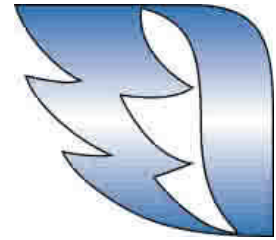


Sponsor-Host-Exhibitor Opportunities for...

29th Utility Energy Forum

May 6 - 8, 2009

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 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.



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 and Music on Wednesday night and an "Any Port in a Storm" hospitality function on Thursday night. Optional pre-events may be presented on Wednesday morning.

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.

Forum Sponsor Opportunities

Green-level Forum Sponsor..... \$6,000

- **Up to 6 attendee registrations** with standard room accommodations
- One exhibit space
- Organization name listed in top-tier on UEF web site with logo and web link
- Your literature or item in the registration packet

Gold-level Forum Sponsor..... \$4,000

- **Up to 4 attendee registrations** with standard room accommodations
- One exhibit space
- Organization name listed in second tier on UEF web site with logo and web link
- Your literature or item in the registration packet

Silver-level Forum Sponsor..... \$2,500

- **Up to 3 attendee registrations** with standard room accommodations
- Organization name listed in third tier on UEF web site with logo and web link

Bronze-level Forum Sponsor..... \$1,500

- **Up to 2 attendee registrations** with standard room accommodations
- Organization name listed in fourth tier on UEF web site with logo and web link

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

- **Three attendee registrations** with standard room accommodations
- One exhibit space
- Exclusive opportunity to provide branded hospitality items during event (napkins, cups, etc.)
- Exclusive opportunity to make brief welcoming remarks during your event
- 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

Exhibitor..... \$1450 before March 18, 2009; **\$1550** otherwise

- One table-top or pop-up exhibit space
- One attendee registration with standard room accommodations
- 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

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.*

Forum Attendee Registration Fees

Attendee Registration w/Standard Room Accommodations

\$595 if reserved by March 18, 2009; **\$695** otherwise for utility or government representative
\$695 if reserved by March 18, 2009; **\$795** otherwise for all others

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

.....

Attendee Registration w/Deluxe Room Accommodations

\$695 if reserved by March 18, 2009; **\$795** otherwise for utility or government representative
\$795 if reserved by March 18, 2009; **\$895** otherwise for all others

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 18, 2009; **\$495** otherwise for utility or government representative
\$495 if reserved by March 18, 2009; **\$595** otherwise for all others

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

.....

Spouse/Guest Registration

\$150 for all regardless of date registered

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