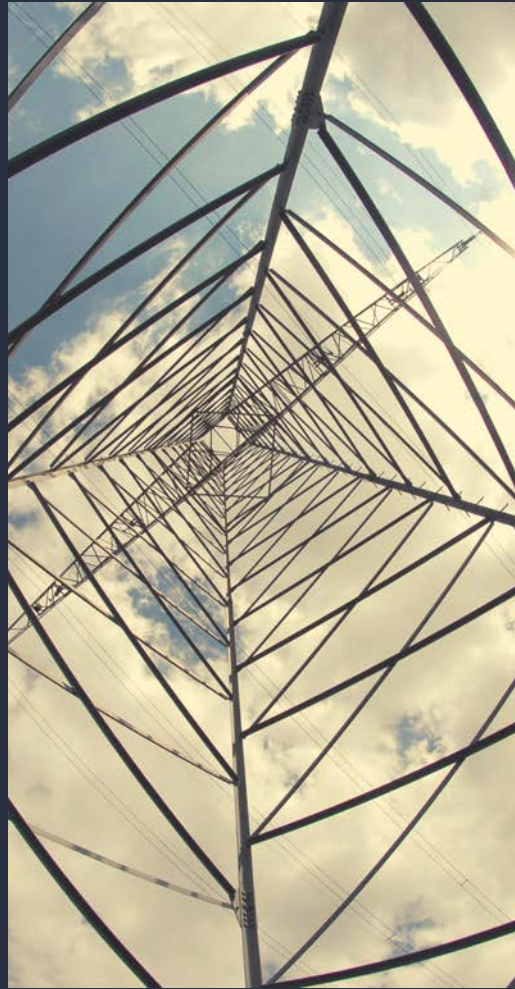
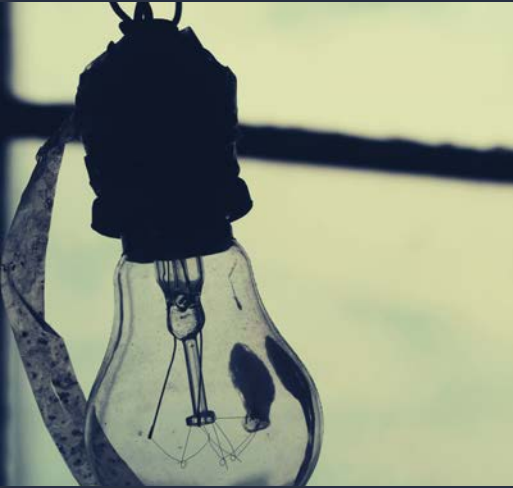


2019



# EBA MEETING SPONSORSHIP & MARKETING OPPORTUNITIES



MAXIMIZE YOUR VISIBILITY WITH EBA

## CONNECT WITH INDUSTRY LEADERS

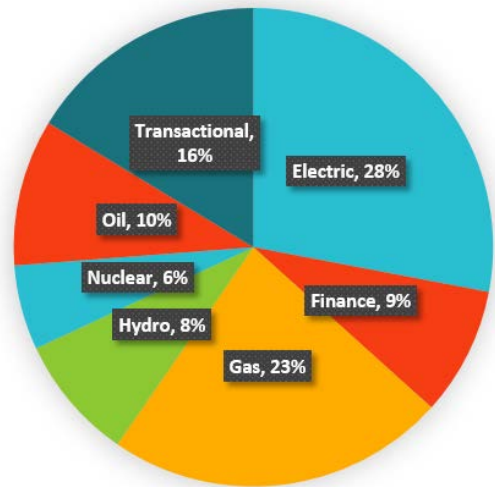
Partnering with the Energy Bar Association (EBA) connects you to more than 2,200 energy industry professionals throughout the U.S. With members representing over 600 law firms, companies, institutions, and affiliated industry organizations, EBA is the unique audience that can help you elevate your status and maximize your visibility as a leader in the energy industry.

Your sponsorship puts you in direct communication with regulators, attorneys, policy makers, in-house counsel, and energy experts active in all areas of energy law at federal, state, and international levels.

### Opportunities to Fit Your Needs

EBA offers an array of sponsorship and marketing opportunities to fit your needs and budget. From intimate, in-person lunch meetings, online education programs, to our premier national Annual Conference and web advertising, you're sure to find the opportunity right for you. Make sure your clients and potential clients are aware of how you can help them solve their problems.

Members by Field of Practice



### Reach Your Target Audience

EBA members include energy practitioners who are experts in antitrust, international energy, legislation and regulatory reform, electric utility regulation, alternative dispute resolution, finance and transactions, and environment and public lands, making them the influential gatekeepers to the energy market you're looking to tap into.

## 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 2,200 members throughout the U.S., EBA hosts regional chapter in Houston, Louisiana, the Midwest, Southern, Western, Northeast and Rocky Mountain regions.



# EBA GEMS- A YEAR ROUND SPONSORSHIP



EBA has expanded our sponsorship opportunities through year-round exposure packages that provide a cost-effective, strategic way to create brand preference and build relationships. Make one decision, write one check, and maximize your visibility in the energy industry for the entire year!

## DIAMOND PACKAGE: **\$14,000**

Sponsorship of the following:

	NO. OF REGISTRATIONS INCLUDED
• Annual Meeting & Conference	1
• Mid-Year Energy Forum	1
• Any 8 Energizer Programs	1 for each Energizer
• Chapter Annual Meeting of your choice	2
• Summer Intern Reception	2
• Administrative Law Judges (ALJ) Reception	5
• CFEBA Gala	4 tickets/half table
• See additional marketing benefits on page 4	

## EMERALD PACKAGE: **\$7,750**

Sponsorship of the following:

	NO. OF REGISTRATIONS INCLUDED
• Coffee Break for the Annual Meeting	1
• Coffee Break for the Mid-Year Energy Forum	1
• Administrative Law Judges Reception (ALJ)	2
• CFEBA Gala (Recognized at the CFEBA Bronze Level)	4 tickets/half table
• See additional marketing benefits on page 4	

## SAPPHIRE PACKAGE:\* **\$4,000**

*(Available only for Small/Solo Practitioners)\**

Sponsorship of the following:

	NO. OF REGISTRATIONS INCLUDED
• Annual Meeting	1
• Choice of: Mid-Year Energy Forum OR Chapter Annual Meeting	1
• Administrative Law Judges Reception (ALJ)	1
• CFEBA Gala	2
• 2 EBA Energizers	1 for each Energizer
• See additional marketing benefits on page 4	

\*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).

## GEMS MARKETING BENEFITS

	<b>Diamond</b> \$14,000	<b>Emerald</b> \$7,750	<b>Sapphire</b> \$4,000
Logo and link featured in all digital event marketing. Distribution list includes 5,000 attorneys and energy professionals	X	X	X
Rotating banner with logo on EBA homepage	X	X	
Recognition in EBA Insights and conference webpage	X	X	X
One (1) ad in on-site program guide	X		
Verbal recognition at the opening and closing general sessions	X	X	X
Pre-and post-conference attendee list	X		
Logo recognition on PowerPoint slides at the opening and closing general sessions	X	X	X
Sponsor level distinction name tag ribbons	X	X	X
One piece of marketing material at sponsor table	X	X	X

### Contact:

Jordan Weiss, Manager,  
EBA Strategic Partnerships  
E: [JWeiss@EBA-Net.org](mailto:JWeiss@EBA-Net.org)  
P: (925) 989-1114

## NATIONAL CONFERENCE INDIVIDUAL SPONSORSHIPS

To help you maximize your return on investment, a wide array of opportunities are available to reach attendees. Gain visibility and offer consistent and targeted opportunities for engagement with industry leaders, peers and potential clients.

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.

### **2019 Annual Meeting & Conference** May 6-7, 2019

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.

### **2019 Mid-Year Energy Forum** October 15-16, 2019

Renaissance Hotel, Washington, DC  
More than 500 of the most influential energy insiders, attorneys and practitioners converge for 1.5 days of programs and networking.

#### List of Sponsorship Opportunities:

- WiFi Sponsor
- Notebook Sponsor
- Electronic Charging Station Sponsor
- Welcome & Registration Desk
- Lanyard Sponsor
- Luncheon Sponsor
- Seat Drop Sponsor
- Conference Break Sponsors
- Digital Sponsor
- Closing Reception Sponsors
- Thumb Drive Sponsor
- Table Top Exhibitor
- Supporting Sponsor

#### All National Conference sponsors receive:

- Company logo and link on all email blasts pertaining to the meeting
- Recognition in On-Site Conference Guide
- Logo on screen during General Session
- Recognition on conference website and social media
- One piece of company marketing collateral at the sponsorship table
- Company representatives in attendance are given "Sponsor" name tag ribbons

## NATIONAL CONFERENCE INDIVIDUAL SPONSORSHIPS CONT.

In addition to the benefits listed on the previous page, individual national conference sponsor opportunities include the following exclusive benefits:

### WIFI SPONSOR: \$3,600

- A dedicated WIFI hotspot for attendees to use electronic devices over high-speed Internet
- Customized wireless network password
- Includes one conference registration and two conference registrations at the early bird member rate

### NOTEBOOK SPONSOR: \$3,000

- Attendees receive a blank, note taking journal with the sponsor's logo on the cover
- Sponsor provides notebooks with sponsor logo
- Includes one conference registration and two conference registrations at the early bird member rate

### CHARGING STATION SPONSOR: \$3,000

- Company logo appears on signage at electronic charging stations for entire event
- Includes one conference registration
- Includes 2 conference registrations at the early bird member rate

### LANYARD SPONSOR : \$3,000

- Sponsor logo on at least 600 nametag lanyards which will be distributed onsite during badge pick-up
- Sponsor provides lanyards with sponsor logo
- Includes one conference registration

### WELCOME & REGISTRATION SPONSOR: \$3,000

- Company name listed on sign at registration desk
- Sponsor may provide a logo welcome gift and/or marketing material for distribution to attendees
- Includes one conference registration

### LUNCHEON SPONSOR: \$3,000

- Luncheon with a keynote speaker held in the main ballroom for all attendees
- One piece of company marketing collateral at all attendee luncheon tables
- Prominent signage
- Includes one conference registration

### SEAT DROP SPONSOR: \$2,700

- Sponsor provide 500-600 copies of one piece of print collateral to be placed on seats for attendees during general session
- Includes one conference registration

### CONFERENCE BREAK SPONSOR: \$2,200

- Company logo on signage at the breaks
- One discounted conference registration

### For All Sponsorship Opportunities contact:

Jordan Weiss, Manager, EBA Strategic Partnerships at [JWeiss@EBA-Net.org](mailto:JWeiss@EBA-Net.org) or 925-989-1114.

# NATIONAL CONFERENCE INDIVIDUAL SPONSORSHIPS CONT.

## DIGITAL SPONSOR: \$2,500

The energy industry is quickly being shaped by technology. If you sell, promote or market technology products or services that would be useful to energy attorneys or professionals, this is your perfect opportunity.

- Sponsor may create EBA-approved content for EBA to post on social media channels using the event hashtag, before, during and after the event.
- Includes half page of content on slide that runs during opening and closing general sessions
- Sponsors will be able to network with practitioners throughout the day
- Includes one conference registration



## CLOSING RECEPTION: \$2,500

- Prominent signage at Closing Reception
- One piece of promotional literature on cocktail tables scattered throughout reception space or logo on cocktail napkins
- Includes one conference registration



## THUMBDRIVE SPONSOR: \$2,500

- Attendees receive a thumb drive preloaded with speaker presentations
- Sponsor provides thumb drives with sponsor logo
- Sponsor may include a marketing document on the drive
- Includes one conference registration

## TABLE TOP EXHIBITOR: \$1,500

- Each table is centrally located near registration and networking areas
- Includes one conference registration

## SUPPORTING SPONSOR: \$1,500

- All marketing benefits and recognition listed on page 5

## CONFERENCE ADVERTISING

### On-Site Printed Program Guide

Ad Size	Cost
Full Page (8.5" x 11")	\$900
Half Page	\$500

Readership of 500-600.

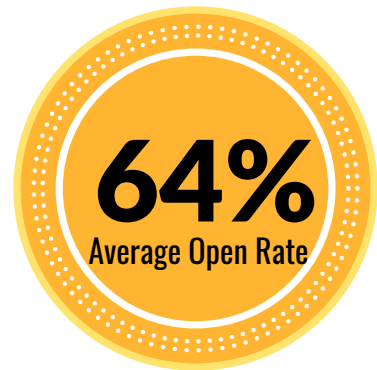
Camera ready artwork needed by:  
**April 20, 2019** - Annual Meeting & Conference.

**October 1, 2019** - Mid-Year Energy Forum.

# YEAR-ROUND DIGITAL ADVERTISING

## EBA INSIGHTS NEWSLETTER ADVERTISING

EBA Insights tackles the most relevant issues by collating essential energy news insights from mainstream and industry media sources. EBA enjoys a 64%+ average open rate for each edition of Insights and a 32% avg. click rate. Your targeted message or offer can be delivered electronically to the entire EBA membership every week. As an advertiser, you will also be able to track reader responses and quantify ROI.



## EBA WEBSITE ADVERTISING

Strategically placed ads on the EBA website are a cost-effective way to reach your target market. Your website will be only one click away from many of the energy industry's elite attorneys, practitioners and decision-makers.

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:

### Contact for WEBSITE & ADVERTISING:

**Geoffrey Forneret**

**Director, MultiBriefs Advertising**

**P: (469) 420-2629**

**E: gforneret@multiview.com**





## ADDITIONAL SPONSOR OPPORTUNITIES

### 2019 DIGITAL NEWSLETTER SPONSOR: \$20,000

With a 64% average open rate for each *week* and a 32% avg. click rate, it is one of our top rated member benefits, providing EBA members with an understanding of industry news and trends every week.

Give your marketing an edge with the 2019 Digital Newsletter Sponsorship, which offers premiere visibility and impact, as well as positions your company with a internationally respected organization and delivers a maximum return on your investment.

#### INCLUDES:

- Graphic - logo placement for a full year at the top of EBA Insights weekly newsletter, directly below EBA masthead
- Graphic size 100w x 300h
- Graphic can link to sponsor website
- Sponsor to provide graphic and tag line

#### ADDITIONAL MARKETING BENEFITS INCLUDED:

- Recognition in both national conference on-site Program Guides
- Recognition on social media 6x a year
- One piece of company marketing collateral at the sponsorship table at both national conferences

### ADVERTORIAL (ADVERTISEMENT + EDITORIAL CONTENT)

2019 **EBA INSIGHTS** Sponsored Content:

#### Prices:

One Occurrence - \$600

Two Occurrences - \$1,000

#### Includes:

Up to 150 word content or graphic on 1 or 2 editions of EBA Insights

Graphic size 500w x 250h

Graphic and content can link to sponsor website

### EBA ENERGIZER SPONSOR: \$600

*Between 16-25 Energizers offered annually. You select the Energizer!*

EBA Energizer- short educational program, typically an hour to a half-day, offer online learning opportunities, in which one or more speakers' present information on a particular topic or related topics. Webinars remain available for on-demand viewing and continue to generate interest and leads for sponsor even after the event.

### CHARITABLE FOUNDATION ANNUAL FUNDRAISING GALA

Sponsorships range from \$1,750-\$7,500

The CFEBA Annual Fundrasing Gala immediately follows the first night of the Annual Meeting and Conference. This cocktail reception dinner is enjoyed by close to 230 EBA members and guests and sponsorship offers many marketing benefits, as well as tables for dinner.

### YOUNG LAWYERS COUNCIL SUMMER INTERN RECEPTION

Sponsorships: \$250 or \$500

Unique networking opportunity that brings together industry professionals, law firm colleagues and public officials within the energy sector to celebrate summer interns and welcome them into the industry! Sponsorship includes 2-4 tickets.

### 2019 HONORABLE CHIEF JUDGE CURTIS L.WAGNER ADMINISTRATIVE LAW JUDGES (ALJ) RECEPTION

Sponsorships range from \$150-\$1,500

This reception honoring the Federal Energy Regulatory Commission's Administrative Law Judges (ALJ), sponsored by the Foundation of the Energy Law Journal (FELJ), has become an annual occasion welcomed and enjoyed by all segments of the energy law sector, with an average attendance of 250.

The annual ALJ reception is the major source of funding for the *Energy Law Journal*, published by the FELJ, for the benefit of the EBA membership. Sponsorship includes 1 or 5 tickets.

# ADDITIONAL SPONSOR OPPORTUNITIES CONT.

## CHAPTER ANNUAL MEETINGS

Sponsorships range from \$500-\$1,250

EBA's Chapter Annual Meetings address regional trends and challenges and offer opportunities for networking and sharing ideas throughout the nation. Complimentary and discounted registrations vary by level of sponsorship

### ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Company logo and link on all email blasts pertaining to the meeting, circulated to over 5,000 attorneys & energy professionals twice
- Logo on slide during conference
- Recognition on conference website and social media
- One piece of company marketing collateral at the sponsorship table
- Company representatives in attendance are given "Sponsor" name tag ribbons

## ENERGY LAW JOURNAL ADVERTISING

Sponsorships range from \$750-\$2,500

Since 1980, the *Energy Law Journal* has provided great value to the Energy Bar Association's members. The *Journal* provides in-depth analyses on current, salient issues affecting members and their clients and businesses and provides a forum for the exploration and understanding of new, cutting edge issues. The *Journal* is a benefit to EBA members and subscriptions are available to non-EBA members.

Nearly 1,000 EBA members, subscribers and libraries receive 2 printed editions of the *Journal* every year. Print marketing is trending again and the preeminent law review is the perfect place to promote services or products to energy attorneys and academics.

Advertising rates are for two issues and all ads need to be prepaid.

	Half Page	Full Page
INSIDE FRONT COVER	\$1,500	\$2,500
INSIDE BACK COVER	\$1,500	\$2,500
OUTSIDE BACK COVER	\$1,500	\$2,500
OTHER PAGES	\$750	\$1,000

## 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](mailto:llevine@eba-net.org) or (202) 223-5625 x 104.

### For All Sponsorship Opportunities contact:

Jordan Weiss, Manager  
EBA Strategic Partnerships  
E: [JWeiss@EBA-Net.org](mailto:JWeiss@EBA-Net.org)  
P: (925) 989-1114



# 2019 EBA BUSINESS OPPORTUNITIES SPONSOR REGISTRATION FORM

## CONTACT INFORMATION

First/Last Name: \_\_\_\_\_  
Title: \_\_\_\_\_ Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

## 2019 EBA "GEMS" SPONSORSHIP PACKAGES

- Diamond \$14,000     Emerald \$7,750     Sapphire \$4,000

## NATIONAL CONFERENCE INDIVIDUAL SPONSORSHIPS

2019 ANNUAL MEETING	2019 MID-YEAR ENERGY FORUM
---------------------------	----------------------------------

- WIFI Sponsor(\$3,600)
- Notebook Sponsor(\$3,000)
- Electronic Charging Station Sponsor (\$3,000)
- Welcome & Registration Sponsor (\$3,000)
- Lanyard Sponsor (\$3,000)
- Luncheon Sponsor(\$3,000)
- Conference Break Sponsor (\$2,200)
- Digital Sponsor (\$2,500)
- Closing Reception Sponsor (\$2,500)
- Thumb Drive Sponsor (\$2,500)
- Table Top Exhibitor (\$1,500)
- Supporting Sponsor (\$1,500)
- Seat Drop (\$2,700)

## CONFERENCE GUIDE ADVERTISER

- Full Page (\$900)
- Half Page (\$500)

## ENERGY LAW JOURNAL ADVERTISER

	Half Page	Full Page
<input type="checkbox"/> Inside Front Cover	\$1,500	\$2,500
<input type="checkbox"/> Inside Back Cover	\$1,500	\$2,500
<input type="checkbox"/> Outback Back Cover	\$1,500	\$2,500
<input type="checkbox"/> Other Pages	\$750	\$1,000

## Create your own sponsorship

Describe your idea: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## DIGITAL ADVERTISEMENTS

- 2019 DIGITAL NEWSLETTER SPONSOR (\$20,000)  
ADVERTORIAL
  - One Occurrence (\$600)
  - Two Occurrences (\$1,000)

## ADDITIONAL SPONSOR OPPORTUNITIES

- Energizer Sponsor: (\$600)  
Young Lawyers Council Summer  
Intern Reception
  - Sponsor (\$250)
  - Premium Sponsor (\$500)

If interested in sponsoring the CFEBA Annual Fundraising Gala; a Chapter Annual Meeting or the FELJ Administrative Law Judges Reception, please contact Jordan Weiss for additional information at [jweiss@EBA-net.org](mailto:jweiss@EBA-net.org).

## PAYMENT INFORMATION (USD) PAYMENT:

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

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date/GSC # \_\_\_\_\_

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

EBA Use Only

Check # \_\_\_\_\_

Check Date \_\_\_\_\_