

HOSTED BY DTE ENERGY AND THE ENGINEERING SOCIETY OF DETROIT

MICHIGAN ENERGY EFFICIENCY CONFERENCE + EXHIBITION 2021

DTE



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 24th 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 Tuesday, May 4, 2021 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.

ATTENDEES INCLUDE:

- 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 9, 2021. For more information or if you have any questions, contact Leslie Smith, CMP, at 248-353-0735, ext. 152 or lsmith@esd.org.

Sincerely,

Robert Magee
Executive Director
Engineering Society of Detroit

Don Stanczak
Vice President, Business Planning & Development
DTE Energy

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EXHIBIT OPPORTUNITY

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 plants 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.

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



SPONSORSHIP OPPORTUNITIES

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PLATINUM SPONSORSHIP 1 OPPORTUNITY \$20,000

The Platinum Sponsor will receive recognition as top sponsor of the following:

- Morning Break
- Luncheon
- Afternoon General Session

The Platinum Sponsor will receive the following:

1. Sponsor's logo listed on the signage at the sessions listed above
2. Sponsor's logo listed prominently on the conference website with a link to the sponsors Web site
3. Full-page ad in the Program Book
4. Two complimentary 10 ft. x 10 ft. exhibitor booths
5. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgment from the podium at the event and introduction with a five-minute speaking spot)
6. Recognition in ESD's Electronic Newsletter and *TechCentury* the official publication of The Engineering Society of Detroit
7. Full-page ad in one issue of *TechCentury* that reaches a variety of industries in southeast Michigan
8. 15 complimentary tickets to the event
9. Receives complimentary meeting room to hold after conference reception

DIAMOND SPONSORSHIP 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 website 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 and introduction with three-minute speaking spot)

6. Recognition in ESD's Electronic Newsletter and *TechCentury* the official publication of The Engineering Society of Detroit
7. Full-page ad in one issue of *TechCentury* that reaches a variety of industries in southeast Michigan
8. Ten complimentary tickets to the event

GOLD SPONSORSHIP 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 website with a link to sponsor's website
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 publication of The Newsletter and *TechCentury* magazine the official Engineering Society of Detroit
7. Half-page ad in one issue of *TechCentury*
8. Six complimentary tickets to the event

SILVER SPONSORSHIP \$3,000

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 website with a link to Sponsor's website
3. One complimentary 10 ft. x 10 ft. exhibit booth
4. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event)
5. Quarter-page ad in the Program Book
6. Three complimentary tickets to the event

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MICHIGAN ENERGY EFFICIENCY CONFERENCE + EXHIBITION 2021

EXHIBITOR CONTRACT

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.

Number of 10' x 10' booths needed: (\$1,000* for one booth + \$1,000* each additional booth)*: _____ <input type="radio"/> Inline [Qty: _____] <input type="radio"/> Corner/Premium (\$200 charge) [Qty: _____]
Booth numbers desired on order of preference:
1st _____ 2nd _____ 3rd _____
Description of Products / Services to be Displayed:
Companies we DO NOT wish to exhibit near:
Companies we WOULD LIKE to exhibit near:

* \$1,250 if registration is received after April 9, 2021.

AUTHORIZED SIGNATURE

By providing your fax number and e-mail on this contract, you agree to receive general show communications and advertisement from show management, from its representatives and from official show vendors about current and future events, and also about other media which may be of interest to individual participants in your industry. These terms and conditions are an integral part of this agreement which, when accepted, represents a binding commitment for the applicant to exhibit at this trade show. Applicant agrees to abide by the terms and conditions on the front and the back of this agreement, as well as all other rules and regulations established, including but not limited to, those presented with your confirmation materials. If applicant fails to abide by any such terms and conditions, rules and regulations, ESD may suspend the applicant's right to exhibit and seek damages for breach of this agreement. All payments are non-refundable.

Authorized Signature	
Print Name	Date

FINANCIAL SUMMARY

EXHIBITS	First Booth (\$1,000)*	\$
	Add'l Booths (\$1,000 ea.)* Qty = _____	\$
	Corner/Premium Charge (\$200)	\$
(A) TOTAL BOOTH COST		\$
SPONSORSHIPS	Platinum (\$20,000) [includes two booths]	\$
	Diamond (\$10,000) [includes one booth]	\$
	Gold (\$5,000) [includes one booth]	\$
	Silver (\$3,000) [includes one booth]	\$
	(B) TOTAL SPONSORSHIP PACKAGE	\$
(C) TOTAL (A + B above)		\$

Total payment must be received prior to move in on May 3, 2021.

* \$1,250 if registration is received after April 9, 2021.

PAYMENT

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

Name (as appears on card)	
Card Number	
Exp. Date	CVV#
Signature	Date

Fax: 248-353-0736
 Mail: The Engineering Society of Detroit, ATTN: Leslie Smith
 20700 Civic Center Drive, Suite 450
 Southfield, MI 48076

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MICHIGAN ENERGY EFFICIENCY CONFERENCE + EXHIBITION 2021

ADDITIONAL EXHIBITOR REGISTRATION

(To be completed with Exhibitor Contract Form.)

Each participating exhibitor receives (4) complimentary registrations for each 10'x10' 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 19, 2021.**

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.

Exhibiting Company
Address
City, State, ZIP

Exhibitor Booth Attendees:

Name	Title
Phone	E-mail
Name	Title
Phone	E-mail
Name	Title
Phone	E-mail
Name	Title
Phone	E-mail

Complimentary Registration(s) (4 per 10' x10' booth) _____ x \$0 = \$ _____

Additional Discounted Registration(s)* _____ x \$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

Name (as appears on card)	Exp. Date
Card Number	CVV
Signature	Date

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

2021 MICHIGAN ENERGY EFFICIENCY CONFERENCE AND EXHIBITION

HOSTED BY DTE ENERGY AND THE ENGINEERING SOCIETY OF DETROIT (ESD)

TERMS AND CONDITIONS

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 resell 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 Management may have under applicable law, any payments made by Exhibitor prior to the date of termination shall be retained by Management as liquidated damages and not as a penalty. Management and Exhibitor agree that such amounts constitute a reasonable provision for liquidated damages. Exhibitor shall also be liable for any payments required to be paid but not paid as of the date of cancellation or breach of this agreement.

If the exposition is cancelled or is not held for any reason whatsoever, then this agreement shall be cancelled. Exhibitor's sole and exclusive remedy shall be to receive a refund for all amounts Exhibitor has actually paid on account of this contract.

If for any reason beyond Management's reasonable control (e.g. an act of God, fire, labor, disturbance, etc.) the exposition is materially curtailed, Exhibitor's sole and exclusive remedy shall be to receive 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 DETERMINATION 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 circumstance, display or promote any goods or services other than its own goods and services of the kind described on the front of this contract.

Management reserves the right to refuse rental of display space to any company whose display goods or services is not, in the opinion of Management, compatible with the general character and objectives of the exposition.

4. No Assignment or "Subletting" of Space

Exhibitor may not assign this contract and may 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 representa-

tive 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 will be provided with an Exhibitor Kit included with this form. The Exhibitor Kit and all rules and regulations included herein will become part of this contract. 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 Exhibitor 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 MacKinnon 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 exhibitor 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's close and in all events prior to the established dismantlement cutoff time announced in the Exhibitor 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, patrons, 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, patrons, guests, licensees or invitees from theft, fire, accident, vandalism or any other cause, and Exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property.

Exhibitor shall be solely responsible for the loss of or damage to any property of Exhibitor's personnel, including but not limited to Exhibitor's booth personnel and representatives, models, demonstrators and actors.

13. Liability and Insurance

In addition to property insurance described above, Exhibitor shall obtain and keep in force during 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. MANAGEMENT RESERVES THE RIGHT TO PROHIBIT EXHIBITOR FROM SETTING UP OR OPERATING ITS BOOTH 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 representative, 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 not 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: _____

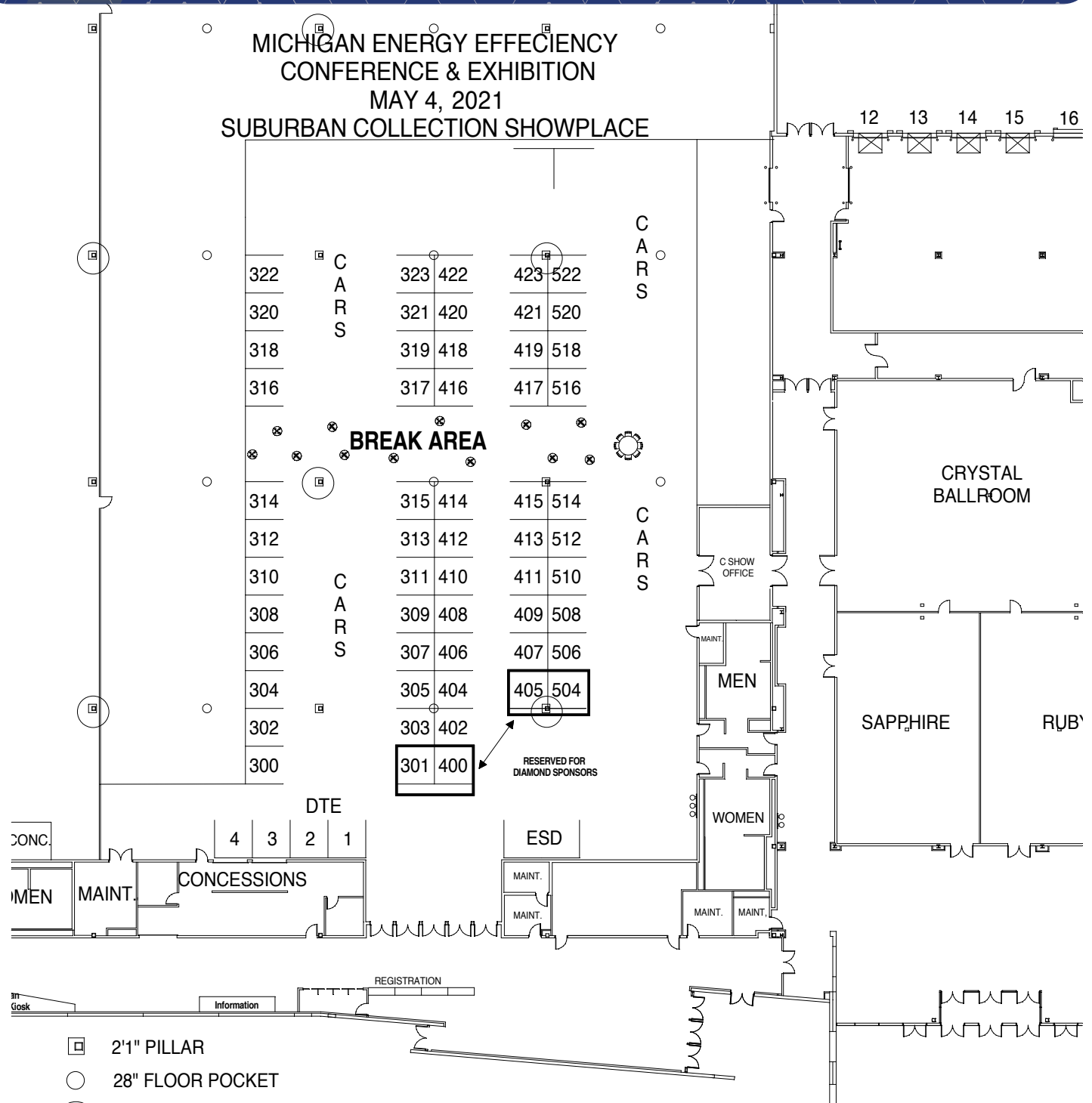
Date: _____

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MICHIGAN ENERGY EFFICIENCY CONFERENCE + EXHIBITION

2021

MICHIGAN ENERGY EFFICIENCY
CONFERENCE & EXHIBITION
MAY 4, 2021
SUBURBAN COLLECTION SHOWPLACE



322	CARS	323	422	423	522
320	CARS	321	420	421	520
318		319	418	419	518
316		317	416	417	516
BREAK AREA					
314		315	414	415	514
312		313	412	413	512
310	CARS	311	410	411	510
308		309	408	409	508
306		307	406	407	506
304		305	404	405	504
302		303	402		
300		301	400		

RESERVED FOR DIAMOND SPONSORS

- ☐ 2'1" PILLAR
- 28" FLOOR POCKET
- ☐ PILLAR W/FIRE EXTINGUISHER

DO NOT BLOCK

EXTINGUISHER IS LOCATED ON NORTH SIDE OF PILLAR