



November 19-20, 2024 | Austin Marriott Downtown | Austin, TX

SPONSORSHIP OPPORTUNITIES

Gain additional visibility at Intersolar & Energy Storage North America (IESNA) Texas by leveraging these *exhibitor-exclusive* sponsorships!

HIGHLIGHT YOUR BRAND ONSITE

Lanyards / \$2,500

One of the most visible marketing opportunities at IESNA Texas! With this exclusive sponsorship, your company logo will be worn around the neck of by all attendees, speakers, media, and exhibitors.

**Note: Sponsor responsible for production and shipping of 500 lanyards. Sponsorship price does not include production costs.*

Visitor Badge / \$1,500

Feature your company's branding on the back of the visitor badge, which is provided to all registered IESNA Texas visitors and required for entrance to the expo hall and all sessions.

Note: Artwork provided by sponsor and must be approved by show management. Please contact your account executive for details.

Attendee Bags / \$1,500

Have your branding on the shoulder of all registered attendees by securing this exclusive sponsorship. All attendees will receive a bag during badge pickup.

Note: Sponsor responsible for production and shipping of 450 bags. Sponsorship price does not include production costs.

Attendee Bag Inserts / \$750

Place your product in the hands of all attendees onsite. You provide a sustainable item for 450 attendee bags, and we'll take care of the rest.

Note: IESNA will not accept flyers, postcards, notebooks, or pens for this opportunity. Examples of acceptable items include branded drinkware, chargers, headphones, apparel, and more.

Conference Notebooks & Pens / \$750

Get your branding in the hands of all conference attendees as they take notes throughout the educational sessions. As attendees look back at their notes during and after the event, your company's branding will be top of mind!

Note: Sponsor responsible for production and shipping of 185 notebooks and pens. Sponsorship price does not include production costs. Sponsor must also include the official Intersolar & Energy Storage North America logo on notebooks.



REACH OUR AUDIENCE DIGITALLY

Pre- or Post-Event Email / \$1,000

Reach all attendees by securing a pre- or post-event email. Pre-event emails give you the opportunity to drive booth traffic by sharing your message to registered attendees prior to the event. Post-event emails offer the opportunity to maximize your company's exposure by reaching verified event attendees to stay top-of-mind after the event closes.

Sponsor provides:

- Simple HTML file with self-hosted images
- Subject line, preview text, reply-to email address, and sender name

Website Leaderboard Banner / \$1,000

The leaderboard display ad places your brand front and center for all intersolar.us/texas webpage visitors to see!

Sponsor provides:

- 728x90 pixel artwork in .JPG, .PNG, or .GIF format
- Destination URL

Note: Your leaderboard display ad will be featured beginning the date that your sponsorship is confirmed and ending two months after the IESNA Texas event. You will be able to self-serve the performance of your ad.

Premium Mobile App Package / \$1,250

This high-visibility and exclusive sponsorship places your branding in front of all event attendees as they access the free mobile app. Your company will have the opportunity to create the app's splash screen, which will be the first thing attendees see each time they open the app. The sponsor will also receive a complimentary push notification and clickable menu item.

Sponsor provides:

- 1242x2688 pixel artwork in .PNG format for splash screen
- 200x200 pixel logo in .PNG format and custom URL for clickable menu item
- Brief copy for push notification

Mobile App Rotating Banner Ad / \$500

Display your brand at the top of the event mobile app with a clickable banner ad linking directly to the URL of your choice.

Sponsor provides:

- 600x80 pixel artwork in .PNG format
- Custom URL

Social Package / \$500

Amplify the reach of your announcements, message, or offers. You create the social post graphics and supply corresponding copy, and we will publish it to Intersolar & Energy Storage North America's entire social media audience through our most engaged channels (LinkedIn and Facebook).

Note: This opportunity comes with two dedicated posts - one before the event and one after. Publish dates will be determined in collaboration with IESNA Texas Marketing team at time of signing.

The collage displays five digital marketing assets:

- Email Banner:** Features the BOVIET SOLAR logo and an image of a solar panel manufacturing facility. Text includes: "Founded in 2013 in Vietnam, boviet solar, a subsidiary company of howay Alloy, is a Tier 1 solar technology company that specializes in the manufacturing of Monocrystalline PERC and..."
- Website Leaderboard Banner:** A blue banner with the text "TEXAS BIG STATE. THE BIGGEST OPPORTUNITIES FOR SOLAR + STORAGE". A label indicates "Leaderboard: 728 x 90".
- Mobile App Splash Screen:** A smartphone displaying the American Professionals Association (APAE) logo and "VISAE" branding. Text includes: "Austin Convention Center Austin, Texas | December 5-7".
- Social Media Post:** A Facebook-style post from Intersolar & Energy Storage North America (12,182 followers) posted on behalf of Schletter Group. The post promotes a contest at booth #3241: "Visit Schletter booth 3241 by the Solar Games and COME TO OUR HAPPY HOUR! Wednesday at 4 PM by the Solar Games, drinks are on us! Register for a chance to win a 'beats by dre' headset! Email: Angelica.Kulick@schletter-group.com to add your name! *The lucky winner will be selected by a random name picker and notified on Thursday, January 18th. See you there!"
- Social Media Post:** A promotional post for "JOIN SCHLETTER AT ISNA/ESNA" with event details: "JANUARY 17 - 19, 2024 BOOTH #3241 by the Solar Games". It features an image of solar panels and logos for Intersolar North America, Energy Storage North America, and Schletter.

ONSITE CONNECTIONS

Happy Hour / \$3,000

Sponsor the Happy Hour on the exhibit hall floor and get your company and brand in front of attendees as they network and mingle over complimentary refreshments.

Details:

- Tuesday, November 19 / 4:00 PM – 5:00 PM
- Promotion includes branding on signage and digital, as well as a mobile app push notification and eco-friendly branded napkins.

Coffee Breaks / \$3,000

Provide attendees with a needed caffeine boost during a full day of educational sessions and networking by sponsoring a coffee break. Your company's branding will be featured on eco-friendly branded napkins and be highlighted on signage and through digital promotion.

Keynote Sponsor / \$2,500

In addition to an optional speaking opportunity, the keynote sponsor will display branding for all to see during the morning keynotes both days (all badge types have access to attend). Get your branding in front of attendees at the start of the event to drive additional traffic to your booth and continue conversations!

Speaking Opportunity:

- Sponsor will have the opportunity for an introductory presentation on the keynote stage. *Sponsor will need to confirm an executive to speak as a keynote. IESNA determines schedule and length of keynote presentation.*

Branding Opportunities:

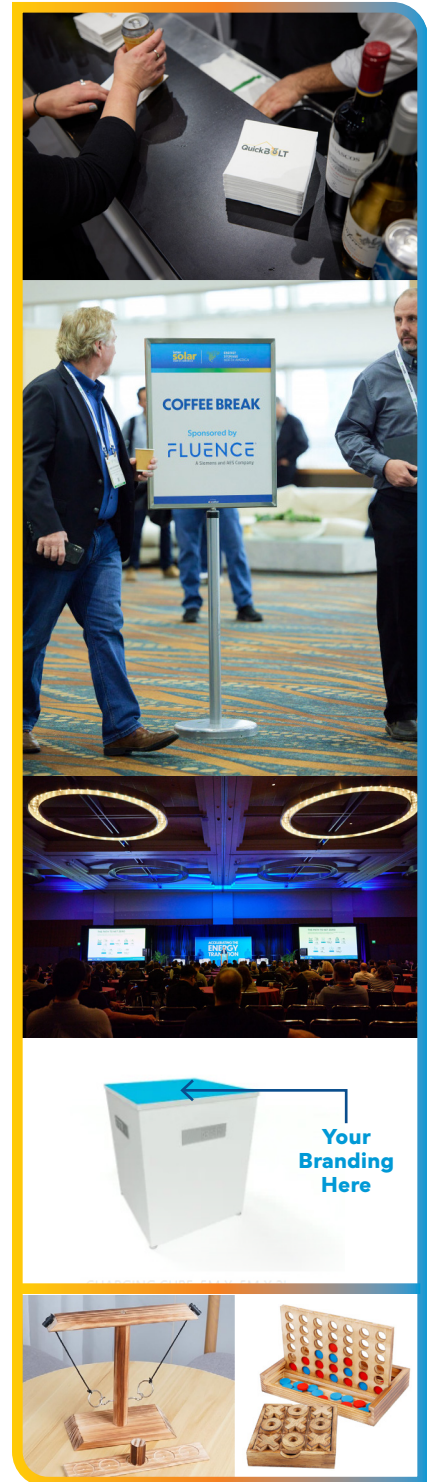
- Sponsor will be mentioned in IESNA mobile app - "Keynote sponsored by: [sponsor logo]"
- Keynote stage signage
- Rotating slides and video to play on screens before/after keynotes
- Opportunity for a seat drop. *Sponsor will be responsible for production and shipping of items. IESNA will not accept flyers, postcards, notebooks, or pens for this seat drop. Examples of acceptable items include branded drinkware, chargers, headphones, apparel, and more.*

Charging Stations / \$1,200

Charging stations are highly sought after at events and this sponsorship is a great opportunity to get your logo in front of attendees while they charge up. Feature your company's branding on the top and along the sides of this tabletop charging cube.

Brain Break Lounge / \$750

Reach attendees as they unwind in the Brain Break Lounge, a casual lounge space with tabletop games, comfortable seating, and charging ports. Your company's branding will be featured on tabletop displays and highlighted through digital promotion.



Get Started! Contact Our Team



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