



**CALIFORNIA
ENERGY
STORAGE
ALLIANCE**



2020 Event Sponsorship Opportunities

Celebrating 11 years of membership-based advocacy that has advanced the role of energy storage in California, creating the world's leading energy storage market.



2020 Member Events



CESA MARKET DEVELOPMENT FORUM (MDF)

February 25-26, 2020 | Berkeley, California

An exclusive invite-only forum that brings together 200 high-level executives from CESA member companies, CAISO, CPUC, CEC, major investor-owned and publicly-owned utilities, and more, featuring two days of programming:

Lithium-Ion Safety Roadmap Workshop (Day 1) | February 25, 2020

Lithium Storage Safety Roadmap Development Workshop will feature state leaders and safety practitioners to ensure California gets an A+ in energy storage safety

Markets & Policy Day: "The Next 10 Years" (Day 2) | February 26, 2020

California policy leaders discuss key policy and market development concepts, goals, challenges, and roadmapping opportunities to meet the need for 11,000 MW of energy storage by 2030 identified in the 2019 California Public Utilities Commission Integrated Resource Planning process.



ANNUAL MEMBERS MEETING

February 27, 2020 | Berkeley, CA

CESA members meet to review 2020 CESA policy priorities and hear from California utilities, POU's and CCAs on their energy storage procurement plans.



ENERGY STORAGE LOBBY DAY

Spring 2020 | Sacramento, CA

Join CESA members for discussions with California legislators on the value of the California energy storage industry.



BUSINESS DEVELOPMENT EVENT

September 2020 and Location TBD

Every year, CESA hosts business development event with key customer segments, for example utilities, Load Serving Entities, or behind-the-meter commercial and industrial customers.



MDF PARTY SPONSOR | \$10K

Gain exclusive branding and leadership recognition by sponsoring the MDF reception on February 26. This exclusive sponsorship allows for marquis branding and leadership recognition, and includes 3 complimentary tickets to the Market Development Forum.



MDF GOLD SPONSOR | \$5K

The interactive MDF will feature content and education from energy storage industry and policy leaders across the California ecosystem.

- Pop-Up Banner in event hall at Markets & Policy Day, February 26
- Logo displayed during lunch and coffee breaks at Markets & Policy Day
- Logo included on all marketing and communications for event
- 3 complimentary (additional) tickets to MDF



MDF SILVER SPONSOR | \$3.5K

- Logo included on all marketing and communications for event
- Logo displayed during lunch and coffee breaks at Markets & Policy Day
- 2 complimentary (additional) tickets to MDF



SAFETY SPONSOR | \$4K

The Safety Sponsor will be showcased at the Lithium-Ion Safety Roadmap Workshop on Day 1, February 25.

- Logo included on marketing and communications for Day 1 event
- Panel participation on February 25 Energy Storage Lithium Ion Energy Storage Safety Roadmap
- 2 complimentary (additional) tickets to MDF



STARTUP POSTER SPONSOR | \$700

Poster sponsorships are only available to CESA Startup Members.

- Poster on display during Opening Reception on February 25 and in common areas throughout the event
- Logo included on select marketing and communications
- 1 complimentary ticket (additional) to MDF

MDF Registration Pricing & Details

Registration Category	Price	Registrations per Company
Board Members	\$0	2
General Members	\$350	2
Startup Members	\$350	1
Non-CESA Members	\$600	N/A

Space is limited at the Market Development Forum. **Sponsorship is the only way to increase the number of tickets for your organization.**

For information on CESA event sponsorships, contact:

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