



ENERGY EFFICIENCY & RESOURCE MANAGEMENT COUNCIL/NATIONAL GRID 2018 ENERGY EXPO SPONSORSHIP PACKAGE

Fully managed by the Rhode Island Builders Association (RIBA) – The Energy Expo at the Rhode Island Home Show is a concept created by the EERMC and is now produced jointly with RIBA to help educate consumers and promote industry and community outreach. RIBA will continue to coordinate the show content and marketing with OER and NGRID.

- Inclusion in the Home Show’s \$120,000 advertising campaign with dedicated TV, Radio, Print, direct mail, e-mail blasts, social media, etc.
 - Sponsor’s logos will be shown in all TV commercials and sponsors will be mentioned in all the voice-over of all TV commercials.
 - Sponsors will be mentioned in all radio commercials
 - Sponsor’s logos will appear in all print ads, direct mail collateral and e-mail blasts
 - Sponsor mentions will be included in the social media campaign including “shout outs” and “tweets” promoting the Energy Expo, seminars and on-floor demos
- Sponsors will receive dedicated pages on the Show’s website.
- Sponsors will receive individualized coupons to include with mailings to each of the sponsor’s customers.
- Prime exhibit space at the Show’s entry for greater impact and visibility
- Dedicated Show feature of educational energy exhibits built by 300 CTE Students from 20 RI Schools. Exhibits to highlight what a consumer can expect during an Energy Assessment. Projects to be approved by OER and National Grid.
- Marketing & tours of National Grid’s Energy Innovation Hub
- Coordinated messaging promoting Home Energy Assessments & sign-ups as well as other incentives
- 2,000 Guest tickets
- Dedicated press releases, all press releases will be approved by the sponsors prior to publication
- Inclusion in all website and all social media networking
- Allocated floor space for live demonstrations
- Energy Expo floor decals (3’x3’) to be displayed in front of every “identified” Energy Expo Exhibitor
- Dedicated pages within the Show Directory
- Inclusion in all show features wherever possible, such as “Home Technology Experience”
- Dedicated post-show survey in cooperation with EERMC and NGrid
- Seminars and speaker opportunities

TOTAL SPONSORSHIP FEE: \$80,000, split between EERMC and NGrid