



ENERGY EFFICIENCY & RESOURCE MANAGEMENT COUNCIL/NATIONAL GRID 2020 ENERGY EXPO SPONSORSHIP PACKAGE

Sponsorship includes:

- A focused segment on **Energy** at the RI Home Show
- National Grid and OER booths will again be placed in the front concourse area of the show - this is the best possible location and provides the greatest visibility for all associated messaging and outreach.
- Energy Expo will be a main section of the RI Home Show and will be included in all of its advertising and promotions. The show advertising expenditure is \$120,000 – 3 week schedule leading up to the show.
 - A coordinated message will be developed with NGRID and OER for the Energy Expo
 - Inclusion in TV advertising
 - Inclusion in Radio advertising
 - Inclusion in Print advertising
 - Dedicated Web pages
 - Dedicated Show Program Pages
 - Dedicated signage at show
 - Floor stickers for Vendors
 - Coupon bill insert with dedicated messaging
 - Dedicated PR campaign. Dedicated special promotions
 - Use of stage if applicable
 - Allocated space for NGRID and OER
 - Ten (10) tables and twenty (20) convention center parking passes for affiliated government agencies and non-profits.
- **Special energy related feature and student training** – project to be determined jointly with NGRID and OER. The special feature will be part of a workforce development program done in collaboration with all the Career and Tech schools in the State. The goal is to train the future generation of contractors on energy related construction.
- Fully integrated energy concepts in other showcase features when possible
- 2,000 tickets
- Energy Cash & Carry section – if applicable
- **Fully managed by RIBA with content approved by OER and NGRID**

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