

## **CONNECT WITH UTILITY LEADERS**

### **E SOURCE FORUM 2025**

October 6–8, 2025 Sheraton Denver Downtown Denver, Colorado

### WHAT IS E SOURCE FORUM?

Our annual E Source Forum offers a one-of-a-kind opportunity to network with an audience of more than 500 utility professionals.

The agenda's focus on program design and implementation, marketing and communications, customer experience, and energy-efficient technologies keeps you current on trends, best practices, and critical issues facing your customers.

Attendees, sponsors, and exhibitors greatly value Forum's exclusive, productive, and collegial environment, which fosters new and renewed business relationships. Don't miss this exceptional marketing opportunity to reach new prospects, deepen existing customer relationships, and strengthen your company's brand.

### Forum draws 500+ utility professionals

More than 50% of utility attendees are manager-level and above



74%

**Utility companies** 

26%

Sponsors and exhibitors

# E SOURCE FORUM 2025 EXHIBIT & SPONSORSHIP INCLUSIONS

### Company name and logo displayed prominently

- Conference signage (print deadlines apply)
- E Source Forum 2025 conference website
- E Source Forum 2025 mobile app
- · Between-session advertisements, which run throughout the conference
- Printed conference program (print deadlines apply)
- · Marketing promo emails leading up to the event

### Registration and attendee lists

- A registration list with the registrant's name, title, and company will be provided one month before the start of the event and one week before the start of the event.
- A final attendee list will be provided within 3 business days after the event ends.
- Email addresses for contacts on the final attendee list who did not opt out of being contacted will be provided to sponsors and exhibitors who spend \$16,500 or more.
- Email addresses associated with the final attendee list may also be purchased separately for \$2,500.

### Conference registration

 Up to 3 registrations may be associated with each exhibit or sponsorship. Please refer to exhibitor pricing tiers and sponsorship descriptions for the number of registrations included.



**DIAMOND**SPONSORSHIPS

Price as marked



Includes 3 Forum registrations



Includes a double booth



Includes private meeting room



Email addresses will be provided with final attendee list

#### UTILITY LEADERSHIP COUNCIL DINNER SPONSORSHIP (4 AVAILABLE) \$35,000

E Source hosts five topical Leadership Councils, utility-only roundtable discussions for utility leaders on Monday before Forum. The topics include customer experience, mobility, marketing and communications, account management and customer energy solutions. Following the Leadership Councils, your 3 attendees will join the executives as the only vendor invited to the leadership council dinner of your choosing.

#### TUESDAY EVENING RECEPTION SPONSORSHIP (EXCLUSIVE) \$50,000

Sponsor our popular Forum reception and bring some fun and entertainment for attendees. Food and beverage will be provided. Sponsor is responsible for any entertainment or activities.

### PLATINUM

**SPONSORSHIPS** 

\$23,500 each



Includes 3 Forum registrations



Email addresses will be provided with final attendee list

#### SUSTAINABILITY SPONSORSHIP (EXCLUSIVE)

Purchases carbon credits to offset emissions incurred by event

#### **SOLD! EVERYWHERE SPONSORSHIP (EXCLUSIVE)**

Includes escalator branding, elevator clings, and your logo on the badge lanyards

#### **SOLD! PING-PONG PARTY (EXCLUSIVE)**

Includes your logo displayed on signage at the venue and branded napkins

#### **SOLUTION SHOWCASE**

**SPONSORSHIPS** 

\$10,000 each



Includes 1 registration for sponsor's speaker Includes 1 registration for utility representative

Solution showcases are an opportunity to share expertise and success stories in front of utility professionals.

A Solution Showcase sponsorship includes participation in a 75-minute panel discussion moderated by E Source including up to 3 sponsors per session with up to 6 concurrent sessions across separate content tracks. Solution showcase sessions will be included in the Forum 2025 agenda. Sponsors are encouraged to invite a utility representative to participate alongside their chosen speaker.

Sponsors who submit a Solution Showcase application featuring a utility case study and a utility speaker will be given priority.

Please email solutions showcases@esource.com for a Solution Showcase application.

Please note: Application requires E Source approval.

To allow for a variety of industry solutions to be discussed, Solution Showcase sponsors may not participate in consecutive years at the Forum.

I would like to apply for a Solution Showcase Sponsorship. If selected, E Source
may invoice for the Solution Showcase sponsorship.



**GOLD** SPONSORSHIPS

\$18,500 each



Includes 2 Forum registrations

\*1 additional registration may be purchased for a fee



Sponsor may display marketing materials in a designated location

#### **COFFEE CART (EXCLUSIVE)\***

Includes a premium coffee station and barista service: cappuccino, lattes, and coffee flavors provided.

#### PROFESSIONAL HEADSHOTS (EXCLUSIVE)\*

Includes sponsorship of a photographer who will provide digital photos that will be delivered to attendees after the event.

#### **PUPPY CUDDLING (EXCLUSIVE)**

Includes puppy play area with 4-6 puppies available for snuggling during specified times at the event.

#### TRACK SPONSOR (1 AVAILABLE)

Includes shoutout from the moderator at the opening session of the track, a 5-minute presentation during one of the sessions in the track, table where sponsor can place marketing material outside the room where sessions will be held.

SILVER SPONSORSHIPS

\$13,500 each



Includes 1 Forum registration

\*2 additional registrations may be purchased for a fee

#### WATER BOTTLE SPONSOR (EXCLUSIVE)

Includes logo on Forum 2025 water bottles, which will be distributed to attendees

#### WELCOME RECEPTION SPONSOR (EXCLUSIVE)

Includes branded napkins and placement of sponsor provided shwag throughout event space

#### **SOLD! KEYCARD SPONSOR (EXCLUSIVE)**

Includes logo on hotel keycards provided to conference attendees

#### WELCOME BAG SPONSOR (EXCLUSIVE)

Includes logo on Forum 2025 welcome bag and placement of materials inside

**BRONZE** SPONSORSHIPS

\$10,000 each



Includes 1 Forum registration

\*2 additional registrations may be purchased for a fee

SOLD! WI-FI SPONSOR (EXCLUSIVE) Includes customization of on-site Wi-Fi network password and redirect
REFRESHMENT BREAK SPONSOR (2 AVAILABLE) Includes branded napkins and option to drop sponsor-provided collateral
SOLD! LOGO SPONSOR Includes signage in conference space

## PRIVATE MEETING ROOM ADD-ON (1 AVAILABLE)

\$5,000 each

This is an exclusive opportunity for exhibitors to reserve a private meeting space conveniently located adjacent to the exhibit floor for the duration of Forum.

The space will give you an opportunity to meet with current and prospective clients in a more private setting, perfect for demos or small group client meetings. Includes:

- Exclusive use of a private meeting space (see map on p. 8; Plazas 1 through 5)
- · Signage with your logo outside the meeting space
- 1 Forum registration\*

\*Two additional registrations may be purchased at the additional-attendee rate

#### ATTENDEE LIST EMAIL ADDRESS UPGRADE

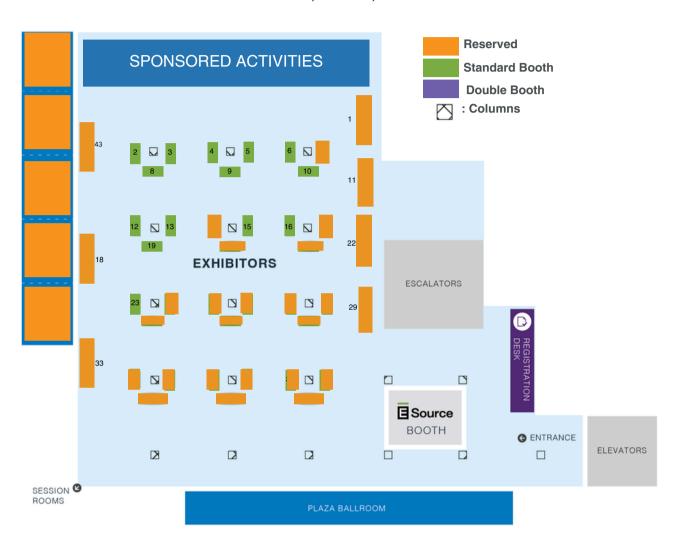
\$2,500 each

Email addresses may be purchased for an additional \$2,500 to be included on the post-event list. Alternately, if you are a platinum sponsor or if your total spend (for booth and sponsorship) is \$16,500 or more, email addresses will be included in the post-event list at no additional cost.



# E SOURCE FORUM 2025 EXHIBIT FLOOR PLAN

The conference will take place at the Sheraton Denver Downtown 1550 Court Pl, Denver, CO 80202



### **Exhibitor options**

**Double Booth**: Two 6-foot skirted tables, two chairs, and 2 attendee registrations included **Standard Booth**: One 6-foot skirted table, two chairs, and 1 attendee registration included **Private Meeting Rooms**: Plazas 1-5 are available to rent

### **Exhibitor schedule** (times subject to change)

Monday, October 6 3:00 to 5:00 p.m. Exhibitor set up

Wednesday, October 8
5:30 p.m. Exhibitor tear-down

## E SOURCE FORUM 2025 EXHIBITOR & SPONSOR PRICE LIST

E Source members receive special rates on booths and sponsorships. Please contact <u>Emily Roberson</u> to inquire about memberships.

	After July 1, 2025	
Diamond Sponsorship (includes 3 registrations)	\$35,000/\$50,000	
Platinum Sponsorship (includes 3 registrations)	\$23,500	
Gold Sponsorship (includes 2 registrations)	\$18,500	
Solution Showcase (includes 2 registrations for speakers)	\$10,000	
Silver Sponsorship (includes 1 registration)	\$13,500	
Bronze Sponsorship (includes 1 registration)	\$10,000	
Double booth (table-tops) Tables 1, 11, 18, 22, 29, 33 (includes 2 registrations)	\$14,000	
Standard booth (table-top) (includes 1 registration)	\$10,000	
Private Meeting Room (Plaza 1-5 - see pg. 8)	\$5,000	
Email addresses with final attendee list*	\$2,500	
Additional Registration**	\$2,500	

<sup>\*</sup> Email addresses are included on the final attendee list with total purchases of \$16,500 or more.

<sup>\*\*</sup> Up to 3 attendees may be registered with each exhibit or sponsorship.

# E SOURCE FORUM 2025 EXHIBITOR & SPONSOR RESERVATION FORM

CONFERENCE LOGISTICS CONTACT	INVOICE CONTACT	☐ Same a	s logistics contact
Name			
Company	Name		Billing address
Email	Email		
Phone	Phone		
EXHIBIT & SPONSORSHIP SELECTIONS	(see pg. 9 for pricing)		
Top 3 booth choices (see floorplan on pg. 8):	: # # #	#	
Sponsorship Selection(s):			
Number of attendee registrations included in	exhibit and/or sponsorsh	ip(s):	
Number of additional attendee registrations p	ourchased:		
Add a Private Meeting Room please sp	pecify which Plaza numbe	er from pg. 8	#
Add Attendee Email Address Upgrade (\$			
TOTAL FORUM 2025 EXHIBIT & SPONSO	DELID COST.	·	,
TOTAL FORUM 2025 EXHIBIT & SPONSO	RSHIP COST:		
TERMS AND CONDITIONS FOR EXHIBITORS AND SPONS 1. Payment policy: Full payment is due within 30 days of the co Source has the authority to release the booth/sponsorship for r	ompleted application. If full payme	nt is not received	on or before October 1, 2025, E
2. Cancellation policy: Exhibitor/sponsor cancellations must be received after July 6, 2025, or no-shows will not receive a refur space/sponsorship. Substitutions within your organization may	nd. Exhibitor/sponsor agrees to the	uly 6, 2025 to rec ese conditions as	eive a refund. Cancellations part of a contract for exhibit
3. Booth placement: Booth selection will be offered on a first-co	ome, first-served basis.		
4. Use of exhibit space: All demonstrations or other activities mexhibit displays. Exhibitor shall not assign, share, or sublet any	nust be confined to the limits of the space allotted without the written	e booth and not in consent of E So	npede traffic or interfere with othe urce management.
5. Distribution of circulars or promotional material: Materials material. Circulating or handing out promotional materials outsi			
6. Use of hotel meeting rooms: The use of on-site rooms for cli E Source Forum is prohibited.	ent meetings, technology demons	trations, or other	business activities during the 202
7. All participating E Source Forum sponsors and exhibitors ag including evening hours when there are scheduled functions th or meal, you must seek permission from E Source prior to plan	at are part of the official Forum pr	ogram. If your co	mpany intends to host any activit
8. E Source Forum is a closed event. Attendance is open only professionals at the discretion of E Source management.	to our utility members, supporting	utility partners, a	nd other utility industry
9. E Source Forum is a unique utility industry event. The event participants, including utility and solution provider staff. E Source who chooses not to follow the Forum rules and guidelines.	and its program are designed to possession and its program are designed to possession and its program and its program are designed to program are desi	orovide an outsta t to deny future e	nding experience for all Forum vent participation for any attende
10. In the event your company is acquired by another company exhibitor/sponsorship fee to another opportunity at the same evapplied to a sponsorship under the new company name instead above, or withdrawal from the event is subject to our cancellation.	vent (for example, if you paid for a d). Any changes made by exhibito	ın exhibitor booth	, you may request that your fee b
11. All registrants for your exhibit/sponsor package must have	the same email domain.		
12. All logos, speaker headshots, and speaker bios must be re By signing below I accept the Terms and Conditions for Exhibit	ceived by September 1, 2025 to b	e included in digi	tal and printed signage.



Signature:

## E SOURCE FORUM 2025 EXHIBITOR & SPONSOR RESERVATION FORM

#### **EXHIBITOR & SPONSOR ATTENDEE REGISTRATION INFORMATION**

This page will be used to register attendees associated with your exhibit and/or sponsorship. Please refer to the number of registrations included with each exhibit and sponsorship level. Additional registrations may be purchased per rates and deadlines on price sheet (*pg. 9*). A maximum of 3 registrations may be associated with each exhibit or sponsorship.

You may submit final attendee registration information to Jessica Rife (jessica rife@esource.com) by September 30, 2025.

Name	
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