

# PRESS & MEDIA KIT

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## EVENT OVERVIEW AND MISSION

The [Connecticut Power and Energy Society](#) (CPES) has partnered with [Operation Fuel](#) to host their first annual energy exposition October 19-21, 2023 to promote everyday energy efficiency through strategies and technologies accessible to residents and businesses in Connecticut. The exposition, which is free for attendees, will feature interactive displays of technology ranging in design from traditional to cutting edge, such as renewable energy sources and innovative transportation vehicles. Attendees will have the opportunity to learn about energy load reduction techniques as well as products and services that can decrease the costs associated with energy consumption. The three-day event will take place at the Connecticut Convention Center and will host hundreds of exhibitors, plus an outdoor innovative vehicle showcase. Training, workshops and the CPES Fall Conference will bring together energy industry leaders and professionals to explore current and future energy innovations. The exposition will conclude on Saturday evening with a fundraising gala to benefit Operation Fuel.

Exhibitor and sponsorship packages are available and provide increased exposure and enhanced visibility to businesses and industry stakeholders. Attendees are encouraged to learn more about the valuable add-on experiences available such as the Interactive Workshops and Fundraising Gala. Learn more about the event and register here: [www.goenergyexpo.com](http://www.goenergyexpo.com)

### Our Collective Mission

CPES is Connecticut's leading association of energy professionals dedicated to generating information, sharing ideas, and educating Connecticut about energy. CPES works diligently to share the latest insightful and unbiased information about energy and provide a forum for collaboration and networking in the energy industry. Operation Fuel ensures equitable access to energy for all by providing year-round energy and utility assistance for low- to moderate-income households, including our state's most vulnerable residents – children, senior citizens, working families, and people with chronic medical conditions. Operation Fuel promotes energy independence and advocates for affordable energy. Together, our organizations have created this event to engage residents and businesses to provide education, resources, and strategies for a more sustainable future.

## SOCIAL MEDIA ACCOUNTS

### PRIMARY - Connecticut Energy Expo

**Facebook:** [Connecticut Energy Expo](#)

**Instagram:** @goenergyexpo

**LinkedIn:** [www.linkedin.com/showcase/go-energy-expo](http://www.linkedin.com/showcase/go-energy-expo)

**Event Hashtag:** #goenergyexpo

### Secondary (Presentors)

**Connecticut Power and Energy**

**Facebook:** [www.facebook.com/ctpowerandenergysociety](http://www.facebook.com/ctpowerandenergysociety)

**Instagram:** @ct\_power\_energy

**LinkedIn:** [Connecticut Power and Energy Society](#)

### Operation Fuel

**Facebook:** [www.facebook.com/OperationFuelInc](http://www.facebook.com/OperationFuelInc)

**Instagram:** @operationfuelinc

**LinkedIn:** [www.linkedin.com/company/operationfuel](http://www.linkedin.com/company/operationfuel)

## KEY CONTACT

**Kathryn Dube**

Executive Director of CT Power & Energy Society

[kdube@ctpower.org](mailto:kdube@ctpower.org)

203.265.0823

# HOW TO ENGAGE



## MARKETING ASSETS

Please find pre-built brand and marketing elements for use in your promotions [here](#).

## COMMUNICATIONS

We encourage sponsor, exhibitor, visitor, and stakeholder engagement to help support our mission and share in the excitement of this first annual event.

There are many ways to support the Connecticut Energy Expo, including:

- Sponsor or exhibit at the event - find more information about this at [goenergyexpo.com](https://goenergyexpo.com)
- Share the event on social media - don't forget to tag @goenergyexpo, CPES and Operation Fuel!
- Create conversations - share the event within your organization or community
- Get involved - contact our team to learn more about partnering with us on promotional opportunities

## SPONSORSHIP OPPORTUNITIES

Please visit our website to learn more about sponsorship at [goenergyexpo.com/sponsors](https://goenergyexpo.com/sponsors).

## SAMPLE SOCIAL POST

The following copy and graphic is suggested and may be used to announce or share the event via social media channels. A full inventory of brand and marketing assets can be [found here](#).

Example copy:

*"[Company] is proud to [support/attend/partner with] the @Connecticut Energy Expo, powered by @Connecticut Power and Energy Society and @Operation Fuel.*

*This event is free to attend and showcases renewable energy and energy efficiency solutions for businesses and residents. Learn more and register today at [www.goenergyexpo.com](https://www.goenergyexpo.com)! #goenergyexpo"*



# FAQs



## HOW CAN I GET INVOLVED WITH THE EXPO?

Please call 203.265.0823 for custom partnerships and marketing opportunities.

## WHO SHOULD I TAG TO PROMOTE THE EXPO?

Tag the Connecticut Energy Expo on LinkedIn, Facebook, and Instagram and be sure to use the hashtag #goenergyexpo.

## WHERE SHOULD I DIRECT QUESTIONS ABOUT THE EXPO?

Please direct operational and marketing questions to Kathryn Dube at 203.265.0823 or [kdube@ctpower.org](mailto:kdube@ctpower.org).

## WHO SHOULD ATTEND THE EXPO?

The 2023 Energy Expo promotes everyday energy efficiency through strategies and technologies accessible to residents and businesses in Connecticut.

## WHO IS CONNECTICUT POWER & ENERGY SOCIETY?

Connecticut's premier association of energy professionals, dedicated to generating information, sharing ideas and educating Connecticut about energy.