



NEW YORK SOLAR SUMMIT

Marketing Guide



*Driving the Clean Energy Transition with
Distributed Energy Resources*

November 6-7, 2024

Albany Capital Center

55 Eagle Street | Albany, NY 12207



... ————— **About the event** ————— ...

New York is rapidly deploying distributed solar at-scale, making it an ideal resource to help close the gap on the state's clean energy commitments. Scaling up rooftop and community solar presents an immense opportunity for New York businesses, workers and communities. However, accelerating deployment is easier said than done; as New York's distributed solar + storage market matures, the industry faces a new set of challenges, including: dwindling hosting capacity and rising interconnection costs; restrictive local laws and permitting barriers; and challenging project economics due to rising costs and declining incentives and compensation. Policy interventions, business innovation, and creative program design are all needed to overcome these barriers and drive continued progress. Join 800+ leaders from the public and private sector for networking, presentations and focused conversations about the challenges and opportunities in New York's nation-leading distributed solar + storage market.

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Main Sponsorship Levels

Various sponsorship levels are available with different benefits associated with their costs. There are limited opportunities for the Presenting and Headline levels, as well as specialty sponsorships—secure your spot today!

[Sponsor Now](#)

	PRESENTING SPONSOR	HEADLINE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
	\$20,000	\$12,500	\$8,000	\$5,000	\$3,000
Complimentary tickets	X 12	X 8	X 5	X 4	X 3
Advertisement in program	Full-page	Full-page	Half-page	Half-page	Quarter-page
Booth at trade show	Best location	Top location	Ideal location		
Booth space size	Double (20' x 10')	Single (10' x 10')	Single (10' x 10')	Single (10' x 10')	Single (10' x 10')
Included in event communications					
Listing on event webpage (Logo and website linked)	Best location	Top location	Ideal location		
Included in group social media post					
Thanked by name at the event					
Logo included on slideshow at the event					
Solo highlight in social media post					
Guaranteed panel speaking role					
Exclusive video or short remarks					
Large logo or name on event graphics	"Presented by"				

SPECIALTY SPONSORSHIPS

NEW

Opening Reception

- \$15,000 -

- Presenting Sponsor of Opening Day
- Opportunity to display signage at the networking opening reception
- Logo or name on event graphics
- Prominent listing on NYSEIA event page with logo and link
- 10 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked at the event and in related social media
- Full-page ad in the event program
- Double booth at Trade Show
- Guaranteed Speaking Role

Networking Lunch

- \$8,000 -

- Opportunity to display signage in the lunch-serving area
- Logo or name on event graphics
- Prominent listing on the NYSEIA event page with logo and link
- 6 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked at the event and in related social media
- Half-page ad in the event program

Happy Hour Reception

- \$8,000 -

- Opportunity to display signage at the networking happy hour reception
- Logo or name on event graphics
- Prominent listing on the NYSEIA event page with logo and link
- 6 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked at the event and in related social media
- Half-page ad in the event program

Specialty sponsorships are subject to availability. Exhibit booth space can be purchased as an add-on for these sponsorships for an additional \$750.

SPECIALTY SPONSORSHIPS

All Day Coffee Service/Break

- \$6,000 -

- Logo branded sustainable coffee cups at the coffee station
- Opportunity to display signage in the all-day coffee service area
- Prominent listing on the NYSEIA event page with logo and link
- 4 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked in NYSEIA social media related to the event
- Half-page ad in the event program

Table Top Flowers

- \$6,000-

- Opportunity to display custom signage alongside centerpiece bouquets on venue tables
- Prominent listing on the NYSEIA event page with logo and link
- 4 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked at the event and in related social media
- Half-page ad in the event program

NEW

Charging Station

- \$6,000-

- Custom branded charging station located in a highly visible area the the event
- Prominent listing on the NYSEIA event page with logo and link
- 4 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked at the event and in related social media
- Half-page ad in the event program

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SPECIALTY SPONSORSHIPS

Breakfast

- \$5,000 -

- Opportunity to display signage in the breakfast area for high visibility
- Digital logo displayed during breakfast
- Prominent listing on the NYSEIA event page with logo and link
- 3 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked in NYSEIA social media related to the event
- Full-page ad in the event program

Tote Bags

- \$5,000 -

- Opportunity to co-produce high-quality branded attendee totes
- Prominent listing on the NYSEIA event page with logo and link
- 3 Conference Tickets
- Logo inclusion on dedicated event slide during Welcome/Introduction
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Inclusion in follow-up thank you note sent to attendees
- Mentioned and thanked in NYSEIA social media related to the event
- Full-page ad in the event program

NEW

Notepads

- \$5000 -

- Opportunity to provide company co-branded sustainable notepads for attendees
- 3 conference passes
- Listing on the NYSEIA event page with logo and link
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Mentioned and thanked in NYSEIA social media related to the event
- Half-page ad in the event program

Lanyards

- \$5,000 -

- Opportunity to provide company-branded sustainable lanyards for attendee name tags
- 3 conference passes
- Listing on the NYSEIA event page with logo and link
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Mentioned and thanked in NYSEIA social media related to the event
- Half-page ad in the event program

Specialty sponsorships are subject to availability. Exhibit booth space can be purchased as an add-on for these sponsorships for an additional \$750.

Advertising

Bring attention to your business and booth by advertising in our full color event program book! We have various opportunities to fit your company's budget.

\$500 Full page
\$350 Half page
\$250 Quarter page

Advertising Specifications

To ensure the quality of your advertisement, please adhere to the following ad guidelines:

- Provide us an ad file in **PDF format**
 - Ads can be full color in RGB
- Live area for type falls 1/8" from document edges
- We **cannot** use faxed or photocopied art

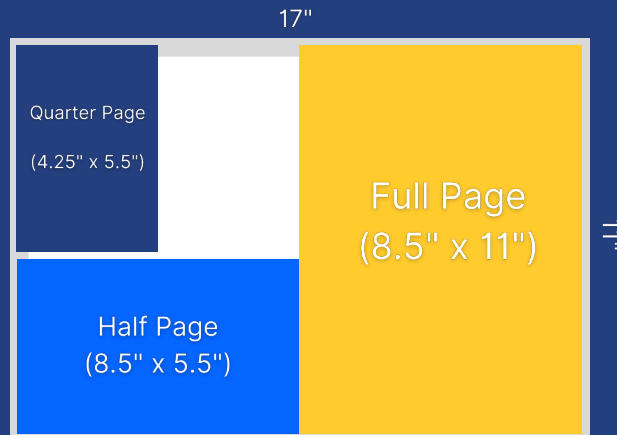
If you have not uploaded your ad to this application, please email ad files to:

shelby@nyseia.org no later than
Wednesday, **October 25, 2024**

Include the following:

- Your name, organization name, phone number, and email address
 - Ad file in a PDF format.

Do not send Microsoft® Word® files.



Exhibiting

Based on last year's turnout, we expect about 50 businesses to exhibit at the trade show. Join our growing list of our 2024 exhibitors!

Members \$1,800
Nonmembers \$2,250

As an Exhibitor you will receive:

- ✓ Publicity in promotional materials
- ✓ Recognition in Program Book
- ✓ One Complimentary Ticket
- ✓ Approximately 8 x 8 space with a 6 draped table and two chairs

**Exhibit/Advertise
Now!**

Contact:

✉ events@nyseia.org

Details:

🌐 <https://www.nyseia.org/2024-solar-summit-about>

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[55 Eagle St, Albany, NY 12207](#)



About NYSEIA

Founded in 1994, New York Solar Energy Industries Association (NYSEIA) is the only statewide membership and trade association dedicated solely to advancing solar energy use in New York State. NYSEIA proudly represents hundreds of businesses across New York State that employ thousands of workers throughout the solar value chain. Led by a diverse board of directors, **NYSEIA strives to achieve significant, long-term, and sustainable growth of solar energy in New York State.**

