

**2025**  
**MIDWEST**  
**ENERGY**  
SOLUTIONS  
CONFERENCE

Chicago Marriott Downtown  
Magnificent Mile  
Chicago, IL  
January 28-30, 2025

Presented by  **MEEEA**  
MIDWEST ENERGY EFFICIENCY ALLIANCE

---

**SPONSORSHIP PROSPECTUS**

---

# The **Midwest Energy Solutions Conference (MES)** is the region's premier energy efficiency event, connecting decision makers and innovators from utilities, businesses, the public sector and non-profits.

At MES, sponsors have a unique platform to connect with 800+ innovators and decision-makers in attendance. With a variety of tiers and perks, MES sponsorship is perfect for organizations of all sizes and budgets.

Sign up to sponsor at [meeaconference.org](http://meeaconference.org).

## WHY SPONSOR



### RAISE YOUR PROFILE

As a sponsor of MES, you will establish your company as a leader in the industry. With branding opportunities throughout the event, the ability to connect with attendees before and during the event and complimentary registration, your company will be well positioned at 2025 MES.



### FIND NEW OPPORTUNITIES

2025 MES is an outstanding opportunity to connect or reconnect with the industry's best and brightest. Networking opportunities are built in throughout the event for attendees to meet with colleagues or visit the exhibit hall to learn about new innovations, program designs and technologies within our industry.

## HOW IT WORKS



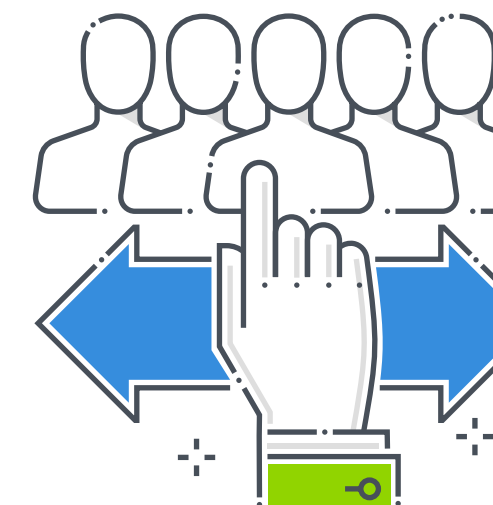
### SPONSORSHIP

We offer a wide range of tiered sponsor packages to meet the promotional needs of any organization. Customize your package with add-ons listed on page 9.



### EXHIBITING

All sponsor tiers include an exhibit booth space. Booths are selected on a first-come, first-served basis. Sponsors receive discounted pricing on a la carte items.



### NEW & PROSPECTIVE MEMBERS

Discount sponsor + new membership packages are available. Reach out to [conference@mwalliance.org](mailto:conference@mwalliance.org) for more info.

# SPONSORSHIP LEVELS & BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Member Price	\$20,000	\$16,500	\$11,000	\$7,000	\$5,000
Regular Price	\$24,000	\$20,000	\$14,500	\$9,500	\$6,000
Complimentary Conference Registrations	15	10	7	4	2
Discount on Additional Registrations	50%	25%	15%	10%	
Booth Space	✓	✓	✓	✓	✓
Company Name & Logo on All Promotional Pieces	✓	✓	✓	Name Only	
Listing in Agenda Booklet	Name/Description	Name/Description	Name/Description	Name/Description	Name Only
Listing in Mobile App	Featured Listing	✓	✓	✓	Name Only
Receive Attendee List	✓	✓	✓	✓	✓
Featured recognition on signage and slides throughout the conference	✓	✓	✓	✓	Name Only
Complimentary Meeting Space (when booked by 12/1)	✓	✓			
Complimentary flyer or giveaway (you provide) included in MES tote bags	✓				
Free Sponsor Add-ons (first come, first served)	Tuesday Reception (2), Wednesday Reception (2), Intro to Keynote (3)	Breakfast (4) or Lunch (2)	Break (10)		



# PLATINUM SPONSOR

**MEMBER PRICE: \$20,000**

NON-MEMBER PRICE: \$24,000

- 15 Complimentary registrations  
*Any additional registrations at 50% off*
- Booth space in the exhibit hall
- Logo recognition on all promotional pieces
- Listed in the attendee Mobile App
- Featured listing in print agenda booklet
- Complimentary Meeting Space
- Featured recognition on signage and slides throughout the conference
- Attendee list with contact information
- Complimentary flyer or giveaway (you provide) included in MES totebags

**+ Free sponsorship add-on** (first come, first served)

Your choice of:

- Tuesday Reception (2)
- Wednesday Reception (2)
- Intro to Keynote (3)





# GOLD SPONSOR

**MEMBER PRICE: \$16,500**

NON-MEMBER PRICE: \$20,000

- 10 Complimentary registrations  
*Any additional registrations at 25% off*
- Booth space in the exhibit hall
- Logo recognition on all promotional pieces
- Listed in the attendee Mobile App
- Listing in print agenda booklet
- Complimentary Meeting Space
- Featured recognition on signage and slides throughout the conference
- Attendee list with opt-in contact information

**+ Free sponsorship add-on** (first come, first served)

Your choice of:

- Lunch (2)
- Breakfast (4)



**SIGN UP  
FOR GOLD**



## SILVER SPONSOR

---

**MEMBER PRICE: \$11,000**

NON-MEMBER PRICE: \$14,500

- 7 Complimentary registrations  
*Any additional registrations at 15% off*
- Booth space in the exhibit hall
- Logo recognition on all promotional pieces
- Listed in the attendee Mobile App
- Listing in print agenda booklet
- Recognition on signage and slides throughout the conference
- Attendee list with opt-in contact information

**+** Free sponsorship add-on (first come, first served)

Your choice of:

- Break (10)



**SIGN UP  
FOR SILVER**



# BRONZE SPONSOR

**MEMBER PRICE: \$7,000**

NON-MEMBER PRICE: \$9,500

- 4 Complimentary registrations  
*Any additional registrations at 10% off*
- Booth space in the exhibit hall
- Name recognition on all promotional pieces
- Listed in the attendee Mobile App
- Name recognition in print agenda booklet
- Recognition on signage and slides throughout the conference
- Attendee list with opt-in contact information



**SIGN UP  
FOR BRONZE**



# PARTNER SPONSOR

---

**MEMBER PRICE: \$5,000**

NON-MEMBER PRICE: \$6,000

- 2 Complimentary registrations
- Booth space in the exhibit hall
- Name recognition in the attendee Mobile App
- Name recognition in print agenda booklet
- Company name on signage and slides throughout the conference
- Attendee list with opt-in contact information

A photograph of a person in a suit and tie, holding a folder and a booklet. A yellow badge with the text 'GOLD SPONSOR' is pinned to their chest. The image is overlaid with a semi-transparent orange rectangle containing the text 'SIGN UP FOR PARTNER'.

**SIGN UP  
FOR PARTNER**



# A LA CARTE OPTIONS

Expand your reach and visibility by sponsoring an a la carte option. Be the attendees' first interaction with MES as the hotel keycard sponsor, keep attendees connected by sponsoring the Wi-Fi or sponsor the scholarship to help the next generation of EE professionals.

**A la carte items are discounted for Platinum, Gold, Silver, Bronze and Partner level sponsors. DISCOUNT PRICE / FULL PRICE**



**\$8,000** **HEADSHOT STATION**  
**\$10,000** Attendees will have the chance to take their own professional headshot in a new photo-booth experience. This experience includes multiple branding opportunities for the sponsor including a Welcome Screen, Exit Screen and Follow Up Email to include customized text and logo.

**\$7,500** **NOTEBOOK**  
**\$10,000** Customize the official MES notebook with your logo. Each attendee will receive a notebook at registration.

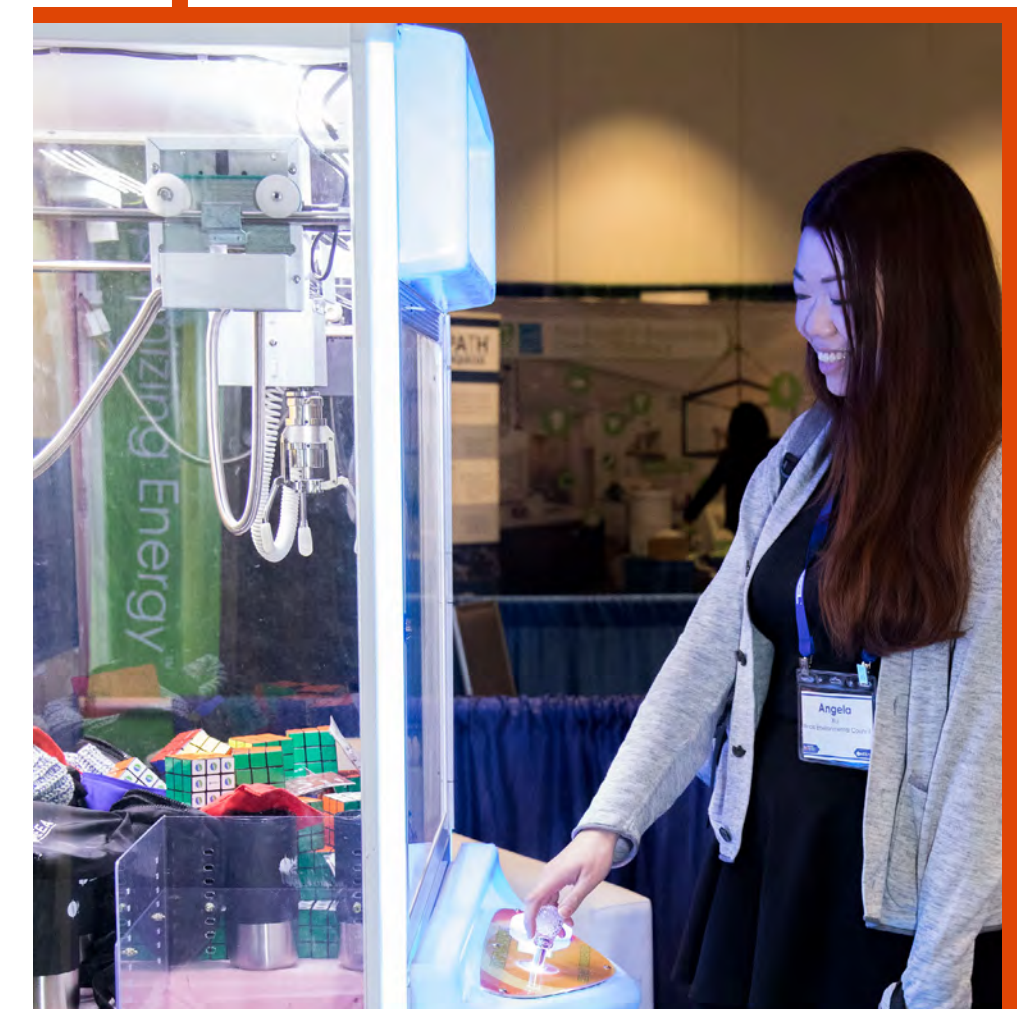
**\$7,500** **TOTE BAG**  
**\$10,000** Help attendees keep track of their most important items over the three days by branding the tote bag.

**\$5,000** **HOTEL KEYCARD**  
**\$8,000** Greet attendees when they arrive at the Marriott by sponsoring the keycard. The keycard is double-sided for ample branding opportunities.



**\$5,000** **SWAG CLAW MACHINE**  
**\$8,000** Located in the Exhibit Hall and at the MEEA Nightcap, attendees can win branded items from participating sponsors. Ways to be a part of this unique sponsor experience: Already have swag to include or want to donate gift cards? Or want to purchase fun new giveaways for the game? We can help! *\*There will be an additional cost for purchasing new giveaways.*

**\$3,000** **CONFERENCE WI-FI**  
**\$5,000** Keep attendees connected by sponsoring the conference Wi-Fi. Customize the Wi-Fi network name, password and landing page.





# A LA CARTE OPTIONS

Expand your reach and visibility by sponsoring an a la carte option. Be the attendees' first interaction with MES as the hotel keycard sponsor, keep attendees connected by sponsoring the Wi-Fi or sponsor the scholarship to help the next generation of EE professionals.

**A la carte items are discounted for Platinum, Gold, Silver, Bronze and Partner level sponsors. DISCOUNT PRICE / FULL PRICE**



**\$6,000 CONFERENCE APP**

**\$8,000** Sponsor the official conference app. Attendees can use the app to look at sponsors, plan their schedule, view speakers and more!

**\$2,500 HEALTH & FITNESS SPONSOR**

**\$4,500** Sponsor the morning yoga class to help get the day started at MES.

**\$3,000 LANYARDS**

**\$5,000** Your logo will be featured on the MES badge lanyard. Each attendee will receive one at registration.

**\$5,000 SCHOLARSHIP**

**\$7,500** Empower students and young professionals to get involved in the industry and gain professional development experience. Sponsoring the 2025 scholarship will provide support for the next generation of EE leaders to attend the conference.

**\$500 TOTE BAG INSERT**

Include a flyer or other promotional item in conference tote bag, given to each attendee at registration.





# A LA CARTE OPTIONS: MES NIGHTCAP

Expand your reach and visibility by sponsoring an a la carte option. Be the attendees' first interaction with MES as the hotel keycard sponsor, keep attendees connected by sponsoring the Wi-Fi or sponsor the scholarship to help the next generation of EE professionals.

**A la carte items are discounted for Platinum, Gold, Silver, Bronze and Partner level sponsors. DISCOUNT PRICE / FULL PRICE**

## WHAT IS THE MES NIGHTCAP?

On Wednesday, January 29, after our reception and your client dinners, return back to the Marriott to challenge your colleagues to a game of pool or Pac Man, sing your heart out in the Karaoke Lounge, bust some moves on the dance floor, or grab a seat to enjoy a few more free drinks and continue the networking.

Want to add something to your exclusive space? Let's talk!



### ARCADE

Throughout the 4th floor, attendees will find arcade & bar games like pool, darts, Pop-a-Shot, Pac Man, etc. Each game area will feature sponsor logos. Have a specific game you want to be featured? We'll make sure it's there (to the best of our ability). Additional opportunities like competitions or award money for darts bullseyes can be arranged and promoted by MEEA to attendees.

**\$6,000 / \$8,000**



### KARAOKE LOUNGE

Breakout room during the day, karaoke lounge at night. Be the host of your own karaoke lounge! Host and equipment provided, but you're welcome to bring your own accessories like wigs and props. Competitions for best costume, best performance, etc. are welcome and encouraged! Signage with brand recognition will be outside of the doors and throughout the room.

**\$8,000 / \$10,000**



### 360 DEGREE PHOTOBOOTH

Give MES attendees their red carpet moment and let them take a memento home with them by sponsoring a photobooth. Each participant will get an emailed photo branded with your company's logo. Signage with your company logo will be placed outside of the booth at the event, with additional recognition in the program and conference app.

**\$3,000 / \$5,000**





# A LA CARTE OPTIONS: PROFESSIONAL DEVELOPMENT HUB

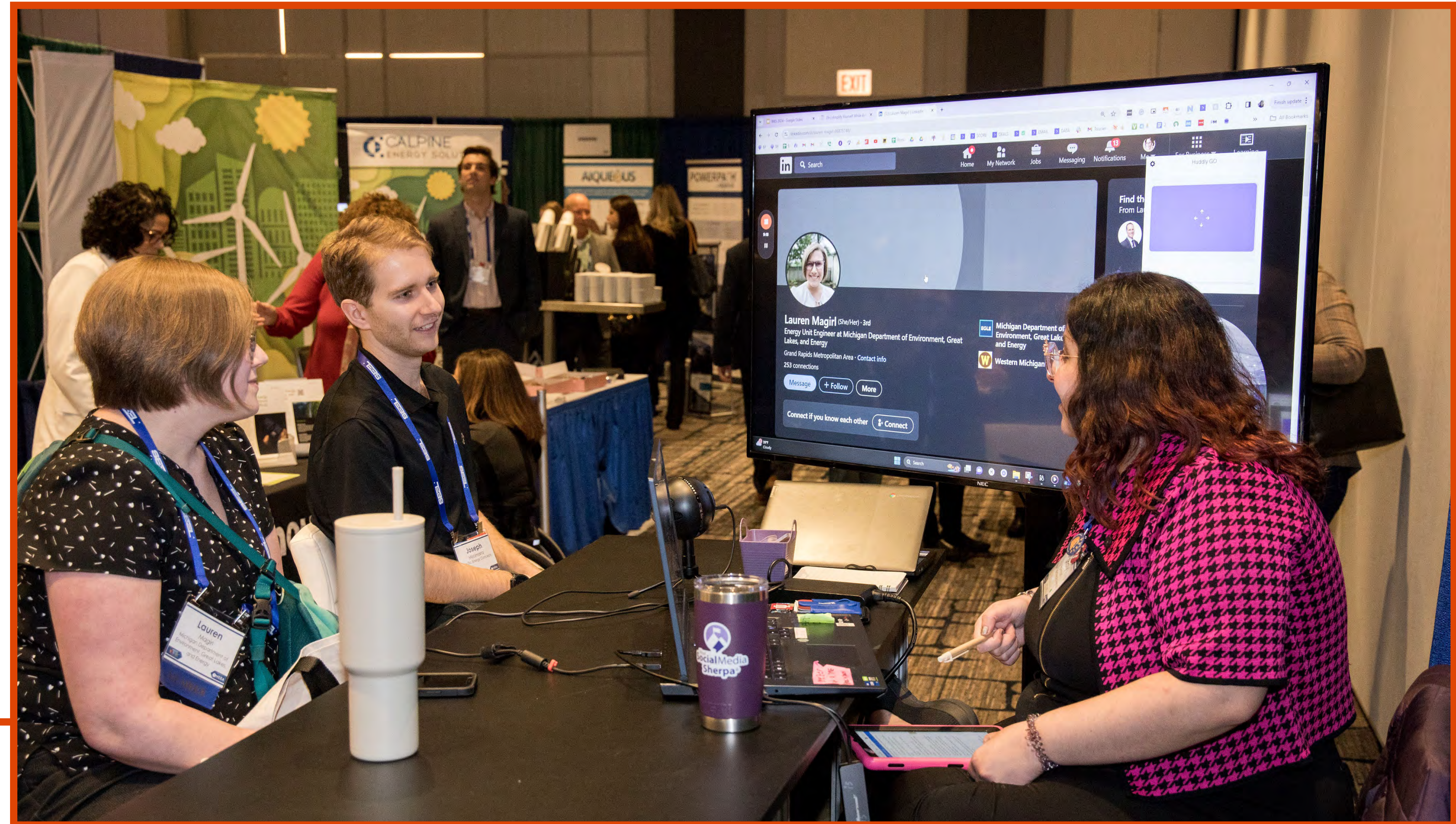
Expand your reach and visibility by sponsoring an a la carte option. Be the attendees' first interaction with MES as the hotel keycard sponsor, keep attendees connected by sponsoring the Wi-Fi or sponsor the scholarship to help the next generation of EE professionals.

**A la carte items are discounted for Platinum, Gold, Silver, Bronze and Partner level sponsors. DISCOUNT PRICE / FULL PRICE**

## WHAT IS THE PROFESSIONAL DEVELOPMENT HUB?

Placed in a highly visible spot in the Exhibit Hall, the Professional Development Hub features a social media and marketing expert who will meet with attendees one-on-one to review their LinkedIn profile and offer mini trainings throughout the conference. Signage with sponsor logos will be in the conference program, in the conference app and found throughout the exhibit hall.

**\$8,000 / \$10,000**





# WHO ATTENDS

MES attendees are decision makers, innovators and leaders. As the largest energy efficiency event in the region, the Midwest Energy Solutions Conference is an outstanding opportunity to connect to the industry's best and brightest.

## AT MES 2024:

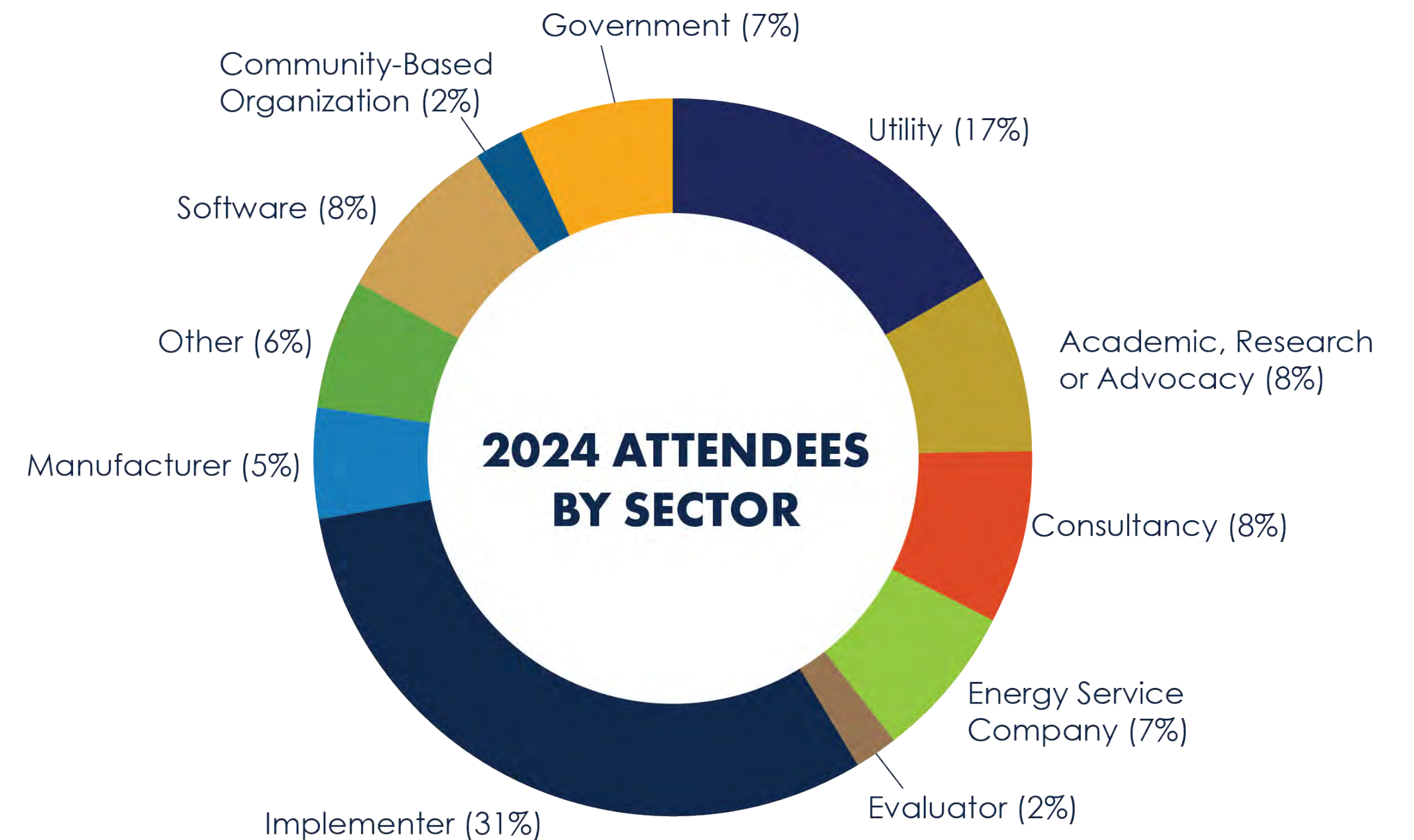
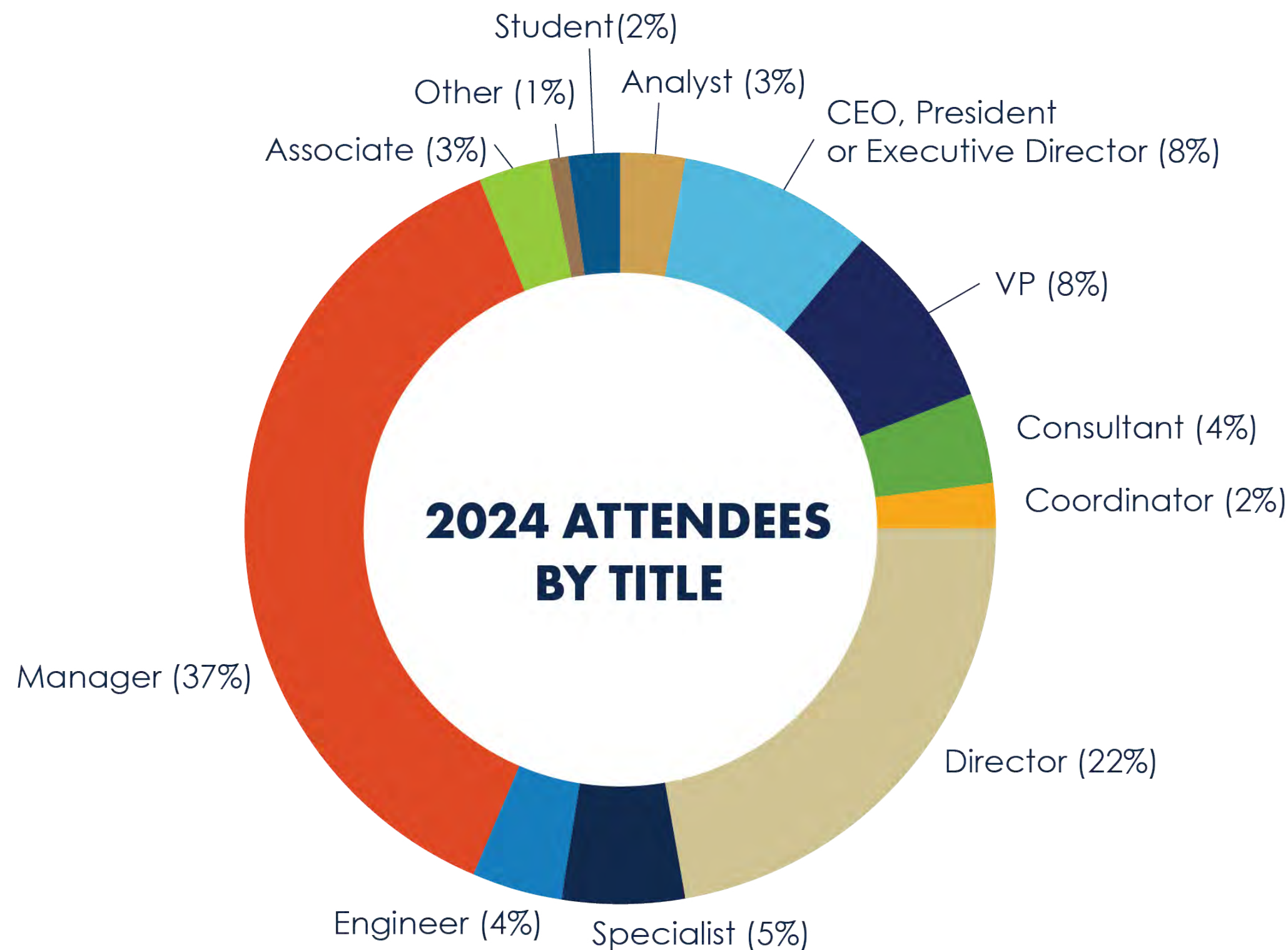
**OVER 800**  
ATTENDEES IN 2024

**ATTENDEES FROM**  
**35 STATES**  
AND 4 COUNTRIES

**75%**  
WERE MANAGER  
OR HIGHER  
AT THEIR  
ORGANIZATION

**38%**  
WERE DIRECTOR  
OR ABOVE

**153 UTILITY**  
REPRESENTATIVES





# 2024 TOP TIER SPONSORS

---

## PLATINUM



## GOLD



## SILVER

