OpenADR Alliance Sponsorship Opportunities for DistribuTECH 2018
Jan. 23-25 2018 ● San Antonio, TX

The OpenADR Alliance is helping companies around the world standardize market interfaces, automate DR & DER processes, and simplify demand side energy resource management. As a result, the OpenADR standard continues to gain rapid and sustained market adoption. In 2018, the Alliance will be exhibiting at the DistribuTECH Conference, Jan. 23-25, in San Antonio, TX with a 20x20 member booth located in the main hall. The Alliance's booth will provide a great opportunity for you to showcase your products or services at a reduced rate. As a valued member we encourage you to participate in this unique marketing opportunity.

About DistribuTECH
- Attracts a global audience of more than 13,000 attendees from 67 countries and 400 plus exhibitors
- Showcases 75 conference sessions with more than 350 of the industry's top speakers

For more information visit, **http://www.distributech.com**.

OpenADR's Objectives
- Create awareness of the OpenADR Alliance and standard
- Create a strong sense of community for members
- Coordinate key announcements from members/Alliance
- Create an understanding of the OpenADR standard and why is important for utilities and system operators to adopt
- Showcase real implementations utilizing OpenADR 2.0.

The OpenADR Booth
The OpenADR Alliance is hosting a 20'x20' booth located in space 2453. OpenADR members can promote their products and services through high-profile kiosks, product showcases, logo pre-show email blast to DistribuTECH's pre-registration list, and an OpenADR online media kit.

We hope that you will join us in San Antonio for this exciting new business opportunity for your company. Please review sponsorship opportunities below.

If you have any questions, please contact Shannon Mayette at Shannon@openadr.org or at +1 (602) 882-4733.

Sponsorship Opportunities –EARLY BIRD PRICING! *PLEASE BOOK NO LATER THAN Oct. 30th to lock in this reduced rate!*

Member Kiosk (for companies NOT exhibiting themselves)*
$4,850 ($1,850 fee to Pennwell) After Oct. 30th $5,350,

Member Kiosk (for companies exhibiting)*   **$3,000**
After Oct. 30th $3,500

Please see booth concept drawings on page 4

Members may rent space within the OpenADR booth to display products and services and/or custom messaging. Each kiosk sponsor will receive:

- One side of a double-sided kiosk with lockable cabinet
- Graphic space measuring 24"W x 36"H. OpenADR will provide sponsors with a graphic template on which you may place custom messaging. The graphic template will ensure a consistent look throughout the booth.
- Ability to mount live product within the allotted graphic space.
- Company logo as identification sign
- Inclusion of company logo with link in the OpenADR promotional email campaigns and other vehicles used to promote our participation in the show
- Copy of all leads collected at the booth
- Inclusion of company literature in the OpenADR online media kit
- Showcase your product in an OpenADR demo area (layout to be discussed with participants)
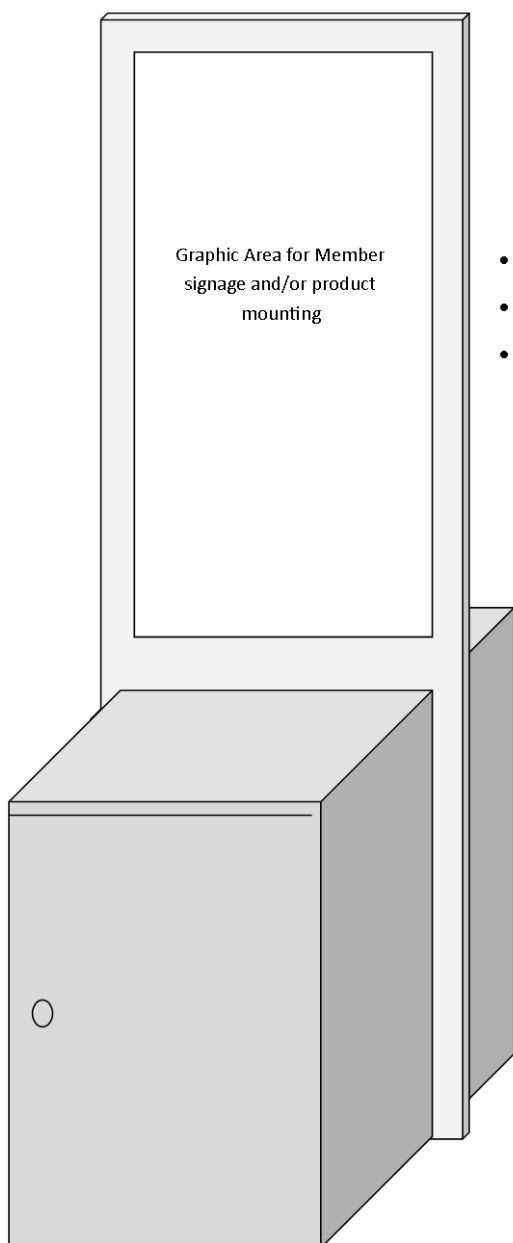
*Kiosk cost includes: Booth logistics such as printing of signage/shipping, material handling, electricity, cleaning, lead retrieval and copy of leads after show, inclusion in pre-show email through DTECH, listing as an exhibitor in DTECH show guide. **Deadline to reserve a kiosk at early bird pricing is Oct. 30th, 2017 (USD $500 down payment required). All kiosks must be reserved by Dec. 1, 2017.**

NOTE*: Internet connection, product display and laptops* *needed for your kiosk are the exhibitors' responsibility and not included in the kiosk cost.*

*If you are planning on mounting product, please contact Shannon Mayette to discuss mounting options at shannon@openadr.org or at 602-882.4733 .

Kiosk Detail

Double- or single-sided workstation

Graphic Area for Member signage and/or product mounting

- Graphic space is 24"x36"
- Product mounting available
- Cabinet size is 22"x24"36"

OpenADR Alliance Sponsor Registration Form- KIOSKS MUST BE RESERVED NO LATER THAN DEC. 1, 2017.

☐ **Member Kiosk (non-exhibiting)**   **$4,850 before Oct. 30**
☐ **Member Kiosk (non-exhibiting)**   **$5,350 after Oct. 30**
☐ **Member Kiosk (exhibiting)**   **$3,000 before Oct. 30**
☐ **Member Kiosk (exhibiting)**   **$3,500 after Oct. 30**

Sponsorship Total: $_____

Payment of $500 is due at signing. This is a non-refundable deposit to secure your kiosk.

_____
Name   Title

_____
Company

_____
Address   City   ST   Postal Code

_____
Phone   Email

Payment Options – OpenADR Alliance *accepts checks, credit cards and wire transfers. Please make checks payable to OpenADR Alliance.*

☐ **Charge to credit card**

☐ Visa   ☐ MasterCard   ☐ American Express

Card Number _____   Expiration Date _____

Name of Cardholder (as it appears on card) _____

Card Security Code (3- or 4-digit number printed on back of card) _____

Legally binding signature _____

Print Name _____ Date _____

Please return this form to:
OpenADR Alliance   Tel: + 1 408 778 8370
16820 Jackson Oaks Drive Suite 1A   Fax: + 1 408 852 3496
Morgan Hill, CA 95037 USA   Email: shannon@openadr.org