The 2016 IEEE Power and Energy Society General Meeting will be held in Boston, MA. The GM attracts professionals from every segment of the electric power industry. It features a comprehensive technical program with paper presentations, poster and panel sessions, a number of technical tours, a student program and companion activities. This year’s technical theme is Paving the Way for Grid Modernization.

Highlighting the meeting program are these major topics:

- Managing Demand in a Variable Supply World
- Business Models for Electricity Market
- Smart Buildings, Smart Load, Smart Cities
- Resiliency in the Power Grid

For more information visit: www.pes-gm.org/2016

CONTACT INFO:
If you or your company is interested in supporting the IEEE Power and Energy Society 2016 General Meeting or if you require additional information, please contact:

Erik Henson, Media Director, IEEE PES
Naylor Association Solutions
5950 NW 1st Place
Gainesville, Florida 32607

Dir: 352.333.3443
800.369.6220 x3443
Fax: 352.331.3525
ehenson@naylor.com
www.naylor.com
SUPPORT OPPORTUNITIES

As with previous years, utilities, manufacturers, consultants, R&D organizations and service providers are invited to take part of the General Meeting activities through various support opportunities. By providing support, your organization can raise your company’s profile among electric energy professionals who are your current and potential customers. The following support opportunities are available:

PLATINUM SUPPORTER - $25,000 (Multiple Supporters Welcome)
- Recognition during all major conference functions
- Acknowledgment and logo published in the meeting program
- Electronic Signage/screens/ where appropriate
- Company name/logo displayed on conference signage in multiple locations
- Company logo with hotlink to company's website included on conference website, posted immediately upon receipt of signed contract and will remain on the site for 1 full year
- Dedicated information table for printed materials & company giveaways
- Logo and link in the conference Mobile App
- 5 complimentary seats at the Student Industry Faculty luncheon plus a luncheon table with students and Job Fair table
- 5 complimentary full conference registrations
- 5 complimentary seats at the awards dinner

SILVER SUPPORTER - $10,000 (Multiple Supporters Welcome)
- Recognition during all major conference functions
- Acknowledgment and logo published in the meeting program
- Company name/logo displayed on conference signage in multiple locations
- Company logo with hotlink to company's website included on conference website, posted immediately upon receipt of signed contract and will remain on the site for 1 full year
- 2 complimentary one-day registrations
- 2 complimentary tickets to the Student Industry Faculty luncheon and a table at the Job Fair

GOLD SUPPORTER - $15,000 (Multiple Supporters Welcome)
- Recognition during all major conference functions
- Acknowledgment and logo published in the meeting program
- Company name/logo displayed on conference signage in multiple locations
- Company logo with hotlink to company's website included on conference website, posted immediately upon receipt of signed contract and will remain on the site for 1 full year
- Information table for printed materials and company giveaway
- 2 complimentary tickets to the Student Industry Faculty luncheon plus a luncheon table with students and a Job Fair table
- 4 complimentary one-day registrations
- 4 complimentary seats at the awards dinner

BRONZE SUPPORTER - $6,500 (Multiple Supporters Welcome)
- Company name/logo displayed on conference signage in multiple locations
- Company logo with hotlink to company's website included on conference web site posted immediately upon receipt of signed contract and will remain on the site for full year.
- 2 complimentary one-day registrations
- One Hospitality Suite
- Social Media: One (1) post per day for each day of the event via PES Twitter to drive attendees to sponsor's specific conference sessions. May include company logo. In addition, PES will promote the sponsor's handle on the Friday before the event by utilizing the “Follow Friday” trend.
ADDITIONAL SUPPORT OPPORTUNITIES
(Multiple Supporters Welcome)

HOUSE PACKAGE-SUPPORTER (Exclusive) - $8,000
- Sponsor logo (2 colors) on magnetic key cards at participating hotel
- Keycard artwork must be received in high resolution format no later than April 30th
- Logo on Conference Website Home Page Sponsor (leader board banner ad) to be displayed throughout the event
- Opportunity to place literature on shared table in registration area

RECEPTION SUPPORTER - POSTER SESSION - $2,500 (3 Opportunities)
- Signage throughout the Poster Session venue.
- Posts will display in twitter feed on the Official Mobile App for PES reaching over 3,300 users and potential attendees.

MOBILE APP SUPPORTER - $4,000
(3 Opportunities) ONE LEFT!
- Logo on mobile app with link to company website. Ongoing presences daily, throughout the conference.
- Two push notices during the conference. Message to be provided by sponsor with final approval by PES GM Management

2015 Mobile App had a 74.4% download rate from attendees

BADGE LANYARDS: $3,000
3,300 LANYARDS (1 Opportunity)
- Includes your company name on lanyard. Printing/production/shipping charges are the responsibility of each supporter.
- Distributed to all attendees. SOLD OUT!

BREAKFAST SUPPORT OPPORTUNITIES:
$2,500 (4 Opportunities)
- Signs at the entrance to breakfast rooms on the day of your choice acknowledging the company's support.
  Choice of Monday, Tuesday, Wednesday or Thursday.
SOLD OUT!
BUS TRANSPORTATION FOR TECHNICAL TOURS: $1,000 (Multiple Opportunities)
- Signs at the bus and a flyer on each bus seat on the day of your chosen tour acknowledging your company's support. See Web.

COMPANION ACTIVITIES: (Multiple Opportunities)
- $1,000 - Support the Companion’s Breakfast
- $750 - Companion’s Break.

STUDENT INDUSTRY FACULTY LUNCHEON/JOB FAIR: $1,000 (per table)
- 2 luncheon tickets and your company name/logo at the student industry and faculty luncheon.
- You will also have a table at the Student Job Fair immediately following the luncheon. A chance to network with the best and brightest.

ONLINE ADVERTISING:
- Companies interested in online advertising can participate with their logo and hotlink on the General Meeting website. Logos will be posted immediately upon receipt of the signed contract, and will remain on the site for 1 full year.
  - Flat Rate: $2700

THE $850 FEE INCLUDES:
- Your Hospitality Suite notice in the mobile app (static ad/date/location if known in advance)
- A push notice in the mobile app the day of your event to alert all attendees of your event.

CONTACT INFO: Erik Henson, Media Director, IEEE PES - Naylor Association Solutions | 5950 NW 1st Place, Gainesville, FL 32607
Dir: 352-333-3443 | 800-369-6220 x 3443 | Fax: 352-331-3525 | ehenson@naylor.com | www.naylor.com