

### *Intelligent Utility*<sup>®</sup> Reality Webcasts

Insert your brand into the conversation about information-enabled energy and the smart grid.

**T**his series of webcasts provides real-world perspectives on how energy providers are building intelligent utilities to deliver on the promise of information-enabled energy. These webcasts examine the challenges and opportunities utilities face in implementing smart grid initiatives and focus on topics such as distribution automation, metering, demand response and asset management.

**intelligentutility**<sup>®</sup>

By sponsoring these webcasts, you can associate your brand with solution-oriented approaches to building and maintaining an intelligent utility. As an exclusive sponsor, you will also be able to offer opening remarks and enjoy editorial coverage of the webcast, further demonstrating your organization's leadership on smart grid-related issues.

- » Typical **attendance is 50-60%** of those registered, far outpacing the industry average of 30%.
- » Expose your offerings to a **highly targeted smart grid audience** interested in solutions that will help them advance their deployment initiatives.
- » Be part of **exclusive editorial coverage** that follows each webcast.
- » Align your message and brand with **cutting-edge ideas and industry leaders**.

## Intelligent Utility® Reality Webcasts cont.

### Calendar

| Month/Year     | Description  |
|----------------|--|
| January 2010   | <b>Cybersecurity</b> — Cybersecurity and smart grid-people just can't get enough of it. This webcast will dive into the "nitty gritty" of cybersecurity for a smarter grid. Learn from utilities about their cybersecurity plans and talk with "hackers" who use their talents to ensure a more secure smart grid.   |
| February 2010  | • • <b>Conducting a Distributed Chorus</b> — There are many different ways for utilities and consumer to connect beyond the meter, but a key challenge is how to coordinate these many connections. We'll explore what it takes to intelligently coordinate distributed resources-from electric vehicles to solar panels to appliances to street lights.                     |
| March 2010     | • <b>Energy Management</b> — Communications networks at the energy consumer level are still not sorted out. This webcast looks at the various aspects of what is often called home energy management, with a focus on home area networks.  |
| April 2010     | <b>SOLD</b> <b>Smart Grid Gurus</b> — Smart grid initiatives often rely on company champions to move them forward. We'll profile designated smart grid leaders at utilities to study how they ended up in the positions and how they are making smarter grids a reality at their companies.  |
| May 2010       | <b>SOLD</b> <b>Customer Connections</b> — From sorting out customer information systems and meter data management systems to figuring out the best way to communicate with consumers, utilities face challenges in connecting with their customers. This webcast looks at the role of advanced technologies to reach out to customers and engage them in smart grid efforts. |
| June 2010      | • <b>Renewables</b> — Integrating large- and small-scale renewables still presents challenges for utilities-and those challenges will only increase as these resources come online. We'll discuss the critical issues with renewables and a smarter grid.  |
| July 2010      | <b>Smart Technology Equilibrium</b> — The utility industry is excited about cool new technologies, but existing systems and efforts can still provide significant benefits to utilities. This webcast considers how to balance new "smart" technologies with existing ones, including digital and "old-fashioned" technologies, such as poles and wires.                     |
| August 2010    | <b>Transmission Brain and Brawn</b> — Although smart transmission network is gaining interest from the utility industry and is critical for the successful integration of large-scale renewables, it is still often overlooked. We'll take a close look at smart initiatives at the transmission level and the role of a "super grid" in the future.                         |
| September 2010 | <b>Smart Meters</b> — People still can't get enough of smart meters and they will continue to be a key component of a smarter grid. Since the smart meter market is rapidly evolving, we'll update you on hot button issues in late 2010.  |
| October 2010   | <b>Preparing Personnel</b> — Utilities focus on how to get employees comfortable with new technologies, but it is important to also consider how these technologies will change the knowledge, skills and abilities required by personnel. This webcast studies how utilities are preparing their workforce to succeed in the new world of information-enabled energy.       |
| November 2010  | <b>IT &amp; Smart Grid</b> — The information technology and operations technology debate is still raging on, and it will only get worse as smart grid becomes more prominent at utility companies. This webcast will look at the roles of the IT and operations departments and how both groups fit into building and sustaining the grid.                                   |
| December 2010  | <b>The Generation Equation</b> — The industry talks a lot about distributed generation, but centralized generation will still play a significant role for a long time to come. This webcast looks at the role of both distributed and centralized generation in a smarter grid and a more intelligent utility.   |

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

## Intelligent Utility<sup>®</sup> Reality Webcasts cont.

### Features & Rates

|  | Non-Exclusive Sponsor<br>(limited to three)   | Exclusive Sponsor  |
|--|---|--|
| Recognition & Participation            | Verbal introduction by moderator<br>First slide identifies sponsors   | One-minute introduction at beginning<br>First slide identifies sponsor                         |
| Event Marketing E-Mails                | 4 sends to Energy Central membership<br>(1 full approx. 115K; 3 targeted approx. 35K)                                 | 4 sends to Energy Central membership<br>(1 full approx. 115K; 3 targeted approx. 35K)          |
| Online Advertising                     | Exposure across Energy Central channels<br>and listed as a Featured Event   | Exposure across Energy Central channels<br>and listed as a Featured Event                      |
| Registration & Attendee List           | Contact information for attendees   | Contact information for registrants and attendees of<br>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*<br>(for six or more) | Telephone: 800.459.2233 or 303.782.5510<br>E-Mail: sales@energycentral.com<br>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.