Dear Exhibitor:

Michigan’s largest energy efficiency conference of its kind is back, and we’re inviting you to be a part of it. Would you like to:

- Meet potential customers—the people who make energy purchasing decisions for their companies or influence those decisions?
- Network with more than 850 people from industries such as automotive manufacturing and supply, health care, education, food processing and more?
- Learn about the latest and greatest innovation and legislation affecting the energy industry and your business growth?

If you answered yes, then this conference and exhibition is where you need to be. In its 21ST year, the conference has been hailed as the premier event for “advancing energy efficiency and productivity.” Every exhibitor from last year said they found it so valuable that they will come back.

The conference will be held May 8, 2018 at the Suburban Collection Showplace in Novi. Exhibit your energy efficient related products or services at this one-day event, and take advantage of the opportunity to meet decision makers and tomorrow’s customers.

- Building Owners/Property Managers
- Chief Engineers
- Facilities Directors, Engineers & Managers
- Electrical & HVAC Engineers
- Energy Managers
- Maintenance Engineers & Managers
- Operations Managers
- Plant Engineers & Managers
- Purchasing Managers
- Safety/Environmental Managers
- Warehouse Managers
- Small Business Owners

Don’t miss this unique opportunity to help companies and small businesses become more energy efficient, while promoting your products and/or services. Fill out the enclosed exhibit application and return it by April 6, 2018. For more information or if you have any questions, contact Leslie Smith, CMP, at 248-353-0735, ext. 152 or lsmith@esd.org.

Sincerely,

Douglas E. Patton, FESD
ESD President
Executive Vice President & Chief Technical Officer, Engineering Division,
DENSO International America, Inc.

Irene M. Dimitry
Vice President,
Business Planning & Development
DTE Energy

20700 Civic Center Dr.
Suite 450
Southfield, MI 48076
t: 248-353-0735
f: 248-353-0736
www.esd.org
One-day conference and exhibition to learn about the latest innovations in energy technology and meet providers of energy efficiency products and services. The conference will include tracks of sessions on topics ranging from on-site power generation and designing energy efficient buildings to industry case studies and how to fund energy saving projects. The conference sessions are scheduled so there will be ample time for attendees to visit with exhibitors.

TOP 3 REASONS FOR EXHIBITING
• Meet more than 850 energy decision makers.
• Network with attendees from industries ranging from automotive manufacturers and suppliers to health services, education, food processing and others.
• Take advantage of dedicated exhibit time so you get attendees’ undivided attention.

ATTENDEES
Facility managers and building planners from automotive manufacturing and major (Tier 1 and 2) suppliers, industrial and commercial building owners and managers, municipalities, health care facilities, colleges and universities, and food processing, delivery plans and other industries.

EXHIBITOR FEES
$1,000 for each 10 ft. x 10 ft. booth package which includes: blue and white draped backdrop, white side rails, one 6 ft. skirted table, two chairs, wastebasket, one line booth identification sign and four conference registrations. Additional conference registrations can be purchased for $90. Additional booth items can be purchased through Art Craft Display Decorating Company.

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Southfield, MI 48076
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f: 248–353–0736
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The 2018 Michigan Energy Efficiency Conference & Exhibition hosted by DTE Energy and The Engineering Society of Detroit is the largest event of its kind in metropolitan Detroit. More than 850 attendees will be there representing facility managers and building planners from automotive, manufacturing, government, and major (Tier 1 and 2) suppliers, industrial and commercial building owners and managers, health care facilities, colleges and universities, small businesses, and food processing and delivery plants.

**DIAMOND SPONSORSHIP (LUNCH)**
**2 OPPORTUNITIES $10,000**

All Diamond Sponsors will receive recognition as sponsors of the following:
- Morning Break
- Luncheon
- Afternoon General Session

All Diamond Sponsors will receive the following:
1. Sponsor’s logo on the signage for the sessions listed above
2. Sponsor’s logo on the conference Web site with a link to sponsor’s Web site
3. Full-page ad in the Program Book
4. One complimentary 10 ft. x 10 ft. exhibit booth
5. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event and introduction with three-minute speaking spot)
6. Recognition in ESD’s Electronic Newsletter and TechCentury magazine the official publication of The Engineering Society of Detroit
7. Half-page ad in one issue of TechCentury
8. Six complimentary tickets to the event

**GOLD SPONSORSHIP (BREAKFAST)**
**2 OPPORTUNITIES $5,000**

All Gold Sponsors will receive recognition as sponsors of the following sessions:
- Breakfast
- General Session

All Gold Sponsors will receive the following:
1. Sponsor’s logo on the signage for the sessions listed above
2. Sponsor’s logo on the conference Web site with a link to sponsor’s Web site
3. Half-page ad in the Program Book
4. One complimentary 10 ft. x 10 ft. exhibit booth
5. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event)
6. Recognition in ESD’s Electronic Newsletter and TechCentury magazine the official publication of The Engineering Society of Detroit
7. Half-page ad in one issue of TechCentury
8. Six complimentary tickets to the event

**SILVER SPONSORSHIP $2,500**

All Silver Sponsors will receive recognition as sponsors of the following session:
- General Session

All Silver Sponsors will receive the following:
1. Sponsor’s logo on the signage for the session listed above
2. Sponsor’s logo on the conference Web site with a link to sponsor’s website
3. Full-page ad in the Program Book
4. One complimentary 10 ft. x 10 ft. exhibit booth
5. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event)
6. Recognition in ESD’s Electronic Newsletter and TechCentury magazine that reaches a variety of industries in southeast Michigan
7. Quarter-page ad in the Program Book
8. Three complimentary tickets to the event

TO SPONSOR THIS EVENT OR FOR INFORMATION:
Leslie Smith, CMP at 248-353-0735, ext. 152 or lsmith@esd.org.
EXHIBITOR CONTRACT

HOSTED BY DTE ENERGY AND THE ENGINEERING SOCIETY OF DETROIT

2018 MICHIGAN ENERGY EFFICIENCY CONFERENCE AND EXHIBITION

Exhibiting Company

Address

City, State, ZIP

Contact Name

Contact Title

Phone

Fax

E-mail

Web site

For additional registrations, please complete the Discounted Exhibitor Registration Form.

Please provide a 75-100 word description of your company/organization to be used in the program booklet that will be distributed to attendees at the conference.

Attached is our company/organization’s description for the program booklet. Must be included along with this application.

EXHIBIT SPACE REQUEST

Minimum booth size is 10 ft wide by 10 ft deep and includes an 8-ft-high rear drape, a 3-ft-high side drape, one 6-ft table draped, 2 chairs and one identification sign. Shipping and ancillary costs (including, but not limited to electrical, extra tables and chairs, carpet, drayage, phone lines, etc.) are the responsibility of the exhibitor. Additional booth support needs will be supplied by Art Craft Display, our exclusive show provider. Forms are provided in this packet and should be forwarded directly to Art Craft Display.

FINANCIAL SUMMARY

<table>
<thead>
<tr>
<th>EXHIBITS</th>
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<tbody>
<tr>
<td>First Booth ($1,000)*</td>
<td>$</td>
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<tr>
<td>Add’l Booths ($1,000 ea.)* Qty = ______</td>
<td>$</td>
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<tr>
<td>Corner/Premium Charge ($100)</td>
<td>$</td>
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<tr>
<td>(A) TOTAL BOOTH COST</td>
<td>$</td>
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<tr>
<td>Diamond ($10,000) [includes one booth]</td>
<td>$</td>
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<tr>
<td>Gold ($5,000) [includes one booth]</td>
<td>$</td>
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<tr>
<td>Silver ($2,500) [includes one booth]</td>
<td>$</td>
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<tr>
<td>(B) TOTAL SPONSORSHIP PACKAGE</td>
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<td>(C) TOTAL (A + B above)</td>
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Total payment must be received prior to move in on May 7, 2018.

* $1,250 if registration is received after April 15, 2018.

PAYMENT

- Check (payable to ESD)
- Please bill my credit card $ __________________
- Visa ○ MasterCard ○ Discover ○ American Express

Authorized Signature

Print Name Date

TO SPONSOR THIS EVENT OR FOR INFORMATION: Leslie Smith, CMP at 248-353-0735, ext. 152 or lsmith@esd.org.
Each participating exhibitor receives (4) complimentary registrations for each 10’×10’ booth space purchased. These registrations will provide entry to all presentations, food functions, and the exhibit hall. Additional tickets can be purchased at a discounted rate of $90 each in order to provide them to your customers. This special price is for exhibitors only. Tickets must be purchased on or before April 20, 2018.

**All exhibitors must pre-register any additional attendees from their organizations.**
Please complete this form for any additional attendees other than those listed on the contract.

<table>
<thead>
<tr>
<th>Exhibiting Company</th>
<th>Address</th>
<th>City, State, ZIP</th>
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<table>
<thead>
<tr>
<th>Exhibitor Booth Attendees:</th>
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<tbody>
<tr>
<td>Name</td>
<td>Title</td>
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<tr>
<td>Phone</td>
<td>E-mail</td>
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<tr>
<td>Name</td>
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<td>Phone</td>
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</tbody>
</table>

Complimentary Registration(s) (4 per 10’×10’ booth)  _____ × $0 = $___________
Additional Discounted Registration(s)*  _____ × $90 = $___________
Total Amount: = $___________

*Please list name, title, phone and e-mail for all complimentary and $90 registrations.

**PAYMENT**
☐ Check (payable to ESD)
☐ Please bill my credit card $ ____________________________  ○ Visa  ○ MC  ○ Discover  ○ American Express

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<thead>
<tr>
<th>Name (as appears on card)</th>
<th>Exp. Date</th>
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</thead>
<tbody>
<tr>
<td>Card Number</td>
<td>CVV</td>
</tr>
<tr>
<td>Signature</td>
<td>Date</td>
</tr>
</tbody>
</table>
The Engineering Society of Detroit (ESD) and DTE Energy herein are referred to as "Management".

1. Payment and Terms
Exhibit space cost and payment terms are stated in this contract, and all payments are non-refundable. In the event of total or partial cancellation (space size reduction) by Exhibitor, the Booth Fee will not be reduced or refunded, and the total amount will be due.

If Exhibitor fails to pay the entire Booth Fee at the times specified, or fails to comply with any of the terms and conditions or rules and regulations, Management may reassign the booth location reserved for Exhibitor and/or may revoke that booth location to another party. The entire Booth Fee must be paid in full prior to move-in of the exposition.

If Exhibitor cancels or breaches this agreement for any reason whatsoever, in addition to whatever rights and remedies provided by law, Management reserves the right to require Exhibitor to pay the full Booth Fee for space which is occupied by Exhibitor's exhibit, to reassign Exhibitor's exhibit to another party, to reassign Exhibitor's exhibit to any party, and to take any other action necessary to mitigate any damages to Management, including, but not limited to, a refund of the Booth Fee.

2. Booth Assignment Management will endeavor to make booth assignments in keeping with Exhibitor's requests set forth on the front of this contract. However, Management reserves the right to make final determinations of all space assignments. Management shall have no liability for its failure or inability to comply with Exhibitor's requests, and Exhibitor shall have no right to cancel this contract because of Management's failure to comply with Exhibitor's requests.

3. Exhibit Content
The exposition is designed to provide a showcase for goods and services either specifically designed for or customarily used by the industry the exposition serves. Exhibitor may not, under any circumstances, display or promote any goods or services other than its own goods and services of the general character and objectives of the exposition.

4. No Assignment or "Subleasing" of Space
Exhibitor may not assign this contract and my not permit or "sublet" all or any part of its assigned booth space to be used by any other business or firm, unless Management has given prior written approval. Any such assignment, permission or "sublease" without Management's prior written approval shall be null and void.

5. Exhibitor's Authorized Representative
Exhibitor must designate one person as its representative in connection with installation, operation and removal, of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts and for which Exhibitor shall be responsible. The designated representative must be in attendance throughout all exposition periods; and representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

6. Fire, Safety and Health Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health.

7. Exhibit Rules and Regulations
Exhibitor must designate one person as its representative in connection with installation, operation and removal, of its exhibit. The Exhibitor Kit describes the type and arrangement of exhibit space, the standard equipment provided by Management and rules governing the construction of displays. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibit Kit. If, in the sole opinion of Management, any exhibit fails to conform to the guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Any questions concerning the rules and regulations should be directed to Lena Kinnin or Ramona Spencer at The Engineering Society of Detroit (ESD).

Management reserves the right to require and exhibitor to alter the exhibit before or during the show, as Management deems to be in the best interests of the show. Such changes shall be made at Exhibitor's expense and are subject to the approval of Management.

8. License/Permits
Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local state law applicable to their activity at the exposition. Exhibitor shall be responsible for paying all taxes, license fees or other charges that shall become due to the government authority in connection with their activities at the exposition.

EXHIBITOR IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW.

9. Recorded or Live Music
Exhibitor acknowledges that the use or performance of recorded or live music at the exposition must be licensed from the copyright owner or its agent. Exhibitor will take full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless Management from any damages or expenses including reasonable attorneys' fees incurred by Management due to Exhibitor's use or performance of recorded live music.

10. Exhibitor Functions During Exposition Hours
Exhibitor's booth will be open and fully staffed during all official exposition hours. Exhibitor expressly agrees that it will not, nor will its employees or representatives, conduct exhibit functions in private rooms during official exposition hours.

11. Installation and Removal
Exhibitor must install its exhibit before the operation of the exposition. The exhibit must be dismantled and removed immediately after the exposition is closed and in all events prior to the established dismantlement cutoff time announced in the Exhibit Kit. Anything not removed by the dismantlement cutoff time will be discarded at Exhibitor's cost.

12. Property Damage
Management shall not be responsible for any loss of or damage to any property of Exhibitor or of its booth personnel, representatives, agents, servants, employees, contractors, partners, guests, licensees or invitees. All of Exhibitor's property remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Management nor its service contractors, nor the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the loss of or damage to property of Exhibitor or of it booth personnel, representatives, agents, servants, employees, contractors, partners, guests, licensees or invitees. All of Exhibitor's property remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Management nor its service contractors, nor the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the loss of or damage to property of Exhibitor or of its booth personnel, representatives, agents, servants, employees, contractors, partners, guests, licensees or invitees.

13. Liability and Insurance
In addition to property insurance described above, Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of comprehensive Commercial General Liability Insurance and Contractual Liability Insurance insuring and specifically referring to contractual liability in an amount not less than $1,000,000 Combined Single Limit for personal injury and property damage. Exhibitor must provide Management with a certificate of insurance covering the show location for the period of the show and which names Management and the exhibition facility management as co-insured. MANAGE-
MENT RESERVES THE RIGHT TO PROHIBIT EXHIBITOR FROM SETTING UP OR OPERATING WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

14. Indemnification
Exhibitor agrees to defend, indemnify and hold harmless Management and the exhibition facility management from and against all claims, demands, actions, damages, loss, cost, liabilities expenses and judgments recovered from or asserted against Management (or the exhibit facility management) on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the Exhibitor.

15. Labor
Exhibitor shall observe all contracts in effect between Management, service contractors, exposition facilities and the labor organizations involved.

16. Disputes with Contractors, Unions, Exhibitors, etc.
In the event of a dispute or disagreement between Exhibitor and an official contractor, labor union or union representa-

tive, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be final and binding on Exhibitor.

17. Acceptance of Contract
This Exhibit Contract does not become a binding contract until Management has issued a written confirmation of acceptance. The receipt and Exhibitor's payment accompanying the application/contract does not constitute acceptance of a contract.

18. Integration
This Contract contains the entire agreement between Management and Exhibitor. It may be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver of modification is sought will be enforced.

19. Other Rules and Regulations
MANAGEMENT RESERVES THE RIGHT TO CHANGE THE RULES AND REGULATIONS, AND TO MAKE ADDITIONAL RULES AND REGULATIONS, AS IT DEEMS TO BE IN THE BEST INTEREST OF THE EXPOSITION. MANAGEMENT SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS.

AUTHORIZED SIGNATURE: ____________________________

Date: ____________________________