



IEEE ENERGY CONVERSION CONGRESS & EXPO

DETROIT, MICHIGAN | OCTOBER 11-15

PARTNER AND EXHIBITOR PROSPECTUS



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Why Partner with ECCE

About ECCE

The Energy Conversion Congress and Exposition is the world's leading technical conference and exposition for energy conversion solutions: solutions that are innovative, practical, and customer-focused. ECCE is the ideal place for companies to exhibit and promote their products and services to those driving innovative research, and delivering the results to market.

"The latest research, most advanced technologies, and the best ideas from the brightest minds are on tap at the ECCE annual conference."

– Yan-Fei Liu,
ECCE 2019 General Chair



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The Place to Be

The premier conference for the IEEE Industry Applications Society and the IEEE Power Electronics Society, ECCE brings together thousands of the brightest minds from across the world for five days of powerful learning and thought-provoking discussions pertaining to the broad spectrum of energy conversion.

Savvy engineers from the broad spectrum of energy conversion, industry veterans, and fresh startups alike, come to ECCE year-after-year to stay abreast on state-of-the-art research, tap into the concentrated brain trust assembled at the conference, and to learn of the latest services, products, and technologies within the industry.

ECCE provides companies like yours the perfect opportunity to:

- » Establish relationships with the international experts that need your solutions;
- » Promote your company's activities and to establish and nurture relationships with future customers and employees;
- » Increase your company's brand awareness to hundreds of professionals from around the world;
- » Get an in-person look at what competing companies are doing;
- » And generate profitable business leads with customers interested in products and services like yours.

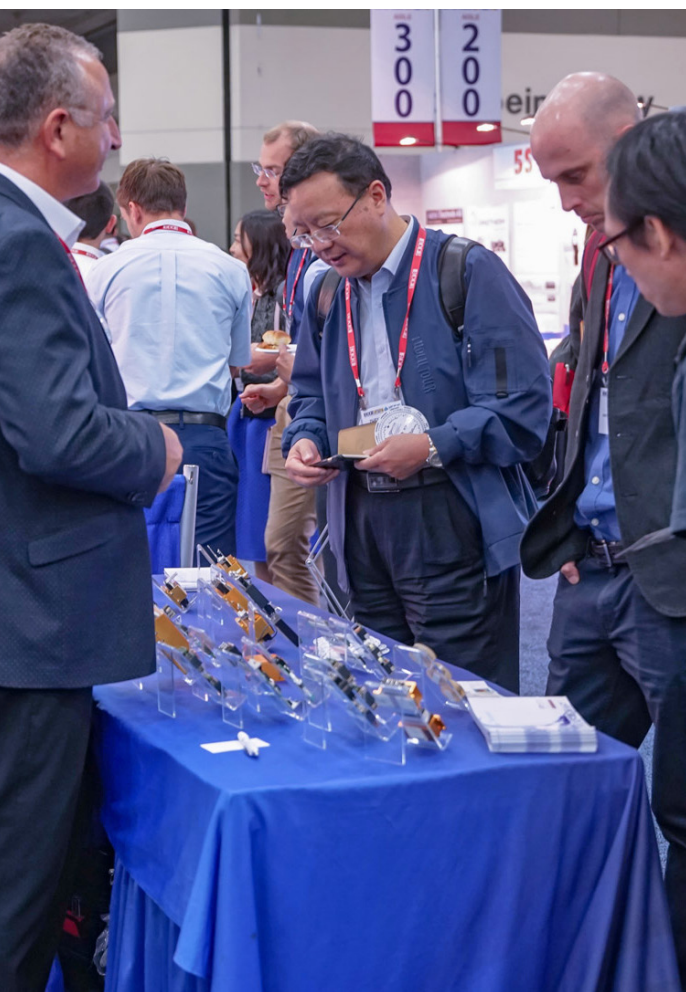


Who Attends ECCE

**Your Competitors and Customers
Will be in Attendance – Don't be Left Out.**



Don't miss the opportunity to get ahead of the competition and showcase your company, products, and services at the premier event within the field of electrical and electromechanical energy conversion.



2019 Show Information

1,616 Attendees

47 Countries represented

51 Exhibiting companies

46 Repeat exhibiting companies

60,000 Expo Hall net square footage



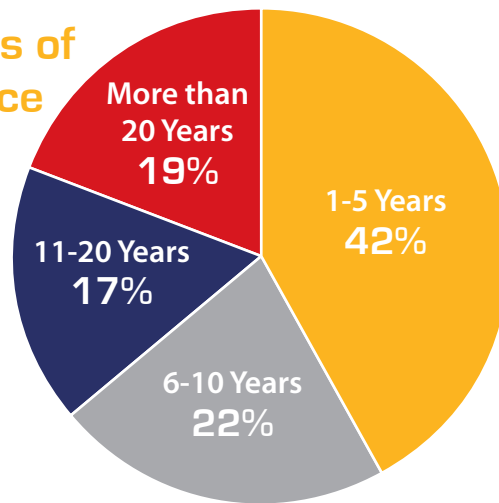
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Attendee and Attending Company Demographics

Attendee Years of Industry Experience



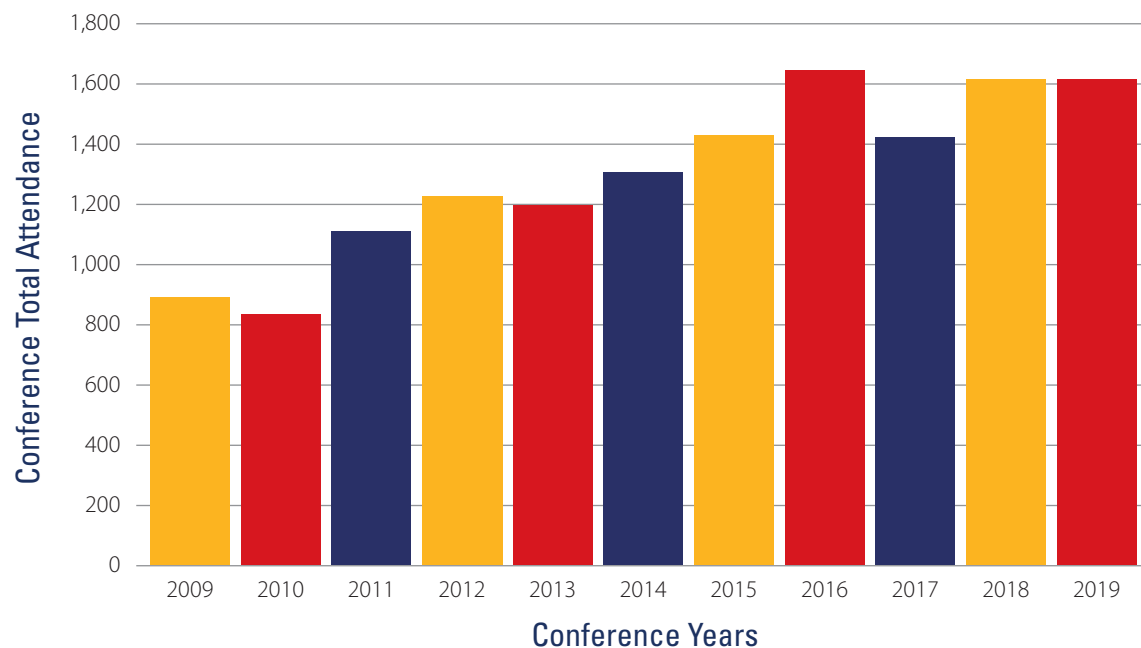
Data based on 2019 Attendee Registration Report.

Attendees by Category

Attendees of ECCE span various professional categories, including:

- » Administrator
- » Consulting
- » Corporate Management
- » Industry Research/Design
- » Government
- » Manufacturing
- » Marketing/Sales
- » Professor
- » Purchasing/Quality Assurance
- » Student
- » Other

ECCE Attendance Growth Over the Years





Signature Partnership Opportunities

Platinum Level Partner | \$15,000

- » Five (5) complimentary Full Conference Registrations
- » Ten (10) complimentary Exhibit Hall Guest Passes
- » One (1) 10'x10' Booth in the Exhibit Hall
- » Corporate Logo on Signage in the Registration Foyer and on Welcome Unit
- » Logo on Energy Conversion Congress & Exposition Homepage and in Conference Program
- » Corporate logo on official Energy Conversion Congress & Exposition Bag
- » On-screen mention during Plenary Session

Gold Level Partner | \$7,500

- » Three (3) complimentary Full Conference Registration
- » Two (2) Complimentary Exhibit Hall Guest Passes
- » One (1) 10'x10' Booth in the Exhibit Hall
- » Corporate Logo on Signage in the Registration Foyer and on Welcome Unit
- » Logo on Energy Conversion Congress & Exposition Homepage and in Conference Program
- » One (1) Insert into Energy Conversion Congress & Exposition Bag
- » Complimentary Products and Services Session

Products and Services Session: Exhibitor Showcase \$500

A complimentary add-on for exhibitors, the Products and Services Session is a great opportunity to showcase the technical aspects of your product and/or service! Sessions take place on Monday and Tuesday in the Exhibit Hall, are limited to 30-minutes, and come with full AV support. Space is limited and on a first-come, first-served basis so reserve your spot today!



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Silver Level Partner | \$5,000

- » Two (2) Complimentary Full Conference Registrations
- » Two (2) Complimentary Exhibit Hall Guest Passes
- » Logo on Energy Conversion Congress & Exposition Homepage and in Conference Program
- » One (1) Insert into Energy Conversion Congress & Exposition Bag
- » Complimentary Products and Services Session



Branding Opportunities

Partner with ECCE and get your company name out there with strategic, high-visibility branding opportunities!



Opening Welcome Reception | \$12,000 1 AVAILABLE

Have your company be the exclusive ECCE 2020 Opening Reception Partner!

You'll receive three (3) complimentary full conference registrations, have the opportunity to welcome attendees with a five-minute address, receive verbal acknowledgement at the beginning and end of the reception, and have your logo displayed on all reception signage.



Conference Proceedings USB | \$10,000 1 AVAILABLE

Given to all conference attendees, the USB is a can't-miss branding opportunity!

Your company logo will be placed on one side of the USB, and you'll also receive one (1) digital advert within the USB content.



Attendee Registration Bag | \$10,000 1 AVAILABLE

Have your company branding front and center on conference bags that will be given to all attendees at registration.



Charging Station | \$10,000 1 AVAILABLE

Conference attendees appreciate the convenience of charging their mobile devices while attending ECCE 2020. Your company logo will be prominently displayed on the exterior of the charging station.



Exhibit Hall Welcome Reception | \$7,500 1 AVAILABLE

Help kick-off the opening of the Exhibit Hall by serving as the sole Exhibit Hall

Welcome Reception Partner! You'll receive two (2) complimentary full conference registrations, have the opportunity to welcome attendees with a five-minute address, receive verbal acknowledgement at the beginning and end of the reception, and have your logo displayed on all reception signage.



ECCE Lounge | \$7,500 1 AVAILABLE

Give attendees the opportunity to network, mingle, and work all while centralized in the middle of the ECCE exhibit hall floor. Your company name or logo will be prominently displayed throughout, as well as signage throughout the Expo Hall.



Hotel Key Cards and Envelopes | \$7,000 1 AVAILABLE

Your logo can be imprinted on custom branded key card envelopes and on the front of hotel key cards (with ECCE 2020 branding on the back). Branded key cards and envelopes will be handed out to all guests staying at our host hotels.



Women in Engineering (WIE) Program | \$5,000 1 AVAILABLE

Have your company be the primary Women in Engineering Program partner!

Your company logo will be included on all WIE event signage, as well as in the ECCE 2020 program book. You will also receive verbal recognition at the beginning of the WIE Monday event.



Attendee Lanyards | \$5,000 1 AVAILABLE

Branded lanyards with your company logo will be given to every conference attendee, and must be worn at all times.



Grab & Go Snack Station | \$5,000 1 AVAILABLE

Send ECCE attendees off with a farewell snack and beverage before leaving the exhibit hall. Recognition will be provided on signage and will include opportunity to distribute company literature at the snack station.



Coffee Station | \$5,000 1 AVAILABLE

Attendees will re-energize at a coffee station branded with your company logo! The coffee station will be located in the Exhibit Hall on day two of the conference. Your company logo will also be displayed alongside the conference logo on cup sleeves, as well as on signage in the Exhibit Hall.



Conference Water Bottle | \$5,000 1 AVAILABLE

Your company name or logo will be the first thing attendees see every time they take a sip from their water bottle! Your company logo will be printed on bottles provided to every conference attendee.



Conference App | \$3,000 1 AVAILABLE

Sponsor the ECCE mobile app, and have your advertisement display for up to three seconds whenever an attendee opens the app! Sponsor will also be acknowledged on all mobile app signage.



Notepads | \$3,000 1 AVAILABLE

Notepads featuring your company name or logo will be included in every attendee bag, and will also be placed throughout the conference.



Exhibit Hall Lunch Station | \$2,500 2 AVAILABLE

Attendees will enjoy delicious complimentary lunch during the conference – and you can take the credit! Sponsor a lunch station and have your company name or logo printed on all lunch vouchers, and also displayed on directional lunch signage.



Conference Bag Insert | \$2,000 5 AVAILABLE

Get your message into the hands of all attendees! Sponsor a bag insert, which will be included in all attendee conference bags given out at registration.



Pens or Pencils | \$1,500 1 AVAILABLE

Have your company name, logo, or website displayed prominently on your choice of either a pen or pencil, which will be provided to every attendee.



Mobile App Push Notifications | \$1,000 5 AVAILABLE

Conference attendees who have downloaded the app will receive your customized message on the day and time of your choice pending ECCE approval.



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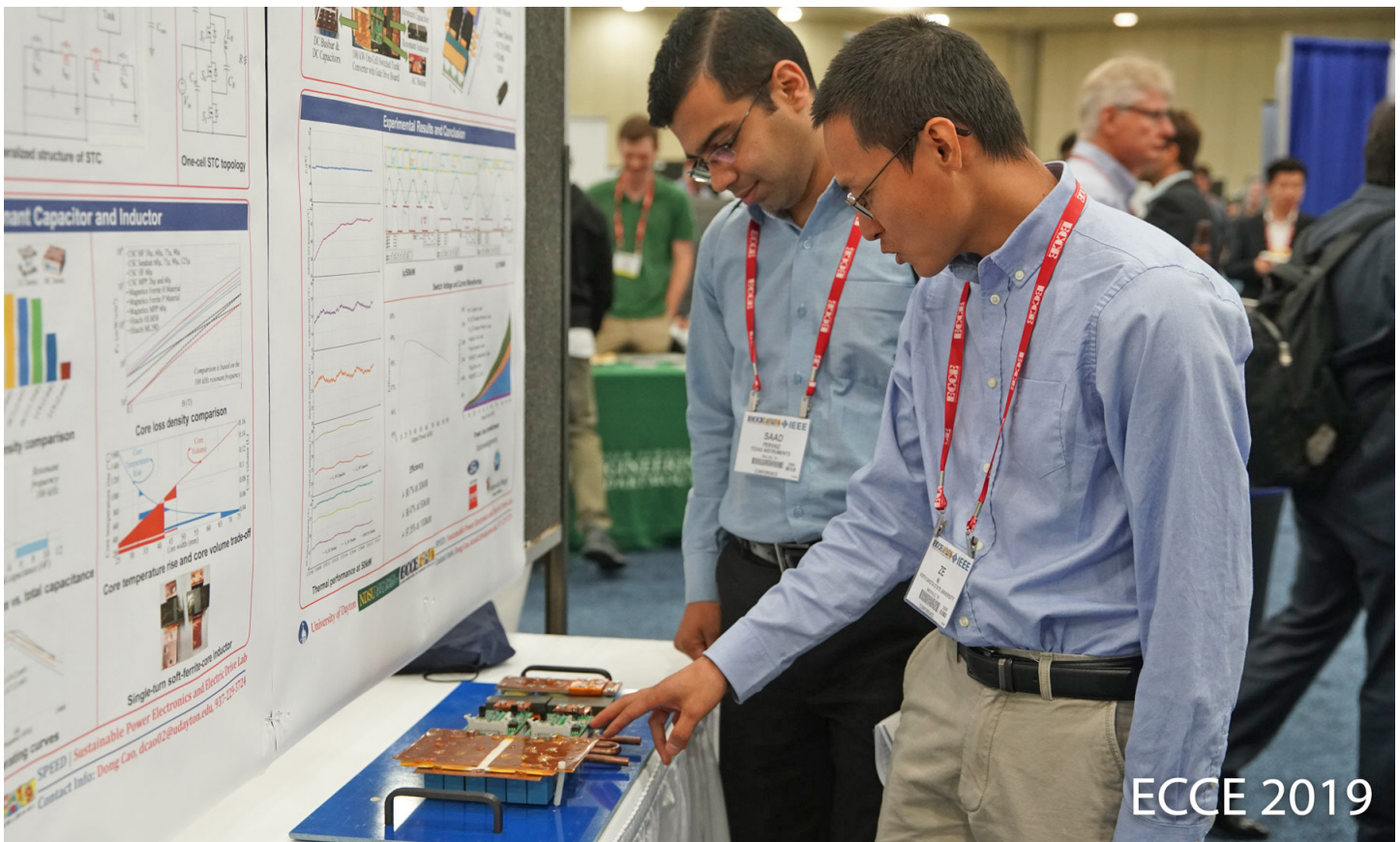


Advertising Opportunities

ECCE 2020 Onsite Program Book Advertising

| | |
|---------------------------|---------|
| Front Inside Cover | \$3,500 |
| Back Inside Cover | \$3,000 |
| Inside Full Page Ad | \$2,000 |
| Inside Half Page Ad | \$1,500 |

Discounts
available for
exhibiting
companies.



SPONSORSHIP CONTRACT



Exhibitor Opportunities

ECCE 2020 Exhibitor Booth Pricing

| | |
|---|---------|
| 10' x 30' Exhibit Spaces | \$7,500 |
| 10' x 20' Exhibit Spaces | \$4,275 |
| 10' x 10' Exhibit Corner/End Spaces | \$2,500 |
| 10' x 10' Exhibit Spaces | \$2,250 |
| University Tabletop | \$1,000 |

University Tabletop

- » Two (2) Complimentary Exhibit Hall Only registrations
- » One (1) 6' draped table
- » Two (2) side chairs
- » One (1) 7" X 44" identification sign with University name

**No electric will be provided in the University Lounge*

Exhibitor Benefits

- » One (1) Complimentary Full Conference registration with each 10' x 10' (or larger) exhibit booth
- » Five (5) Complimentary Exhibit Hall Only registrations
- » Exhibitor Reception and Tuesday Lunch held inside the Exhibit Hall
- » Complimentary listing in the program materials
- » Food and beverage areas inside the exhibit hall
- » Standard back wall 8' drape and draped sidewalls 3' high
- » One (1) 7" X 44" identification sign with company name
- » Comprehensive online Exhibitor Service Kit containing all necessary forms and information regarding booth furnishings, electrical/utility service, and shipping
- » 24-hour security in the exhibit hall from move-in through tear-down
- » Priority Space Selection for future ECCE events

ECCE Tech Pavilion

The ECCE Tech Pavilion showcases in-depth, on-the-spot understanding of product offerings in the market. Secure your space in the pavilion for \$500 and receive the following:

- » One (1) tabletop kiosk with your company logo
- » One (2) exhibit hall pass for two (2) employees to staff your tabletop
- » Logo inclusion on conference website and within the conference mobile app



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EXHIBITOR CONTRACT



VIEW CURRENT EXHIBITORS



VIEW PAST EXHIBITORS



Exhibit Hall



**VIEW THE EXHIBIT HALL
FLOOR PLAN**

Exhibit Hall Days and Hours

| EXHIBITOR MOVE-IN | SHOW | EXHIBITOR MOVE-OUT |
|--|---|---|
| Monday, October 12, 2020 10:00 a.m.–3:00 p.m. | Monday, October 12, 2020 4:00 p.m.–7:30 p.m. | Tuesday, October 13, 2020 5:30 p.m.–10:00 p.m. |
| | Tuesday, October 13, 2020 11:00 a.m.–5:30 p.m. | |

Schedule subject to change.



Contact Us

**Have a question about partnership opportunities,
or need more information?**

Please contact John Heiser, ECCE Exhibits Sales Manager at

jheiser@smithbucklin.com

or

202-367-2393.



Terms and Conditions



**VIEW FULL TERMS
AND CONDITIONS**



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