

November 4 - 6, 2015 • Chicago, IL
Sheraton Chicago Hotel & Towers

EMPOWERING CUSTOMERS & CITIES

The Energy Utility of Tomorrow

theENERGYTimes™

A stylized silhouette of a city skyline, likely Chicago, featuring various skyscrapers and buildings in shades of gray. The skyline is positioned at the bottom of the page, with the 'theENERGYTimes' logo centered above it. The background consists of a solid orange color with diagonal lines.

EMPOWERING CUSTOMERS & CITIES

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the **ENERGY** Times™
Informing Customers & Utilities

Event Agenda

Wednesday, November 4

5:00 - 7:00pm

Welcome Keynote & Reception: *Urban Infrastructure Solutions - Energy as a Spark for Urban Revitalization*
Mayor Rahm Emanuel (Invited)

Thursday, November 5

7:00am - 12:30pm

Morning Power Session:

- *Reinventing the Utility Business Model - Thriving in a New Electric Power Ecosystem*
- *An Urban Utility's Laser Focus on Customers*
Anne Pramaggiore, CEO & President, Commonwealth Edison
- *Redefining Energy in an Urban Setting Globally*
- *Efficient Buildings, Schools & Pools*
- *Re-powering Water and Wastewater*
- *Launching Community Solar and a Streetlight Revolution*

12:45 - 2:15pm

Luncheon Keynote: *Envisioning & Executing a New Energy Vision*

Afternoon Power Session:

- *Microgrid Build-out - An Urban Honeycomb*
- *Setting the Regulatory Frame*
- *Building the Distribution Network*
- *Training Tomorrow's Professionals*

Friday, November 6

6:45am - 8:00am

Breakfast Keynote: *Inviting the American Public to the Infrastructure Renaissance - The Communications Challenge*

8:00am - 12:00pm

Facility Tours

Revolutionary Energy Efforts

Empowering Customers and Cities is a pioneer event, developed to change the energy conversation forever and chart a course for the future of energy usage and delivery. This three day event will bring together utilities, policy makers, energy providers and large energy consumers for collaboration around urban infrastructure solutions and insight sharing from those leading the way in transforming their businesses.



Chicago Mayor, Rahm Emanuel (*invited*) will address this group of high level decision makers on the energy initiatives that are driving urban revitalization efforts in Chicago.

**Be a part of the energy revolution.
Get your brand in front of this key
audience of decision makers,
influencers and visionaries.**



**President and CEO, ComEd,
Anne Pramaggiore** will deliver insight on how her urban utility has developed a new focus on the customer and the needs of technologically savvy energy users.

**Now is the time to collaborate on the
future of energy and take action.**



Commissioner Colette D. Honorable, FERC will discuss federal policies that are needed to assist the emergence of the utility of the future and how federal policies can spur the development of new energy service to educate consumers.

Visit <http://bit.ly/TETChicago> for more details.

THE ENERGY TIMES conference offers a unique opportunity for attendees to interact with **solution provider companies like yours** to get a first hand sense of a company's focus, perspective and personality.

In-person connections and powerful, visionary content create the ideal setting to connect with prospects and customers regarding how your company's focus and perspective will help drive the energy revolution.

Join us and help chart the course for the future of energy.

Investments in the Energy Revolution Continue to Grow

**\$70
BILLION**

Estimated Cost of Weather Related Outages, Annually ¹

**\$2
TRILLION**

Investment in the grid between 2010 and 2030 ²

Duke Energy is the third-largest carbon emitter in the U.S., largely driven by its heavy reliance on coal. To address this issue, Duke Energy plans to **reduce the company's carbon emissions 50 percent by 2030.** ³

Xcel Energy is planning to expand their wind portfolio by **40%** over the next few years. ⁴

The **Electric Reliability Council of Texas Inc.**, The state's grid operator, said the EPA plan will force the **shutdown of 3,300 to 8,700 megawatts of coal-fired generating capacity**, and cause consumer energy costs in Texas to rise by as much as **20 percent by 2020.** ⁵

¹ Campbell, Richard J. "Weather-Related Power Outages and Electric System Resiliency." Congressional Research Service. August 28, 2012. Website.

² Mark W. Chupka et al. "Transforming America's Power Industry: The Investment Challenge." 2010-2030, (The Edison Foundation, 2008)

³ Rocky Mountain Institute website. www.rmi.org/electricity_impact

⁴ Xcel Energy website. www.xcelenergy.com/Environment/Renewable_Energy/Wind/Wind_Power_on_Our_System

⁵ Harry Weber et al. "US Power Grid's \$2 Trillion Push Needs European Efficiency." Bloomberg Business. 2015

MEET OUR AUDIENCE

Tom • CEO at Investor Owned Utility • 32 Years in Energy Related Business

CHALLENGES: Revenues trending down year over year. Delivering services to both rural customers and rapidly developing urban areas with technology savvy energy customers. Implementing social media as part of their customer service strategy.

INSIGHTS TO BE GAINED FROM ATTENDING: How other utilities have been able to leverage capital investments to support a new business model. Tactics for implementing new rate options to a diverse customer base. Learning new marketing/communication strategies to connect with customers.



SPONSORSHIP

Be a Leader in the Energy Revolution

PLATINUM SPONSOR

Investment: \$55,000

Two available - only 1 left!

This sponsorship gives your company the highest level of exposure to our audience, before, during and after the conference. If your goal is to position your brand as premier leaders in the new energy revolution, have exclusive access with industry thought leaders and insiders, plus a direct connection with customers and prospects before and beyond the conference, this is the sponsorship for you.

Sponsorship Right & Benefits

- Designation as Platinum Sponsor on conference website, all pre-conference marketing, on-site materials and signage
- Host of the Thursday afternoon Power Session block including the closing session
As the Host Sponsor you can work with event planners on the content of associated keynotes, presentations and panels; present a five-minute overview of your views of the conference themes; and have five seats at the table with guest speakers and Marty Rosenberg.
- Pre and post conference content in *The Energy Times* e-newsletter and/or website
- One pre and post-conference follow up email to the conference attendees
- Participation in one pre or post-conference webinar
- Up to eight complimentary passes to the conference and 25% discount on additional passes
- Full page in the conference guide
- Plus many additional benefits and upgrade opportunities!



MEET OUR AUDIENCE

Sarah • Advisor to US Department of Energy

16 Years of Energy Consulting & Advisory Experience

CHALLENGES: Evaluating nationwide wind power potential and assessing the impact of transmission capacity proposals.

INSIGHTS TO BE GAINED FROM ATTENDING: Collaboration efforts underway between state regulators and utilities and the increased emphasis utilities will place on educating and engaging large energy consumers.

GOLD SPONSOR

Investment: \$20,000

Five available

This sponsorship gives your company a targeted level of exposure to our audience during and after the conference. If your goal is to position your brand as leaders in the new energy revolution, have association with industry thought leaders, and have access to conference attendees this is the sponsorship for you.

Sponsorship Right & Benefits

- Designation as Gold Sponsor on conference website, all pre-conference marketing, on-site materials and signage
- Opportunity to present or participate on a panel during one of the Power Session topics on Thursday
- Pre or Post conference content in *The Energy Times* e-newsletter and/or website
- One post-conference follow up email to the conference attendees list available one week after conference
- Up to six complimentary passes to the conference and 20% discount on additional passes
- Full page in the conference guide
- Plus many additional benefits and upgrade opportunities!

SPONSORSHIP

Associate with Industry Thought Leaders

EXCLUSIVE OPPORTUNITIES

These exclusive sponsorship opportunities give your company a heightened level of visibility to our audience at key touch points before, during or after the conference.

REGISTRATION SPONSOR

Investment: \$25,000

One available

This exclusive sponsorship gives your company access to all registrants from the decision making process through arrival at the event. This sponsorship positions your company for the maximum exposure to our audience before and during the conference. If your goal is gain a direct connection with customers and prospects, this is the sponsorship for you.

Sponsorship Rights & Benefits

- Designation as a Registration Sponsor on conference website, all pre-conference marketing, onsite materials and signage
- Branding also on registration landing page, all registration confirmations and emails and onsite branding in the registration area of the event
- Branding on credential lanyard and premium registration gift
- Host hotel keycard branding
- Logo and brief message on pre-conference welcome and FAQ email to all registrants
- One contributed article provided by sponsor to be included in *The Energy Times* e-newsletter and website
- Up to four complimentary passes to the conference and 15% discount on additional passes
- Half page in the conference guide
- Plus many additional benefits and upgrade opportunities!



MEET OUR AUDIENCE

David • VP of Business Development, Power Energy

22 Years of Energy Consulting and Advisory Experience

CHALLENGES: Consulting with large retail customer committed to being energy independent by 2020. Implementing zero-energy redevelopment plan for commercial retailer in urban core.

INSIGHTS TO BE GAINED FROM ATTENDING: Strategies that utilities are incorporating to offer more diverse service models. The increased emphasis utilities will place on educating and engaging large energy consumers.

VIDEO SPONSOR

Investment: \$25,000

One available

This sponsorship provides the longest lasting impression for registrants after the conference, plus extends into the next year's event. If your goal is to position your brand as a leader in the new energy revolution, have high association with industry thought leaders and a direct connection to the conference and online audience year-round, this is the sponsorship for you.

Sponsorship Rights & Benefits

- Exclusive sponsor for video promotion leading to and following event
- Recognition as Video sponsor in all pre-conference marketing on-site materials and signage as well as the conference web site
- Thought leadership interview with Sponsor to be produced and promoted by *The Energy Times*
- Recognized in 2016 promo video reel as the 2015 sponsor
- Recognized as the video sponsor in content Photo Galleries created around the event
- Up to four complimentary passes to the conference and 15% discount on additional passes
- Half page in the conference guide
- Plus many additional benefits and upgrade opportunities!

SPONSORSHIP

Gain Direct Access to Clients and Prospects

EXCLUSIVE OPPORTUNITIES CONTINUED

KEYNOTE RECEPTIONS

Investment:

Wednesday Welcome: \$22,000

Friday Breakfast: \$15,000

Both: \$32,000

Keynotes are the highlight of any conference; bringing all attendees into one room for information and inspiration! This exclusive sponsorship gives your company exposure to all attendees throughout the entire event and specifically associates you with this valuable part of the conference. This sponsorship positions your company for the maximum exposure to our audience during the conference. If your goal is to position your brand as leaders in the new energy revolution and gain a direct connection with customers and prospects during the conference, this is the sponsorship for you.

Sponsorship Rights & Benefits

- Designation as the Welcome Keynote and Reception Sponsor on Wednesday or the Breakfast Keynote on Friday.
- Five minute opening remarks and introduction of associated presentation and speakers
- One contributed article provided by sponsor to be included in *The Energy Times* e-newsletter and web site
- Up to four complimentary passes to the conference and 15% discount on additional passes
- Half page in the conference guide
- Plus many additional benefits and upgrade opportunities!



MEET OUR AUDIENCE

Bob • Commercial Building Owner/Real Estate Investor

36 Years in Real Estate Management

CHALLENGES: To gain competitive advantage by implementing energy saving solutions and technology. Being up to date on the latest state energy regulations and ensuring compliance. Managing power through grid brownouts during peak usage.

INSIGHTS TO BE GAINED FROM ATTENDING: Learning about current and future trends in energy regulations for urban commercial buildings. New solutions for energy management and how to engage his utility will allow him to better utilize the benefits of demand response.

NETWORKING BREAK

Investment: \$9,500

One available

Conference Attendees consistently rank the networking opportunities as the most important part of attending any conference. This exclusive sponsorship gives your company exposure to all attendees throughout the entire day and specifically associates you with this valuable part of the conference. If your goal is to gain a direct connection with customers and prospects during the conference, this is the sponsorship for you.

Sponsorship Rights & Benefits

- Designation as the Networking Sponsor for the Thursday's breakfast and at the morning and afternoon breaks
- Branding on napkins
- Opportunity to provide additional branded amenities such as travel mugs or water bottles, or other branding on site during the breaks (Sponsor to cover additional cost)
- Half page in the conference guide
- Up to two complimentary passes to the conference and 10% discount on additional passes
- Half page in the conference guide
- Plus many additional benefits!
- Plus many additional benefits and upgrade opportunities!

SPONSORSHIP

Be a Leader in the Energy Revolution

the ENERGY Times™
Informing Customers & Utilities

EXCLUSIVE OPPORTUNITIES CONTINUED

INDUSTRY SPONSOR

Investment: \$9,500

Ten available

This sponsorship gives your company a consultative level of exposure to our audience during the conference. If your goal is to position your brand as leaders in the new energy revolution, this is the sponsorship for you.

Sponsorship Rights & Benefits

- Designation as Industry Partner Sponsor on conference website, all pre-conference marketing, onsite materials and signage
- Table top display/literature takeaway outside session hall
- One Sponsored content article provided by sponsor to be included in *The Energy Times* e-newsletter and web site.
- Up to two complimentary passes to the conference and 10% discount on additional passes
- Plus many additional benefits and upgrade opportunities!

The Energy Revolution is Underway. Will Your Company Be a Part of It?

STARTUPS & GAMECHANGERS

Investment: \$5,000

Six available

This sponsorship gives young energy sector entrepreneurs the opportunity to PRESENT their innovations to our entire audience. If your goal is to pitch and position your brand as leaders in the new energy revolution, this is the sponsorship for you.

Sponsorship Rights & Benefits

- **Get to make a 5-minute presentation on your organization's view of the conference themes and how it fits into the changing energy landscape.**
- Recognition as Startup & GameChanger in all pre-conference marketing, on-site materials and signage, on the conference web site
- Two Complimentary Conference Passes

Join Us and Help Chart the Course for the Future of Energy.

UTILITY SPONSOR

Investment: \$5,000

Ten available

This sponsorship gives your company exposure as a thought leader on event website and event signage. If your goal is to position your brand as thought leaders in the new energy revolution, this is the sponsorship for you.

Sponsorship Rights & Benefits

- Five comp passes to the event
- Unlimited internal utility access to view webinars that are tied to the event
- Branding on event website and onsite signage as Utility Sponsor

Have an idea for a custom sponsorship? Let's talk!

CONTACT



Todd Hagen
todd.hagen@penton.com
312.840.8443