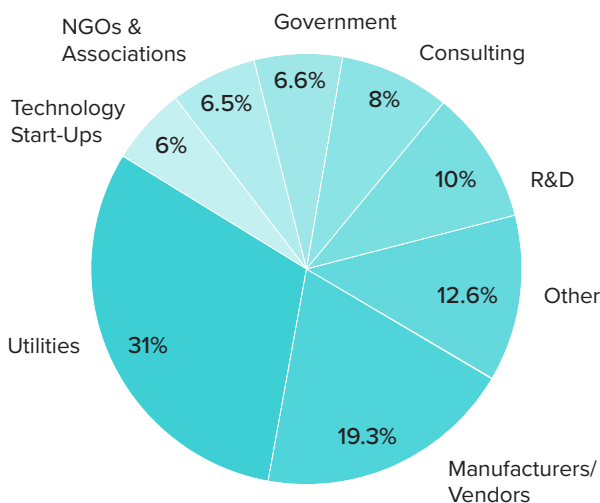
Our inaugural 2018 event saw over 1,800 attendees, 200-plus speakers and panelists, and 115 exhibiting companies and organizations, and successfully fostered thoughtful consideration of end-use electrification’s benefits, costs, and opportunities – with an emphasis on illuminating the path forward across a wide array of industry sectors.

Join us as a sponsor to increase your visibility and showcase your important role in the electrification arena at this “must-attend” event!

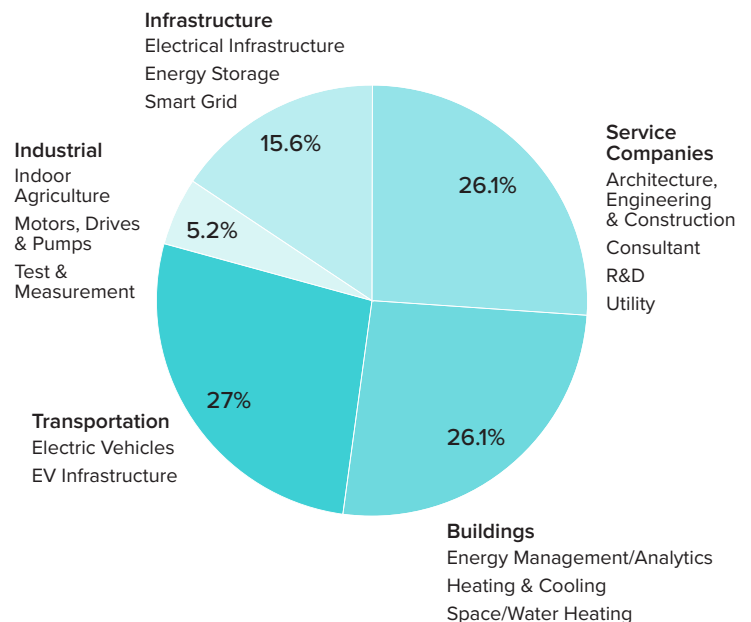
## 2018 Demographics

Sponsorships provide the ability to maximize the number of attendees you’ll reach and to demonstrate your organization’s electrification solutions and innovations.

**ATTENDEE PROFILE**



**EXHIBITOR PROFILE**



## 2020 Sponsorship Opportunities

BENEFITS	PLATINUM \$75,000	GOLD \$50,000	SILVER \$30,000	BRONZE \$20,000
<b>CONFERENCE ACCESS</b>				
Full conference passes for employees & customers	20	12	7	4
<b>EXPOSITION PARTICIPATION</b>				
Booth space	20' x 20'	10' x 20'	10' x 20'	10' x 10'
Aerial signage (if sponsoring a catering activity)	●	●		
Private meeting room in Expo Hall	●			
<b>CONTENT</b>				
Participation on the Conference Agenda Committee	●	●		
<b>ON-SITE VISIBILITY</b>				
Recognition in the Opening General Session	●			
High visibility and recognition at premier conference networking events (Welcome Reception & Closing Party)	●			
Visibility and recognition at lunches or with premier conference-related items		●		
Visibility and recognition at networking breaks or with a conference-related item			●	
Logo on prominent signage on-site	●			
Branding on general sponsor signage on-site	●	●	●	●
Banner ad in the mobile app	●			
Visibility within the mobile app	Logo, URL, 100-word Company Description	Logo, URL, 75-word Company Description	Logo, URL, 50-word Company Description	Logo, URL, 25-word Company Description

BENEFITS <i>(cont.)</i>	PLATINUM \$75,000	GOLD \$50,000	SILVER \$30,000	BRONZE \$20,000
<b>PRE-CONFERENCE PROMOTION</b>				
Logo within pre-conference emails	●	●	●	●
Logo on Electrification 2020 landing page Platinum & Gold sponsors to have higher visibility	●	●	●	●
Electrification 2020 website sponsor page	Logo, URL, 100-word Company Description	Logo, URL, 75-word Company Description	Logo, URL, 50-word Company Description	Logo, URL, 25-word Company Description
Promotion on EPRI'S Electrification social media networks including Facebook, LinkedIn, Twitter	●	●	●	●
<b>ADDITIONAL ENHANCEMENTS</b>				
With each sponsorship, companies may choose from one option listed here.	Shared recognition and visibility at premier social events, including: <ul style="list-style-type: none"> <li>• Welcome Reception</li> <li>• Closing Party at the NASCAR Hall of Fame</li> </ul>	<ul style="list-style-type: none"> <li>• Name Badge Lanyard <b>SOLD</b></li> <li>• Attendee Lounge (2 spots available)</li> <li>• Hotel Key Cards</li> <li>• Lunches (2 spots available)</li> </ul>	<ul style="list-style-type: none"> <li>• Wi-Fi Access</li> <li>• Water Bottles</li> <li>• Mobile Charging Stations</li> <li>• Ice Cream Sundae Break <b>SOLD</b></li> <li>• Chocoholic Break</li> </ul>	

To secure your spot, contact:

**Pam Turner, Sponsorship Manager**  
**pturner@electrification2020.com | 408.768.4047**