ARE YOU A:
- Commercial or industrial utility customer eager to learn more about the value of energy efficiency?
- Contractor looking to grow your business?
- Vendor seeking new markets for your products and services?

JOIN US TO EXPERIENCE:
- One-on-one networking with subject matter experts.
- Opportunity to develop a working, simplified energy efficiency strategy for your home or business, including payback calculations.
- Informative presentations designed to teach you how to improve your bottom line.
- Opportunities to connect with customers/contractors/vendors like you who are interested in reducing energy use.
- A chance to discover valuable rebate programs that help increase energy efficiency and reduce monthly utility bills.

WHEN & WHERE:

Lower Peninsula:
FireKeepers Casino & Hotel
11177 East Michigan Avenue
Battle Creek, MI 49014
7:00 AM - 5:00 PM
May 2, 2013

Upper Peninsula:
Island Resort & Casino
US-2 & US-4
Harris, MI 49845
7:00 AM - 5:00 PM
April 17, 2013

HOW TO REGISTER:
1. Visit www.efficiencyunited.com, select “2013 C&I Conference” on the right side, then select “Register for Conference Now.” Be sure to enter promo code OUTREACH to receive your free gift at conference check-in!

2. Fill out the form on the back of this flyer and mail to:
   Efficiency UNITED
   ATTN: Jo Figueras
   3474 Alaiedon Pkwy, Ste 600
   Okemos, MI 48864

Just The Facts

Lower Peninsula:
May 2
FireKeepers Casino & Hotel
Battle Creek, Michigan

Upper Peninsula:
April 17
Island Resort & Casino
Harris, Michigan

Conference Cost
- Utility Customers - FREE
- Contractors - FREE
- Vendors - FREE
- Exhibitors - $50 (includes 10x10 booth)

Sponsorship
- Bronze - $100
- Silver - $200
- Gold - $300
- Platinum - $400 (limit 1)

Register online using promo code OUTREACH to receive a free gift when you check-in at the conference!

Questions?
Contact Megan Crisp
at (517) 999-2368
or via e-mail
mcrisp@clearesult.com

You could win an iPad and other great door prizes!
EFFICIENCY UNITED
2nd Annual Commercial & Industrial Energy Conference

Please Check Appropriate Registration Fee:
☐ Business Utility Customer - FREE
☐ Local Contractor - FREE
☐ Exhibitor (includes 10x10 booth) - $50 Per Event Date (Exhibitors are encouraged to sign up for both events)
☐ Sponsorship

Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum (Each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution</td>
<td>$100</td>
<td>$200</td>
<td>$300</td>
<td>$400</td>
</tr>
<tr>
<td>Booth Space</td>
<td>10x10</td>
<td>10x10</td>
<td>10x10</td>
<td>10x20</td>
</tr>
<tr>
<td>Advertising (all marketing pieces must be approved by Efficiency UNITED)</td>
<td>1/4 Page Conference Brochure Ad</td>
<td>1/2 Page Conference Brochure Ad</td>
<td>Full Page Conference Brochure Ad and Listing on Conference Banner</td>
<td>Inside Back Cover Conference Brochure Ad and Listing on Conference Banner</td>
</tr>
<tr>
<td>Website</td>
<td>Listing on Website</td>
<td>Listing on Website</td>
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<td>Listing on Website</td>
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PAYMENT METHOD: Checks payable to Efficiency UNITED and mailed to 3474 Midtown Parkway, Suite 600, Okemos, MI 48864. All other payments must be made online at www.efficiencyunitedconference.com. A 3% credit card fee will be added to all electronic payments. Checks received later than 4/1/2013 or 2/22/2013 will be returned without notice.

Payment method: (check all that apply)
☐ Check 
☐ Credit Card 
☐ Purchase Order

Please retain this form if paying by check or money order.

Payment information and registration form must be completed by 11:59 PM Eastern Time on April 1, 2013.

Lower Michigan
May 2, 2013
Firekeepers Casino and Hotel
11177 East Michigan Avenue
Battle Creek, MI 49014
Room Reservations*: (877) 352-0777

Upper Peninsula
April 17, 2013
Island Resort and Casino
W399 Hwy 2 & 41
Harris, MI 49845
Room Reservations*: (800) 682-6040

* Mention Efficiency UNITED for a negotiated room rate.

ATTENDEE 1 (REQUIRED)

Name: ____________________________
Phone: ____________________________
T Shirt Size: (please select one)
☐ Small 
☐ Medium 
☐ Large 
☐ XLarge 
☐ 2XLarge
☐ I will attend the Lower Michigan Event
☐ I will attend the Upper Peninsula Event

ATTENDEE 2

Name: ____________________________
Phone: ____________________________
T Shirt Size: (please select one)
☐ Small 
☐ Medium 
☐ Large 
☐ XLarge 
☐ 2XLarge
☐ I will attend the Lower Michigan Event
☐ I will attend the Upper Peninsula Event

MEALS & REFRESHMENTS

Breakfast: # of meals: __________
Lunch: # of meals: __________
# of vegetarian __________
Cocktail Function: # of attendees: __________
Please list any ADA Special Needs: __________

HOTEL ACCOMODATIONS

Hotel reservations are the responsibility of the individual registrant, however by indicating the number of rooms per night you will need, Efficiency UNITED will attempt to have the appropriate block of rooms available at a special conference rate.

# of nights you will need overnight accommodations: __________
# of sleeping rooms you will need: __________

ORGANIZATION INFO

Organization: ____________________________________________
Address: ________________________________________________
City, State, ZIP: _________________________________________
Electric Provider: _______________________________________
Gas Provider: __________________________________________
Account #: (if available): _________________________________
Account #: (if available): _________________________________

*Efficiency UNITED will not sell or distribute your e-mail address to any company or organization.

Questions?
Contact Megan Crisp
At (517) 999-2368
Or via e-mail
mcrisp@clearresult.com

You could win an iPad and other great door prizes!