

Sierra Energy Group Webcasts

Connect with utility executives who are looking for answers regarding technology and the smart grid.

Offering insight into the latest trends in information-enabled energy, Sierra Energy Group (SEG) presents webcasts of their market research multiple times each year. Because of SEG's stature in the power industry, these online events attract utility decision-makers from around the country seeking guidance to improve business performance.



As a sponsor of these webcasts, your company will be placed front-and-center on all related communications and you will be provided with a contact list of the high-level utility executives who have registered. In addition, your brand will be associated with highly useful information and findings on critical industry issues — a cost-effective path to effective lead generation and lasting market leadership.

- » Expose your brand to industry executives seeking solutions for **smart grid and technology challenges**.
- » Bolster your **lead generation database** with our list of registrants from these exclusive and well attended webcasts.
- » Enhance the perception of your company by associating it with the delivery of useful, **highly valued business intelligence**.

2010 Webcasts Include:

Each 2010 webcast covers a different aspect, of planning for, building and maintaining an intelligent utility.

March	The IU Model*
May	The Business Case*
July	• New Asset Management
July	Organizational Alignment*
August	SOLD Growing the Smart Grid
September	Shared Risk and Reward Environment*
November	Technology Integration*
January 2011	Long Term Maintenance*

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

*Webcasts have corresponding SEG reports.

Sierra Energy Group Webcasts cont.

Features & Rates

	Non-Exclusive Sponsor (limited to five)	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.
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