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 23rd 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 5, 2020 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 3, 2020. 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 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 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. Half-page ad in the Program Book
3. One complimentary 10 ft. x 10 ft. exhibit booth
4. Half-page ad in TechCentury magazine the official publication of The Engineering Society of Detroit
5. Half-page ad in one issue of TechCentury
6. 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. Half-page ad in the Program Book
3. One complimentary 10 ft. x 10 ft. exhibit booth
4. Half-page ad in one issue of TechCentury
5. Three complimentary tickets to the event
For additional registrations, please complete the Discounted Exhibitor Registration Form.

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<th>Exhibiting Company</th>
<th>Address</th>
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<tr>
<td>Contact Name</td>
<td>Contact Title</td>
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<td>Phone</td>
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<td>E-mail</td>
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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.**

### EXHIBITOR CONTRACT

**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’ × 10’ booths needed: [ ]**
- $1,000* for one booth + $1,000* each additional booth*
- * $1,250 if registration is received after April 10, 2020.
- **Booth numbers desired on order of preference: 1st 2nd 3rd**
- **Description of Products / Services to be Displayed:**

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<th>Companies we DO NOT wish to exhibit near:</th>
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<td>Companies we WOULD LIKE to exhibit near:</td>
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**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 4, 2020.

* $1,250 if registration is received after April 10, 2020.

**PAYMENT**

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

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<tr>
<td>Signature Date</td>
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**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.

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<tr>
<th>Authorized Signature</th>
<th>Print Name</th>
<th>Date</th>
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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 20, 2020.*

**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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<td>City, State, ZIP</td>
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<tr>
<th>Exhibitor Booth Attendees:</th>
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<tr>
<td>Name</td>
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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.
2020 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 hereby 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 revoc that the 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 exhibition 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 of 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 exhibition 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 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 shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

7. Exhibit Rules and Regulations

Exhibitor agrees to abide by all rules and regulations set forth on the front of this contract. The Exhibitor Kit includes 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 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 Mackinnon or Ramona Spencer at The Engineering Society of Detroit (ESD).

Management reserves the right to require and to exhibit the 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 authorized 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 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 INTERESTS OF THE EXPOSITION. MANAGEMENT SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS.

AUTHORIZED SIGNATURE: ____________________________

DATE: ____________________________