

EnergyBiz® Leadership Series Webcasts

Expose your brand to exclusive audiences and align it with important issues of the day.

This series of webcasts taps into the predominantly C-level audience that gathers at our annual EnergyBiz Leadership Forum, providing you with a way to connect with some of the most influential professionals in the industry.



For each EnergyBiz Leadership Series Webcast, we convene a panel of pre-eminent thought leaders to address one of the industry's most pressing strategic issues. As a sponsor, you will gain access to high-level prospects while also linking your brand with industry leaders. As an exclusive sponsor, you will enjoy the added benefit of offering opening remarks on the topic being discussed and editorial coverage of the event, further demonstrating your leadership on critical issues.

- » Pair your brand with **pre-eminent speakers** and leading industry voices.
- » Market your offerings through webcasts that attract **large groups of prominent decision-makers**.
- » Reach Energy Central's opt-in members through a **series of targeted and broad-based e-mails**.
- » **Engage the audience** by delivering opening remarks about top-of-mind issues.
- » Extend your brand through **follow up editorial coverage** of the event.

Past Presenters Include:



Scott Buchholz
Vice President & CTO
Black Hills Corp.



Michael Chesser
Chairman & CEO
Great Plains Energy
and KCP&L



Joe Rigby
Chairman of the Board,
President & CEO
Pepco Holdings, Inc.



Michael Morris
Chairman, President &
CEO
American Electric
Power (AEP)



Marc Spitzer
Commissioner
Federal Energy Regulatory
Commission

EnergyBiz® Leadership Series Webcasts cont.

Calendar

Month/Year	Description
January 2010 SOLD	Preparing Consumers for the Energy Revolution — Energy efficiency is being developed and pursued by utilities around the nation. Renewables are also being tried. How are utilities educating consumers about the opportunities available? This webcast will look at the challenges facing energy companies and how they respond.
February 2010	21st Century T&D: Building the Transmission Piece of Smart Grid — As the energy enterprise gets smarter toward the consumer end with smart meters and other new technologies what must be done to make the transmission backbone accommodate a new energy business? Our webcast will provide a fresh look at transmission – from a business and regulatory standpoint.
March 2010 SOLD	Reshaping the Customer Relationship — The move towards a smart grid must include a whole new relationship with the consumer. Providing two-way information flow and putting more decision-making ability, control in the hands of the consumer is critical. This webcast will look at the impact of dramatic change from the perspective of both utility and consumer and examine some of the issues which may make the transition easier. . . and more valuable to both parties.
April 2010 SOLD	Shaping the Future of Power — A conversation with EnergyBiz's CEO of the Year, Utility of the Year and Lifetime Achievement Winner. This webcast will be a wide-ranging discussion of all the issues facing the energy sector – and innovative paths towards resolving those issues.
May 2010	Overcoming Obstacles to Renewables' Growth — Federal tax credits come and go. There never seems to be enough transmission. What will it take to get renewable energy generation up to the levels envisioned as possible by the U.S. Department of Energy. This webcast will review the obstacles to the development of renewables and possible policies to address those barriers.
June 2010	Shaping Demand in Pursuit of Energy Efficiency — Limiting demand during brief peak power periods is one of the best approaches to controlling runaway costs at an energy company mandated by law to always keep the lights on. This webcast will look at the new tool utilities are using to shape demand and the regulations that help make their strategies possible.
July 2010 SOLD	A Smart Grid Comes Together — Some say it will take trillions and many years to piece together the energy highway of the 21st century. What have been the early, successful efforts, and what heavier lifting is ahead? This webcast will recount achievements and forecast future efforts.
August 2010 SOLD	Getting the Grid Secure — We will convene a panel of national security and energy experts to look at steps being taken by utilities and others across the energy sector to address both physical and cyber threats. This webcast will look at new approaches to the problem, and suggest paths for future action.
September 2010	IT as a Strategic Tool — Information is power and that is particularly true in a fast-changing, huge sector such as energy. This webcast will look at how are utility information officers changing their approach to gathering information for the key decision makers in their organization, and what needs to they anticipate coming their way in years to come.
October 2010 •	Thriving Financially Amid Turmoil — Utilities are among the most capital hungry businesses in America. As the financial sector continues to rebuild after the worst economic downturn in seven decades, utilities are reinvented their approaches to funding their major projects. This webcast will look at some of those approaches and explore other financial opportunities open to energy companies.
November 2010 SOLD	Nurturing a Nuclear Renaissance — Nuclear power is being looked to as one of the best paths to satisfying future energy demand without contributing to global warming. The rules have been put in place to develop a next generation of nuclear plants. Developers are lined up. What are some of the challenges they face and how are they planning to surmount them? This webcast will look at these topics.
December 2010	The Challenge of Carbon Capture & Sequestration — A number of coal-fired power generators are experimenting with capturing carbon dioxide emissions. One major question is whether these emissions can be adequately stored underground. This webcast will explore the dimensions of the challenge and look to possible solutions.

• Number of Non-Exclusive Sponsorships sold (up to three).

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Features & Rates

	Non-Exclusive Sponsor (limited to three)	Exclusive Sponsor
Recognition & Participation	Verbal introduction by moderator First slide identifies sponsors	One-minute introduction at beginning First slide identifies sponsor
Event Marketing E-Mails	4 sends to Energy Central membership (1 full approx. 115K; 3 targeted approx. 35K)	4 sends to Energy Central membership (1 full approx. 115K; 3 targeted approx. 35K)
Online Advertising	Exposure across Energy Central channels and listed as a Featured Event	Exposure across Energy Central channels and listed as a Featured Event
Registration & Attendee List	Contact information for attendees	Contact information for registrants and attendees of live and archived event (up to a year)
Webcast Archive	Archived on Energy Central website for up to one year	Archived on Energy Central website for up to one year
Editorial Coverage	—	Blog written post-webcast
Rate per Webcast	For rate information contact an Energy Central Account Executive.	
Rate per Webcast* (for six or more)	Telephone: 800.459.2233 or 303.782.5510 E-Mail: sales@energycentral.com Online: www.energycentral.com/rates.cfm	

* Must be contracted at the same time.

Gross rates are non-discountable.

All products and pricing subject to change without prior notice.