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# 2022 New York Solar Summit

## Sponsors & Exhibitors Prospectus

### **Conference + Trade Show**

December 12–13, 2022 – Albany Capital Center

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# About the Event

The NYSEIA New York Solar Summit returns to Albany in **December 2022** for a full-day event on the market trends and policy developments that matter most to New York's distributed solar and energy storage industries.

The conference will include a **trade show** along with numerous opportunities for **networking** and **social engagement** with your industry colleagues.

NYSEIA events bring together solar energy professionals, industry leaders, and decision-makers for discussion panels and data-driven presentations, plus engagement with NYSERDA and Department of Public Service staff to learn about the legislative, regulatory, and programmatic issues shaping New York's solar future.

**To engage with us about sponsorship opportunities, please contact [info@nyseia.org](mailto:info@nyseia.org). [Solar Champions Circle members](#) are eligible for a **15% discount on booths and other packages**.**

## Event Details

**Format:** Conference & Trade Show

- Pre-conference happy hour the night before
- A full day of industry discussions
- Networking lunch & coffee breaks
- Trade show of sponsor & exhibitor booths
- After party for industry leaders

**Audience:** NYSEIA expects attendance to **exceed 400 attendees** based on 2021, consisting primarily of solar developers & installers, customer acquisition firms, project financiers, manufacturers, suppliers, engineers, law firms, policy advocates, and state officials.

**Reach:** Event information will reach an audience of 4,000+ solar influencers through the NYSEIA mailing list, social media, and partner organizations.

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# Summit Agenda

(subject to change)

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## December 12, 2022

5:00 p.m. Happy Hour Reception

## December 13, 2022

8:00 a.m. Registration and Breakfast

9:00 a.m. Welcome and Introduction

9:10 a.m. Keynote Address

9:30 a.m. Panel Session

10:15 a.m. Networking Break 1

10:45 a.m. Panel Session

11:30 a.m. Panel Session

12:15 p.m. Networking Lunch

1:15 p.m. Panel Session

2:00 p.m. Panel Session

2:45 p.m. Networking Break 2

3:15 p.m. Panel Session

4:00 p.m. Panel Session

4:45 p.m. Closing Remarks

## Additional Networking

6:00 p.m. Offsite After Party

**[See the Event Page for Ticket Info:](https://www.nyseia.org/events/2022-nyseia-new-york-solar-summit)**

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# Sponsorship Opportunities & Benefits

## Presenting Sponsor: \$20,000

One available at this level.

- Exclusive short video or remarks
- Large logo or name on event graphics with “Presented By”
- Top-level listing on the NYSEIA event page with logo and link
- 8 Conference Passes
- Double display booth space (20’ x 10’)
- Booth in prominent location
- 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 event program

## Headline Sponsors: \$12,500

Five available at this level.

- Guaranteed panel speaking role
  - Large logo or name on event graphics
  - Prominent listing on the NYSEIA event page with logo and link
  - 5 Conference Passes
  - Double display booth space (20’ x 10’)
  - Booth in prominent location
  - 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
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# Sponsorship Opportunities & Benefits

## Networking Lunch: \$7,500

One available at this level.

- Opportunity to display signage in the lunch-serving area
- Digital logo displayed during lunch
- Logo or name on event graphics
- Prominent listing on the NYSEIA event page with logo and link
- 4 Conference Passes
- Double display booth space (20' x 10')
- Booth in prominent location
- 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

## Networking Reception: \$7,500

One available at this level. (December 12)

- Opportunity to display signage at the networking reception
  - Logo or name on event graphics
  - Prominent listing on the NYSEIA event page with logo and link
  - 4 Conference Passes
  - Double display booth space (20' x 10')
  - Booth in prominent location
  - 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
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# Sponsorship Opportunities & Benefits

## Breakfast Sponsor: \$7,500

One available at this level.

- Opportunity to display signage in the breakfast area
- Digital logo displayed during breakfast
- Prominent listing on the NYSEIA event page with logo and link
- 4 Conference Passes
- Double display booth space (20' x 10')
- Booth in prominent location
- 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

## Gold Sponsors: \$6,000

Ten available at this level.

- Prominent listing on the NYSEIA event page with logo and link
  - 4 Conference Passes
  - Double display booth space (20' x 10')
  - Booth in prominent location
  - 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
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Dec. 13, 2022

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# Sponsorship Opportunities & Benefits

## Tote Bag Sponsor: \$5,000

One available at this level.

- Opportunity to co-produce high-quality branded attendee totes
- Prominent listing on the NYSEIA event page with logo and link
- 3 Conference Passes
- Display booth space (10' x 10')
- Booth in prominent location
- 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

## Coffee Sponsor: \$5,000

One available at this level.

- Opportunity to display signage in the all-day coffee service area
  - Prominent listing on the NYSEIA event page with logo and link
  - 3 Conference Passes
  - Display booth space (10' x 10')
  - Booth in prominent location
  - 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
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# Sponsorship Opportunities & Benefits

## Silver Sponsors: \$4,000

Multiple available at this level.

- Listing on the NYSEIA event page with logo and link
- 3 Conference Passes
- Display booth space (10' x 10')
- Booth in prominent location
- 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

## Bronze Sponsors: \$2,500

Multiple available at this level.

- Listing on the NYSEIA event page with logo and link
  - 2 Conference Passes
  - Display booth space (10' x 10')
  - 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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New York  
Solar Summit

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# Sponsorship Opportunities & Benefits

## Lanyard Sponsor: \$2,500

One available at this level.

- Opportunity to provide company-branded lanyards for attendee name tags
- 2 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

## Booth Space: \$1,500

Multiple available at this level. Can be purchased separately or as extra space with other packages.

- Listing on the NYSEIA event page with logo and link
  - Display booth space (10' x 10') including table, wifi, electricity
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# Sponsorship Opportunities & Benefits

## Broadcast Sponsor: \$1,000

One available at this level.

- Listing on the NYSEIA event page with logo and link
- Inclusion in all event communications to the NYSEIA mailing list of solar professionals
- Special mention in emails to the virtual audience
- Mentioned and thanked in NYSEIA social media related to the event

## Tabletop Sponsors: \$500

Multiple available at this level.

- Opportunity to distribute company flyers on venue tables

## Green Sponsors: \$500

Multiple available at this level.

- Half-page ad in the event program

**Custom Marketing Opportunities:** NYSEIA welcomes creative ideas for featuring your company at our conference. If you have a unique idea for sponsorship or don't see exactly what you need here, please contact [info@nyseia.org](mailto:info@nyseia.org) to explore other options.

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# Solar Champions

NYSEIA **Solar Champions Circle members** are eligible for a **15% discount on booths and other packages.**

The inaugural **NYSEIA Solar Champions Circle** forges deep connections between hardware manufacturers, vendors, service providers, and the **200+ member companies** of our trade association.

**Founding Sponsors will get special recognition during program launch** and receive additional access to NYSEIA solar companies including a **contact list from the solar summit.**

For questions related to the Solar Champions Circle program launch, please contact Director of Operations Evan O'Neil: [evan@nyseia.org](mailto:evan@nyseia.org), 518-288-5250.

## Speakers & Moderators

If you are interested in speaking at the event, participating on a panel, moderating a panel, or designing and co-producing a panel, please contact **Executive Director Zack Dufresne** for more information: [zack@nyseia.org](mailto:zack@nyseia.org).

## Diversity & Inclusion

NYSEIA events feature a minimum of **50% speakers, panelists, and moderators** from traditionally underrepresented communities (women, BIPOC, LGBTQ, persons with disabilities), and we are happy to extend a **15% conference sponsorship discount to Minority/Women-owned Business Enterprises.** NYSEIA also offers a permanent **50% membership discount for MWBE.** Contact [info@nyseia.org](mailto:info@nyseia.org).

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## 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.

## Contact

P.O. Box 1523, Long Island City, NY 11101  
(518) 288-5250 | [info@nyseia.org](mailto:info@nyseia.org)

