

EEC NATIONAL CONFERENCE

MEL • 27-28 MAY 2025

Efficiency
Electrification
Decarbonisation



PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES



A MESSAGE FROM OUR CEO

A CRITICAL YEAR IN A CRITICAL DECADE

The fifteenth annual EEC National Conference will take place on the 27 and 28 May 2025 in Melbourne. There will be much to discuss.

Between now and then a federal election will be run and won, a 2035 emissions target will be announced and decarbonisation plans for each sector of the Australian economy will be released.

The first tranche of climate related financial disclosure requirements will have kicked in, driving a whole new strategic conversation around emissions reduction options for business.

A decision on the future of Commercial Building Disclosure will be made.

New energy efficiency regulations and consumer energy programs will be spinning up at the state level, and reviews of key efficiency schemes will be well underway.

Each and every one of these issues is of critical importance to our industry. And the 2025 EEC National Conference is where you'll get across it all.

With its signature mix of industry experts, sophisticated energy users, policy-makers and business leaders from around the country – the Conference will be the perfect place to connect, collaborate and put your business in the best possible position to leverage these opportunities.

Incorporating big picture plenaries, in depth panels and more interactive elements, the Conference is the essential date on the calendar for Australia's energy management community.

LEAD THE CONVERSATION

The EEC is looking to work with a limited number of highly engaged partners to ensure the 2025 National Conference goes from strength to strength.

And with partnership and sponsorship opportunities selling out two years running, this is your chance to get in early and be a part of this premier event from the very beginning and help us shape our flagship event.

This prospectus outlines a tailored selection of sponsorship options to meet your objectives and budget. Review the options and feel free to call us to discuss a package that meets your needs.

I look forward to partnering with you on the EEC National Conference 2025.



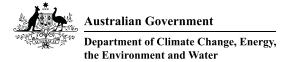
Luke Menzel
CEO
Energy Efficiency Council





DATE Tuesday 27 – Wednesday 28 May 2025
VENUE Pullman Melbourne on the Park
 192 Wellington Parade, East Melbourne VIC 3002

2024 SPONSORS INCLUDED



PARTNERSHIP, SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The EEC team works closely with partners, sponsors and exhibitors before, during and after the event to ensure your experience provides value for your organisation.

Opportunities are categorised with a range of price points to ensure organisations of all sizes are able to participate.

HEADLINE PARTNERSHIPS

Our premium partnerships position your organisation as an industry leader. Showcase your expertise and profile your thought leadership through a range of targeted and branded speaking opportunities, from one-on-one CEO conversations, plenary speaking opportunities and headline stream sessions.

NETWORKING SPONSORSHIPS

Networking sponsorships offer a range of tailored options that provide maximum opportunity to create brand awareness and place your organisation front-of-mind with Conference delegates.

SHOWCASE AND EXHIBITION SPONSORSHIPS

Showcase your company's products and services to a highly invested and engaged audience in-person with a booth, supported by an app with lead capture and promotional opportunities.

CORE INCLUSIONS

MARKETING PACKAGE

Includes prominent logo placement and acknowledgement across all physical and digital touch-points, and includes but is not limited to:

- The official event website
- Email and EDM communications
- Event programming material (digital and printed)
- Written and visual asset-creation for use on sponsor-managed social media platforms
- Acknowledgment of your support by the Chair in opening and closing plenary sessions
- Provision of the delegate list one (1) week post-event (subject to delegate permission)



EXHIBITOR PACKAGE

- Single shell scheme booth 2m x 2m (4m²)
- Fascia signage with company name
- Basic lighting and power
- Two x exhibitor registrations per day
- App with lead capture
- Option to upgrade to a double exhibition booth 2m x 4m (8m²) for an additional charge

HEADLINE PARTNERSHIPS

MAJOR PARTNER & EVENT PARTNER

\$ BY NEGOTIATION

These top tier-partnerships are limited to bespoke opportunities for governments to position themselves as leaders of the energy management sector.

DIAMOND PARTNER

EEC MEMBER \$35,000 | STANDARD \$50,000

Limited to **three exclusive opportunities** to position their organisation as a leader of the energy management sector. This partnership features a keynote address or an armchair conversation with the EEC's CEO that is recorded and made available to the Diamond Partner, and prominent headline branding at the event, including partner logo on delegate name badges and stage signage.

- Keynote or armchair conversation, recorded
- Additional speaking opportunity in breakout stream session
- Logo on delegate nametags
- App promotional ad on rotation, designed by Partner
- 10 x Conference registrations
- 10 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- Exhibitor+ Package

ONLY 1 REMAINING



HEADLINE PARTNERSHIPS

ENERGISING WOMEN PARTNER

EEC MEMBER \$22,000 | STANDARD \$28,000

One exclusive opportunity to support the plenary session at the end of the first day, coupled with Networking Drinks that are positioned to lead into the Gala Dinner. With over 400 attendees across both events in 2024, this is a great chance for one organisation to put itself at the forefront of promoting and celebrating Women in Energy.

- Branded plenary session
- One speaking opportunity
- Branded Networking drinks post-session, pre-Gala Dinner
- App promotional ad on rotation, designed by Partner
- 5 x Conference registrations
- 10 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- 50% discount on exhibitor packages

ONLY 1 AVAILABLE

GALA DINNER PARTNER

EEC MEMBER \$22,000 | STANDARD \$28,000

A perennial highlight of the Conference, the Gala Dinner features an introductory speech from the Gala Dinner partner, as well as a prominent keynote speaker and the presentation of the National Energy Efficiency Awards (NEEA).

The Gala Dinner will celebrate innovation across the industry and offer prime networking opportunities in a festive setting.

With approximately 350 guests representing leading energy efficiency and energy management businesses and Australia's most forward-thinking energy users, Gala Dinner partnership is an exceptional opportunity to demonstrate leadership and support of the sector and promote brand awareness to a large, engaged audience.

- Branded Gala Dinner
- Speaking opportunity
- App promotional ad on rotation, designed by Partner
- 5 x Conference registrations
- 10 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- 50% discount on exhibitor packages

ONLY SOLD



HEADLINE PARTNERSHIPS

PLATINUM PARTNER

EEC MEMBER \$18,000 | STANDARD \$24,000

A premium partnership package including a high-profile speaking opportunity in one of the Conference's four plenary sessions, Platinum Partners receive maximum thought-leadership, profile-raising and brand recognition opportunities. Intended for Australia's leading energy businesses, a Platinum partnership is the perfect way to get your company, people and brand out front, shape the debate, build deeper working relationships and showcase your position as an industry leader.

- One branded plenary session including one speaking opportunity
- App promotional ad on rotation, designed by Partner
- 5 x Conference registrations
- 5 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- 50% discount on exhibitor packages

ONLY 4 REMAINING

GOLD PARTNER

EEC MEMBER \$12,000 | STANDARD \$16,000

A popular partnership package including a branded speaking opportunity in one of nine stream sessions dedicated to residential, energy markets and business streams.

Gold partnerships are a key opportunity to build prominence, profile and brand awareness, and develop deeper network connections.

- One branded stream session including one speaking opportunity
- 3 x Conference registrations
- 3 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package
- 50% discount on exhibitor packages

ONLY 8 REMAINING



NETWORKING SPONSORSHIPS



CAFE SPONSOR
EEC MEMBER \$7,000 | STANDARD \$11,000

Prominent branding on the most popular attraction - a coffee cart in a networking space featuring exhibition booths and catering.

- 2 x Conference registrations
- 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package

ONLY 2 AVAILABLE



RE-ENERGISE SPONSOR
EEC MEMBER \$7,000 | STANDARD \$11,000

Prominent branding of a seating space, within the exhibition and near the coffee cart, featuring a free-charging station for delegates to sit for a moment and reenergise themselves and their devices.

- 2 x Conference registrations
- 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package

ONLY 2 AVAILABLE



LANYARD SPONSOR EEC MEMBER \$9,000 | STANDARD \$13,000

Be the brand at the front of all conversations with your logo colour-printed on eco-friendly recycled PET material (recycled drink bottles) lanyards.

- 2 x Conference registrations
- 20% discount on additional registrations
- Marketing Package
- 2 x Gala dinner registrations

ONLY 1 SOLD



SHOWCASE AND EXHIBITING SPONSORSHIPS

SILVER SPONSOR

EEC MEMBER \$9,000 | STANDARD \$13,000

Silver Sponsors receive all the benefits of the Exhibitor Package, with the added benefits of complimentary Conference and Gala Dinner attendance and a discount on additional registrations.

- 2 x Conference registrations
- 20% discount on additional registrations
- Marketing Package
- 2 x Gala dinner registrations
- App with lead capture
- Exhibitor Package

EXHIBITOR

EEC MEMBER \$7,000 | STANDARD \$11,000

Our entry level option, this is a cost-effective opportunity to promote your products and services direct to delegates with a comprehensive exhibition package that includes a 2m x 2m exhibition booth.

- App with lead capture
- Marketing Package
- Exhibitor Package

EXHIBITOR+

EEC MEMBER \$10,000 | STANDARD \$14,000

Need more space? Upgrade to a double 4m x 2m booth.

- App with lead capture
- Marketing Package
- Exhibitor Package

NETWORKING LUNCH

EEC MEMBER \$5,000 | STANDARD \$8,000

An entry level opportunity to promote your brand. May be added to other packages to boost your company's profile.

ONLY 2 AVAILABLE

- Marketing Package

NETWORKING DRINKS

EEC MEMBER \$5,000 | STANDARD \$8,000

An entry level opportunity to promote your brand at the conclusion of the event on day 2. May be added to other packages to boost your company's profile.

ONLY 1 AVAILABLE

- Marketing Package

ADVERTISING ADD-ON

EEC MEMBER \$1,500 | STANDARD \$2,500

Promote your brand and attendance at the Conference with an eDM banner ad. Note this opportunity is only available with the purchase of a sponsorship package.

BOOKING FORM

Please complete and return this form to events@eec.org.au. Please note that returning this form is not a guarantee that your company has secured the sponsorship.

COMPANY DETAILS

Company name (for marketing purposes):

Company name (for invoicing purposes):

Address:

City:

State:

Postcode:

ABN:

MAIN CONTACT DETAILS (FOR LIAISING WITH THE EEC)

Name:

Position:

Email:

Phone:

Additional contacts to be cc'd in sponsorship related communications:

PACKAGE

Packages are subject to availability.

	EEC Member	Standard
	Ex. GST	Ex. GST
Diamond Partner	\$35,000	\$50,000
Energising Women Partner	\$22,000	\$28,000
Gala Dinner Partner	\$22,000	\$28,000
Platinum Partner:	\$18,000	\$24,000
Gold Partner:	\$12,000	\$16,000
Café Sponsor: single cart (POA for both carts)	\$7,000	\$11,000
Re-energise Sponsor	\$7,000	\$11,000
Lanyard Sponsor	\$9,000	\$13,000
Silver Sponsor	\$9,000	\$13,000
Exhibitor	\$7,000	\$11,000
Exhibitor+	\$10,000	\$14,000
Networking Lunch Sponsor: single day (POA for both days)	\$5,000	\$8,000
Networking Drinks Sponsor	\$5,000	\$8,000
Advertising Add On	\$1,500	\$2,500

PAYMENT OPTIONS

A 50% deposit is required for all sponsorship packages to confirm your booking. Final payment must be made prior to the commencement of the Conference.

Payment method: Visa Mastercard EFT

Payment option: 50% deposit Full amount

CREDIT CARD DETAILS

Your credit card details are required as a guarantee but will not be charged unless you have indicated this as your preferred method of payment. All credit card payments incur a 2.4% service charge.

Name on card:

Card number:

Expiry date:

CCV:

AUTHORISATION

Name:

Position:

Signature:

Date:

I agree to the terms and conditions for participation in the EEC National Conference 2025

This is an agreement between you (the 'Sponsor') and the Energy Efficiency Council (the EEC, the 'Event Organiser') with respect to sponsorship of the EEC National Conference (the 'Event'). You must accept without modification all of the terms and conditions and information contained in this Sponsorship Agreement.

Prices listed in this document are exclusive of GST.

All artwork and logos as included in the sponsorship package must be supplied by the Sponsor.

The following conditions apply to all sponsorship packages. Please read the sponsorship terms and conditions carefully.

GENERAL

1. The Event Organiser reserves the right to change the sponsorship terms and conditions for the Event.
2. Sponsorship status is not secured until initial payment is received and approved by the Event Organiser.
3. The Event Organiser does not offer any guarantee of attendance numbers.
4. The Event Organiser does not accept liability for absent presenters but will endeavour to do everything within its power to replace the speaker.
5. The Event Organiser does not accept liability for the quality of presenters at the event.
6. The Event Organiser does not accept liability for the quality of the venue, catering, and audio visual.

EVENT FORMAT AND CANCELLATIONS

1. The Event venue and format may be changed without prior notice at the sole discretion of the Event Organiser.
2. The EEC will be guided at all times by the Victorian Government health advice. Should government restrictions impact upon the Event delivery, the following steps may be taken:
 - A. Transition into an online event.
 - B. Event postponement.
 - C. Full event cancellation. In this case, a refund will not apply. The EEC will work with the Sponsor to develop a new sponsor package to take place in lieu of the Event.
3. In the event of cancellation of the Event by the Event Organiser, the Sponsor is entitled to a refund of 80% of sponsorship funds paid.
4. If cancellation is due to point 2 above or is for a force majeure (1), no refund applies.
(1) Force majeure includes without limitation, cancellation or other withdrawal by the suppliers, cancellation or failure of a venue, strike, act or reasonable apprehension of terrorism, war, destruction of facilities or materials, fire, flood, earthquake or storm, labour disturbances, epidemic or failure of public utilities or common carriers, without liability.
5. A cancellation fee of 50% will apply to the total Tax Invoice if the Sponsor wishes to withdraw support from the Event for any reason if written notification is submitted to the Event Organiser on or before 60 days prior to the Event. Monies already paid by Sponsor in excess of the cancellation fee will be refunded accordingly. Fees are payable within 7 days of written cancellation being received from Sponsor.

SPONSOR MARKETING MATERIALS

6. Any material for the Event must be provided to the Event Organiser to the set specification and by the due date or no later than 2 weeks from the initial request for material where a due date has not been stipulated. Failure to do so may result in the material not being displayed.
7. The Sponsor is responsible at its sole cost and expense for production of any Sponsor materials. The use and publication of any Sponsor materials by the Sponsor must first be approved by the Event Organiser.

SPONSOR RESPONSIBILITIES

8. The Sponsor will provide services and materials associated with the Event and onsite at the Event, of good quality and professional standard with an ethical approach in conduct, presentation, information, and services provided in association with event delegates, speakers, event personnel, the EEC and any other third party associated with the preparation and delivery of the Event.
9. The Sponsor is responsible for all occupational health and safety liabilities and obligations and any issues which may arise which relate to the Sponsor's occupation and use of the site at the Event. The Sponsor will comply with the requirements of the venue in relation to all matters pertaining to occupational health and safety requirements throughout the course of the Event, including preceding and post-event arrangements associated with the sponsorship, and all liability is removed from the Event Organiser in relation to this obligation.
10. The Sponsor is responsible for organising and insuring all goods, products, and equipment provided and used by the Sponsor at the Event and is responsible for ensuring public liability and product liability insurance is maintained and current for the entire duration of the Event. Evidence of insurance cover must be provided to Event Organiser upon request.
11. The Sponsor must obtain written permission from the Event Organiser for any photography, filming or sound recordings of any person or speaker attending or activities undertaken at the Event.
12. The Sponsor will ensure on-site setup of Sponsor package inclusions at the Event are organised within the timeframes stipulated and make arrangements accordingly. At the conclusion of the Event, the Sponsor will remove all goods, products and equipment from the venue by the time stipulated.
13. The Sponsor will be financially responsible for any damage sustained or loss incurred, to the venue's property or persons sustaining injury or harm associated with Sponsor related conduct, equipment or activities, and all aspects associated with the venue's property through Sponsor's own actions or those invitees/employees/contractors or other third party attending the Event and venue on behalf of the Sponsor. All liability is removed from the Event Organiser in relation to this issue.
14. The Sponsor agrees to comply with the sponsorship package stipulations and inclusions in accordance with this agreement.