

**2015** with  
**AREE** **BIOHEAT.**  
THE EVOLUTION OF OILHEAT

# Atlantic Region Energy Expo



**Exhibit • Sponsor • Advertise**

## Annual Convention and Trade Show

May 12-14, 2015

Trump Taj Mahal, Atlantic City, New Jersey

**NEW**

- Floor Plan!
- Headquarters Hotel  
Trump Taj Mahal




# Reserve your exhibit space today!

## AREE 2015 Floor Plan

Trump Taj Mahal, Mark G. Etess Arena

	TRUCK I	TRUCK H	TRUCK G	TRUCK F	TRUCK E	TRUCK D	TRUCK C	TRUCK B	TRUCK A										
TRUCK J	826	727	726	627	626	527	526	427	426	327	332	233	232	133	132				
TRUCK K	824	725	724	625	624	525	524	425	424	325	330	231	230	131	130				
TRUCK L	822	723	722	623	622	523	522	423	422	323	328	229	228	129	128				
TRUCK M	820	721	720	621	620	521	520	421	420	321	326	227	226	127	126				
TRUCK N	818	719	718	619	618	519	518	419	418	319	324	225	224	125	124				
TRUCK O	814	715	714	615	614	515	514	415	414	315	322	223	222	123	122				
TRUCK P	812	713	712	613	612	513	512	413	412	313	320	221	220	121	120				
TRUCK Q	810	711	710	611	610	511	510	411	410	311	318	219	218	119	118				
TRUCK R	808	709	708	609	608	509	508	409	408	309	316	217	216	117	116				
TRUCK S	806	707	706	607	606	507	506	407	406	307	314	215	214	115	114				
TRUCK T	804	705	704	605	604	505	504	405	404	305	312	213	212	113	112				
	802	703	702	603	602	503	502	403	402	303	310	211	210	111	110				
	800	701	700	601	600	501	500	401	400	301	308	209	208	109	108				
											306	207	206	107	106				
											304	205	204	105	104				
											302	203	202	103	102				
											300	201	200	101	100				

 = Booth Sold!

ENTRANCE

### Exhibit Hours

**Wednesday, May 13**  
10:00 am – 4:00 pm

**Thursday, May 14**  
8:30 am – 11:30 pm

AREE 2015 is sponsored by the following associations



For information call 973-467-1400 or visit [www.areetradeshow.com](http://www.areetradeshow.com)

66 Morris Avenue, Suite 1B, P.O. Box 477, Springfield, NJ 07081-0477

# Exhibit Booth Sizes and Prices:

AREE 2015 Floor Plan offers exhibitors great visibility with many options including island displays and corner options.

## The pricing is as follows:

10 x 10 booth: .....	\$1,675
10 x 10 corner: .....	\$1,975
Truck Space: .....	\$2,025

## Booth Price Includes

- **Free** pre and post show mailing list.
  - **Free** 35-word company description on the AREE website.
  - **Free** hotlink to your company's website.
  - **Free** banner ad for your website.
  - **Free** registration for all the business sessions and seminars. All exhibitors are full conference registrants. However, ticketed events must be purchased separately.
- 
- Attract new customers!
  - Solidify relations with current customers!
  - Display your latest products or services!

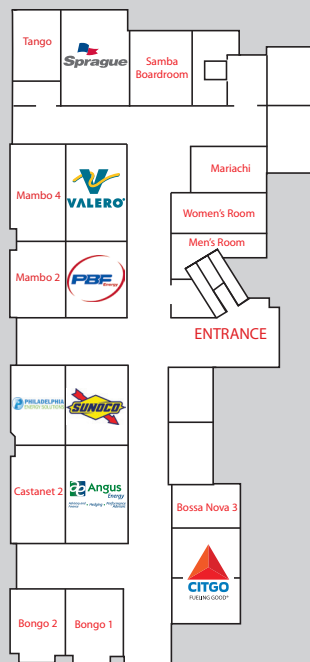
# Sponsor Hospitality Night

**Tuesday, May 12 6:00 pm – 9:00 pm**

Diamond, Platinum and Business Partner sponsors are eligible to host Hospitality Rooms at the Tropicana in Atlantic City.

Each sponsor will have an exclusive and private room to entertain AREE attendees and guests. Sponsors select rooms on a space-available basis.

## Hospitality Night Floor Plan



**NEW**

***This Year!***

## Thursday Morning Scramble on the Trade Show Floor!

Want to see attendees  
"scramble" to win  
**\$1,000 gambling chip?**

On Thursday morning, attendees will need to visit ten exhibitors between 8:30am and 9:15am to qualify for this special prize drawing.



## Reception on the Trade Show Floor

**Wednesday, May 13**  
**3:00 pm – 4:00 pm**



# Exhibit

**Reserve your space today** at the premier energy marketing convention and trade show in the Northeast. Get “face to face” with thousands of industry representatives.

Atlantic Region Energy Expo is proud to announce our continued partnership with Bioheat® as we present AREE 2015. This year’s event will explore the evolving world of home and building comfort, efficiency and environmental responsibility.

AREE’s new headquarters hotel will be Trump Taj Mahal in Atlantic City. Tropicana will host this year’s Hospitality Night event on Tuesday evening, May 12.

**Exhibit** and showcase your entire line of products. Be a Marquee Exhibitor and take advantage of high visibility locations on the trade show floor.

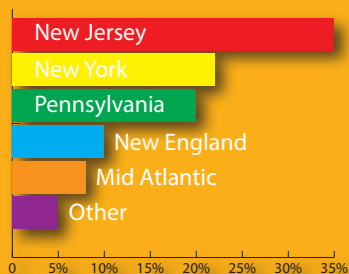
**Sponsor** and increase your company’s visibility at business sessions, the trade show and Sponsor Hospitality Night.

**Advertise** with pre-show and at-show advertising and drive customers and potential customers to your booth.

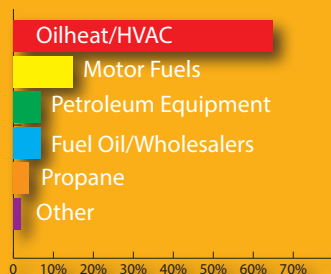
## Why exhibit?

- Increase your sales to energy, petroleum, and HVAC industry decision makers.
- Display your products and services to a motivated and qualified audience.
- Identify potential customers and deepen relationships with existing customers.
- Network with industry professionals during the three day convention.
- Learn about new trends and gain a competitive edge.
- Attend all the business and education programs offered during the show.

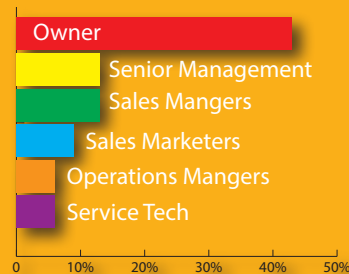
## Who attends?



**AREE attendees by region**



**AREE attendees by type of business**



**AREE attendees by job title**



# Sponsor

## **AREE Business Partner: \$15,000**

- Signage at business sessions highlighting “Business Partner” status
- Linked logo and rotating banner on areetradeshow.com home page
- Full page ad on inside cover of Official Show Guide
- Logo on front cover and inside page of the 2015 AREE Show Guide
- Your company insert included in the materials mailed to pre-registered attendees
- Priority for Hospitality Room for Tuesday evening’s Hospitality Night and priority for hotel rooms at the Tropicana
- Complimentary convention registration

## **Diamond Sponsorship: \$7,500**

- Your logo on the cover of the 2015 AREE Show Guide
- Your logo on signage throughout the business sessions, registration area and trade show
- Plus, select six of the following amenities:
  - \_ Priority for Hospitality Room for Tuesday evening’s Hospitality Night and priority for hotel rooms at Tropicana
  - \_ 10 x 10 Exhibit space on the show floor
  - \_ Linked logo and rotating banner on areetradeshow.com home page
  - \_ ¼ page ad in the AREE Show Guide
  - \_ Branded Email blast marketing from AREE (twice)
  - \_ Digital Convention Guide branding banner
  - \_ Link to your company website from your logo on the cover and inside page of the Show Guide

## **Platinum Sponsorship: \$6,000**

- Your logo on signage throughout the business sessions, registration area and trade show
- Plus, select four of the following amenities:
  - \_ Priority for Hospitality Room for Tuesday evening’s Hospitality Night and priority for hotel rooms at Trump Taj Mahal
  - \_ 10 x 10 Exhibit space on the show floor
  - \_ Complimentary convention registration
  - \_ ¼ page ad in the AREE Show Guide
  - \_ Branded Email blast marketing from AREE (once)
  - \_ Digital Convention Guide branding banner

## ***A la Carte Sponsorships***

### **Trade Show Floor Reception Sponsor: \$10,000 (exclusive)**

- Sponsorship of Wednesday evening’s Convention Reception and twenty complimentary tickets. Your company will have the ability to brand this function
- Linked logo and rotating banner on areetradeshow.com
- Half page ad in Official Show Guide
- Your company insert included in the materials mailed to pre-registered attendees
- Complimentary convention registration

### **Charging Station: \$5,000 (exclusive)**

- Your message and company logo will appear as the screen-saver
- Quarter page ad in Official Show Guide
- Complimentary convention registration

### **Breakfast Sponsor: \$5,000 (exclusive)**

- Sponsorship of Thursday morning continental breakfast on the trade show floor
- Quarter page ad in Official Show Guide
- Complimentary convention registration

### **Lanyards: \$3,500 (exclusive)**

Arrangements and costs will be handled by the sponsor – with show management approval. Lanyards will be distributed in the registration area

### **Tote Bags: \$3,500 (exclusive)**

Arrangements and costs will be handled by the sponsor – with show management approval. Tote bags will be distributed in the registration area

### **Massage Bar: \$3,500 (exclusive)**

Sponsorship of massage bar located on the trade show floor. Includes distribution of sponsor’s marketing materials after massage

### **Shuttle Transportation: \$2,500 (4 available)**

- Sponsorship of Tuesday evening shuttle service between Trump Taj Mahal and Tropicana
- Signage at the shuttle pick-up and drop-off locations
- Complimentary convention registration

### **Refreshments at Business Sessions: \$2,000 per break**

- Tuesday • Wednesday

### **Advertising to Pre-registrants: \$1,500**

Your company insert included in the materials mailed to pre-registered attendees. (Must be AREE exhibitor or sponsor)

# Advertise

## Preliminary Schedule of Events

**Tuesday, May 12**

8:00 am – 7:00 pm

**Exhibitor Set-up**

9:00 am – 5:00 pm

**Business Sessions**

6:00 pm

**Sponsor Hospitality Night**

**Wednesday, May 13**

7:00 am – 9:00 am

**Exhibitor Set-up**

8:30 am – 12:00 noon

**Business Sessions**

10:00 am – 4:00 pm

**Trade Show Open**

3:00 pm – 4:00 pm

**Reception on the  
Trade Show Floor**

**Thursday, May 14**

8:30 am – 11:30 pm

**Trade Show Open**

9:15 am – 10:15 am

**Business Session**

## AREE Convention and Show Guide

### Drive buyers to your booth...Advertise!

AREE distributes its own comprehensive convention and show guide in print and online. Consider placing an ad in the Official Show Guide distributed on-site to all attendees. For more info, contact Doug Bacile, Industry Publications at 973-331-9545 or dbacile@indoorcomfortmarketing.com

(All full page ads trim to a final size of 8 1/4 x 10 1/8 )

**Advertising in Official AREE 2011 Show Guide** Full color included in all sizes.

Back Cover	8 1/2 x 11 1/8 :	\$1,650
Inside Front Cover	8 1/2 x 11 1/8 :	\$1,350
Inside Back Cover	8 1/2 x 11 1/8 :	\$1,350
Full Page Ad	8 1/2 x 11 1/8 :	\$1,095
Half Page Ad	7 x 4 7/8 :	\$695
Half Page Ad	3 3/8 x 10 :	\$695
Quarter Page Ad	3 3/8 x 4 7/8 :	\$495

EPS or Press Quality PDF at 300ppi, CMYK only.  
Design services available upon request.

**Artwork deadline: March 1, 2015**

Remit ads to:

Industry Publications

3621 Hill Road, Parsippany, NJ 07054

Phone: 973-331-9545 • Email: dbacile@indoorcomfortmarketing.com

