



**energy efficiency
business coalition**
{eebc}

event sponsorship guide
business model case study for energy efficiency contractors
www.eebco.org/dsmforcontractors

Registration and Sponsorship Questions?
Call Eric Van Orden at EEBC: 720.402.9212

energy audits . engineers . insulation . heating cooling and ventilation . plumbing . windows . system controls

{business model case study for energy efficiency contractors}

Demand Side Management for Contractors

Agenda
 7:30am: Registration & Breakfast
 8:00
 9:00
 9:15
 10:4
 11:3
 12:3
 Attend
 Save
 Feb
 -Cust
 -DSM
 Mar
 -Close
 -Brand
 -DSM

**What is Demand Side Management?
 And How Can it Help My Energy Efficiency Business**

**Demand Side Management
 DSM For Contractors - Event Details**

WHY ATTEND?
 In 2007, efforts by Colorado utilities to reduce the exponential growth rate of energy consumption were initiated by a House Bill 07-1037. Shortly after, Xcel Energy initiated a Demand Side Management plan that has since led to numerous programs that support energy efficiency installation on homes.
 But what is Demand Side Management? And what kind of opportunities does it create? The DSM for Contractors series aims to address those questions and share local best practices about how your competition is making money by selling energy efficiency products and services.

EVENT DETAILS
 Keynote Speaker Ron Binz, former PUC Chairman, will share the big picture view of DSM and some of the specific highlights related to residential construction businesses. Shortly after an expert panel of energy efficiency business leaders will discuss success stories where they made the most from DSM programs - moderated by EEBC Executive Director, Eric Van Orden.

Hosted by:
 Energy Efficiency Business Coalition & Xcel Energy

Event arrangements are made by the E...
 *An altern...

More information & registration online
 WhatsDSM.com

Three Different Events Across Colorado in January, February, and March 2012

January 25th, 26th, 27th, 2011: Headline Event – Boulder, Denver and Grand Junction

Keynote Speaker: Ron Binz, former Chairman at the Colorado PUC, plus success stories from the local business leaders panel

February 27th, 28th, 29th, & March 1st, 2011: Best Business Practices Training – Boulder, South & West Denver and Grand Junction

Customer Service: Intake and Sales Follow-up, plus an update on 2012 energy efficiency incentive programs

March 20th, 21th, 22th, & 23th, 2011: Best Business Practices Training – Boulder, South & West Denver and Grand Junction

Closing the Sale with Financing Options, plus best practices on Building Value for Sales with Certifications

More information at: www.eebco.org/DSMforContractors

*Alternative keynote speaker in Grand Junction



{become a sponsor}

Showcase Your Products or Services

The *Business Model Case Study for Contractors Event* offers you outstanding visibility focused directly at your target audience. As the state's leading energy efficiency contractor event, no other conference provides better opportunities to increase brand recognition across Colorado – the home of the new energy economy.

This conference is presented by EEBC, the nonprofit Energy Efficiency Business Coalition. Not only does your sponsorship help build your brand, but every dollar supports statewide efforts to expand and grow the market of energy efficiency quality assurance, training, project financing and other business opportunities.

Network – Build Brand Equity – Connect

More than 600 individuals are expected to attend the series of informational and educational sessions – contractors will make up the majority of the group, but energy efficiency distributors, utility program managers, and representatives from local energy initiatives will attend too.

More information at: www.eebco.org/DSMforContractors

{sponsor levels}

	General Sponsor \$750 <i>1 remaining</i>	Plus Sponsor \$1500 <i>1 remaining</i>	Title Sponsor <i>Sold Out</i>
Extension of Contractor Benefits •Attend the event to network and receive the latest industry information	✓	✓	✓
Business Model Case Study for Contractors - Headline Event January 2012, 3 Locations/Events – Boulder, Denver, Grand Junction •Showcase your products and services with a 8’x10’ exhibit space •Build brand equity through logos on the event website and printed agenda •Prominent placement of logos on sponsorship recognition signs at the event	✓	✓	✓
Business Model Case Study - Best Practices Customer Service February 2012, 4 Locations/Events (Attendance to these events is optional) •Showcase your products and services with space to place your banner or poster •Build brand equity through Logos on the event website and event agenda		✓	✓
Business Model Case Study - Best Practices Selling with Financing March 2012, 4 Locations/Events (Attendance to these events is optional) •Showcase your products and services with a banner •Build brand equity through logos on the event website and event agenda		✓	✓
Additional Branding At all 11 Locations/Events •Build brand equity through signage with your logo at the breakfast and lunch tables •Your promotional materials inserted in conference bag & distributed to all registrants •Logo placement on post-event video distributed on Youtube and email follow-up		✓	✓
Priority Placement for Branding •Logos on event flyer and sponsorship recognition signs			✓

**Deadline for sponsorship application: Friday, January 13th, 2012*



{current sponsors}

as of 1/6/2012

Title Sponsor



Plus Sponsor



General Sponsor



Governor's
Energy Office





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Founded in 2007 with the goal of increasing the Business Potential of the Energy Efficiency Industry

EEBC serves as the coherent voice of the industry at:

- Colorado Public Utilities Commission
- Colorado Governor's Energy Office
- The General Assembly and Legislators
- Xcel Energy, and other Colorado utilities

Our membership is made of more than 100 members involved in the manufacturing, distribution, installation, sales and marketing of energy efficiency technologies and services

EEBC is a Non-profit 501 (c.) (6) organization