

## Conference & Training Promotion

Reach out to a pool of more 168,000 qualified professionals to attend your next conference or training event.

**Y**ou've spent extensive time and energy planning all the details for your upcoming event, not to mention having committed extensive financial resources. After all that investment, you can't afford to take a chance — to be successful you need highly qualified people to attend, and a fair number of them.

That's where we come in. Energy Central has an attentive audience of more than 168,000 professionals who are always eager for more information and new insights, and we can create a program for you to reach them with a message that boosts your registrations and enhances your lead generation efforts.

- » Promote your events to our 168,000 opt-in members and an even larger audience, including newsletter recipients, that generates **2 million impressions**.
- » Benefit from Energy Central's **wide array of online media venues** to increase your reach — and your registrations.
- » Combine our **website, e-newsletter and e-mail marketing** programs to maximize your results.

## Conference & Training Promotion cont.

### Event Packages Features & Rates

	Event Package	Enhanced Event Package
<b>Featured Event Listing</b> (Listing will start displaying at the start of your campaign)	Yes	Yes
<b>Featured in Weekly Conference Watch E-Newsletter</b> (Six weeks prior to your event)	Yes	Yes
<b>Featured in E-Newsletters</b> Energy Central Daily EnergyPulse Weekly	Energy Central Weekly EnergyBiz Insider Six weeks prior to event	Six weeks prior to event
<b>Featured on Websites</b> EnergyCentral.com EnergyBlogs.com	EnergyPulse.net Pro.EnergyCentral.com Six weeks prior to event	Six weeks prior to event
<b>Featured on Topic Specific Web Page(s)/Websites and Selected E-Newsletters</b> (Client chooses up to three topics)	Four weeks prior to event	Four weeks prior to event
<b>E-Mail Send #1</b>	—	Six to ten weeks prior to event <sup>o</sup>
<b>E-Mail Send #2</b>	—	Two to six weeks prior to event <sup>o</sup>
<b>1 Event</b>	For rate information contact an Energy Central Account Executive.  Telephone: 800.459.2233 or 303.782.5510 E-Mail: sales@energycentral.com Online: www.energycentral.com/rates.cfm	
<b>3 Events/Price Per*</b>		
<b>6 Events/Price Per*</b>		
<b>12 Events/Price Per*</b>		
<b>Additional E-Mail Sends/Price Per</b> (Limit two)		

\* Must be contracted at the same time.

<sup>o</sup> Suggested timeframe — subject to client approval.

Gross rates are non-discountable. All prices subject to change without prior notice.