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
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. × 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.
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 sponsor’s website
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 acknowledgement form 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. 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 conference website with a link to sponsor’s website
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 conference website with a link to sponsor’s website
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
For additional registrations, please complete the Discounted Exhibitor Registration Form.

Exhibiting Company
Address
City, State, ZIP
Contact Name Contact Title
Phone Fax
E-mail Web site

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

FINANCIAL SUMMARY
First Booth ($1,000)* $ 
Add’l Booths ($1,000 ea.)* Qty = ______ $ 
Corner/Premium Charge ($200) $ 
(A) TOTAL BOOTH COST $ 
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.

EXHIBIT SPACE REQUEST
Number of 10’ × 10’ booths needed:
[$1,000* for one booth + $1,000* each additional booth]*:
   ○ Inline [Qty:_______]  ○ 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

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.

TO SPONSOR THIS EVENT OR FOR INFORMATION: Leslie Smith, CMP at 248-353-0735, ext. 152 or lsmith@esd.org.
(To be completed with Exhibitor Contract Form.)

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 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.

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Exhibitor Booth Attendees:

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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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TO SPONSOR THIS EVENT OR FOR INFORMATION: Leslie Smith, CMP at 248-353-0735, ext. 152 or lsmith@esd.org.
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 reassess 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.
Exhibitor must designate one person as its representative in writing approval shall be null and void.

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 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 representa-

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 conform to 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.

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.

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 Exhibit Kit. Nothing 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 it booth personnel, representa-

13. Liability and Insurance
Exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property.

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 or asserted against Management for 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, exhibition 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-

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. This Exhibit 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.

18. Integration
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 INTERESTS OF THE EXPOSITION. MANAGEMENT SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS.

AUTHORIZED SIGNATURE: __________________________  Date: __________________________

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

2021 MICHIGAN ENERGY EFFICIENCY CONFERENCE AND EXHIBITION