

The Premier Trade Show for the Energy & Comfort Industries

# EE EASTERN ENERGY 2022 EXPO

WHERE ENERGY & COMFORT MEET

Sponsorship  
& Exhibitor  
Information

May 22-25, 2022

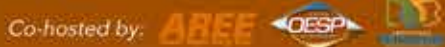
[EasternEnergyExpo.com](http://EasternEnergyExpo.com)

Join us in-person  
at this exciting  
new venue!

  
Mohegan Sun



Co-hosted by:



# EXCITING new venue



- 120,000 sq. ft. Earth Expo Convention Center  
All booths in one room, including trucks!
- Direct access to outdoor exhibits
- Food Court located on the show floor
- Hospitality Night in the beautiful Uncas Ballroom
- World class dining, entertainment & nightlife

*“We look forward to the EEE show every year as it is the preeminent opportunity to connect with technicians and our customers.*

*The ability to share advances in products, training, as well as receive direct feedback from the field is unparalleled”*

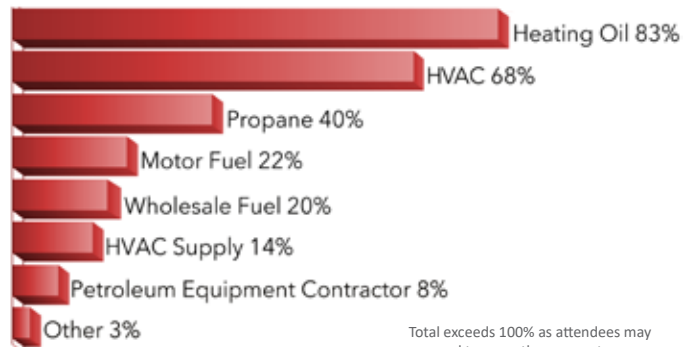
Fred Hunt  
Director of Sales & Marketing  
R. W. Beckett Corp.

# WHO attends?

## Attendees by Job Function



## Attendees by Business Type



Total exceeds 100% as attendees may respond to more than one category.

## Average in-person attendance 2016-2019

# 3,500+



## Why Exhibit...

### Increase your sales to energy, petroleum & HVAC industry decision makers

- Display your products and services to a motivated and qualified audience
- Identify potential customers and deepen relationships with existing customers
- Network with industry professionals
- Learn about new trends and gain a competitive edge

## You get...

- Free pre and post show mailing list
- Complimentary online eBooth listing using your personalized console to create your company profile and description
- Company listing in Show Guide distributed onsite, Mobile App & Website
- Two complimentary drink tickets (per 10x10 exhibit space) for the Trade Show Floor Reception
- Free convention registration providing you access to all programs and seminars
- Free Exhibitors' Webinar to maximize your show investment

## Set yourself apart...

### Be a Marquee Exhibitor

- Special high-impact locations! Marquee exhibits are island booths positioned for especially high visibility
- Marquee exhibits will be focal points of the show
- Special discounted pricing! No extra charge for corner booths—pay in-line prices only, saving you money
- Marketing support directly from Eastern Energy Expo
- Your logo published on the floorplan

**These elite exhibits are limited, reserve your Marquee space NOW!**

## Exhibit Pricing

Inline 10' x 10'	\$1,950
Corner 10' x 10'	\$2,295
Outdoor Display 20' x 30'	\$2,025
Truck Space 10' x 40'	\$2,850
Trailer Space 10' x 50'	\$3,050
Marquee (4 spaces)	\$7,800

## Special Offers



Pay for your exhibit space by November 15, 2021 and enter our drawing to win a complimentary booth at EEE 2023, Atlantic City, NJ.



Want your truck to be "first" at the Expo Center? We are offering a premier location (Booth 400) at a minimum cost of \$3,850.

We will accept offers with incremental bids of \$250. All offers will be public. **Deadline for bidding is Dec. 31, 2021**



## At-A-Glance

### Sunday, May 22

- Women In Energy Conference
- EEE Welcome Reception

### Monday, May 23

- Exhibitor Setup
- Dave Nelsen Scholarship Golf Outing
- Business programs
- Care to Ride for Oil Heat Cares
- Hospitality Night
- OESP Reception

### Tuesday, May 24

- Business programs
- Trade Show Hours Noon – 6pm
- Networking Reception on the Show Floor 4:30 – 6pm
- OESP Awards Banquet

### Wednesday, May 25

- Business programs
- Trade Show Hours 10am – 2pm

Check for updates at: [EasternEnergyExpo.com](http://EasternEnergyExpo.com) for complete show information including speakers, social events and more!

# SPONSOR opportunities

	Business Partner \$25,000	Expo Sponsor \$15,000	Diamond \$10,000	Technical Education \$6,500	Platinum \$6,000
<b>Includes:</b>					
Logo on Marketing Materials, Onsite Signage & Show Guide	✓	✓	✓	✓	✓
Complimentary Expo Registration	✓	✓	✓	✓	✓
<b>NEW</b> Upgraded Hotel Suite	✓ Premier Suite	✓ Premier Suite	✓ Luxury Sky Suite		
<b>NEW</b> VIP Hotel Check-in	✓ Three	✓ Two	✓ Two		
Exhibit Space on Show Floor	✓ Two free booths	✓ One free booth	✓ One free booth	✓ Buy one, get one free	✓ Buy one, get one free
Logo on Cover of Show Guide	✓	✓			
Ad in Printed Show Guide	✓ Full page	✓ Full page			
Linked Logo on EEE Website	✓	✓	✓	✓	
“BUZZ” Notifications on Mobile App	✓ Four	✓ Three	✓ Two	✓ Two	✓ One
Navigation Icon on Mobile App	✓	✓			
Rotating Banner Ad on Mobile App	✓	✓	Subject to availability Cost \$500	Subject to availability Cost \$500	
Priority for Hospitality Room at Hospitality Night	✓	✓	✓		
Education Program Sponsor	✓			✓ Includes 25 comp. passes to program	
Branded Email Blast	✓ Two	✓ One			
Branded Floor Stickers	✓ 7 Stickers	✓ 3 Stickers	✓ 1 Sticker		
<b>NEW</b> Branded Window Clings	✓ 7 Clings	✓ 3 Clings	✓ 1 Cling		
<b>NEW</b> Logo on “Welcome” Floor Cling at Hotel Valet	✓	✓	✓		



Business Partner & Expo Sponsorships include an upgrade to Mohegan Sun’s prestigious “Hospitality Suite”

**NEW for 2022\***  
**Upgraded Hotel Suite**  
**VIP Check-in**  
**Branded Window Clings**  
**Logo on “Welcome” Floor Cling at Hotel Valet**

*\*Based on sponsorship level*



Diamond Sponsorships include an upgrade to Mohegan Sun’s “Luxury Sky Suite”

## Additional Sponsorships & Branding Opportunities

**Trade Show Floor Reception Sponsor** \$5,000 (3 available)  
Sponsorship of Tuesday's convention reception on the trade show floor.

**Hospitality Room Sponsor** \$9,000  
Host your own hospitality room on Monday night or partner with up to three other companies.

**Mobile App Sponsor** \$7,500 exclusive  
Sponsor logo appears on Splash Screen of EEE's Mobile App. Appears each time EEE App is launched.

**Charging Station on Trade Show Floor** \$5,000 (3 available)

**Expo Center Food Court** \$3,000 (3 available)  
Your logo displayed in Food Court on Show Floor

**Breakfast Sponsor** \$3,000 (3 available)  
Sponsorship of Wednesday morning continental breakfast on the show floor

**Hotel Room Key Card** \$4,500 exclusive

**Lanyards** ~~\$3,500~~ exclusive **SOLD**  
Arrangements & costs by the sponsor with show management approval.

**Tote Bags** \$3,500 exclusive  
Arrangements and costs by the sponsor with show management approval

**Welcome Reception (Sunday Evening)** \$3,500

**Floor Stickers** \$750 per sticker/minimum of five  
Your brand emblazoned across the event floor

**Window Clings** \$750 per sticker/minimum of five  
Your brand prominently displayed along walkways to Earth Expo Center

**Refreshments at Business Sessions** \$2,000 per break

**Rotating Banner Ad on Mobile App** \$1,500 as available

**Branded Email Blast** \$750 limited availability

**Business Session Sponsorship** \$500 per session  
Logo at the room & acknowledgement in the Show program.  
Companies may not sponsor a program in which they are participating.

**"Buzz" Notification on Mobile App** \$500 as available

**Print ad in official EEE Show Guide** Ask about options & prices

## OESP Sponsorships

**OESP Own the Classroom** \$2,500



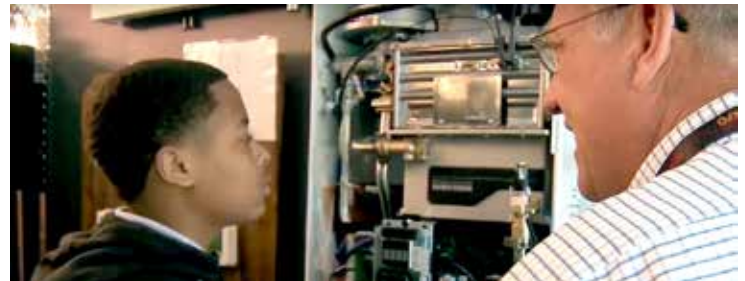
**OESP Reception** Monday Evening  
"Name Your Drink" Sponsor \$2,000 exclusive  
Arcade Game Sponsor \$1,500  
Food Station Sponsor \$1,000  
Prize Raffle Sponsor \$1,000

**OESP Awards Banquet** Tuesday Evening  
Table Wine Sponsor \$2,000 exclusive  
Dessert Sponsor \$1,000 exclusive

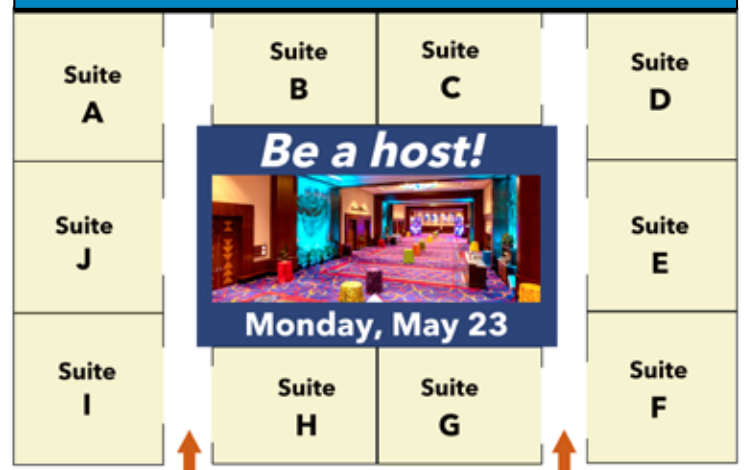
**OESP President's Hospitality Room** \$500 Monday & Tuesday Evenings

**Dave Nelsen Scholarship Golf Tournament** Monday  
Support the industry's scholarship fund at this annual event.  
Box Lunch Sponsor \$1,000 Registration Sponsor \$500  
Beverage Cart Sponsor \$1,000 Putting Green Sponsor \$500  
Cocktail Party Sponsor \$750 Tee Box Signs \$200

Contact OESP at 888.552.0900



## Hospitality Night in the Uncas Ballroom



*"As an exhibitor, you won't find more organized, responsive or helpful show management that is always committed to doing everything possible to make our participation worthwhile."*

*Two thumbs up!"*

John Vrabel  
President  
Energy Engine LLC

# FLOOR PLAN



To see detailed floor plan & reserve your space, visit [EasternEnergyExpo.com](http://EasternEnergyExpo.com)

*“EEE is a can’t miss show for us and we are very excited to be together with everyone in person in 2022. We have never been disappointed with the traffic on the EEE floor. EEE goes above and beyond to support exhibitors in their efforts to grow the business, more than any other show we attend!”*

**Elaine E. Levin**  
President  
Powerhouse

## Food Court

