June 7 -8, 2017
Long Beach Convention Center | Long Beach, CA
EMC Overview

The 35th West Coast Energy Management Congress, attended by more than 1,800 industry professionals, brought together decision makers from both the public and private sectors. EMC was an unparalleled event featuring 4 concurrent tracks presented by 60 of the nation’s foremost authorities in the energy disciplines, sponsored by Southern California Edison (SCE) and LADWP, presented by the Association of Energy Engineers (AEE) and supported by a “who’s who” line-up of energy leaders and cosponsors.

The EMC event offered attendees additional training opportunities including 8 intensive AEE certification seminars, a Council on Women in Energy & Environmental Leadership (CWEEL) Breakfast, board meetings, an AEE Chapter Luncheon, as well as free informative workshops in the exhibit hall.

Attendees were also given the chance to network with industry peers during the luncheons in the exhibit hall, an Opening Night Reception at PF Chang’s and other hospitality events.

The 100,000+ square foot exhibit hall contained 200 booths and featured a cross-section of equipment and services for new and retrofit projects.

AEE is excited to bring EMC back to Seattle next year. Mark your calendars for June 21–22, 2018 in Seattle, WA.

EMC TOTAL ATTENDANCE: 1,836
STATES REPRESENTED: 41
COUNTRIES REPRESENTED: 20
AEE Thanks Our Sponsors

— Platinum Sponsor —
& Wednesday Luncheon Sponsor

— Bronze Sponsor —

— California Green Sponsor —

— Expo Hall —
Coffee Sponsor

— Attendee Networking —
Reception Sponsor

— Exhibit Hall Workshop Sponsor —

— Opening Session Coffee Sponsor —

— Tote Bag Sponsor —
Overall Evaluation of the EMC Conference Program

85% of respondents rated the Conference Program as Excellent / Very Good / Good
The 2017 EMC featured an exposition highlighted by a solid cross section of products and services. This was your meeting location to see the latest energy efficient innovations from lighting, HVAC, renewable & sustainable products and services, power, building systems, and facility upgrades.

The 100,000+ square foot exhibition hall, with 200 booth displays, was also home to many interactive attendee – exhibitor meeting points, such as the conference attendee luncheon on Wednesday and Thursday, and the complimentary exhibit hall workshops (Presentation Area One and Area Two). The complete list of participating companies can be found on page 8.
Attendee Survey Comments

Which conference sessions, topics, free workshops or other events did you find most interesting or beneficial this year and why?

"Learned most networking with Expo vendors."

"The speaker from Yardi was engaging. He realized the opportunity of speaking at this type of function and maximized it."

"Big Data Future of Handling this Data."

"Keynotes were great this year!"

"Always to good to hear from Energy Managers and Sustainability Directors from large private and public sector entities."

"Behind the scenes tour of the aquarium."

"For me it’s all about energy storage."

"Fundamentals of Energy Auditing Seminar."

"The building analytics sessions were very useful."

Free Exhibit Hall Workshops

These informative workshops are designed to enhance attendees’ learning about products & services on display in the EMC exhibit hall and allow for an interactive experience between expo attendees and exhibitors. All EMC attendees were able to participate in these workshops at NO cost. [Click here](#) for a complete listing of workshops presented at EMC 2017.
In addition to the multi-track conference program and workshops at EMC, AEE presented a variety of in-depth seminars & certification programs to meet training needs.

**Fundamentals of Water Efficiency: Strategies for Effective Water Management**
*Earns 1.6 CEU / 16 PDH / 3.2 AEE Credits toward Re-certification*

**Fundamentals of Energy Efficiency: A Training Program for Practitioners**
*(prep: EEP Certification)*
*Earns 1.6 CEU / 16 PDH / 3.2 AEE Credits toward Re-certification*

**Fast Track CEM Preparatory Course for Energy Managers**
*Earns 1.6 CEU / 16 PDH / 3.2 AEE Credits toward Re-certification*

**Fundamentals of Lighting Efficiency**
*Earns 2.0 CEU / 20 PDH / 4.0 AEE Credits toward Re-certification*

**Fundamentals of Measurement & Verification: Applying the IPMVP**
*(prep: CMVP Certification)*
*Earns 2.0 CEU / 20 PDH / 4.0 AEE Credits toward Re-certification*

**Fundamentals of Energy Auditing** *(prep: CEA Certification)*
*Earns 2.4 CEU / 24 PDH / 4.8 AEE Credits toward Re-certification*

*Earns 2.4 CEU / 24 PDH / 4.8 AEE Credits toward Re-certification*

**Fundamentals of Building Commissioning** *(prep: CBCP Certification)*
*Earns 2.8 CEU / 28 PDH / 5.6 AEE Credits toward Re-certification*
"This is our first year exhibiting, but we are very happy with the results so far."

"This is where we can find our customers and where we can meet many of our competitors and a lot of our suppliers. It’s a great networking opportunity for us."

"It’s a really good show for us, a lot of really good decision makers. Really the type of quality people you want to see at a tradeshow."

“Was exhibitor and speaker. Always enjoy the show, working booth to get leads.”

Click here for the Exhibitor Overview Video
http://www.energyevent.com/Exhibit/stories
“I particularly liked the DEMO workshops on the Expo Floor. Next year I’ll likely want to grab one of those spots for IPERC’s GridMaster offering.”

“Networking event at PF Chang’s also good fun and good networking.”

“Was exhibitor and speaker. Always enjoy the show, working booth to get leads.”

“Instructor was excellent — prepared us well for the exam.”

“I always enjoy it, you do a great job.”

“Always enjoy the live seminars.”

“I had a good time at the EMC and learned some things. Our session was well received, too! Thank you for the opportunity to share our experience with zero net energy monitoring.”
Survey Responses

What Do You See as Key Energy Challenges in the Coming Year?

"Changing tariff on-peak hours, excessive incentive program regulation, LCR contracts, battery storage and micro-grids."

"Balancing Renewable energy more efficiently with traditional generation Commercial level battery Storage, for Demand Management Continuing to motivate Political Leaders the importance of Energy Efficiency."

"Demand Management."

"(1) Federal Policy impacts on state sustainability and RPS initiatives ... if any (2) Resolving the debate around whether greater DER penetration has impact on resiliency and reliability (3) Costs by type of fuel source: Short Term, Long Term, and Life Cycle (4) Risk Management for Cyber attacks on Electric Grid."

"Capital: Retail has become cash poor."

"I can only speak from my side of the fence... but energy recovery with DH&C."

"Increased renewables while decreasing traditional generation sources. Grid instabilities or spike in electricity prices due to congestion will be more prevalent. Battery storage is short term solution and companies are buying market share, making energy appear to be a cheap commodity."

"Integrating renewable energy on the grid and at facilities. Managing facility electric loads, aging infrastructure, control commonality / integration, data analytics and continuous commissioning."

"Solar Power."

"Maintaining/upgrading/replacing existing equipment with continuously decreasing facility budgets/manpower. Everyone wants to save energy on the surface, but at the end of the day if there is equipment failing and no budget to do anything else, it will fall to the back burner."

"For Facilities: Managing Demand Charges, load shifting and educating staff."
Council on Women in Energy & Environmental Leadership

Clean energy. Energy efficiency. Competition for customers. Reliability and distributed generation. These are just some of the issues facing the energy industry. City of Los Angeles Councilwoman, MONICA RODRIGUEZ, shared her thoughts on women in leadership.

AEE Southern California Chapter Luncheon

— Featured Speakers —

LANCE COLLINS
Director of Sustainability, Partner Energy, Inc.

ROB INTVELD
P.E., C.E.M., Director of Commercial & Industrial, Partner Energy, Inc.
AEE Advertised EMC in the following Publications

- American Gas Association
- Blower and Vacuum Best Practices Magazine
- Chiller & Cooling Best Practices Magazine
- Compressed Air Best Practices Magazine
- Continental Automated Buildings Association (CABA)
- Contractors Hotline Magazine
- Distributed Energy Magazine
- Engineering Magazine
- Electrical News
- Electrical Solutions Magazine
- energG Magazine
- Energia de Hoy
- Engineered Systems Magazine
- GreenBiz Group
- Insulation Outlook Magazine
- Navigant Research
- Pollution Equipment News / Rimbach Publishing Inc.

DIGITAL Marketing
Digital Marketing campaigns to over 300,000

Expo LETTER
Distributed & mailed 70,000 copies

PREVIEW Brochure
Distributed & mailed 70,000 copies

Final NEWS
Distributed & mailed 70,000 copies

Expo PASS
Distributed & mailed 200,000 copies

SOCIAL Media
Combined followers = 43,107
EMC Posts = 312
EMC Shares (likes, re-posts, etc.)= 353

GOOGLE Adwords
Branding - Impressions
= 111,942 - Clicks 1,485

Remarketing - Impressions
= 2,777,931 - Clicks 10,274

ATTEND THE EXPO... EXPLORNE NEW TECHNOLOGIES... SLASH YOUR COSTS... IMPROVE YOUR OPERATIONS!

WEDNESDAY
June 7, 2017
9:00am-4:00pm

THURSDAY
June 8, 2017
9:00am-2:00pm

LONG BEACH, CA
Long Beach Convention Center
Networking Reception at PF Chang's
Next Year’s
West Coast EMC

EXPO 2018
Energy Management Congress

June 20-21, 2018
Seattle, WA
Washington State Convention Center

See You Next Year...

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Association of Energy Engineers