



MARKETING OPPORTUNITIES WITH EBA

2018

Maximize Your Visibility with EBA



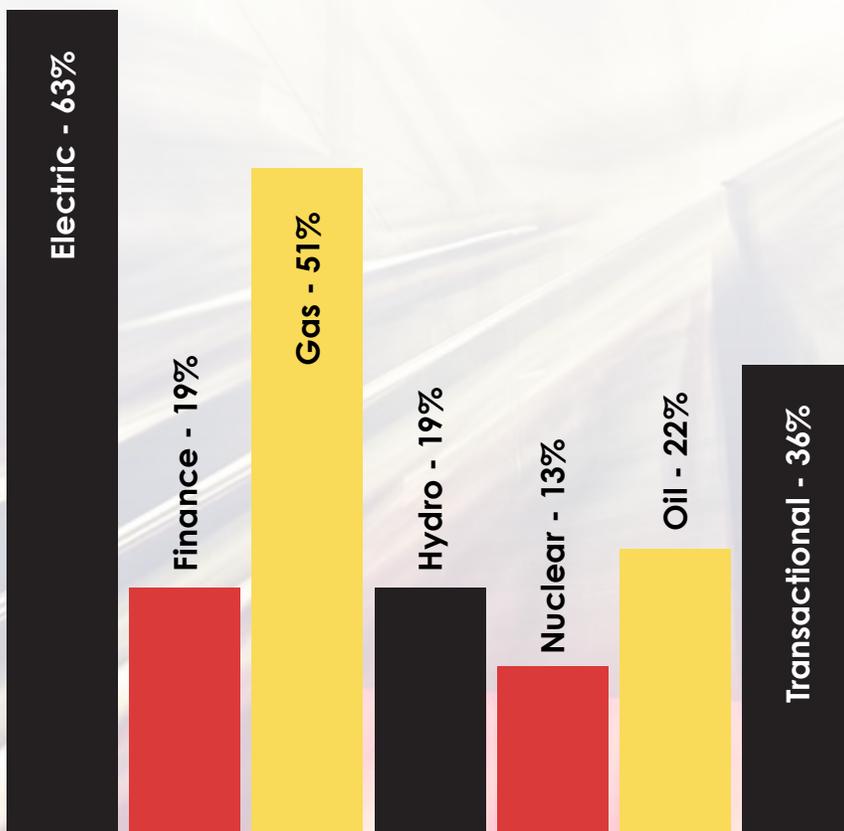
The Energy Bar Association (EBA) helps you do that with an array of marketing business opportunities set at various levels to meet your marketing needs. The most successful businesses invest in marketing because it's good business. Making your clients and potential clients aware of how you can help them solve their problems is one of the most useful services you can provide.

"To sponsor this EBA event was by far the best investment we've made in marketing."

—Recent EBA Conference Sponsor

EBA's members are regulators, attorneys, business professionals and students active in all areas of energy law, including antitrust, international energy and financial transactions, legislation and regulatory reform, electric utility regulation, alternative dispute resolution, finance and transactions, and environment and public lands at federal, state, and international levels.

EBA Members by Field of Practice



About EBA

EBA promotes the professional excellence and ethical integrity of its members in the practice, administration, and development of energy law regulations and policies through superior educational programming, networking opportunities, and information resources. With about 2,300 members throughout the U.S., EBA hosts regional chapters in Houston, Louisiana, the Midwest, Southern, Western, Northeast and Rocky Mountain regions.

Contact:

Energy Bar Association
David Shaman
2000 M Street, NW, Suite 715
Washington, DC 20036
Direct: (202) 499-5847
dshaman@eba-net.org

EBA “Gems” Year-Long Sponsorships

In response to member requests, EBA has created new, year-long sponsorship packages that ensure your firm's visibility throughout the year with tickets to the most desirable events. You make one decision, write one check and enjoy sponsorship visibility all year long.

Diamond Package

- Sponsorship of 8 Energizers with one registration for each
- Sponsorship of the Annual Meeting and the Mid-Year Forum with one registration for each
- Sponsorship of a Chapter Annual Meeting with one registration
- Sponsorship of the Summer Intern Reception with one registration
- Sponsorship of the Administrative Law Judges (ALJ) Reception with 5 tickets
- Sponsorship of CFEBA Gala with 4 tickets (half table)
- Sponsorship recognition and logo branding on event digital and signage materials, Insights Newsletter, EBA Update and EBA website

Diamond Sponsor: \$14,000

Emerald Package

- Coffee Break Sponsor for the Annual Meeting and the Mid-Year Energy Forum with one registration for each
- Sponsorship of the Administrative Law Judges Reception (ALJ) with 2 tickets
- Sponsorship of CFEBA Gala with 4 tickets (half table)
- Sponsorship recognition and logo branding on ALJ Reception, CFEBA Gala, Annual Meeting and Mid-Year Forum digital and signage materials, Insights Newsletter, EBA Update and EBA website

Emerald Sponsor: \$7,750

Sapphire Package (Available only for Small/Solo Practitioners)*

- Sponsorship of the Annual Meeting with one registration
- Sponsorship of the Mid-Year Energy Forum with one registration OR sponsorship of one Chapter Annual Meeting with one registration
- Sponsorship of the Administrative Law Judges Reception (ALJ) with 1 ticket
- Sponsorship of CFEBA Gala with 2 tickets
- Sponsorship of 2 EBA Energizers with one registration for each

Sapphire Sponsor: \$4,000

*A "small firm" is defined as a law firm with 10 or fewer full-time attorneys (inclusive of all full-time attorneys regardless of practice area, exclusive of supportive staff and non-attorney professionals).

EBA Gems Plans	Diamond \$14,000	Emerald \$7,750	Sapphire \$4,000
Energizer Sponsorships*	8		2
Annual Meeting Sponsorship	✓		✓
Mid-Year Sponsorship	✓		
Coffee Break Sponsorship to Annual or Mid-Year		✓	
Chapter Annual Meeting Sponsorship	✓		
Mid-Year or Chapter Annual Meeting Sponsorship			✓
Summer Intern Reception Sponsorship	✓		
ALJ Reception Sponsorship Tickets	5	2	1
CFEBA Gala Sponsorship Tickets	4	4	2
Logo branding on event digital and signage	✓	✓	
Logo branding in Insights and EBA Update	✓	✓	

* Event sponsorships include one registration

Individual Event Opportunities

EBA's Annual Meeting & Conference and EBA's Mid-Year Energy Forum are two of the largest annual energy law and policy events in the U.S. attracting hundreds of federal and state regulators, executives, energy attorneys and policymakers who convene on key issues impacting energy law.

2018 Annual Meeting & Conference

May 7–8, 2018

Renaissance Hotel, Washington, DC

EBA's premier annual event attracting national energy leaders and over 600 attendees with more than a dozen learning and training sessions along with CLE credit.

2018 Mid-Year Energy Forum

October 29–30, 2018

Renaissance Hotel, Washington, DC

Each year, more than 500 of the most influential energy insiders, attorneys and practitioners converge for two-days of programs and networking.

Wi-Fi Sponsor (\$3,000)

- A dedicated Wi-Fi hotspot set up by the venue for attendees to use electronic devices over high-speed Internet
- Recognition in Conference Guide
- Logo on slide during General Session
- Recognition on conference website and meeting app
- One piece of company marketing collateral at the sponsorship table
- Company representatives in attendance are given "Sponsor" name tag ribbons
- Includes one company registration

Journal Sponsor (\$3,000)

- Attendees receive a blank, notetaking journal with the sponsor's logo on the cover
- Sponsor provides journal with sponsor logo
- Recognition in Conference Guide
- Logo on slide during General Session
- Recognition on conference website and meeting app
- Company representatives in attendance are given "Sponsor" name tag ribbons
- Includes one company registration

Electronic Device Charging Station (\$2,200)

- Your company logo appears on signage at electronic charging stations for both days of the event
- Recognition in Conference Guide
- Logo on slide during General Session
- Recognition on conference website and meeting app
- One piece of company marketing collateral at the sponsorship table
- Company representatives in attendance are given "Sponsor" name tag ribbons
- Includes one company registration

Individual Event Opportunities continue on page 5

Individual Event Opportunities (cont.)



Seat Drop Sponsor (\$2,100)

- Each Seat Drop Sponsor provides 500-600 copies of one piece of print collateral at least one week before conference to be placed on seats for attendees when they arrive
- Recognition in Conference Guide
- Logo on slide during General Session
- Recognition on conference website and meeting app
- Company representatives in attendance are given "Sponsor" name tag ribbons

Luncheon Sponsor (\$2,000)

- A luncheon with a keynote speaker is held in the main ballroom each day, during which time an address is delivered by an invited keynote speaker
- Recognition in Conference Guide
- Logo with prominent signage
- Recognition on conference website and meeting app
- One piece of company marketing collateral at sponsorship table
- Company representatives in attendance are given "Sponsor" name tag ribbons
- Includes one company registration for one company representative

Coffee Break Sponsor (\$1,800)

- Coffee breaks are held mid-morning and early-afternoon each day where signage with sponsor's logo will be displayed
- Logo on prominent signage near coffee break stations
- Recognition in Conference Guide
- Logo on slide during General Session
- Recognition on conference website and meeting app
- One piece of company marketing collateral at sponsorship table
- Company representatives in attendance are given "Sponsor" name tag ribbons

Table-Top Exhibitor (\$1,500)

- Each table is centrally located near registration and networking areas
- Recognition in Conference Guide
- Logo on slide during General Session
- Recognition on conference website and meeting app
- Company representatives in attendance are given "Exhibitor" name tag ribbons
- Includes one company registration

Conference Guide Advertiser (\$800 Full Page, \$500 Half Page)

- 8.5 x 11" four-color Conference Guide
- Full and half-page space available
- Company responsible for providing camera-ready artwork
- Recognition on conference website and meeting app

Supporting Sponsor (\$1,000)

- Your company's logo will appear in all event digital and email, online and print materials
- Recognition in Conference Guide
- Recognition on conference website and meeting app
- Logo on slide during General Session
- One company representative in attendance given "Sponsor" name tag ribbon

Create Your Own Sponsorship

We invite you to dream up your own sponsorship and suggest it for EBA's consideration.

Have fun and think outside the box!

Contact Lisa Levine with your idea at llevine@eba-net.org or (202) 223-5625 x 104.

Year-Round Digital Advertising

Looking to get your advertising messages and logo branding in front of energy insiders on a regular basis? EBA offers digital platforms that bring your customers to you. Best of all, these opportunities allow you to reach EBA members with your message every day of the year.

EBA Update Advertising (Full Page, \$800; Half Page, \$500)

- EBA's quarterly digital magazine features interviews with leading policymakers, regulators and energy attorneys as well as articles on EBA events, national, chapter and committee highlights, upcoming programs, new members, CFEBA highlights and excerpts from the *Energy Law Journal*.
- Distributed to more than 2,300 EBA members
- Permanently archived on EBA.org
- Digital format links your ad to your website

Publication dates:

- EBA Update 2018 Q1—February, 2018 (deadline February 1, 2018)
- EBA Update 2018 Q2—May, 2018 (deadline April 1, 2018)
- EBA Update 2018 Q3—August, 2018 (deadline July 1, 2018)
- EBA Update 2018 Q4—November, 2018 (deadline October 1, 2018)

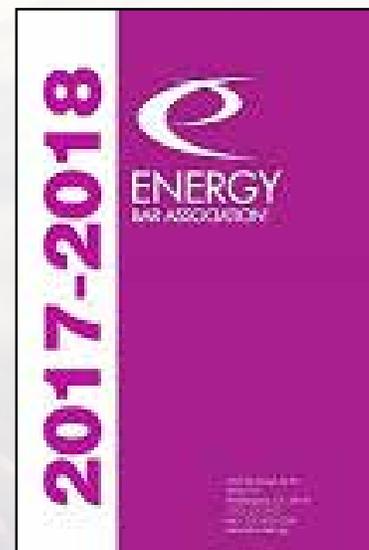


EBA Membership Directory (Full Page, \$9,500)

- The “go-to” source in energy law networking, the Membership Directory is available both online and in print and is published annually
- A Members-Only benefit for all EBA members in private and public practice
- Full-page, grayscale

Publication date:

- 2017–2018 Membership Directory—Summer, 2018 (deadline May 31, 2018)



Year-Round Digital Advertising (cont.)



EBA Insights Advertising

Reach 2,300 energy regulators, executives, attorneys and practitioners every week through Insights, EBA's weekly e-newsletter.

Each week, EBA's Insights tackles the most relevant issues by collating essential energy news insights from mainstream and industry media sources. These email newsletters are delivered to EBA members with open rates well above industry standards. If you want your firm or company marketing efforts to be seen, Insights is an excellent way to attract readers. As an advertiser, you will also be able to track reader responses for your campaign and to quantify ROI for your management.

EBA Website Advertising

Advertising on EBA's website (www.eba-net.org) is another great way to have your marketing content seen by EBA's membership. EBA is also launching a new website this spring that is more dynamic, attractive and navigable.

EBA partners with Multiview to manage advertising on Insights and EBA's website. To learn more about pricing details for digital advertising opportunities on EBA's Insights and EBA's website, contact:

Geoffrey Forneret
Director, MultiBriefs Advertising
(469) 420-2629
gforneret@multiview.com



Contact:

Energy Bar Association
David Shaman
2000 M Street, NW, Suite 715
Washington, DC 20036
Direct: (202) 499-5847
dshaman@eba-net.org

EBA 2018 Business Opportunities Request Form



Mail to: Energy Bar Association, 2000 M St, NW, Suite 715, Washington, DC 20036, phone (202) 223-5625, fax (202) 833-5596

CONTACT INFORMATION

First Name _____

Last Name _____ M.I. _____

Firm/Company/Agency (as you would like printed) _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Email _____

ADVERTISING/SPONSORSHIPS

2018 EBA "Gems"

- Diamond Package (\$14,000)
- Emerald Package (\$7,750)
- Sapphire Package (Available only for Small/Solo Practitioners) (\$4,000)

INDIVIDUAL EVENT OPPORTUNITIES

2018 Annual Meeting

2018 Mid-Year Meeting

- | | |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Reception Sponsor (\$4,500) |
| <input type="checkbox"/> | <input type="checkbox"/> Journal Sponsor (\$3,000) |
| <input type="checkbox"/> | <input type="checkbox"/> Wi-Fi Sponsor (\$3,000) |
| <input type="checkbox"/> | <input type="checkbox"/> Electronic Device Charging Station (\$2,200) |
| <input type="checkbox"/> | <input type="checkbox"/> Seat-Drop Sponsor (\$2,100) |
| <input type="checkbox"/> | <input type="checkbox"/> Luncheon Sponsor (\$2,000) |
| <input type="checkbox"/> | <input type="checkbox"/> Coffee Break Sponsor (\$1,800) |
| <input type="checkbox"/> | <input type="checkbox"/> Table-Top Exhibitor (\$1,500) |
| <input type="checkbox"/> | <input type="checkbox"/> Supporting Sponsor (\$1,000) |

Conference Guide Advertiser

- Full-page Ad (\$800)
- Half-page Ad (\$500)
- Create your own sponsorship

Describe your idea: _____

DIGITAL ADVERTISEMENTS

EBA Update Quarterly Newsletter

	Q1	Q2	Q3	Q4
Half-Page Ad (\$500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send your logo				

Quarter-Page Ad (\$300)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send your website link				

EBA Membership Directory

Full-Page Ad (\$950)

EBA Insights Weekly e-Newsletter and Website

Please contact Multiview directly: Geoffrey Forneret (469) 420-2629

PAYMENT INFORMATION (USD)

PAYMENT: (TAX ID: 52-6054231)

- Check enclosed (payable to the EBA)
- Credit Card
 - VISA
 - AMERICAN EXPRESS
 - MASTERCARD
 - DISCOVER

Cardholder Name _____

Signature _____

Card # _____ Exp. Date/CSC # _____

Total to be charged/enclosed (USD)* \$ _____

EBA USE ONLY

Check Name _____

Check or Auth. Num. _____

Check Date _____

Charge Date _____

Amount _____

Application Received _____

Approved: _____