



# EMPOWER 25

MARCH 5-7, 2025

Sheraton Downtown Denver

# Forward

Yes Energy's annual event brings together the most influential power market players and thought leaders—from established giants to pioneering startups—all under one roof. This year we are excited to introduce a new name and vision for our annual event: EMPOWER. This event embodies our commitment to inspire our customers and equip them with the knowledge, tools, and connections they need to innovate, grow, lead, and **"Win the Day Ahead"**.

Please consider partnering with us to elevate Empower's scope, reach, and impact. Sponsoring EMPOWER offers a unique opportunity to align your business with the forefront of energy industry thought leadership. As a sponsor, you'll enhance your visibility among a highly engaged audience and gain direct access to key decision-makers and influencers. Your partnership not only amplifies your brand, but also signals your commitment to advancing the future of energy markets.

Best Regards,  
**Gerard Laurain**  
VP Marketing, Yes Energy



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Yes Energy's Empower “brings together data nerds from across the power markets domain. It's a unique opportunity to learn how data is being applied in decision making and how the inputs to those decisions are changing over time. It's absolutely worth the visit to Colorado if your company works with data and measures things in MW or larger.

*- 2024 Sponsor and Yes Energy Partner*





# Target Audience

300+ in-person attendees from 100+ leading organizations in trading, energy storage and renewable development, energy marketing and services, financial services, independent power producers, integrated energy, utilities, government, consulting, software and analytics, and more.

## Representative Job Titles Include:

- » CEO, CIO, COO, CTO
- » Data Scientist
- » Energy Market Operations and Analytics, Power Market Operations
- » Energy Trader, Power Trader, FTR Trader, Trading Director
- » Executive Director of Transmission Services
- » Head of Electricity Market Affairs
- » Managing Director, Partner, Managing Partner
- » Meteorologist
- » Origination and Power Marketing
- » Performance Engineer
- » Portfolio Manager
- » Power Scheduler
- » President, Principal, Vice President
- » Quantitative Analyst
- » Real Time Energy Management
- » Risk Manager





# Highlights

Network with industry peers while learning from thought leaders, subject matter experts, and Yes Energy specialists about the topics that matter most to our industry.

2024 speakers included:



**Kyri Baker**

Associate Professor  
University of Colorado



**Jack Farley**

Chief Commercial Officer  
Grid United



**Peter Kelly-Detwiler**

Co-Founder  
NorthBridge Energy Partners



**Patrick de Man**

CEO  
Geodesic



**Scott Nyquist**

Special Advisor  
Senior Partner Emeritus  
McKinsey & Company

*Stay tuned  
for updates on  
our 2025 topics!*



## 2024 Summit Attendee Survey:

54 of 55 respondents agreed or strongly agreed that the 2024 Summit was informative, a worthwhile use of travel budget, and taught them something that they can use at their job.





# Sponsorship Levels

## Gigawatt Sponsor

Get maximum visibility for your organization

Gigawatt  
Sponsor  
Investment:  
**\$30,000**

## Benefits Include:

- » Eight all-access delegate passes
  - Discounts available for additional passes
- » Double trade display in prime location
  - Two tables with two chairs, 1 x 15 amp power outlet, Wi-Fi
- » One featured, organic social post promoting the company's sponsorship prior to the event
- » Logo with link on event website
- » Premier logo placement throughout event and promotional materials
- » Opportunity to provide approved giveaway for the welcome bags; option to provide branded welcome bags
- » Logo on the official mobile app
- » Acknowledgment during opening address
- » Logo on sponsors holding slide
- » Logo in post-event email
- » Invitation to welcome reception for all sponsor delegates
- » Special introduction in opening remarks at welcome reception
- » Opt-in registration list provided two weeks prior to event to help plan your onsite meetings
- » Opt-in delegate list provided one week after event to allow for efficient followup



# Sponsorship Levels

## Megawatt Sponsor

Showcase your organization during the conference and gain strong pre-and post-event exposure

Megawatt  
Sponsor  
Investment:  
**\$15,000**

## Benefits Include:

- » Four all-access delegate passes
  - Discounts available for additional passes
- » Tabletop exhibition space in prime location for customer engagement and product demos
  - Table with two chairs, 1 x 15 amp power outlet, Wi-Fi
- » One featured, organic social post promoting the company's sponsorship prior to the event
- » Logo with link on event website
- » Logo on the official event mobile app
- » Logo on sponsors holding slide
- » Logo in post-event email
- » Invitation to welcome reception for all sponsor delegates
- » Opt-in registration list provided two weeks prior to event to help plan your onsite meetings
- » Opt-in delegate list provided one week after event to allow for efficient followup

# Sponsorship Levels

## Kilowatt Sponsor (Exhibitor)

Optimize your on-site presence

Kilowatt  
Sponsor  
Investment:  
**\$7,500**

## Benefits Include:

- » Two all-access delegate passes
  - Discounts available for additional passes
- » Tabletop exhibition space for customer engagement and product demos
  - Table with two chairs, 1 x 15 amp power outlet, Wi-Fi
- » Logo with link on event website
- » Logo on sponsors holding slide
- » Invitation to welcome reception for all sponsor delegates
- » Opt-in registration list provided two weeks prior to event to help plan your onsite meetings
- » Opt-in delegate list provided one week after event to allow for efficient followup





## Contact Us

Sponsorships at EMPOWER are limited,  
so don't wait!

Contact [partners@yesenergy.com](mailto:partners@yesenergy.com)  
for additional information today.

Thank you!

For More  
Information, Visit:  
[www.yesenergy.com/EMPOWER25](http://www.yesenergy.com/EMPOWER25)