

## **Benefits of ESCO Membership**

**Market building and business development** – NAESCO works collaboratively with allied trade organizations, policy groups and customer representatives to accelerate market development and growth. NAESCO also undertakes research on industry trends and practices for DOE and the national laboratories the results of which are shared with NAESCO members. In addition, NAESCO meets with international delegations and has formed ties with ESCO groups and interested parties around the globe.

**Influence** – All ESCO company members have a single seat on the NAESCO Board of Directors but membership is corporate, so everyone on your team can participate in NAESCO activities and policy initiatives.

**Advocacy** – NAESCO serves as the voice for energy efficiency and performance contracting in state and federal regulatory and legislative activities. You receive quarterly bulletins about political and regulatory activities that have an impact on your business as well as more frequent updates regarding advocacy initiatives on which NAESCO is focusing its immediate efforts. You can participate in NAESCO committees formed around policy issues whether state or national as well as engage in direct advocacy through NAESCO, helping lead efforts shaping federal and state policy program initiatives.

**Visibility** - Your company is prominently featured on the NAESCO website, [www.naesco.org](http://www.naesco.org) where your company has the ability to further define itself through the posting of photos, videos, and case studies. Your company's name also appears when browsers are searching for ESCOs and, where appropriate, as providers of specific technologies. There are also speaking/moderating opportunities at NAESCO conferences, workshops and webinars.

**Education** - You and members of your staff can pursue professional development and networking opportunities through NAESCO conferences and workshops. Membership also includes free, quarterly webinars eligible for AIA continuing education credits, (CEUs).

**Resources** – NAESCO and the Lawrence Berkeley National Laboratory, (LBNL) have developed and maintained a project database which is a unique source of information about industry practices and allows NAESCO and LBNL to track market penetration and industry trends. Aggregated information is made available periodically through published reports that can be used by your company for research and business development purposes.

**Accreditation** – NAESCO recognizes industry best practices through its voluntary accreditation program. To gain accreditation, ESCOs must participate in a rigorous review process in order to demonstrate the technical and managerial competence to design and implement projects involving multiple technologies.

**Mentoring** – All new members are assigned a mentor for their first year of membership. Mentors are peers from other ESCOs ready to help new members maximize the benefits of belonging to NAESCO.

**Publicity** - Inclusion of press releases about products and projects in the bi-monthly newsletter, *NAESCO News*, in social media, and on the NAESCO website. All members are listed on the website with a link directly to your company website.

**RFQ and RFP Notification** – NAESCO collects and reviews public sector RFQs and RFPs, distributes notices to members, and maintains them in an RFP database that is accessible to members only.

**Job Bank** – NAESCO’s job bank features engineering, sales and marketing and other industry positions. Members can access or place ads free of charge.

**For more information, contact:**

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## **Benefits of NAESCO ESA and Associate ESA Level Membership**

- **Business Networking Opportunities** – Multiple forums to present products and services directly to the senior managers of companies who are the major buyers of suppliers' products at NAESCO conferences and workshops.
- **Preferred Product Providers Guide** - Inclusion in NAESCO's online product guide which is segmented by product and business line and helps customers visiting the NAESCO website target the companies whose products in which they are interested.
- **ESCO Contact List** - Access to full-contact information membership list, including all contacts at all member ESCOs as well as all ESA and AESA members.
- **Visibility** - Inclusion of your company's press releases about products and projects in the *NAESCO News* quarterly newsletter, in social media, and on the NAESCO website. All members are listed on the website with a link directly to your company website and a link to your marketing video/channel. There are also opportunities to speak at NAESCO conferences, workshops and webinars.
- **"Face-to-Face" Meetings** - For *member* exhibitors, participation in the "Face-to-Face" meetings with the ESCO representatives at the Annual Conference & Vendor Showcase. Member exhibitors choose among participating ESCOs and are scheduled for one-on-one meetings, during a designated time period.
- **Affiliate Advisory Committee** – All affiliate members are welcome to take part in this recently-formed committee created to increase the value of Affiliate membership.
- **Mentoring** - All Affiliate members are assigned a mentor for their first year of membership. Mentors are ESCOs ready to help new members maximize the benefits of belonging to NAESCO.
- **Education** - You and members of your staff can pursue professional development and networking opportunities through NAESCO conferences and workshops. There is also opportunity to participate as presenters in technology-oriented webinars and workshops. Webinars are free, quarterly and eligible for AIA continuing education credit.

- **Advocacy** - Although the focus is on ESCOs, NAESCO's advocacy helps to grow the market for all segments of the energy efficiency industry. For example, NAESCO has taken the lead on extending the deadline for the 179(D) tax deduction for measures that notably reduce interior lighting energy costs, as well as heating, cooling, and building envelope in commercial buildings, a provision which benefits both ESCOs and Affiliate members. You can participate in NAESCO committees formed around policy issues whether state or national as well as engage in direct advocacy through NAESCO, helping lead efforts shaping federal and state policy program initiatives.
  
- **Market Development** - NAESCO works to accelerate market development and growth, and to provide marketing and business development opportunities for our members. NAESCO also undertakes research on industry trends and practices for DOE and the national laboratories the results of which are shared with NAESCO members. In addition, NAESCO meets with international delegations and has formed ties with ESCO groups and interested parties around the globe.
  
- **Corporate Membership** - Everyone on your team can participate in NAESCO activities and initiatives. Membership includes discounted rates for meetings, events and booth space.
  
- **Job Bank** – NAESCO's job bank features engineering, sales and marketing and other industry-related positions. Members can access or place ads free of charge.
  
- **Resources** – Access to advocacy and industry reports, as well as case studies.

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## **Benefits of International Membership**

- **Business Networking Opportunities** – Multiple forums to present products and services directly to the senior managers of companies who are the major buyers of suppliers' products at NAESCO conferences and workshops.
- **Buyer's Guide** - Inclusion in NAESCO's online Buyer's Guide which is segmented by product and business line and helps customers visiting the NAESCO website target the companies whose products in which they are interested.
- **Member Directory** - Access to the *members-only* full-contact information, membership list, including all contacts at all member ESCOs as well as affiliate members.
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- **Visibility** - Inclusion of press releases about products and projects in the *NAESCO Newsletter*, in social media, and on the NAESCO website. All members are listed on the website with a link directly to your company website.
- **Resources** – Access to industry reports and case studies.

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