*As a MEEA Board Member, your assistance in promoting the Midwest Energy Solutions Conference makes a significant contribution to the success of the event. Below is a promotional kit to help you promote the event to your network. This includes suggested marketing messages to ensure consistent and impactful promotion.*

*If you have any questions about this promotional kit, please contact* [*mkbond@mwalliance.org*](mailto:mkbond@mwalliance.org)*.*

**Event Overview**

* **Dates:** January 28–30, 2025
* **Location:** Chicago Marriott Downtown Magnificent Mile
* **Early Bird Registration Deadline:** December 6, 2024

**Important Links**

* **MEEA Social Accounts:** [@MEEAee](https://x.com/MEEAee) | [LinkedIn Page](https://www.linkedin.com/company/midwest-energy-efficiency-alliance/)
* **Suggested Hashtags:** #2025MES #EnergyEfficiency #Energy
* **Registration Link for all posts:** [Eventbrite Registration Page](https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board)
* **Conference Website:** <https://www.meeaconference.org/>

**Sample Email**

I’m excited to invite you to the 2025 Midwest Energy Solutions Conference, which will be held from January 28–30, 2025, in Chicago. As a member of MEEA’s Board, I know firsthand how impactful this event is for advancing energy efficiency policy and programming in our region. It’s a must-attend event for anyone working in our industry.

Join myself and industry leaders for three days of learning, collaboration and networking at the Chicago Marriott Downtown. This conference is a unique opportunity to engage with the brightest minds in the energy field and you don’t want to miss it.

The early bird registration rate is available until December 6, 2024. [Register today](https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board).

I look forward to seeing you there!

**Sample Social Media**

**Post 1:**

As a proud board member of MEEA, I’m excited to invite you to the 2025 Midwest Energy Solutions Conference! Join us in Chicago for exciting discussions, networking and insights into the future of energy efficiency. Register now Link <https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board>

**Post 2:**  
I’ll be attending the 2025 Midwest Energy Solutions Conference. Will I see you there? Let’s come together to explore energy solutions that will drive the Midwest forward. Register now Link <https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board>

**Post 3:**  
Excited to be part of the 2025 Midwest Energy Solutions Conference in Chicago this January! It’s the place to be for anyone passionate about energy efficiency. Register now Link <https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board>

**Post 4 (**before December 6**):**

The Midwest Energy Solutions Conference is always a highlight of my year. Don’t miss your chance to register at the early bird rate. See you in Chicago! Register now Link <https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board>

**Organization Newsletter Blurb**

The 2025 Midwest Energy Solutions Conference is taking place this January 28-30 in Chicago! It’s your chance to learn from the best in the industry, connect with peers and discover new solutions for a more energy efficient future. Will you be there? Learn more and register now Link <https://www.eventbrite.com/e/2025-midwest-energy-solutions-conference-registration-1015639203197?aff=Board>