

ATTACHMENT A

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**ENERGY EFFICIENCY COUNCIL –  
NATIONAL CONFERENCE  
SPONSORSHIP PROPOSAL**



## **National Energy Efficiency Conference 2014 11/12 November 2014, Swissôtel Sydney City of Sydney Sponsorship Package**

### **About the National Energy Efficiency Conference 2014**

The National Energy Efficiency Conference, run by the Energy Efficiency Council, is Australia's premier annual event for energy efficiency, demand-management and cogeneration.

The National Energy Efficiency Conference 2014 will bring together up to leading thinkers from business and government to hear about the latest local and global thinking about saving energy. This conference is considered essential attendance for senior figures with an interest in energy efficiency.

The event has built a loyal following and an enviable reputation for the quality of speakers, networking and business opportunities with attendance growing from 180 delegates in 2009 to around 250 in 2013.

The 2014 conference will feature ministerial, international and national experts delivering compelling presentations to a wide audience over two days, a range of workshops and networking opportunities, an exhibition and the third Annual Energy Efficiency Industry Awards and Gala Dinner.

In previous years, over a third of attendees have been senior leaders, at or above Director level or equivalent. Around 40% of audiences have come from business, with a 40% from all levels of government and 20% from academia, non-profits and others.

Delegates represent a broad cross-section of the energy efficiency industry and include energy savings consultants, state and federal policy makers, energy companies, facilities managers, major energy users and more.

Following discussion between the Energy Efficiency Council and the City of Sydney, a suggested sponsorship package has been developed.

See overleaf for a summary of key sponsorship benefits.

## National Energy Efficiency Conference 2014

### Gold Sponsorship: City of Sydney

#### Positioning, profile & leadership

- City of Sydney branding on the 'Efficiency in government operations' stream session (Day One)
- Session to be chaired/introduced by senior City of Sydney representative and/or to include an appropriate City of Sydney speaker
- Session program to be developed by Energy Efficiency Council in discussion with City of Sydney

#### Event attendance

- Two complimentary two day delegate registrations **including** gala dinner
- Four complimentary one day delegate registrations (can be used as four x 1 day attendances or 2 x 2 day attendances). NB these registrations **exclude** the Gala Dinner.
- Registration for any additional City of Sydney staff for conference and/or dinner at 10% discount on EEC member rates
- Registration for City of Sydney CitySwitch and BBP members at 10% discount on standard registration rates

#### Branding & marketing exposure

- Acknowledgement of City of Sydney as Gold Sponsor in opening & closing speech by Conference Chair
- **Half page** advertisement in Official Conference Handbook (artwork provided by City of Sydney)
- **Logo recognition** of City of Sydney as Gold Sponsor in:
  - all conference printed materials
  - online conference promotion
  - rotating AV displays during breaks

#### Investment Required:

- Cash investment of \$7,250+GST