

MEMO

CONSULTANT TEAM

TO: EEC Education Committee
FROM: EEC Consultant Team
CC: Office of Energy Resources
DATE: March 7, 2025
RE: Energy Expo Planning Updates



ENERGY EXPO AT THE HOME SHOW - PLANNING UPDATES

BACKGROUND

Since 2014, the Energy Efficiency Council (EEC) has partnered with the Rhode Island Builders Association (RIBA) to bring energy efficiency to the forefront of the annual Home Show and Energy Expo. This event draws over 15,000 attendees each year, providing a valuable platform for the EEC and energy professionals to connect directly with Rhode Island residents and industry leaders. Through this partnership, the EEC promotes public understanding of energy issues and ways to improve energy efficiency, conservation, and resource management for a more sustainable future. For additional background, refer to [RIBA's presentation](#) from the September 12, 2024 Council meeting.

SPONSORSHIP

Through discussions held during EEC meetings in 2024, the Council made the decision to reduce its financial support for the Energy Expo from \$40,000 in recent years to \$20,000 in 2025. The RI Office of Energy Resources (OER) made up for the decrease by committing \$20,000. Rhode Island Energy (RIE) committed \$40,000 as in recent years, for a total sponsorship of \$80,000 across the three entities.

A planning committee, consisting of representatives of the three sponsoring entities as well as RIBA and its marketing firm, has been meeting regularly to plan and execute this year's production. The group has identified workforce development as a central theme for this year's Energy Expo.

2025 ENERGY EXPO OVERVIEW

This year's Home Show will be held from April 10-13 at the Rhode Island Convention Center in downtown Providence. As in recent years, the Energy Expo will occupy the upper lobby, so that all attendees must pass through the Energy Expo to get into the Home Show. The entry way will feature 40' long x 7' high stretch fabric panels with large-scale imagery promoting workforce development and zero energy homes. The RIE display will feature the Ford E-Transit Cargo Van, a fully electric commercial vehicle designed for energy efficiency, featuring an 89 kWh battery, zero emissions, and a range suited for urban and regional use. OER will have a display where the EEC can display its newly printed [Annual Report Executive Summary](#) pamphlets and any other materials or posters it would like to offer. The Audubon Society and URI Cooperative Extension will also have dedicated tables, and other organizations are being invited.

While career tech students will be involved in other areas of the Home Show, they will not be building an energy demonstration project this year.

Stretch Fabric Panel Designs



WORKFORCE DEVELOPMENT VIDEO

To highlight the workforce development theme, RIBA is creating a promotional video that will showcase some of the exciting career opportunities in the energy sector, focusing on pathways available for the next generation of trade workers. Through interviews with local industry professionals, educators, and students the video will share real world stories demonstrating how careers in energy and construction offer stability, growth, and the chance to make a real impact. Interviewees will include Dave Caldwell (residential builder), Andrew Cortés (Building Futures), Ron Caniglia (Residential Construction Workforce Partnership), Paul McConnell (RI Department of Education), and Atticus Makuch (URI Energy Fellow). The video will be looped in the Energy Expo area and can also be utilized as an ongoing resource to inspire and connect future energy professionals.

ENERGY EXHIBITORS

There are currently 22 energy related exhibitors registered, which is about the same number as last year. Energy exhibitors will be dispersed throughout the show floor and will be called out with floor decals and in a separate list in the show program.

SEMINARS

This year there will be a dedicated seminar area within the Energy Expo area, so as not to compete with other Home Show activities. Select energy exhibitors will be offered the opportunity to lead brief seminars that will be strictly informational. Seminar speakers, topics, and content will be approved by the Energy Expo planning committee to ensure alignment of messaging. Several outside speakers, including some featured in previous years, had been approached but unfortunately were not able to commit this year.

MARKETING

A variety of marketing channels are being utilized to promote the Home Show and Energy Expo, including:

- Television channels 10 and 12
- The top five radio stations for our demographic

- Digital billboard advertising
- Social media marketing – organic and paid ads
- Targeted streaming ads – spots on streaming networks
- Interview opportunities

Additionally, 4,000 complimentary tickets will be distributed to CAP agencies, RIE outreach events, OER partners, other groups tabling in the Energy Expo area, and EEC members and stakeholders.