

# Solar Energy Week 2009

## September 27—October 3, 2009

Presented by the California Center for Sustainable Energy (CCSE)

Join CCSE in putting solar energy in the San Diego spotlight during Solar Energy Week 2009. It's an opportunity for San Diegans to learn how the sun can power their world. The week of events offers a day-long solar conference, tours of solar homes and commercial installations and a family fun day. Each year, Solar Energy Week attracts more than 3,000 participants interested in the benefits of solar.

Solar businesses and businesses with solar-related products are welcome to exhibit at Solar Energy Week. The events provide contact with residential and business consumers, who are eager to find out ways to save energy costs, learn about renewable technologies and know more about living sustainably. These dynamic events feature the latest solar technologies, products and services.

Make a difference and help green our world by partnering with CCSE today!

### Solar Energy Week Sponsorship Opportunities at a Glance

- What:** San Diego events showcasing solar energy products and services
- When:** Sunday, September 27, through Saturday, October 3
- Who:** Residential and commercial, green-conscious consumers



Harness the power of the sun to benefit your home, school, public agency or business.

California Center for Sustainable Energy  
8690 Balboa Ave., Suite 100  
San Diego, CA 92123  
(866) SDENERGY  
[www.solarenergyweek.org](http://www.solarenergyweek.org)



Center for Sustainable Energy  
CALIFORNIA

SAN DIEGO   
solar energy week

# Solar Energy Week 2009

## Family Solar Day

Sunday, September 27

12:00 p.m. to 4:00 p.m.

Liberty Station – Ingram Plaza

2640 Decatur Road, San Diego (Point Loma)

One of our most popular and well-attended annual events, this is an exciting afternoon of fun solar activities for the whole family and an opportunity to speak with hundreds of residential consumers seeking expert advice about solar solutions and technologies.



## Solar Conference

Tuesday, September 29

9:00 a.m. to 5:00 p.m.

Marriott Mission Valley

8757 Rio San Diego Drive, San Diego

This all-day conference features keynote speakers and high-level experts, who will be exploring the latest policy, trends, technologies and many other important industry issues. The conference has something for everyone - homeowners, business owners, government officials, students - all will learn.

## Commercial Solar Tour

Thursday, October 1

8:00 a.m. to 5:00 p.m.

Various locations throughout San Diego County

This is a guided bus tour that will transport attendees to selected locations to view various commercial solar applications and technologies. Attendees benefit by speaking directly to the commercial systems' owners and installers to learn about potential energy savings and solar technologies. This popular bus tour sells out every year.

## Solar Homes Tour

Saturday, October 3

10:00 a.m. – 3:00 p.m.

Various locations throughout San Diego County

This year, CCSE is joining the American Solar Energy Society (ASES) National Tour to showcase residential homes using solar technology. This self-guided tour offers the interested residential consumer an opportunity to learn first-hand about solar options for new construction and existing homes. Installers and homeowners will be available to answer questions, and explain solar benefits and installation procedures.

Solar Energy Week is CCSE's highest media exposure event of the year. These high-profile, public events will highlight your organization as an event partner and position your business at the forefront of the campaign for energy independence and healthier environments.

## Partnership Benefits

- **Expand Your Reach** among eco-consumers
- **Communicate Your Message** to a captive audience hungry for information
- **Target Your Market** by reaching your unique audience at the right place and time
- **Boost Your Competitive Edge** by showcasing your product or service to a gathering of green consumers
- **Improve Your Bottom Line** by making direct contact with your future customers

## Solar Energy Week Sponsorship Levels

**Gigawatt: Solar Energy Week** (Limit one sponsor at this level) - \$15,000

A sponsor at this level joins CCSE as a presenter of Solar Energy Week. The sponsor will receive the following benefits:

- Recognition on all Solar Energy Week events' print and social media outreach, including Family Solar Day, Solar Homes Tour, Commercial Solar Tour and Solar Conference
- Hyperlink and logo on Solar Energy Week website sponsorship page
- Your product/service showcased in the Solar Energy Week video aired on the CCSE YouTube channel and Solar Energy Week website
- Presence in Solar Energy Week advertising supplement
- Ten complimentary registrations to the Solar Conference
- Recognition sign at Solar Energy Week Events
- Recognition in press and media releases
- Your company profiled in CCSE's Energy Connection e-newsletter sent to more than 10,000 constituents
- Logo placement on all Solar Energy Week event e-blasts (68% of CCSE workshop and event participants register via e-blasts)
- Complimentary 10'x20' exhibit space in high-traffic area for both the Solar Conference and Family Solar Day
- Full-page ad in the Solar Energy Week brochure
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags

**Megawatt: Family Solar Day** - \$10,000

- Recognition on all print and social media outreach for Family Solar Day
- Hyperlink and logo on Solar Energy Week website sponsorship page
- Your product/service showcased in the Solar Energy Week video aired on the CCSE YouTube channel and Solar Energy Week website
- Presence in Solar Energy Week advertising supplement
- Five complimentary registrations to the Solar Conference
- Recognition sign at Family Solar Day
- Recognition in press and media releases
- Your company profiled in CCSE's Energy Connection e-newsletter sent to more than 10,000 constituents
- Logo placement on all Solar Energy Week event e-blasts (68% of CCSE workshop and event participants register via e-blasts)
- Complimentary 10'x10' exhibit space in high-traffic area for both Solar Conference and Family Solar Day
- Partnership recognition in the Solar Energy Week brochure
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags



## Solar Energy Week Sponsorship Levels

### Megawatt: Commercial Solar Tour - \$10,000

- Recognition on all print and social media outreach for Commercial Solar Tour
- Hyperlink and logo on Solar Energy Week website sponsorship page
- Your product/service showcased in the Solar Energy Week video aired on the CCSE YouTube channel and Solar Energy Week website
- Presence in Solar Energy Week advertising supplement
- Five complimentary registrations to the Solar Conference
- Recognition sign at Commercial Solar Tour sites
- Recognition in press and media releases
- Your company profiled in CCSE's Energy Connection e-newsletter sent to more than 10,000 constituents
- Logo placement on all Solar Energy Week event e-blasts (68% of CCSE workshop and event participants register via e-blasts)
- Complimentary 10'x10' exhibit space in high-traffic area for both the Solar Conference and Family Solar Day
- Partnership recognition in the Solar Energy Week brochure
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags



### Megawatt: Solar Homes Tour - \$10,000

- Recognition on all print and social media outreach for the Solar Homes Tour
- Hyperlink and logo on Solar Energy Week website sponsorship page
- Logo placement on printed and online tour map that attendees will reference when selecting sites
- Your product/service showcased in the Solar Energy Week video aired on the CCSE YouTube channel and Solar Energy Week website
- Presence in Solar Energy Week advertising supplement
- Five complimentary registrations to the Solar Conference
- Recognition sign at all homes on Solar Tour
- Recognition in press and media releases
- Your company profiled in CCSE's Energy Connection e-newsletter sent to more than 10,000 constituents
- Logo placement on all Solar Energy Week event e-blasts (68% of CCSE workshop and event participants register via e-blasts)
- Complimentary 10'x10' exhibit space in high-traffic area for both the Solar Conference and Family Solar Day
- Partnership recognition in the Solar Energy Week brochure
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags

## Solar Energy Week Sponsorship Levels

### Megawatt: Solar Conference - \$10,000

- Recognition on all print and social media outreach for the Solar Conference
- Hyperlink and logo on Solar Energy Week website sponsorship page
- Your product/service showcased in the Solar Energy Week video aired on the CCSE YouTube channel and Solar Energy Week website
- Presence in Solar Energy Week advertising supplement
- Five complimentary registrations to the Solar Conference
- Recognition sign at Solar Conference
- Recognition in press and media releases
- Your company profiled in CCSE's Energy Connection e-newsletter sent to more than 10,000 constituents
- Logo placement on all Solar Energy Week event e-blasts (68% of CCSE workshop and event registrants come from e-blasts)
- Complimentary 10'x10' exhibit space in high-traffic area for both the Solar Conference and Family Solar Day
- Partnership recognition in the Solar Energy Week brochure
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags

### Kilowatt: Solar Energy Week - \$1,000

- Partnership recognition and logo placement on the Solar Energy Week website
- Partnership recognition in the Solar Energy Week brochure
- Complimentary 10'x10' exhibit space in high-traffic area for both the Solar Conference and Family Solar Day
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags

### Solar Conference Cocktail Reception - \$8,000

- Announcement at Solar Conference acknowledging sponsorship
- Signage at the reception and recognition on the table tent cards
- Partnership recognition on Solar Conference program, Solar Energy Week brochure and website
- Complimentary 10'x10' exhibit space at the Solar Conference
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags



### Solar Conference Lunch Partner - \$5,000

- Announcement at Solar Conference acknowledging sponsorship
- Signage at the luncheon and recognition on the table tent cards on each table
- Partnership recognition on Solar Conference program, Solar Energy Week brochure and website
- Complimentary 10'x10' exhibit space at the Solar Conference
- Opportunity to include company brochure (or giveaway) in the Solar Conference bags

## Solar Energy Week Sponsorship Levels

### Solar Conference Bag Partner - \$5,000

- Logo placement on all tote bags distributed at the Solar Conference and Commercial Solar Tour
  - Partnership recognition on Solar Conference program, Solar Energy Week brochure and website
  - Complimentary 10'x10' exhibit space at the Solar Conference
  - Opportunity to include company brochure (or giveaway) in the Solar Conference bags
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### Solar Conference Notepad Partner - \$3,500

- Logo placement on all notepads distributed at the Solar Conference and Commercial Solar Tour
  - Partnership recognition on Solar Conference program, Solar Energy Week brochure and website
  - Complimentary 10'x10' exhibit space at the Solar Conference
  - Opportunity to include company brochure (or giveaway) in the Solar Conference bags
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### Solar Conference Eco-Pen Partner - \$3,000

- Logo placement on all eco-pens distributed at the Solar Conference and Commercial Solar Tour
  - Partnership recognition for Solar Conference program, Solar Energy Week brochure and website
  - Complimentary 10'x10' exhibit space at the Solar Conference
  - Opportunity to include company brochure (or giveaway) in the Solar Conference bags
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### Solar Conference Breakfast Partner - \$3,000

- Signage at the breakfast area and recognition on table tent cards on each table
  - Partnership recognition for Solar Conference program, Solar Energy Week brochure and website
  - Complimentary 10'x10' exhibit space at the Solar Conference
  - Opportunity to include company brochure (or giveaway) in the Solar Conference bags
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### Solar Conference Coffee Break Partner - \$1,500

- Signage in coffee break area
  - Partnership recognition for Solar Conference program, Solar Energy Week brochure and website
  - Complimentary 10'x10' exhibit space at the Solar Conference
  - Opportunity to include company brochure (or giveaway) in the Solar Conference bags
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### Exhibit Space for Both Solar Conference and Family Solar Day - \$750

- 10'x10' booth with 8' table, two chairs, tablecloth and up to two lunches for employees (solar conference only)
  - Listing as an exhibitor on Solar Energy Week brochure
  - Listing as an exhibitor on Solar Energy Week website
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### Exhibit Space for Solar Conference or Family Solar Day - \$500

- 10'x10' booth with 8' table, two chairs, tablecloth and up to two lunches for employees (solar conference only)
- Listing as an exhibitor on Solar Energy Week website

# Solar Energy Week 2009

Presented by the California Center for Sustainable Energy (CCSE)

I'm ready to be part of the solution! I would like to be a partner at Solar Energy Week.

## Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_

Electrical needs, if any \_\_\_\_\_ Special set-up needs, if any \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## You Belong at Solar Energy Week!

Please indicate the sponsorship level you would like to reserve:

- Gigawatt: Solar Energy Week** (Limit one sponsor at this level) - \$15,000
- Megawatt: Family Solar Day** - \$10,000
- Megawatt: Commercial Solar Tour** - \$10,000
- Megawatt: Solar Homes Tour** - \$10,000
- Megawatt: Solar Conference** - \$10,000
- Kilowatt: Solar Energy Week** - \$1,000
- Solar Conference Cocktail Reception** - \$8,000
- Solar Conference Lunch Partner** - \$5,000
- Solar Conference Bag Partner** - \$5,000
- Solar Conference Notepad Partner** - \$3,500
- Solar Conference Eco-Pen Partner** - \$3,000
- Solar Conference Breakfast Partner** - \$3,000
- Solar Conference Coffee Break Partner** - \$1,500
- Exhibit Space for Both Solar Conference and Family Solar Day** - \$750
- Exhibit Space for Solar Conference** - \$500
- Exhibit Space for Family Solar Day** - \$500



Reserve Your  
Sponsorship or  
Exhibit Space Today!

Please e-mail form to:  
lauri.walker@energycenter.org or  
fax (858) 244-1178

Please mail payment by  
September 15, 2009 to:

California Center for  
Sustainable Energy  
Solar Energy Week  
Attn: Lauri Walker  
8690 Balboa Ave, Suite 100  
San Diego, CA 92123

Please make checks payable to:  
CCSE

Exhibit space is limited and  
secured on a first-come, first-  
served basis.

Don't miss out on this great  
opportunity, book today!