About The Fair

Organized by the Midwest Renewable Energy Association (MREA), The Energy Fair is the nation’s longest-running event of its kind.

Hosted annually in the rolling hills of Custer, Wisconsin, the Fair brings an average of 11,500 industry professionals and sustainable living enthusiasts together for a three-day celebration of renewable energy education and demonstration.

The 32nd Annual Energy Fair is set for June 23rd-25th, 2023. Whether you’re able to attend the Fair in-person or are simply looking for ways to support the event and enhance your brand visibility across MREA’s print and digital channels, there are a multitude of engagement opportunities for you to take advantage of before and during the big event.

To learn more about The Energy Fair and the many ways you can get involved, please visit: www.theenergyfair.org/get-involved

Events and Attractions

Curated to educate, connect, and inspire, the Fair’s electric lineup features everything from live music and inspiring keynotes to solar plus storage tours and educational workshops. To learn more about this year’s exhibitors, Energy Professional CE series, Clean Energy Career Fair, and special events, please visit www.theenergyfair.org.

Stay in-the-know with key announcements by subscribing to the Fair’s monthly newsletter: www.theenergyfair.org/newsletter-sign-up

ABOUT THE MREA

The MREA promotes renewable energy, energy efficiency, and sustainable living through education and demonstration.

STAY IN TOUCH:

www.theenergyfair.org
energyfair@midwestrenew.org
7558 Deer Rd, Custer, WI 54423
Why Sponsor The Fair?

This is your opportunity to stand out as a thoughtful leader and make a difference by becoming a sponsor of The 32nd Annual Energy Fair.

Sponsoring The Energy Fair is a great way to increase brand recognition and exposure, showcase your products and services, and establish new and lasting relationships that grow your business through networking.

If you believe in the security of tomorrow as much as we do, join the Fair as a sponsor today!

### SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>GIGAWATT $10,000</th>
<th>MEGAWATT $5,000</th>
<th>KILOWATT $2,500</th>
<th>WATT $1,000</th>
<th>GRASSROOTS SUPPORTER $500</th>
<th>COMMUNITY PARTNER $250</th>
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<td><strong>SPONSOR BENEFITS</strong></td>
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<td>Clickable logo on The Energy Fair website</td>
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<td>Sponsor badges to attend The 2023 Energy Fair</td>
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<td>6</td>
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<td>Vouchers for the Pre-Fair Thursday Night Networking Dinner</td>
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<td>Logo placement on promotional materials and signage</td>
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<td>Second-Level</td>
<td>Third-Level</td>
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<td>Complimentary passes to give to clients</td>
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<td>Full-color ad in The 2023 Energy Fair Program Guide (140,000 views/yr)</td>
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<td>Half-Page</td>
<td>Quarter-Page</td>
<td>Sixth-Page</td>
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<td>10’ X 10’ exhibit space (up to $1,200 value)</td>
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Put Your Name On High-Traffic Locations

Looking for even more ways to get your name and brand in front of our 11,500+ Fairgoers? Consider sponsoring one of these key, high-traffic locations at The 2023 Fair!

**Main Stage Sponsor • $2,500 | Forest Stage Sponsor • $1,000**

Catch maximum views with sponsorship signage at these high-traffic areas where attendees will enjoy keynotes, panels, and musical performances.

**Workshop Tent Sponsor • $500 (Multiple Available)**

Show your support for and involvement in education. By sponsoring a workshop tent, you will be putting your name in front of thousands of individuals who are truly invested in clean energy and sustainable living.

**Clean Energy Career Fair • $500 (Multiple Available)**

Whether you are looking to attract future employees or play a hand in supporting clean energy workforce development in the Midwest, you won’t want to miss getting involved in the Clean Energy Career Fair for the in-person and digital benefits.

**Beverage Tent Sponsor • $2,000**

Get maximum views by putting your name on the highest traffic location at the Fair. The beverage tent is available to all attendees throughout the event and provides locally crafted alcoholic and nonalcoholic drinks.

**EV Charging Sponsor • $2,000**

Each year at the Fair, attendees are able to take advantage of our solar carport. Show your support for the clean car revolution at this Fair hot spot!
Sponsor Fan Favorites

One of the best ways to connect with attendees is by making key parts of the Fair possible with your support. From sponsoring live music and shuttle busses to beverage tickets and wristbands, we provide a variety of opportunities to keep your brand top of mind.

**Energy Professional Building & Networking Sponsor • $6,000**

Build awareness with hundreds of solar professionals in the Midwest and take the lead in providing networking opportunities during the Fair.

**Live Music Sponsor • $1,500**

Get noticed by becoming part of the joy of the Fair! Support local and regional music acts coming to the Fair and take a bow for providing the chance for attendees to dance.

**Transportation Sponsor • $2,500**

Help make the Fair more accessible while reaching new communities! The MREA takes pride in organizing mass transit for local and regional communities to attend the Fair. Further this work by making this a free resource for attendees through your sponsorship.

**Wristband Sponsor • $1,500**

You won’t go unnoticed as the wristband sponsor with your logo on all varieties of admission wristbands throughout the weekend.

**Beverage Ticket Sponsors**

The ultimate key to networking is being the person with the free drink tickets. Contact Celia at celia@midwestrenew.org to learn about options.

**Roof Demo Sponsors**

Attendees at the 2022 Fair were delighted to be able to watch hands-on, live roof demos at the MREA Training Roof during the Fair. These opportunities will once again be limited in 2023. Contact Celia at celia@midwestrenew.org if you are interested in showcasing your product or service through a live roof demo.

"The MREA puts the practical punch into the movement for a livable planet. It's filled with folks who actually know how to make the future work. We have lots and lots of partners around the world, but none with more know-how, savvy, and drive than the people of the MREA."

-Bill McKibben, Former Energy Fair Keynote and Founder of 350.org
Why Exhibit At The Fair?

Showcase your contribution to renewable energy, sustainable living, and energy efficiency advancements by exhibiting in a unique outdoor festival venue! As an Energy Fair exhibitor, you increase your prospective audience while creating a robust network of lasting professional and personal connections.

Early bird pricing is available now through February 15th, 2023, so don’t delay—register today!

Early Bird Booth Pricing:

Artisan & Non-Profit • Indoor: $235 • Outdoor: $190
Registration comes with 2 complimentary exhibitor badges. Artisan Exhibitors must make or grow their own product(s) and have no more than two employees. Non-Profit Exhibitors must provide their organization’s EIN upon registration.

Cottage Industry & Political Groups • Indoor: $495 • Outdoor: $460
Registration comes with 4 complimentary exhibitor badges. Cottage organizations qualify to exhibit at this level if they have 49 or fewer employees. All political groups are welcome to exhibit after reviewing the Exhibitor Terms & Conditions listed in the registration form.

Manufacturer & Distributor • Indoor: $1,140 • Outdoor: $830
Registration comes with 4 complimentary exhibitor badges. Organizations qualify to exhibit at this level if they have 50+ employees.

Spaces fill rapidly! Register now to secure your booth!

NEW In 2023!

We will be opening a limited number of booths to 2-day exhibitors. Please check the exhibitor map to view booth options. Spaces will fill rapidly, and we will not expand our 2-day vendor booths.

To view the most current exhibitor map and see which booths are still available, please visit: theenergyfair.org/exhibitor-map
Please visit theenergyfair.org/exhibitor-map for the most up-to-date version of the map.
READY TO REGISTER?
We recommend submitting your information online for your convenience and ability to fully customize your options.

Head to theenergyfair.org/sponsorship-form to submit your sponsorship information and take advantage of sponsorship benefits.

To register as an Exhibitor, complete the form at theenergyfair.org/exhibitor-form

If you prefer to work with MREA staff to complete your registration, please complete the form to the right and send it to:

Celia Sweet
MREA Events Director
celia@midwestrenew.org

Company Name: ______________________________________________________________

The Company Name you enter here will appear on all booth personnel badges, the Program Guide, and other marketing material; please ensure you provide the FULL OFFICIAL NAME as you would like displayed!

Company Website (to be listed in The 2023 Program Guide): ____________________________

Company Address: ______________________________________________________________

Street
City                      State                  Zip

Primary Contact Name: ____________________________________________________________

Primary Contact Title: ____________________________________________________________

Email: __________________________ Phone: __________________________

Sponsorship Level: ________________________________________________________________

À La Carte Sponsorship: __________________________

Exhibitor Booth Category: __________________________

Exhibitor Booth Location (circle one): Indoor/Outdoor

Please list if you have a preference on booth number: __________________________

☐ I agree to the terms and conditions. (View at theenergyfair.org/rules-regulations)

Signature: __________________________ Date: __________________________

A staff member will get in touch with you as soon as possible to complete your registration and create your invoice. Payment is due within 30 days of signing or by June 1, 2023, whichever date is sooner.