

Events

One-to-One Marketing is Effective

One of the biggest challenges marketers face is engaging customers – rising above your competitors to make real connections with your prospects. More than product pitches, Energy Central Custom Events provide real content value to decision-makers in an environment that professionally showcases your solution.

As the sponsor of a custom event, you get direct access to, and networking with, your best prospective clients.

Energy Central Showcase

A platform for a sponsor's content and expertise on a specific topic. Energy Central provides logistic and marketing support for the event, making it easy for you to develop professional seminars and workshops.

Energy Central Executive Briefing

Informs attendees about a specific topic in an independent and unbiased manner. The foundation of the event will be a presentation by an Energy Central content expert, with the remaining time focused on sponsor presentations.

Energy Central Events consistently draw the industry's most influential players – C-level executives, other top decision-makers, technology buyers and more.

Contact your Energy Central Account Executive for custom pricing.



Energy Central provides all the ingredients of a successful event

- Content
- Marketing channels
- Qualified audience
- Acknowledged experts
- Logistical and marketing expertise
- Experience

EnergyWebCast™

Reach your target market with an EnergyWebCast which brings you together in one place without leaving your office. They eliminate the restrictions of time and distance to allow you to meet with dozens, or hundreds, of your clients and prospects all over the world and deliver actionable, expert content.

- The most successful webcasts in the power industry.
- End-to-end service: marketing, technical delivery and highly qualified attendees.
- Proven marketing strategies regularly meet, or even exceed, attendance goals.
- Limited webcast dates prevent over-exposure.

EnergyWebCast Rates

For rate card 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



Events Promotion Package

A Featured Event Listing gives your event the most exposure in the best spots throughout the Energy Central Network. Your event listing will be delivered to qualified professionals over 1 million times, through Energy Central's E-Publications and Web Sites! Your featured listing starts on the day you contract and runs through the date of the event. The earlier you start, the more exposure you get!

- Showcases the event in the Energy Central Events Center and in each issue of the Energy Central Conference Watch E-Newsletter during that paid period. Includes an extended description including your logo and a link to your web site.
- Displayed in "Important Industry Events" block in Energy Central Daily and Energy Central Professional Daily E-Newsletters for 4 weeks prior to event.
- Displayed in "Events Calendar" block in Energy Central Weekly Wrap-up E-Newsletter for 4 weeks prior to event.
- Featured Event Package includes an e-mail send through EnergyConferences.net.

Events Promo Rates

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Logo

150 pixels wide by 100 pixels high
Format: JPG or GIF
Max File Size: 10K
No animation

Extended Description

Unlimited length, can contain HTML formatting.

Link

Specify the URL you want your listing to link to.

Sierra Energy Group WebCast Sponsor

When Sierra Energy Group (SEG) analysts speak ... the utility industry listens!

Sierra Energy Group features Warren Causey and other analysts in webcasts that present the results from SEG research. Targeted to address the latest, most important needs in utilities, these webcasts attract participation at the highest levels.

As a sponsor, you reach an unparalleled audience of utility decision-makers with a high-value content and messaging.

The sponsorship program includes:

- Corporate logo on all promotional emails; that are sent out in the weeks leading up to the webcast to approximately 106,000+ industry professionals per e-mail send.
- Corporate logo in the presentation with recognition from analyst during the webcast and the logo posted during the webcast Q&A session.
- List of all webcast registrants with contact information.
- An electronic copy of the report on the topic of the webcast sponsored.
- Archive of presentation for future use.

WebCast Sponsorship Rates

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Webcast Content

- IT Performance Management Report
March 2009
- CIS & Outsourcing Report
May 2009
- Asset Management & Mobile
Solutions Report
July 2009
- Intelligent Utility Enterprise
& AMI Report
August 2009
- CIO Report
November 2009

Exclusive Leadership Roundtable Sponsorship

Top C-level utility executives will lead their companies and the power industry in:

- Building more than \$400 billion in new generation plants in the next 25 years
- Plow \$32 billion into the transmission grid over 4 years
- Pump \$14 billion a year into the distribution lines

These executives represent one of the largest sectors of the U.S. economy, an industry which is facing some of the most wrenching challenges in its history. They will discuss the issues and challenges they face and how they plan to deal with them.

And you can be there!

Energy Central is proud to offer an extraordinary opportunity to connect with your key customers and prospects at the highest level. A top editor will host an elite group of chief executives at a special roundtable meeting.

The Leadership Roundtable will consist of one and a half hour breakfast/lunch/dinner meeting with C-level executives from utilities across the country. An article focusing on the roundtable conversation will appear in a print edition of *EnergyBiz* and also the online edition.

Sponsorship of the event includes the following:

- 6-9 Executives in attendance.
- An executive observing in the room who will be introduced to the C-level executives and acknowledged in the opening of the meeting.
- Sponsor will host breakfast, lunch or dinner.
- Sponsor may present “tasteful, personalized” marketing item to each attendee.
- 1 full page ad in *EnergyBiz* magazine presenting the roundtable discussion.
- 3 weeks (over a 6 week period) of an EnergyBiz Insider Ad Placement promoting the article and acknowledging the sponsorship.

CEO Roundtable – NRECA
February 2009

CEO Roundtable – EEI
June 2009

CEO Roundtable – APPA
June 2009

CIO Roundtable – Knowledge2009
October 2009

CFO Roundtable – EEI Financial
November 2009

Commissioners Roundtable – NARUC
July 2009

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