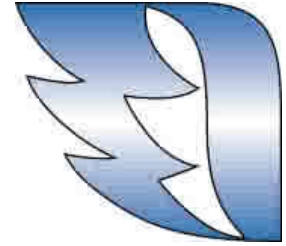


Sponsor-Host-Exhibitor Prospectus for...

28th Utility Energy Forum

April 20 – May 2, 2008

Granlibakken Conference Center, Tahoe City, Calif.



Primary Goal. Provide a networking and professional development forum for mid-level staff of energy utilities serving California and neighboring states who are responsible for developing and implementing customer programs related to energy efficiency, renewable energy, key account management, customer service and demand response.

Audience. 100-150 people are expected to register to attend, with about half representing utility and government organizations and the other half representing trade allies that provide products and services to support utility program development and implementation.

Location. Granlibakken Conference Center and Lodge is located in a secluded valley on 74 acres just minutes from Tahoe City, California. Conference Registrants can arrange airport pickup from Reno/Tahoe International Airport or the Tahoe/Truckee Airport. Granlibakken Lodge offers a wide variety of lodging options including studios, suites and one-to-six bedroom townhouses. All guests have access to the sauna, hot tub and heated outdoor pool. The conference registration fee includes three meals each day, all part of the Granlibakken European-style experience. To learn more, visit www.granlibakken.com. When making online reservations, refer to group number UTILITY and password UTILITY.



Format. The general session track begins after lunch on Wednesday, continues on Thursday morning with afternoon breakout sessions and concludes just before lunch on Friday. Evening receptions are hosted on Wednesday and Thursday evening along with a Dinner-Dance on Wednesday night and an "Any Port in a Storm" hospitality function on Thursday night. Optional pre- and post- events may be presented on Wednesday morning and Friday afternoon.

Role and Responsibilities. This event is presented by Utility Energy Forum, Inc., a non-profit California corporation led by volunteers from various utilities that contract with Market Development Group for logistical support. A Management Committee of volunteers assists the Board to develop the agenda and recruit presenters.

To learn more, visit www.utilityforum.org.

*To become a sponsor, host or exhibitor, contact Ed Thomas
at ethomas@utilityforum.org or (970) 209-8347.*

Conference Sponsor Opportunities

Only utilities and government organizations may sponsor the conference and serve on the Management Committee.

Gold-level Conference Sponsor..... \$6,000

- Organization name listed in top-tier on UEF web site with logo and web link
- One exhibit space or billboard display*
- Six attendee registrations with standard room as described above. Additional registrations at the regular attendee rate
- One member on Management Committee to assist with meeting agenda development
- Pre- and post-conference attendee registration lists in electronic form
- Your literature or item in the registration packet

Silver-level Conference Sponsor..... \$4,000

- Organization name listed in second tier on UEF web site with logo and web link
- One exhibit space or billboard display*
- Four attendee registrations with standard room as described above. Additional registrations at the regular attendee rate
- One member on Management Committee to assist with meeting agenda development
- Pre- and post-conference attendee registration lists in electronic form
- Your literature or item in the registration packet

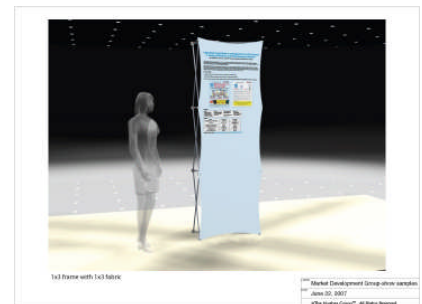
Bronze-level Conference Sponsor..... \$2,500

- Organization name listed in third tier on UEF web site with logo and web link
- Three attendee registrations with standard room as described above. Additional registrations at the regular attendee rate
- One member on Management Committee to assist with meeting agenda development
- Pre- and post-conference attendee registration lists in electronic form
- Your literature or item in the registration packet

Management Committee Member..... \$500

- One member on Management Committee to assist with meeting agenda development
- Organization name listed on UEF web site

***Billboard Display.** All Gold and Silver Level Sponsors will receive a billboard display in the meeting room (see graphic). We believe this special recognition is a more environmentally sustainable alternative to traditional table-top or pop-up exhibits. You will be invited to provide an electronic graphic file which will be reproduced at no additional cost to you on stretch fabric and erected using light-weight material. This solution reduces the carbon emissions associated with transporting your own display.



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Hospitality Host Opportunities

Any utility, company or organization may become a Hospitality Host. Preferential "first right-of-refusal" consideration is given to previous year's Hospitality Host.

Wed. Dinner-Dance Host or Thurs. "Port in a Storm" Host \$5,000

- Exclusive opportunity to provide branded hospitality items during event (napkins, cups, etc.)
- Exclusive opportunity to make brief welcoming remarks during your event
- One exhibit space
- Three attendee registrations with standard room as described above. Additional registrations at the regular attendee rate
- Logo, web link and 50-word description with full contact information on UEF web site
- Pre- and post-conference attendee registration lists in electronic form
- Your literature or item in the registration packet

Wed. or Thurs. Luncheon or Reception Host (four available) \$3,500

- Exclusive opportunity to provide branded hospitality items during event (napkins, cups, etc.)
- Exclusive opportunity to make brief welcoming remarks during your event
- One exhibit space
- Two attendee registrations with standard room as described above. Additional registrations at the regular attendee rate
- Logo, web link and 50-word description with full contact information on UEF web site
- Pre- and post-conference attendee registration lists in electronic form
- Your literature or item in the registration packet

Registration Bag, Badge Lanyard or Portfolio Host (three available)..... \$3,500

- Your organization name and/or logo on item distributed to all attendees
- One exhibit space
- Two attendee registrations with standard room as described above. Additional registrations at the regular attendee rate
- Logo, web link and 50-word description with full contact information on UEF web site
- Pre- and post-conference attendee registration lists in electronic form
- Your literature or item in the registration packet

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Exhibitor Opportunities

Any utility, company or organization may become an Exhibitor. Preferential "first right-of-refusal" consideration is given to previous year's Exhibitors because space is limited.

Exhibitor..... **\$1450** if reserved by March 15, 2008; **\$1550** otherwise

Exhibitors will receive:

- One space with location of your choice around the perimeter of the meeting room and in the hallway (*subject to availability*)
- One attendee registration with standard room as described above. Additional registrations at the regular attendee rate
- Logo, web link and 50-word description with full contact information on UEF web site
- Pre- and post-conference attendee registration lists in electronic form

Individual Attendee Registration Fee

Any utility, company or organization may register to attend.

Attendee Registration w/Standard Room... **\$550** if reserved by March 15, 2008; **\$650** otherwise

Includes two nights lodging in standard hotel-type accommodations, seven meals, two hosted cocktail receptions, six refreshment break, two hosted cocktail receptions, two evening networking functions, forum sessions, online proceedings

Attendee Registration w/Deluxe Room..... **\$650** if reserved by March 15, 2008; **\$750** otherwise

Includes two nights lodging in deluxe condo-type accommodations, seven meals, two hosted cocktail receptions, two evening networking functions, six refreshment break, forum sessions, online proceedings

Attendee Registration for off-site guests... **\$395** if reserved by March 15, 2008; **\$495** otherwise

Includes no lodging accommodations, but does include seven meals, six refreshment break, forum sessions, online proceedings

Spouse/Guest Registration..... **\$135**

For those who are sharing accommodations with a conference registrant, will not attend the sessions, but does want to participate in all the meals and hospitality functions. Includes seven meals and two hosted cocktail receptions.

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