

# 31st Annual Conference & Vendor Showcase

Prospectus of Sponsorship, Exhibition and Advertising Opportunities

Please join us for NAESCO's 31st Annual Conference and Vendor Showcase, San Diego, California, this November! This is the premier opportunity to reach the leading companies in the ESCO market, and our program provides just the right mix of content, exhibit time, and networking.

November 17-19, 2014

San Diego, CA

Park Hyatt Aviara Resort

*The 31st NAESCO Annual Conference & Vendor Showcase is entirely focused on the needs and interests as well as the market opportunities associated with the energy service industry, providing exhibitors, advertisers and sponsors an excellent forum to reach a targeted audience. NAESCO member exhibiting companies are invited to participate in our exclusive face-to-face meetings with attending ESCO company representatives. New this year for all of our exhibitors is the Virtual Vendor Showcase on the NAESCO website. Exhibitors will be eligible to highlight their products and services in this dedicated space on the NAESCO website as soon as they sign up for the event providing additional marketing outreach well before the event itself. We should also note that we have kept our exhibit space fees the same as 2013 to further enhance the value of participation. So plan on joining us this year at the Park Hyatt Aviara Resort, which offers a relaxing ambiance and quality amenities as the perfect venue for the NAESCO 31st Annual Conference & Vendor Showcase.*

**Terry E. Singer**  
**NAESCO Executive Director**

# Exhibit | Advertise | Sponsor Showcase Your Company

## Summary of Conference Marketing Opportunities

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### I. Participation in Exhibition Showcase

• <b>Booth - 10'x 10'</b>	
: <b>NAESCO Member</b>	<b>\$2,250</b>
: <b>Non-Member</b>	<b>\$2,750</b>
• <b>Table – 6' x 30"</b>	
: <b>NAESCO Member</b>	<b>\$1,850</b>
: <b>Non- Member</b>	<b>\$2,350</b>

### II. Conference Advertising in Program Book

• <b>Full Page Ad Color</b>	<b>\$1,250</b>
• <b>Full Page Ad B&amp;W</b>	<b>\$950</b>
• <b>Half Page Ad Color</b>	<b>\$650</b>
• <b>Half Page Ad B&amp;W</b>	<b>\$500</b>
• <b>Inside Back Cover Color</b>	<b>\$1,500</b>
• <b>Inside Front Cover Color</b>	<b>\$1,500</b>
• <b>Back Cover Color</b>	<b>\$1,750</b>

### III. Sponsorship Packages for the Annual Conference

• <b>Platinum Sponsor – Main Conference Reception</b>	<b>\$10,000</b>
• <b>Platinum Sponsor – Conference Luncheon</b>	<b>\$10,000</b>
• <b>Gold Sponsor - Welcome Reception</b>	<b>\$5,000</b>
• <b>Gold Sponsor – Keynote Breakfast (Exclusive)</b>	<b>\$5,000</b>
• <b>Silver Sponsor – Keynote Breakfast Co-Sponsor (Minimum of 2)</b>	<b>\$3,750</b>
• <b>Silver Sponsor – Closing Reception</b>	<b>\$3,750</b>
• <b>Silver Sponsor – Showcase Breaks</b>	<b>\$3,750</b>
• <b>Bronze Sponsor – Conference Supporter</b>	<b>\$3,000</b>
• <b>Sponsor – Conference Give-away Co-Sponsor</b>	<b>\$2,000</b>

# Exhibit at the Conference Vendor Showcase

## Don't Miss the Chance to Strategically Tell Your Story

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NAESCO's vendor exhibition showcase attracts many repeat exhibitors. Why? We draw the right industry decision makers—quality prospects ready to do business with your company.

**BENEFITS OF PARTICIPATING AS A VENDOR AT THE 2014 NAESCO ANNUAL CONFERENCE INCLUDE THE FOLLOWING:**

- **Either a 10'x10' exhibition booth with a 6' table with drapery OR a 6'x30" skirted table. Each includes two chairs, wastebasket and company identification sign**
- **NEW THIS YEAR: EACH VENDOR SHOWCASE EXHIBITOR COMPANY WILL BE FEATURED IN THE "VIRTUAL VENDOR SHOWCASE" PROVIDING EXTRA VISIBILITY BEFORE, DURING, AND AFTER THE ACTUAL SHOWCASE VIA THE NAESCO WEBSITE**
- **Each exhibiting company receives TWO FULL COMPLIMENTARY CONFERENCE REGISTRATIONS with each booth, allowing access to all sessions and networking events in addition to the Showcase.**
- **Up to 4 free passes to the Opening Night Reception for your customers in the San Diego area**
- **Conference Exhibitors who are also NAESCO members are eligible to participate in the ESCO-Vendor Face to Face Meetings scheduled during the conference**
- **Profile of your company and its goods and services will be highlighted in the conference program as well as on a specially created Vendor Showcase web page (with a hyperlink to your company's website) on the heavily trafficked NAESCO web site**
- **Scheduled networking activities in the exhibition hall to build traffic to your booth or table**
- **Benefit from an aggressive marketing campaign to ensure a large audience of industry decision makers**
- **Eligibility for a 15% discount on advertising in the conference program book**
- **Special badges for the event denoting that your company is an exhibitor**
- **To facilitate your networking, electronic list of attendees will be sent to you one week prior to the conference and final attendee list sent to you one week after the Conference**
- **Complimentary Access to all conference sessions, luncheons and networking opportunities**

# Vendor Showcase Opportunities

## Tabletop or Booth Selection

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### Tabletop Exhibit (6'x30")

- **NAESCO Member:** \$1,850
- **Non-Member:** \$2,350

### Booth (10'x10')

- **NAESCO Member:** \$2,250
- **Non-Member:** \$2,750

*Full payment is required prior to exhibitor setup.*

## Showcase Hours

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Tuesday, November 18th

1:00 pm

**Vendor Showcase Opens**

5:45 pm – 7:15 pm

**Opening Night Reception in Vendor Showcase**

Wednesday, November 19th

7:30 am – 2:00 pm

**Vendor Showcase Open**

7:30 am – 8:30 am

**Breakfast with Exhibitors**

10:15 am – 10:45 am

**Morning Break in Vendor Showcase**

1:15 pm – 1:45 pm

**Dessert in Vendor Showcase**

Installation/Set-up

November 17th

1:00 pm – 6:00 pm

November 18th

7:00 am – noon

Dismantle/Tear-down

November 19th

2:00 pm

# Advertise

## Tell Your Story in the Conference Program Book

The Conference Program Book is a resource used constantly during the conference, and kept afterwards for notes and networking references. When our conference attendees reach for a program book, why not let them see your company message again and again? A modest cost results in a big impact!

*Advertising Copy Deadline October 17th, 2014*

\*\* Remember that all Exhibitors are eligible for a 15% discount on all interior ads.

• <b>Full Page Ad Color</b>	<b>\$1,250</b>
• <b>Full Page Ad B&amp;W</b>	<b>\$950</b>
• <b>Half Page Ad Color</b>	<b>\$650</b>
• <b>Half Page Ad B&amp;W</b>	<b>\$500</b>
• <b>Inside Back Cover Color</b>	<b>\$1,500</b>
• <b>Inside Front Cover Color</b>	<b>\$1,500</b>
• <b>Back Cover Color</b>	<b>\$1,750</b>

# Event Sponsorships

## Recognition for YOUR Company

Promote your products and services to conference attendees who represent every facet of the energy services industry. Don't miss these value-packed sponsorship packages designed for firms who want an efficient, high-impact marketing opportunity.

### **PLATINUM SPONSOR (Investment: \$10,000)**

**Main Conference Reception –**  
Tuesday, November 18, 2014

This exciting and well-attended event will be integrated with the Vendor Showcase. As always, this event will be a lot of fun and an opportunity for attendees to meet informally in a relaxed networking atmosphere.

**Conference Luncheon –**  
Wednesday, November 19, 2014

At this sit-down event, attendees build new relationships, visit with old friends, and enjoy the observations of a noted speaker.

### **BENEFITS**

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- **Half page black and white advertisement in the Conference Program Book included and discount on any advertisement upgrades you may choose**
- **Two free conference registrations**
- **Credit on welcome signs centrally posted at registration desk and at the event that you sponsor, as well as in the Conference Program Book**
- **Electronic list of attendees to be sent to you one week prior to the conference and final attendee list sent to you one week after the conference**
- **Special badges denoting sponsorship**
- **Your organization's name and logo listed prominently on all conference marketing materials**
- **Profile of your company featured in the front section of the Conference Program Book.**
- **Inclusion on the NAESCO home page highlighting your platinum sponsorship**
- **Inclusion on the specially created Annual Conference page on NAESCO's high visibility website with your company logo as well as hyperlink to your company's website**

## **GOLD SPONSOR (Investment: \$5,000)**

### **Welcome Reception –**

Monday, November 17, 2014

This reception welcomes Board members and early arrivals offering attendees the chance for some pre-conference gab, grub, and networking.

### **Keynote Breakfast (Exclusive) –**

Wednesday, November 19, 2014

Attendees will start the day with a welcoming California-themed breakfast served in the Vendor Showcase Exhibit Hall.

## **BENEFITS**

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- **Credit on welcome signs posted at registration and at the event that you sponsor, as well as in the Conference Program Book**
- **One free registration and 50% off second registration**
- **Electronic list of attendees will be sent to you one week prior to the conference and final attendee list sent to you one week after the conference**
- **Special name badges denoting sponsorship**
- **Your organization's name and logo listed in the brochure and on marketing materials**
- **Profile of your company will be featured in the front section of the Conference Program Book**
- **Inclusion on the specially created Annual Conference page on NAESCO's website with your company profile, logo, and hyperlink to your company website**

## **SILVER SPONSOR (Investment: \$3,750)**

### **Specialty Cocktail at Main Conference Reception – Tuesday, November 18, 2014**

Choose your poison and we will showcase you and your special cocktail at the reception

### **Closing Night Reception – Wednesday, November 19, 2014**

The reception is always well attended after a full day of meetings.

### **Keynote Breakfast Co-Sponsor – Wednesday, November 19, 2014**

Attendees will start the day with a welcoming California-themed breakfast served in the Vendor Showcase Exhibit Hall.

### **Vendor Showcase Breaks – Wednesday, November 19, 2014**

Refreshments are offered during the scheduled morning and afternoon breaks while attendees visit the Vendor Showcase Exhibit hall.

## **BENEFITS**

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- **Credit on welcome signs posted at registration and at the event that you sponsor, as well as in the Conference Program Book**
- **One free registration**
- **Electronic list of attendees will be sent to you one week prior to the conference and final attendee list sent to you one week after the conference**
- **Special name badges denoting sponsorship**
- **Your organization's name and logo listed in the brochure and on all marketing materials**
- **Profile of your company will be featured in the front section of the Conference Program Book**
- **Inclusion on the specially created Annual Conference page on NAESCO's website with your company profile, logo, and hyperlink to your company website**



## Event Sponsorships (cont.)

### **BRONZE SPONSOR (Investment: \$3,000)**

As a general conference supporter, you will be visibly showing your support for NAESCO and the industry.

#### **BENEFITS**

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- **Credit on welcome signs posted at registration and at the event that you sponsor**
- **50% off of one registration fee**
- **Advance list of attendees will be sent to you one week prior to the conference and final attendee list sent to you one week after the conference**
- **Special badges denoting sponsorship**
- **Your organization's name and logo listed in the brochure, and on all marketing materials**
- **Profile of your company featured in the front section of the Conference Program Book**
- **Inclusion on the specially created Annual Conference page on NAESCO's website with your company profile, logo, and hyperlink to your company website**

### **CONFERENCE PROMOTIONAL GIVE-AWAY CO-SPONSOR (Investment: \$2,000)**

As a conference give-away supporter, your company logo will appear on a promotional gift item of your choice along with that of NAESCO and the other give-away co-sponsors. The give-away will be distributed to all attendees. NAESCO will work with you to select possible promotional items which might include water bottles, flash drives, or a conference bag. A conference bag requires a minimum of four participating companies.

*The deadline for this sponsorship is September 8, 2014.*

# Don't Miss Out Register Today!

Exhibitors should complete the exhibit space application online and send 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 "Virtual Showcase" so the earlier you register, the sooner you will have an additional marketing outlet.

Sponsorships will be confirmed via a separate letter of agreement with NAESCO.

If you wish to include an ad in the conference program book, please indicate your preference for ad placement on the order form. NAESCO will try to accommodate placement requests although advertisements will be distributed throughout the conference program ultimately at the discretion of NAESCO. Note that all ads must conform to the ad sizes listed. **Ads must be in a camera-ready pdf file to fit either a full page or one-half page. Art must be received by NAESCO no later than October 17th.** Please e-mail your ad to [nina@naesco.org](mailto:nina@naesco.org).

# Payment

## Method of Payment

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Exhibit payment MUST be received by check or credit card prior to exhibitor setup. **Sponsorship fees must be paid prior to the conference and advertising fees must be received prior to October 17th.** Any Vendor Request for Cancellation of the space commitment must be made in writing and received by NAESCO no later than October 17, 2014. NAESCO will retain the deposit but no additional monies would be required from the Vendor if the cancellation request is received in writing by NAESCO by the October 17th deadline. No refunds after October 17, 2014.

## Key Contacts

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Any advertising questions can be directed to  
Nina Kogan at 202.822.9052, [nina@naesco.org](mailto:nina@naesco.org)

Any sponsorship questions can be directed to  
Tom Base at 202. 822.9054, [tom@naesco.org](mailto:tom@naesco.org)

Any exhibitor questions can be directed to  
Marti Balcom at 804.580.8353 or [naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com)

Payments should be sent to the following:

National Association of Energy Service Companies  
c/o The Balcom Group  
992 Locust Cove Road  
Heathsville, VA 22473  
804.580.8353 (p)  
804.482.2633 (f)  
[naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com)

# Preliminary Schedule of Events

Monday, November 17th

**1:00 pm – 6:00 pm** Vendor Set up in Showcase Area

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**6:00 pm – 7:30 pm** Conference Kick Off Reception

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Tuesday, November 18th

**7:00 am – 4:30 pm** Registration

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**7:00 am – 12 pm** Vendor Set up in Showcase Area

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**8:00 am – 12:30 pm** NAESCO Board Meeting

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**1:00 pm – 2:15 pm** Face to Face ESCO-Vendor Member Meetings (Pre-Scheduled)

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**1:30 pm** Vendor Showcase Opens

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**2:30 pm – 5:45 pm** Conference Sessions

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**5:45 pm – 7:15 pm** Opening Night Reception

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Wednesday, November 19th

**7:30 am – 4:00 pm** Registration

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**7:30 am – 8:30 am** Breakfast in the Vendor Showcase

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**8:00 am – 8:30 am** NAESCO Annual Meeting

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**8:30 am – 12:15 pm** Conference Sessions

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**12:15 pm – 1:15 pm** Luncheon

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**1:15 pm – 1:45 pm** Dessert Reception in the Vendor Showcase

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**1:45 pm – 3:30 pm** Conference Sessions

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**4:00 pm – 5:00 pm** Networking Reception

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# Hotel Information

## The Park Hyatt Aviara Resort

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We have reserved a special room rate for NAESCO attendees of \$179 plus applicable taxes. Please note that there is a \$15 per night Resort Fee which includes in- room internet, access to fitness center, use of onsite recreation center, preferred Tee Times at Aviara Golf Club, 24 hour access to business center computers and many more amenities. To make your reservations, please **call the hotel directly at 1.760.448.1234** and identify yourself as a NAESCO meeting attendee. This special rate is offered only **until October 27th** and after that date, a higher rate will apply. A limited number of rooms are available in the NAESCO room block so call now or register online to ensure you have a room at the conference hotel.

## Affiliated Policy

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Affiliate groups/exhibitors desiring space for meetings and social events that are not official NAESCO events must submit a letter of request to NAESCO four weeks prior to the conference. No entertaining, social functions, focus groups, or symposia may be scheduled in conflict with official NAESCO events.

# Rules and Regulations

## Vendor Showcase

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 product details of their products. **All booths must remain intact until the close of the Showcase.**

## Rules and Regulations - Vendor Showcase (cont.)

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, 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.

## Rules and Regulations - Vendor Showcase (cont.)

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 are 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. 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.
15. 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.
16. In the event that a contracted exhibitor wishes to cancel the allotted exhibit space before October 17, 2014, the \$500 deposit payment will be forfeited but the exhibitor will not be responsible for any additional monies associated with the Showcase. **No refunds for cancellations after October 17, 2014.** All cancellations should be in writing and mailed to NAESCO Conference, 992 Locust Cove Road, Heathsville, VA 22473 or faxed to 804.580.8354 or emailed to [naescoconference@thebalcomgroup.com](mailto: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.