

**2026**  
**MIDWEST**  
**ENERGY**  
SOLUTIONS  
CONFERENCE

Chicago Marriott Downtown  
Magnificent Mile  
Chicago, IL  
January 27-29, 2026

Presented by  **MEEEA**  
MIDWEST ENERGY EFFICIENCY ALLIANCE

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**SPONSORSHIP PROSPECTUS**

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# ABOUT MES

The **Midwest Energy Solutions Conference (MES)** is one of the nation's premier energy efficiency events, connecting decision makers and innovators from utilities, businesses, the public sector and non-profits.

At MES, sponsors have a unique platform to connect with 1,000+ industry professionals. With a variety of tiers and perks, MES sponsorship is perfect for organizations of all sizes and budgets. Sign up to sponsor at [meeaconference.org](http://meeaconference.org).

## WHO ATTENDS AT MES 2025:

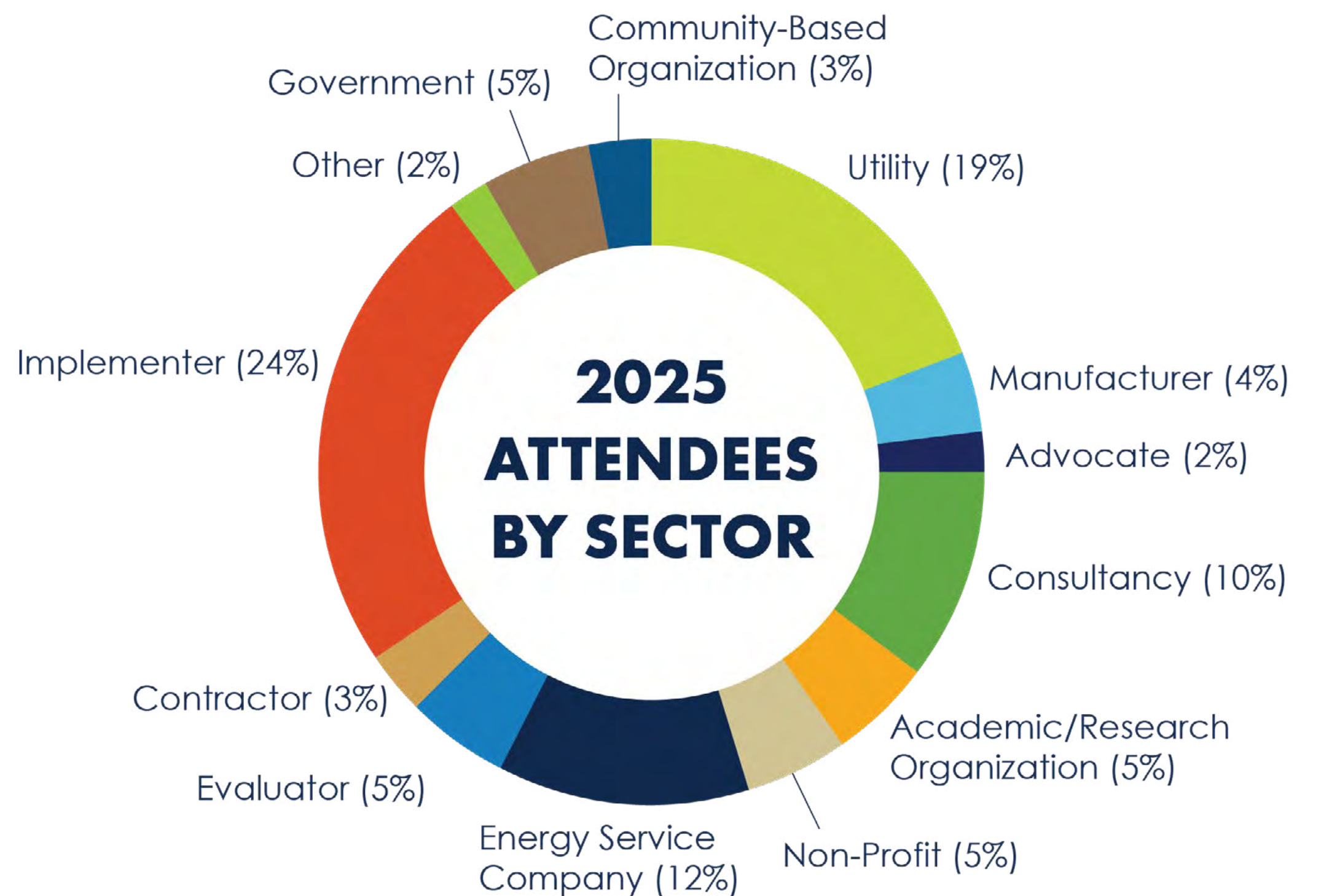
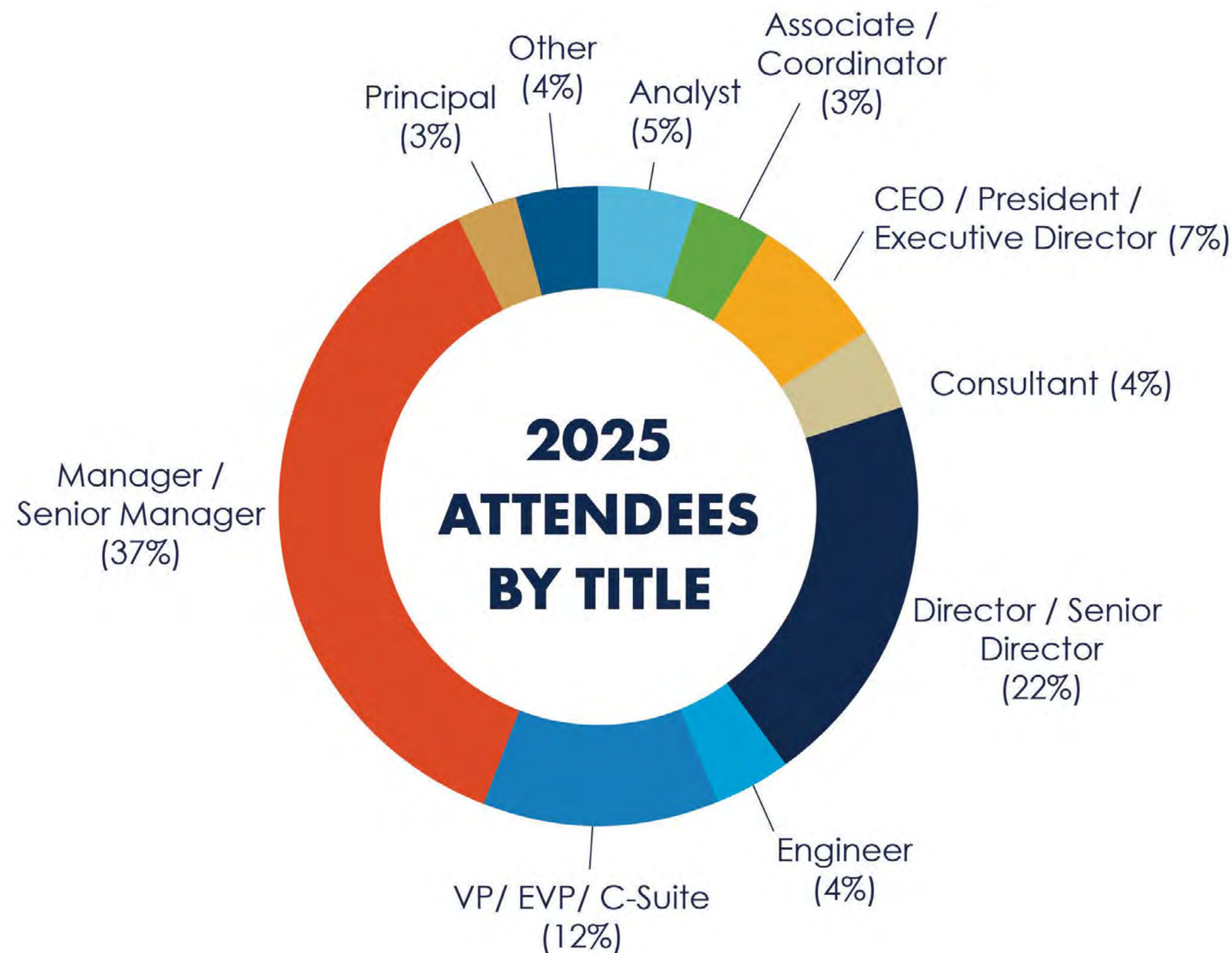
**OVER 1,000**  
ATTENDEES

**ATTENDEES FROM**  
**37 STATES**  
AND 4 COUNTRIES

**81%**  
WERE MANAGER  
OR HIGHER  
AT THEIR  
ORGANIZATION

**44%**  
WERE DIRECTOR  
OR ABOVE

**195 UTILITY**  
REPRESENTATIVES



# WHY SPONSOR?

## RAISE BRAND AWARENESS

Establish your company as an industry expert and share new products or services.

## NETWORK WITH INDUSTRY LEADERS

Meet the industry's best and brightest from across the Midwest and beyond.

## FIND NEW OPPORTUNITIES

Generate leads and reach an expanded audience through the conference app.



# HOW IT WORKS



## SPONSORSHIP

We offer a wide range of tiered sponsor packages to meet the promotional needs of any organization. Customize your package with add-ons listed on page 10.



## EXHIBITING

All sponsor tiers include an exhibit booth space. Booths are selected on a first-come, first-served basis. Sponsors receive discounted pricing on a la carte items.



## SIGN ON EARLY

Receive priority selection for exhibit hall booth location and included add-ons.

Your organization will be included in more pre-conference emails the sooner you sign on.



## NEW & PROSPECTIVE MEMBERS

Discount sponsor + new membership packages are available. Reach out to [conference@mwalliance.org](mailto:conference@mwalliance.org) for more info.

# SPONSORSHIP LEVELS & BENEFITS OVERVIEW



	PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Member Price	\$21,000	\$17,000	\$11,500	\$7,500	\$5,500
Regular Price	\$25,000	\$20,000	\$15,000	\$10,000	\$7,000
Complimentary Conference Registrations	15	10	7	4	2
Discount on Additional Registrations	50%	25%	15%	10%	
Exhibit Hall Space	✓	✓	✓	✓	✓
Receive Attendee Lists with Opt-In Contact Information (Pre- and Post-Event)	✓	✓	✓	✓	✓
Featured in pre-conference email communications (Sent to more than 6,000 contacts)	✓	✓	✓	✓	Name Only
Listing and ability to build out sponsor profile in Conference Mobile App (WhoVa)	Featured Listing	✓	✓	✓	Name Only
Logo displayed on conference website	✓	✓	✓	✓	Name Only
Logo in printed program book	✓	✓	✓	✓	Name Only
Logo displayed on sponsor signage at the conference	✓	✓	✓	✓	
Special LinkedIn (5,800+ followers) post announcing your sponsorship upon sign-up	✓	✓	✓	✓	
Acknowledgement during opening session	✓	✓	✓	✓	
Free Sponsor Add-ons (first come, first served)	Tuesday Reception (2), Wednesday Reception (2), Intro to Keynote (3)	Breakfast (4) or Lunch (2)	Break (10)		
Complimentary Meeting Space (when sponsorship is booked by 12/1)	✓	✓			
Complimentary flyer or giveaway (you provide) included in MES tote bags	✓				

# PLATINUM SPONSOR

**MEEA MEMBER PRICE: \$21,000**

**NON-MEMBER PRICE: \$25,000**

- **15** Complimentary Conference Registrations (Value of \$10,125)
  - 50% Discount on Additional Registrations
  - Exhibit Hall Space (Value of \$675)
  - Receive Attendee Lists with Opt-In Contact Information (Pre- and Post-Event)
  - Featured in pre-conference email communications (Sent to more than 6,000 contacts)
  - Featured Listing and ability to build out sponsor profile in Conference Mobile App
  - Logo displayed on conference website
  - Logo in printed program book
  - Logo displayed on sponsor signage at the conference
  - Special LinkedIn (5,800+ followers) post announcing your sponsorship upon sign-up
  - Acknowledgement during opening session
  - Complimentary Meeting Space (when sponsorship is booked by 12/1)
  - Complimentary flyer or giveaway (you provide) included in MES tote bags
- + **Platinum sponsors select one exclusive, free add-on.** Sign up early to get your first choice of:
- Tuesday Reception (2 available)
  - Wednesday Reception (2 available)
  - Intro to Keynote - 5-min speaking opportunity (3 available)



**SIGN UP  
FOR PLATINUM**

# GOLD SPONSOR

**MEEA MEMBER PRICE: \$17,000**

NON-MEMBER PRICE: \$20,000

- **10** Complimentary Conference Registrations (Value of \$6,750)
  - 25% Discount on Additional Registrations
  - Exhibit Hall Space (Value of \$675)
  - Receive Attendee Lists with Opt-In Contact Information (Pre- and Post-Event)
  - Featured in pre-conference email communications (Sent to more than 6,000 contacts)
  - Listing and ability to build out sponsor profile in Conference Mobile App
  - Logo displayed on conference website
  - Logo in printed program book
  - Logo displayed on sponsor signage at the conference
  - Special LinkedIn (5,800+ followers) post announcing your sponsorship upon sign-up
  - Acknowledgement during opening session
  - Complimentary Meeting Space (when sponsorship is booked by 12/1)
- + **Gold sponsors select one exclusive, free add-on.** Sign up early to get your first choice of:
- Breakfast (4 available)
  - Lunch (2 available)

**SIGN UP  
FOR GOLD**



## SILVER SPONSOR

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**MEEA MEMBER PRICE: \$11,500**

NON-MEMBER PRICE: \$15,000

- 7 Complimentary Conference Registrations (Value of \$4,725)
  - 15% Discount on Additional Registrations
  - Exhibit Hall Space (Value of \$675)
  - Receive Attendee Lists with Opt-In Contact Information (Pre- and Post-Event)
  - Featured in pre-conference email communications (Sent to more than 6,000 contacts)
  - Listing and ability to build out sponsor profile in Conference Mobile App
  - Logo displayed on conference website
  - Logo in printed program book
  - Logo displayed on sponsor signage at the conference
  - Special LinkedIn (5,800+ followers) post announcing your sponsorship upon sign-up
  - Acknowledgement during opening session
- + Silver sponsors receive one exclusive, free add-on of sponsoring a Break (10 available)

**SIGN UP  
FOR SILVER**

# BRONZE SPONSOR

**MEEA MEMBER PRICE: \$7,500**

NON-MEMBER PRICE: \$10,000

- 4 Complimentary Conference Registrations (Value of \$2,700)
- 10% Discount on Additional Registrations
- Exhibit Hall Space (Value of \$675)
- Receive Attendee Lists with Opt-In Contact Information (Pre- and Post-Event)
- Featured in pre-conference email communications (Sent to more than 6,000 contacts)
- Listing and ability to build out sponsor profile in Conference Mobile App
- Logo displayed on conference website
- Logo in printed program book
- Logo displayed on sponsor signage at the conference
- Special LinkedIn (5,800+ followers) post announcing your sponsorship upon sign-up

**SIGN UP  
FOR BRONZE**



## PARTNER SPONSOR

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**MEEA MEMBER PRICE: \$5,500**

NON-MEMBER PRICE: \$7,000

- **2** Complimentary Conference Registrations (Value of \$1,350)
- Exhibit Hall Space (Value of \$675)
- Receive Attendee Lists with Opt-In Contact Information (Pre- and Post-Event)
- Name featured in pre-conference email communications (Sent to more than 6,000 contacts)
- Name Listing and ability to build out sponsor profile in Conference Mobile App
- Name displayed on conference website
- Name in printed program book

**SIGN UP  
FOR PARTNER**

# A LA CARTE OPTIONS

Expand your reach and visibility by sponsoring an a la carte option. Sign up early to get your first choice items. A la carte sponsors receive the sponsorship registration rate. **A la carte items are discounted for Platinum, Gold, Silver, Bronze and Partner sponsor packages.**

	A LA CARTE ITEMS	PACKAGE PRICE	NON-PACKAGE PRICE	DEADLINE	MORE DETAILS
<b>BRANDING &amp; EXPOSURE</b>	Notebook	\$7,500	\$10,000	11/3/25	Page 11
	Tote Bag	\$7,500	\$10,000	11/3/25	Page 11
	Hotel Keycard	\$5,500	\$7,500	11/3/25	Page 11
	Conference Wi-Fi	\$5,000	\$7,000	1/1/26	Page 11
	Conference Mobile App	\$7,500	\$10,000	1/1/26	Page 11
	Lanyards	\$5,500	\$7,500	11/3/25	Page 11
	Digital Boards	\$7,500	\$10,000	1/12/25	Page 11
	Tote Bag Insert	\$750	-	1/16/26	Page 11
<b>EXPERIENCES</b>	Virtual Games - Booth Add On	\$4,000	\$5,000	12/1/25	Page 12
	Private Meeting Pods	\$6,000	\$8,000	12/1/25	Page 12
	Scholarships	\$6,000	\$8,000	12/15/25	Page 12
	Coffee Bar	\$5,000	\$7,000	12/22/25	Page 12
	Affinity Groups	\$5,000	\$7,000	1/1/26	Page 12
	MES Nightcap - Arcade	\$4,000	\$5,000	12/15/25	Page 13
	MES Nightcap - Karaoke	<b>SOLD OUT</b>			
	MES Nightcap - VR Game Room	\$4,000	\$5,000	12/15/25	Page 13
MES Nightcap - Digital Photobooth	\$2,500	\$3,000	12/15/25	Page 13	

# A LA CARTE OPTIONS BRANDING & EXPOSURE

A LA CARTE ITEMS	PACKAGE PRICE	NON-PACKAGE PRICE
Notebook	\$7,500	\$10,000
Tote Bag	\$7,500	\$10,000
Tote Bag Insert	\$750	-
Hotel Keycard	\$5,500	\$7,500
Conference Wi-Fi	\$5,000	\$7,000
Conference Mobile App	\$7,500	\$10,000
Lanyards	\$5,500	\$7,500
Digital Boards	\$7,500	\$10,000

## NOTEBOOK

Customize the official MES notebook with your logo. Each attendee will receive a notebook at registration.

## TOTE BAG

Help attendees keep track of their most important items over the three days by branding the tote bag.

## TOTE BAG INSERT

Include a flyer or other promotional item in conference tote bag, given to each attendee at registration.

## HOTEL KEYCARD

Greet attendees when they arrive at the Marriott by sponsoring the keycard. The keycard is double-sided for ample branding opportunities.

## CONFERENCE WI-FI

Keep attendees connected by sponsoring the conference Wi-Fi. Customize the Wi-Fi network name, password and landing page.

## CONFERENCE MOBILE APP

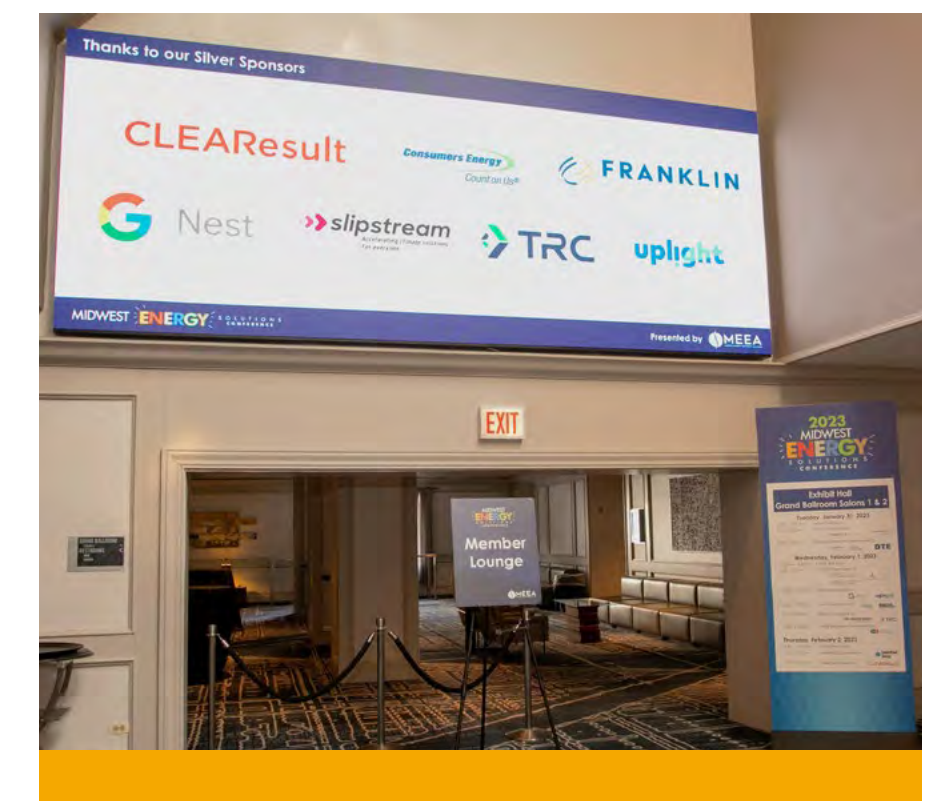
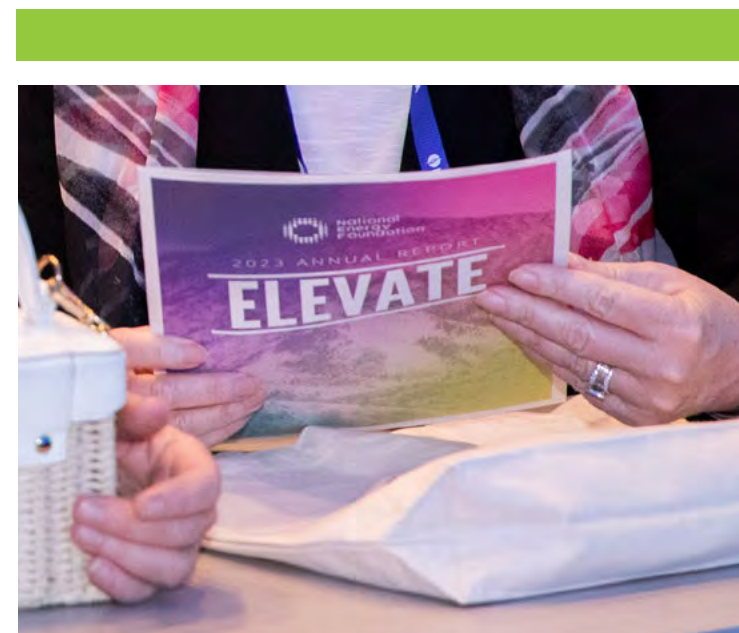
Your company logo will appear as a banner within the app. Each time the app is opened, a logo splash page will be seen. Attendees can use the app to look at sponsors, plan their schedule, view speakers and more!

## LANYARDS

Your logo will be featured on the MES badge lanyard. Each attendee will receive one at registration.

## DIGITAL BOARDS

Include a custom ad located on the highly visible digital boards on the 5th & 7th floors. Your ad will appear on rotation throughout the event.



# A LA CARTE OPTIONS EXPERIENCES

A LA CARTE ITEMS	PACKAGE PRICE	NON-PACKAGE PRICE
Virtual Games in Booth	\$4,000	\$5,000
Private Meeting Pods	\$6,000	\$8,000
Scholarships	\$6,000	\$8,000
Coffee Bar	\$5,000	\$7,000
Affinity Groups	\$5,000	\$7,000

## VIRTUAL GAME - BOOTH ADD ON

Add fun, custom branded, interactive games right to your booth. You'll work directly with the vendor to choose and brand your game. *Pricing varies.*

## PRIVATE MEETING PODS

Brand this private 5x5 spot to host meetings or connect with attendees. Four (4) sponsors available.

## SCHOLARSHIPS

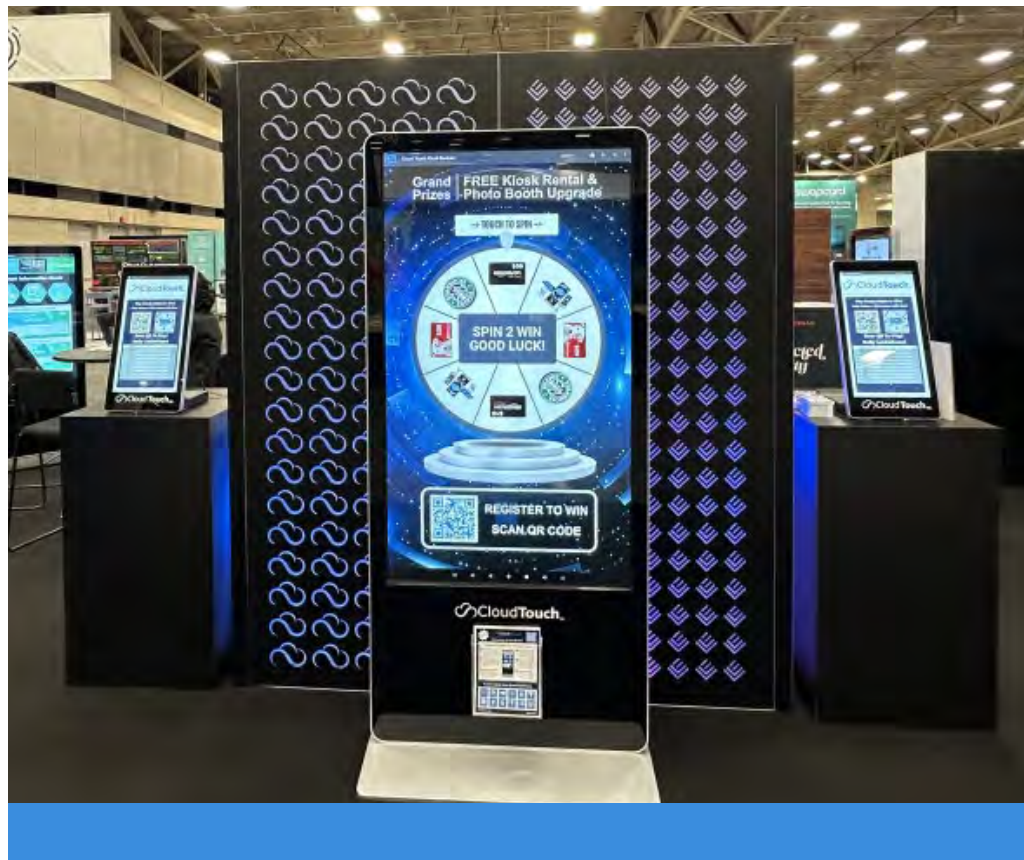
Empower students and young professionals to get involved in the industry and gain professional development experience. These scholarships will provide support for the next generation of EE leaders to attend the conference.

## COFFEE BAR

Help caffeinate your fellow attendees by providing a special coffee bar during a time of your choosing.

## AFFINITY GROUPS

Sponsor this structured networking time where attendees can connect on similar interests, identities or roles in their organization. Sponsor organization will be listed on signage, in the printed program and in the conference app. Sponsor organization can help lead a group of their choosing.



# A LA CARTE OPTIONS MES NIGHTCAP

## WHAT IS THE MES NIGHTCAP?

On Wednesday, January 28, after our reception and your client dinners, return back to the Marriott to challenge your colleagues in the new VR game room, sing your heart out in the Karaoke Lounge, or grab a seat to enjoy a few more free drinks and continue the networking.

Want to customize your exclusive space?  
Let's talk!

A LA CARTE ITEMS	PACKAGE PRICE	NON-PACKAGE PRICE
MES Nightcap - Arcade	\$4,000	\$5,000
MES Nightcap - Karaoke	SOLD OUT	
MES Nightcap - VR Game Room	\$4,000	\$5,000
MES Nightcap - Digital Photobooth	\$2,500	\$3,000

### ARCADE

Attendees will find an arcade with games like darts, Pop-a-Shot, Pac Man, etc. Each game area will feature sponsor logos. Have a specific game you want to be featured? We'll make sure it's there (to the best of our ability). Additional opportunities like competitions or award money for darts bullseyes can be arranged and promoted by MEEA to attendees.

### DIGITAL PHOTOBOOTH

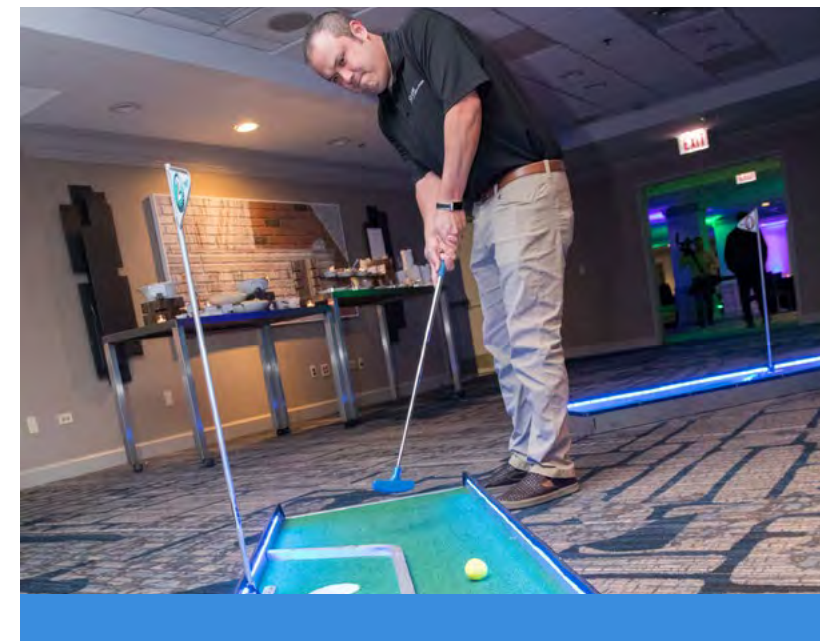
Give MES attendees their red carpet moment and let them take a memento home with them by sponsoring a photobooth. Each participant will get an emailed photo branded with your company's logo. Signage with your company logo will be placed outside of the booth at the event, with additional recognition in the program and conference app.

### KARAOKE LOUNGE

Breakout room during the day  
karaoke lounge  
**SOLD OUT**  
Accessories like wigs and props.  
Signage with brand recognition will be outside of the doors and throughout the room.

### VR GAME ROOM

**NEW to MES in 2026** - Provide attendees with amazing and immersive virtual reality experiences at the Nightcap! Sponsor branding can be incorporated into the room, included in the printed program and the conference app.



# THANK YOU TO OUR 2025 TOP TIER SPONSORS

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## PLATINUM



## GOLD



## SILVER

