

NW Ductless Heat Pump Project Workshop

Sponsorship & Exhibitor Prospectus

November 1, 2011
The Greater Tacoma Convention & Trade Center
Tacoma, WA
workshop.nwductless.com

The NW Ductless Heat Pump Project Workshop provides an opportunity for manufacturers, distributors, utilities, contractors and energy efficiency organizations to build relationships and develop strategies in a collaborative forum. More than just another conference, this one-day workshop is designed to educate, inspire and provide the tools needed to increase the awareness and sales of DHPs in the region. The **NW Ductless Heat Pump Project Workshop** is the nation's only event of this size dedicated to ductless heat pump technology and promotion.

ATTENDEE PROFILE

- Regional HVAC contractors
- Manufacturers
- Regional distributors
- Utilities
- Efficiency industry organizations and public interest groups
- Regional energy efficiency research groups
- DHP accessory manufacturers

EVENT DETAILS

November 1, 2011

The Greater Tacoma Convention & Trade Center

Hotel room block reserved at Hotel Murano

Learn more: workshop.nwductless.com

SPONSORSHIP PACKAGES

PRESENTING SPONSOR (\$20,000) – SOLD OUT

- Logo and recognition on the cover of workshop program
- Host sponsor designation featured on all workshop collateral, including website
- Logo on workshop advertising
- 4 slides on PowerPoint slideshow shown during lunch
- 1 complimentary exhibit booth
- Acknowledgement during main events
- 2 breakout sessions to discuss your product
- Distribution of your branded promotional item(s) at registration
- Opportunity to provide branded signage
- Electronic copy of the attendee list
- Recognition by sponsor level on name badge
- 8 full workshop registrations

PREMIER SPONSOR (\$10,000) – SOLD OUT

- Partner sponsor designation featured on all workshop collateral, including website
- Logo on workshop advertising
- 2 slides on PowerPoint slideshow shown during lunch
- 1 complimentary exhibit booth
- Acknowledgement during main events
- 1 breakout session to discuss your product
- Recognition by sponsor level on name badge
- 6 full workshop registrations

HAPPY HOUR (\$5,000)

- Acknowledgement during main events and Happy Hour
- Logo and signage displayed during Happy Hour
- Logo featured in workshop program
- Logo featured on registration website
- Promotional materials displayed during Happy Hour
- Recognition by sponsor level on name badge
- 4 full workshop registrations

BREAKFAST (\$2,500)

- Mention in opening/welcome speech
- Logo and signage on buffet table
- Logo featured in workshop program
- Logo featured on registration website
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 4 full workshop registrations

LUNCH (\$3,000) – SOLD OUT

- Acknowledgement during lunch speech
- Opportunity to speak for 1-3 min at beginning of lunch
- Logo and signage on buffet table
- Logo featured in workshop program
- Logo featured on registration website
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 4 full workshop registrations

PROGRAM SPONSOR (\$2,500) – SOLD OUT

- Full page ad on back cover of workshop program
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 4 full workshop registrations

TECHNICAL SPONSOR (\$2,500) – SOLD OUT

- Mention in opening/welcome speech
- Logo featured in workshop program
- Logo featured on registration website
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 4 full workshop registrations

GENERAL SESSION (\$2,000)

- Mention at beginning and end of session (all participants attend this session)
- Logo in workshop program
- Opportunity to speak for 1-3 min at beginning of session
- Recognition on PowerPoint slideshow shown during lunch

- Recognition by sponsor level on name badge
- 2 full workshop registrations

BREAKOUT SESSIONS (\$1,250)

- Mention at beginning and end of session
- Logo in the workshop program
- Opportunity to speak for 1-3 min at beginning of session
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 2 full workshop registrations

PRIVATE BREAKOUT ROOM (\$1,500) – ONE REMAINING

(These sessions are dedicated to promoting your products and provide the opportunity to connect with potential customers and hand out collateral or any promotional items.)

- Private breakout session room provided and listed in workshop program
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 2 full workshop registrations

SUPPORTING SPONSOR (\$500)

- Logo in the workshop program
- Recognition on PowerPoint slideshow shown during lunch
- Recognition by sponsor level on name badge
- 1 full workshop registration

EXHIBITOR PACKAGE (\$750) – 4 BOOTHS REMAINING

- 10x10 standard booth with pipe and drape
- Listing in exhibitor directory in workshop program
- Skirted table, two chairs and wastebasket
- Recognition on PowerPoint slideshow shown during lunch
- Recognition as exhibitor on name badge
- 2 full workshop registrations (for booth staff use only)

Interested in joining us at the workshop as an exhibitor or sponsor?

Please fill out the following agreement and return it to the NW Ductless Heat Pump Project.

Contact Jason Thorson at jthorson@fluidms.com or 503.467.2159 for more details.

Please note that all of our sponsorship packages can be customized to meet specific sponsor needs.

The following Sponsorship Agreement form outlines the roles and responsibilities of the partnering organizations in the NW Ductless Heat Pump Workshop 2011. Fluid Market Strategies (Fluid) agrees to fulfill all offerings listed in the Sponsor Package selected and paid for by your organization. In turn, _____ agrees to provide the sponsor funds, as indicated below, as well as any supporting resources necessary for Fluid to comply with the Sponsor Package including but not limited to logos, company bios, attendee contact information, booth information, etc.

Please select the Sponsor Level that your organization would like to participate at:

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor \$20,000 | <input type="checkbox"/> Breakfast Sponsor \$2,500 |
| <input type="checkbox"/> Premier Sponsor \$10,000 | <input type="checkbox"/> Lunch Sponsor \$3,000 |
| <input type="checkbox"/> Technical Sponsor \$2,500 | <input type="checkbox"/> Happy Hour Sponsor \$5,000 |
| <input type="checkbox"/> Program Sponsor \$2,500 | <input type="checkbox"/> Breakout Sessions \$1,250 |
| <input type="checkbox"/> Sustaining Sponsor \$1,000 | <input type="checkbox"/> Private Breakout Room \$1,500 |
| <input type="checkbox"/> Supporting Sponsor \$500 | <input type="checkbox"/> Exhibitor \$750 |

Company: _____

Phone: _____

Contact: _____

Website URL: _____

Address: _____

City/State/Zip: _____

Logo has been sent to: jthorson@fluidms.com

Invoices will be issued by Fluid Market Strategies within 15 business days of returning this signed agreement. All payments must be made by check, payable to Fluid Market Strategies. Exhibitor and sponsorship package details will be emailed within 5 business days of receipt of agreement.

By signing this document, I agree to the above terms, effective upon signing.

Name (*Print*): _____

Signature: _____ Date: _____

Please fax or email the completed Sponsor Agreement to:

Fluid Market Strategies
Attn: Jason Thorson
(P) 503.467.2159
(F) 503.808.9004
(E) jthorson@fluidms.com