



KEEA & EEA-NJ's 2026 Policy Conference

September 1-3 | King of Prussia, PA

keealliance.org/2026-conference

Sponsorship Add-Ons

What is a Sponsorship Add-On?

Add-ons are special opportunities to make your firm a bigger part of the conference! These high-visibility options are available to our top-level sponsors first, with sales for any unclaimed opportunities expanding to other sponsors and then non-sponsor firms later in the year.

Learn more about our sponsor packages—which include complimentary tickets, sponsor hall presence, first pick of Add-On opportunities, and more—by reading our [conference prospectus](#).

Available for Gold & Platinum Only:	April 28	Gold & Platinum -Exclusive Ends:	May 25
Silver Availability Opens:	May 26	Silver/Gold/Platinum-Exclusive Ends:	June 22
Bronze Availability Opens:	June 23	Sponsor-Exclusive Ends:	July 20
Non-Sponsor Availability Opens:	July 21	All Add-On Availability Ends:	Depends on production timelines

Interested? Contact our conference team at conference@keealliance.org!

Add-On Options:

Name our Wi-Fi \$5,000

Universal visibility & brand repetition are yours alone!

In a world where everyone stays connected, your brand name becomes the most-typed word of the week.

- **Touchpoints:** Every single attendee must access your company-named network.
- **Psychology:** You are seen as the "enabler" of productivity and communication.
- **Exclusive real estate:** Custom wi-fi signs on entrances and exits throughout the conference spaces with your branded wi-fi access info.

Sponsor our Happy Hour \$5,000

Emotional connection & thought leadership are yours!

This is the "high-energy" slot where defenses are down and networking is at its peak.

- **Captive audience:** Delivering opening remarks allows you to set the tone for the evening and put a human face to your company.
- **Sensory branding:** A custom-branded cocktail serves as a conversation starter, literally putting your brand in the hands of every guest.
- **Association:** Your brand is tied to the most relaxed, enjoyable part of the attendee's conference experience.

Sponsor our Coffee Bar (All Days) \$5,000

Brand the "watercooler" exclusively & enjoy sustained presence!

If the Happy Hour is the heart of the social scene, the Coffee Bar is the engine of the conference.

- **Reliability:** You are the hero who provides the caffeine that fuels every session.
- **High frequency visibility:** Attendees visit the coffee station multiple times a day, ensuring your brand stays top-of-mind from morning to afternoon.
- **Branding:** Includes branded signage in the highest-traffic area of the venue, all day.

Sponsor our PechaKucha (Special Session Programming) \$3,000

Visible innovation & captive engagement are yours!

PechaKucha (20 slides, 20 seconds each) is fast-paced and high-retention.

- **Cool factor:** Sponsoring these "lightning rounds" associates your brand with brevity, wit, and cutting-edge ideas—with your firm's branding on the transition slide before each mini-presentation!
- **Captive audience:** This invigorating, rapid-fire presentation session connects mainstage panels when attendees are looking for a mental shift in the main ballroom.
- **Intellectual alignment:** Positions your brand as a supporter of diverse voices and rapid-fire innovation.

Brand our Conference Lanyards \$5,000

The walking billboard featuring your brand on each attendee!

This is the only sponsorship that delivers 300 people literally wearing your logo for the event's duration.

- **Ubiquity:** Your logo appears in every handshake, every introduction, and every official event photograph.
- **Subconscious persistence:** It is the most constant visual element of the conference.
- **Post-conference lifespan:** Lanyards often travel back to offices or hang on hooks, extending the brand life beyond the closing remarks.

Sponsor our Mentorship Breakfast \$2,000

Legacy & talent acquisition are yours!

This sponsorship targets the next generation of leaders.

- **Relationship building:** You aren't just a logo; you are a mentor. You gain direct access to the industry's rising stars in an intimate, quiet and private room setting.
- **CSR & goodwill:** Demonstrates a genuine commitment to the future of the industry, which resonates deeply with both the mentees and the senior leaders present.
- **Reach Every Industry Level:** We connect newer industry entrants with seasoned, executive-level professionals. You reach both through signage and a private address to participants.

Sponsor our Poster Session \$2,000

Academic & technical authority branded your way!

The Poster Session is the hub of industry innovation and new research.

- **Authority:** You'll position your company as a patron of science and evidence-based progress with your logo visibly at the top of every poster in the session.
- **Influence:** This session attracts the most analytical and detail-oriented attendees—the "influencers" within their specific technical niches.

Sponsor our Energy Efficiency Stories Video Sessions Pricing TBD

Content engine & long-term ROI are yours!

This is the only sponsorship that creates a "living" asset that lasts for years. Be a part of the process as we capture video assets—including attendee and sponsor footage, conference testimonials, and Energy Efficiency Stories.

We're still developing this add-on opportunity—if you'd like to design it to match your needs from the ground up, please reach out!

- **Co-branding:** Conference promotional videos shared on LinkedIn by KEEA, EEA-NJ, & EEA after the event feature your logo (co-branded version posted for a minimum 6 months after conference).
- **Social proof:** You are facilitating the sharing of industry success stories, aligning your brand with positive impact and sustainability.
- **Post-conference marketing:** These videos will be shared on social media for months following the event, giving your brand a digital tailwind long after the 300 attendees have gone home.
- brand as a supporter of diverse voices and rapid-fire innovation.

Questions? Looking for a Perk you don't see here? Email our team:
conference@keealliance.org