POWER UP
OCTOBER 5-6, 2016
FT. WALTON BEACH, FLORIDA
BUILDING ENERGY RESILIENT COMMUNITIES

BE A PART OF THE ENERGY

Through the generous support of our partners and sponsors, Gulf Coast Energy Network (GCEN) is able to deliver educational speakers and events of the highest caliber. All of the events that GCEN sponsors are designed to provide the latest, cutting-edge technologies presented by the most respected leaders in business, industry, and academia. With a wide variety of sponsorship opportunities, Power Up 2016 represents the best investment to showcase your organization with leaders in the energy industry.

PAST PARTNERS, SPONSORS & ATTENDEES

ACME Solar
ACT, Inc D’MAND SYSTEMS
AEgis
Allmet Roofing Products
American Solar Energy Association
AppliedGreen
Applied Research Associates
Apollo Windows & Doors
ArchHorizon
ATAS International, Inc
Association of Energy Engineers
Bay Area Resource Council
Boeing
Booz Allen Hamilton
BP Alternative Energy
Building Industry Association
CH2M-Hill
Chevron Energy Solutions
Comfort Systems USA, Southeast
Compass Solar Energy
Danfoss Turbocor Compressors
Dealer Services, Inc
EMortgageConnect.com
Eco-Smart of Florida
Energy Information Administration
Environmental Defense Fund
Florida Alliance for Renewable Energy
Florida Association of Home Builders
Florida Chamber of Commerce
Florida Department of Environmental Protection
Florida Energy Commission
Florida Energy Office
Florida Governor’s Energy Office
Florida Green Building Coalition
Florida’s Great Northwest
Florida Renewable Energy Producers Association
Florida Solar Energy Center
Florida State University
FPL Energy
Gulf Power Company
INCREDBLOCK
Insulated Concrete Technology
Integrity Building Systems
KTC Builders
League of Conservation Voters
LRE Ground Services
MACTEC
Metals USA
Metland Systems
National Association of Home Builders
Okaloosa County, Board of County Commissioners
Okaloosa County, Economic Development Council
Okaloosa County, Sustainability Committee
Okaloosa Gas
PBS&J
PowerSavers
PyroGenesis
Rinnai Tankless Hot Water Systems
SafeAir Corp
Santa Rosa County, Board of County Commissioners
SAIC
SEMCN
Smastronix
Southern Company
Southern Energy Efficiency Alliance
Tallahassee Energy & Construction
Tetra-Tech
The Mohawk Group
UISM, Inc
US Air Force
US Department of Agriculture
US Department of Energy
US DOE’s Building America Program
US DOE’s Energy Efficiency and Renewable Energy Office
US DOE’s Energy Star Program
US DOE’s Federal Energy Management Program
US Environmental Protection Agency
US Green Building Council, Northern Gulf Coast Chapter
Union of Concerned Scientists
University of Central Florida
University of Florida
University of West Florida
US Navy
US Air Force
West Florida Regional Planning Council
PARTNER & SPONSOR PACKAGES
All Partners and Sponsors are recognized prominently before, during, and after the workshop as leading supporters of Power Up and as advocates for the stainability and energy movement. The high-exposure promotional opportunities listed in this prospectus are designed to fit a variety of budgets.

WHO SHOULD PARTNER OR SPONSOR?

| Energy Companies                              | Research and Development Companies |
| Consulting Firms                              | Component Equipment Suppliers      |
| Engineering Firms                             | Law Firms                         |
| Alternative Fuel Companies                    | Commercial and Residential Builders and Developers |
| Equipment Manufacturers                        | Real Estate Professionals         |
| Finance Providers                              | Architectural Firms                |
| Venture Capitalists and Investors              |                                 |

There is no better way to promote your organization than to be the Presenting Sponsor at Power Up.

The Presenting Sponsor offers exclusive co-branding opportunities on all pre-event marketing material to include TV, print, and Internet (over 100,000 impressions). There is no better way to show your support for Power Up 2016 than the Presenting Sponsor. Contact Info@powerupenergyexpo.com for details.

- Presenting Sponsor’s name and logo on all advertisements
- Presenting Sponsor’s logo on all printed material
- Presenting Sponsor’s logo on the Save the Date postcard
- Presenting Sponsor’s logo and link on the official Power Up website
- Presenting Sponsor’s logo on the Power Up 2016 tote bag
- Presenting insert in the Power Up 2016 tote bag
- Authorized use of the Power Up 2016 logo for up to six months
- Back cover advertisement on the Power Up 2016 Program Agenda
- 6 VIP passes to Power Up 2016
- A high-traffic booth in the Technology Hall at Power Up

Register online at www.PowerUpEnergyExpo.com
Or contact Info@PowerUpEnergyExpo.com.
Power Up 2016 is seeking top notch partners and sponsors for this year’s event. As a Power Up Partner your company will be a part of exclusive co-branding opportunities on pre-event and event marketing material. This includes TV, print, and internet advertising (over 100,000 impressions). Having a Sponsor booth at Power Up is an excellent way to showcase your organization and establish contacts with your industry peers. Our program schedule is designed with ample breaks to offer plenty of interaction with the attendees. Don’t forget to inquire about the sponsor demonstration area. This is a powerful way to communicate your message to our attendees.

The deadline for the Print Version of the Program Agenda is September 15th. Approximately 30 days before Power Up, a comprehensive Sponsor Kit will be available to all paid sponsors. This will include information on lodging, shipping, set-up and various order forms to help maximize your trade show investment.

Register online at www.PowerUpEnergyExpo.com
Or contact Info@PowerUpEnergyExpo.com.
*Sponsor must meet production deadlines.
Aside from becoming a partner or sponsor, you can also take advantage of these high visibility branding opportunities. Whether it’s speaking and introducing the keynote speaker or website banner ads, Power Up offers a variety of ways to have your brand seen and heard above the crowd.

**Introduction Address - Keynote Session** – $2,500
Welcoming remarks, your logo on event signage, literature distribution opportunities

**Introduction to Closing Plenary-Keynote Session** – $2,500
Closing remarks, your logo on event signage, literature distribution opportunities

**Social Hour** – $1,500
Help throw our October 5th after-workshop networking happy hour. It will take place right outside of the Technology Hall on the Emerald Coast Conference Center patio. Your logo will be featured on the Social Hour signage.

**Continental Breakfast** - $2,000
All attendees and exhibitors start their day with light breakfast and caffeine. This is a great opportunity to have your company be the first to be seen at Power Up.

**Power Up Lunch** (Limit 2) – $2,000
Power Up will be working with the Emerald Coast Conference Center’s food and beverage staff to deliver healthy lunches to keep attendees and exhibitors Powered Up all afternoon. (Limit one sponsor per day)

**Power Up Café Day 1** (Limit 1) – $1,000
Sponsor the Afternoon Coffee Break for Day 1 and Day 2. Your organization’s logo and marketing information will be distributed at the Power Up Café Coffee Station.

**Website Banner Ad** – $500
The Power Up website is the place all attendees and exhibitors go to for up-to-date info. Have your banner ad seen and get the impressions your brand needs.

**Conference Tote bag** – $500
Your logo branded on Power Up tote bags which will be given to all attendees.

For details on any of these promotional opportunities contact Info@PowerUpEnergyExpo.com.
Power Up 2016 is sure to sell out. Visit PowerUpEnergyExpo.com or email Info@PowerUpEnergyExpo.com

Floor Plan is Subject to Change
Check our website for the Current Floorplan
www.powerupenergyexpo.com
REGISTRATION APPLICATION

Please complete this application only if you do not want to register online. Complete all sections and mail your payment to:

Gulf Coast Energy Network
4077 Soundpointe Drive
Gulf Breeze, FL 32563

For questions, please contact info@PowerUpEnergyExpo.com or call (850) 517-7297.

APPLICATION FOR SPONSOR SPACE
The Sponsor wishes to Exhibit in Power Up 2016 to be held in Ft. Walton Beach, Florida, October 5-6, 2016 and hereby applies for the exhibit space.

Costs (check one)

☐ Platinum – $5,000 ($3,500 prior to July 31, 2016)
☐ Gold Sponsor – $2,500 ($2,000 prior to July 31, 2016)
☐ Silver Sponsor – $1,000 ($750 prior to July 31, 2016)

High Exposure Promotional Opportunities

☐ Introduction Address - Keynote Session – $2,500
☐ Introduction to Closing Plenary - Keynote Session – $2,500
☐ Social Hour – $2,000 Day 1 (Limit 1)
☐ Continental Breakfast – $2,000
☐ Power Up Lunch – Day 1 – $2,000
☐ Power Up Café – Day 1 (Limit 1) – $4,000
☐ Power Up Café – Day 2 (Limit 1) – $4,000
☐ Website Banner Ad – $500
☐ Logo on Conference Tote Bag – $500

PARTNER/SPONSOR INFORMATION

Company: _________________________________________________
Primary Point of Contact Name: ____________________________________________________________
Address: _____________________________________________________________________________
City ______________________________________________________
State, Zip: _________________________________________________
Tel: ________________________ Mobile: _______________________
Email: ____________________________________________________
Website: __________________________________________________

INVOICE RECIPIENT

Name: ____________________________________________________
Address: __________________________________________________
City ______________________________________________________
State, Zip: _________________________________________________
Tel: ________________________ Fax: __________________________
Email Address: _____________________________________________
PO #: _____________________________________________________

CREDIT CARD PAYMENT:

Name on Credit Card: ________________________________________
AMEX____  MC____  VISA____  Ex Date_______ Security Code______
Card Number  ______________________________________________
Billing Address ______________________________________________
City ______________________________________________________
State, Zip: _________________________________________________
Amount: $ _____________________________________________
X ______________________________________________________ (Authorized

ACCEPTANCE BY APPLICANT
Upon receipt of this application by GCEN and acceptance by GCEN, this application shall become a binding agreement between the Sponsor and GCEN. Email or faxed copies of this contract are legal and binding. The Terms and Conditions set forth on the following page are hereby incorporated by reference. The Sponsor acknowledges that none of the exhibit space fee is refundable except as expressly set forth in the Terms and Conditions. By the signature below, the individual signing this application represents and warrants that he or she has read, understood and agrees to abide by the Terms and Conditions on the reverse side of this agreement and is authorized by the Sponsor to enter into the agreement, which shall become binding upon acceptance by GCEN.

Name: ___________________________________________     Company: ___________________________________________

Signature: ___________________________________________     Date: ________________________________

CANCELLATION POLICY:
All cancellations must be submitted in writing to GCEN, 4077 Soundpointe Drive, Gulf Breeze, FL 32563. Refunds will be given to applicants that submit their cancellation 30 days prior to the event less $150 administration fee. No refund will be issued within 30 days of the event.
1. OBSERVANCE OF LAWS
Sponsor shall abide by and observe all laws, rules, regulations (including safety regulations), and ordinances including all rules of the Emerald Coast Convention Center. The Sponsors shall construct exhibits to comply with the ADA (American Disability Act).

2. INDEMNITY AND LIMITATION OF LIABILITY
The Sponsor and GCEN shall indemnify, defend and protect each other and hold each other harmless from any and all claims, demands, suits, liability damages, losses, costs, attorney’s fees and expenses which might result or arise from gross negligence or willful misconduct of the exhibitor, with either parties’ participation in GCEN or any actions of its officers, agents, employees, or other representatives, provided that (i) the indemnified party gives prompt notice of the claim to the other party; (ii) the indemnifying party has sole control over the defense of the claim, including any decision to settle; and (iii) the indemnified party provides the other party with all reasonable assistance therein. Except for gross negligence or willful misconduct, neither GCEN, sponsor, any co-sponsor, convention center or other exhibit space provider, nor any of their officers, agents, employees, facilities, other representatives, or assignees shall be liable for, and are hereby released from, any claims for damage, loss, harm, or injury to the person, property or business of the parties or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the exhibition facility or intermediate staging facilities, accident, or any other reason in connection with GCEN or any and all planning meetings, demonstrations, or staging. GCEN shall not be responsible for the security of Sponsor’s equipment or its proprietary software or hardware information, and Sponsor shall have full responsibility for any theft or other loss, including any subrogation claims by its insurer. It is the responsibility of the Sponsor to maintain proper insurance coverage for its property and liability.

3. BOOTH ASSIGNMENT
Every attempt will be made to assign space as preferred by the Sponsor. However, in rare occasions, it may be necessary to re-assign booth location. GCEN retains the exclusive right to reassign at its option.

4. RIGHT TO REFUSE
GCEN reserves the right to review and reject any application for exhibit space without prejudice.

5. USE OF EXHIBITION SPACE
Sponsor shall not sell or exchange goods or money on the exhibition floor. Sponsor shall not assign to a third party its Exhibition space or any portion of that space without the prior written consent of GCEN, which GCEN may grant or withhold at its sole discretion. If such permission is given, the Sponsor shall assume full responsibility for the conduct of the assignee and all its representatives and the Sponsor shall not charge its assignee more than a fair proportionate share of the exhibit fee. Permission to assign or share space shall not be given unless the assignee or person who is going to share the space, agrees to and does assume all of the responsibility, liabilities and terms of this agreement. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. GCEN reserves the right to withdraw approval of this application if, in its sole discretion, it determines that the Sponsor is not eligible to participate or that the Sponsor’s product is not eligible to be displayed in this Exhibition, or that the Sponsor or any of its representatives fail to conduct themselves in accordance with normal standards of decorum and good taste.

6. EXHIBITION HOURS
Sponsors will comply with published GCEN exhibit hours. GCEN reserves the right to change the exhibit hours without prior notice.

7. INSTALLATION AND DismantLING
If Sponsor fails to set up its display in its assigned space by the installation deadline and remit payment at times specified, GCEN shall have the right to take possession of the space and utilize such space in any manner it sees fit. Sponsor may not dismantle the display until the Exhibition is finally closed to the public, at the date and time indicated by GCEN.

8. SPACE EQUIPMENT AND SERVICES
Each exhibit space will include general show security service and sponsor badges for Sponsor staff. Draped space (8 feet high back drapes, 36 inch high side drapes, and identification sign will be provided for non-island exhibit space only. No Exhibit may be built or erected to exceed the height limitation as set forth in the Sponsor’s Manual. Any Sponsor whose booth exceeds the height limitation will be required at its own expense to alter the display in order to conform to these regulations. GCEN shall not be liable for any errors in any listing or descriptions or for omitting any Sponsor from the guide or other materials.

9. SPONSOR EQUIPMENT AND SERVICES
Sponsor will install its equipment and display in accordance with the schedule distributed by GCEN with final space assignment. Sponsor agrees to provide service and support for installed products. At the discretion of GCEN, products not maintained in acceptable working order within specified times may be re-removed. All electrical systems, furniture, counter or packaging materials shall be left in all corridors, all hallways, or any other common area. GCEN reserves the right to set up and alter the display until the Exhibition is finally closed to the public. In the event written confirmation cannot be documented the vendor agrees to cease playing the music.

10. SPONSOR SERVICES INFORMATION
Sponsors are responsible for providing or arranging all necessary labor in transporting, uncrating, erecting, dismantling and re-crating of displays. These services, if desired, may be arranged for with the official conference decorator or carrier. Neither GCEN, any co-sponsor or convention center or other exhibit space provider will be responsible for the performance or any act or omission of these contractors.

11. CANCELLATION OR TERMINATION OF EXPO
If for any reason beyond its reasonable control including, fire, strike, earthquake, damage, construction or renovation to the Conference Center, government regulation, public catastrophe, Act of God, or any similar reason, GCEN shall determine that the Exhibition or any part may not be held. GCEN may cancel the Exhibition or any part thereof. In that event, GCEN shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate display fees received by GCEN less $200 administration fee. No refund will be issued within 30 days of the event.

12. SPONSOR CANCELLATION OR BOOTHS DOWNSIZING
All sponsor cancellations must be submitted in writing to GCEN. 4077 Soundpointe Drive, Gulf Breeze, FL 32563. Refunds will be given to applicants that submit their cancellation 31 days prior to the event less $200 administration fee. No refund will be issued within 30 days of the event.

13. SPONSOR CONDUCT
Sponsor and all of its representatives shall conduct themselves at all times in accordance with normal standards of decorum, and good taste. GCEN reserves the right to eject from the Exhibition any Sponsor or representative violating those standards.

14. LIABILITY
Under no circumstances will any party to this agreement indemnify, defend or hold harmless any co-sponsor or the conference center or other exhibit space provider liable for lost profits or other incidental or consequential damages for any of their acts or omissions with respect to or without any notice of the possibility or likelihood of such damages or lost profits. In no event shall GCEN’s liability under any circumstance, exceed the amount actually paid to it by the Sponsor for exhibit space. GCEN makes no representations or warranties including but not limited to, the number of persons who will attend the Exhibition.

15. CARE OF BUILDING AND EQUIPMENT
Sponsors or their agents may not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. If such damage occurs, the Sponsor is liable to the owner of the property so damaged. All decorations must be flameproof. Electric wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exhibition is located, and of any other government authority maintaining jurisdiction over the convention center that affect the installation, conduct and disassembly of exhibit spaces. Combustible materials or materials not permitted in the exhibit hall. The Sponsor shall also comply with any reasonable requests of officials of the Exhibit Hall and GCEN with respect to the installation, conduct and disassembly of its exhibit.

16. TAXES AND LICENSES
Sponsor shall be responsible for obtaining any licenses, permits or approvals under local or state law applicable to its activity at the Exhibition. Sponsor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with its activities at the Exhibition.

17. NOISE CONTROL
GCEN reserves the right to monitor or prohibit the use of any electronic equipment or machinery that it determines, in its sole discretion, is detracting from other exhibits.

18. BOOTHS MUSIC
Live or taped music is prohibited as part of an exhibit for display without written permission from an appropriate music licensing source. Sponsor agrees to obtain such written permission. Evidence of such an agreement must be available for GCEN upon request. In the event written confirmation cannot be documented the vendor agrees to cease playing the music.

19. SECURITY
Security will be provided to patrol during exhibition and after exhibition hours. The exhibit hall must be vacated within two hours after exhibition closing. Sponsors will be allowed to enter the exhibit hall upon presentation of a proper exhibit badge/pass only.

20. RESOLUTION OF DISPUTES
In the event of a dispute or disagreement between: Sponsor and an Official Contractor; or between Sponsor and a Labor Union or Labor Union Representative; or between two or more Sponsors; all interpretations of the rules governing the Exhibition, actions, or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be binding on Sponsor.

21. AGREEMENT TO TERMS, CONDITIONS & RULES
Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by GCEN from time to time for the efficient and safe operation of the Exhibition. In addition to GCEN’s right to close a display and withdraw its acceptance of the application, GCEN in its sole judgment, may refuse to consider or participation in future Exhibitions an Sponsor who violates or fails to abide by all such terms, conditions, and rules. This application represents the entire agreement between the Sponsor and GCEN concerning the subject matter of this application and making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing and signed by all parties. The headings used in this agreement are for organizational purposes only and are not to be used in the interpretation of the substance of this agreement. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors,