

Community Energy Roadmap

June 2-3, 2010

Planning, Policy & Projects

Practical Local Solutions to Global Energy Issues

Innovators Summit & Workshop

Meydenbauer Center | Bellevue, Washington

THE NEED

There has been never been stronger interest in **community-based renewable energy and efficiency initiatives**--fueled by climate concerns, energy prices and availability, global security issues, and the promise of green jobs to aid with the economic downturn.

Now the emerging federal importance being placed on energy, transportation and the, "Retrofitting of America" stands to create even more **opportunities** for large corporations, municipalities, counties, states and regions and **all of the organizations with solutions** to serve them.

THE VISION

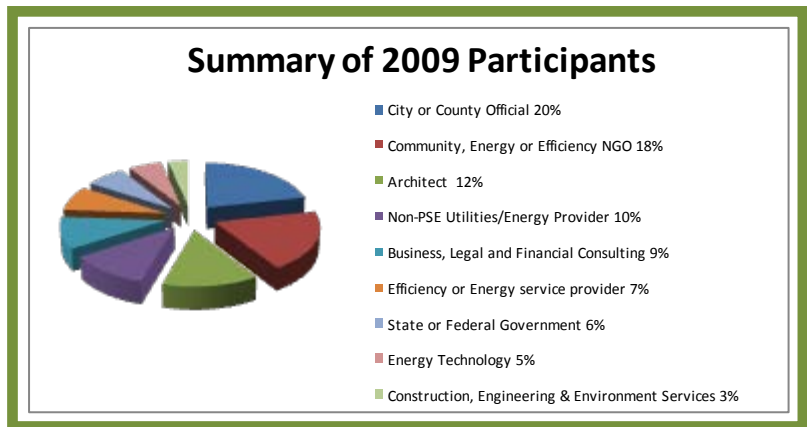
The Community Energy Roadmap brings local and state decision makers together with large energy users, utilities, and energy/efficiency solution providers to learn more about how to plan comprehensive community assessments, establish policies to ensure a regionally integrated approach, and implement energy and efficiency projects with success.

This event addresses the unique role that **local, community-wide initiatives** might play in our **energy security**.

Participants get the expertise and the networks to make a significant impact on how well utilities, municipalities and large energy users can **harness the potential** in jobs and new energy infrastructure.

TARGETED AUDIENCE

The inaugural event drew more than 200 participants from governments, private sector firms, universities and not-for-profit groups involved in the decision-making and implementation around community energy. These individuals drive planning, policy, budgets and significant project-level decisions in the application energy efficiency and renewable energy in community design, infrastructure. In addition to the group represented here, Puget Sound Energy also sent an additional 25 managers and employees from energy efficiency, distribution, renewable energy, and more across the company.



For 2010 we are targeting 250-350 participants. The event is promoted nationally, but will likely draw most from Washington, Oregon and British Columbia. Our targeted audience represents key organizations and positions involved in the decision-making and implementation around community energy.

Community/ Municipal Decision Makers	Large Energy Users	Utility Decision-Makers	State and Federal Policymakers	Energy & Efficiency Solution Providers
<ul style="list-style-type: none"> Executive and Elected Leaders: Mayors, City Managers, Council Members Planning Managers, Directors, and Analysts Operations Directors/Managers/Analysts of Public Works, Utilities, Facilities, etc. Community/Economic Development Managers Planned Development Firms: Developers, financiers 	<ul style="list-style-type: none"> Facilities and Operating Managers of larger commercial, industrial organizations Facilities and Operating Managers of Hospitals, Schools and other Public Facilities 	<ul style="list-style-type: none"> Electric utility Executives, Conservation Managers, and Renewables Managers, Analysts and Engineers Gas Utility Executives and Conservation Managers Water/Wastewater utility managers State Energy Regulators and Analysts 	<ul style="list-style-type: none"> Federal Agency Commissioners & Staff State Energy Regulators and Analysts 	<ul style="list-style-type: none"> Efficiency Solution Vendors System Integrators & Performance Contractors Professional Service Firms: engineering, environmental, legal, etc. University and research institution specialists Not-for-Profit Energy Related Organizations

AUDIENCE DEVELOPMENT STRATEGY

NextGen executes a comprehensive approach to draw qualified attendees at the right level spanning the right cross section of industries for this topic area, utilizing a number of marketing tactics:

- Direct mail to 7500+ physical addresses
- Themed emails to 15,000+ decision-makers
- Advertising with media partners (where available)
- On-line event calendar postings
- Marketing outreach through associations
- Links to conference site from multiple websites
- Search engine optimization to ensure a high profile
- Authored article placement on conference themes
- Promotion at other on-site events

PROGRAM & PROMOTION OPPORTUNITIES

The program is focused on community-energy efficiency and distributed energy solutions for heating, cooling, power and transportation--addressing aspects of planning, policies and projects. All sponsors will have the opportunity to serve on the program review committee, assuming they have contracted and paid prior to the finalization of the program.

Day 1 Policy Summit

The focus will be on planning and policies, with likely topics to range across a number of key issues important to decision-makers. Participate in a panel session, sponsor a keynote speaker, or get positive exposure with a network break, lunch or reception.

Format:

- Plenary panel kick-off
- Plenary morning panels/keynotes
- Lunch Keynote
- Plenary afternoon panels/keynotes
- Plenary roundtable discussion of opportunities & barriers
- Reception

Day 2 Planning & Projects Workshop

The focus shifts to projects, programs, and on-the ground initiatives. Participate in a panel session, conduct a standalone workshop session, or get positive exposure with a network break, lunch or reception.

Format:

- Morning plenary sessions
- Mid-morning workshop discussions in breakout rooms
- Lunch Keynote session
- Afternoon workshop discussions in breakout rooms
- Roundtable discussion to Generate Community Energy Roadmap and Close Event

Day 1 - 2 Exhibit Solution Center

Prominent exhibit space is available to showcase your strategic solutions throughout Day 1 and Day 2 during the event. The exhibit area is the central location where attendees go during program breaks – this maximizes exposure, networking, information gathering and allows exhibitors full participation in the conference.



Sponsor contact: Jordan Heath
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ASSOCIATE YOUR BRAND WITH A WINNING EVENT

The participants appreciate the quality of the program, the flow of the two days, and the caliber of attendees and networking.

Strong Overall Value

"Great sessions, great people, great networking, a valuable return on two days of my time"

"Very useful, you need to have more of these events"

"The best meeting of creative minds this year".

"A valuable coming together of diverse perspectives on community energy. Excellent keynote speakers, and between session connections"

"An excellent forum for learning and dialoging with parties at the forefront on addressing energy conservation, renewable energy deployment, and engaging the community at large."

High Quality Participants and Networking

"Useful in making new connections and relationships"

"A wonderful opportunity for networking and finding potential partners in community energy projects"

"An amazing opportunity to connect with like-minded leaders"

"A critical mass of energy innovators"

Program Focus and Session Management

"The proactive and knowledgeable facilitation of the sessions really create high impact and value"

"Great event - holistic, deep thinking with a long range vision"

"Helpful in breaking down the silos"

"A unique opportunity to share ideas from different perspectives"

BENEFITS OF SPONSORING AND PARTNERING WITH NEXTGEN

NextGen produces events and web resources to help innovative solutions and pioneering decision-makers get together. NextGen is not your typical event services firm—we leverage a number of key differentiators to ensure that our events exceed your expectations:

We Start with the Right Program to Attract Real Buyers

- **Emphasis on Case Studies.** We build our programs around leading projects and case studies on the relevant topic, which draws even more participants interested in benefiting from real implementations and lessons learned rather than just theory.
- **Speakers that Deliver.** We draw on our strong industry relationships to create direct line to sought-after organizations and speakers to participate in the program, which brings high quality registrants.

We Reach Your Targets and Get Them in the Room

- **The Right Audience.** Our strategic audience development with strong marketing lists, audience development partners and other tools draw qualified attendees at the right level, and deliver the right cross section of industries for topic area.
- **Direct and Indirect Channel Exposure.** With our audience development partners, your firm will get exposure into a much larger group of buyers than just those attending the events as we promo our sponsors in our event marketing efforts with target segment associations and other groups.

We Run Our Events Like Time is Precious

- **Interactive Formats.** Our events leverage innovative formats, strong moderators, and good preparation to ensure strong interaction for participants and give your firm opportunity to really connect with your buyer.
- **Well-Run Events.** Our event production staff delivers consistently well-organized, effective events that our participants and sponsors appreciate.

We Keep You in Front of the Buyer even Between Events

- **Follow-On Connections.** Through research, webinars, and subsequent web resources, we continue to bring our participants and sponsors together long before and after the actual event.

"I wanted to let you know our representative at the conference was ecstatic. He called me nearly breathless to tell me all about the interaction and conversations he had at the conference (and he is usually Mr. Stoic around here). He said your firm did a great job with the conference, very well done. Worth every penny we spent."



"Thank you for your efforts for a job well done. Having been a part of well over 500 trade-shows and conferences over the past 35 years I can attest that your Conference delivered on your promise that this first event would be a winner... Thank you for really and truly putting our company in the spotlight over the 3-day period. Many times in the past we have agreed to a certain level of participation with certain pledges of promotion only to subsequently experience unfulfilled promises and excuses where we were left far short of expectations---in this case, ours were totally surpassed and I want you to know how much that meant to my staff and me personally."



	Benefits/ Sponsorship	<u>Gold</u>	<u>Silver</u>	<u>Lunch</u>	<u>Summit Session</u>	<u>Networking Break</u>	<u>Exhibitor</u>
	Investment	\$7,500	\$5,000	\$4,000	\$3,500	\$2,500	\$1,500
During Event	Complimentary Passes	5 passes	3 passes	1 pass	1 pass	1 pass	1 pass
	Distribution of Marketing Materials	Brochure on seats for workshop	Brochure on seats for panel	Brochure available near lunch buffet	NA	Brochure available near serving area	NA
	Speaking Privileges & Program Involvement	Two breakouts OR plenary panel participation	One breakout session in format of choice	Lunch Welcome	Session opening & moderation	2 minute break welcome	No program speaking
	Signage & Logo Placement	On-screen and at door	On screen at session start	Sign at buffet	On-screen at session start	Sign at buffet	On exhibitor list
	Exhibit Display Space	Full Table	Full Table	NA	NA	NA	Full Table
Pre- Event	Logo Placement Mailers, Blasts, Press Releases	Prominent Position	Strategic Position	Included	Included	Included	Included
	Logo & Company Link on Website	Prominent Position	Strategic Position	Included	Included	Included	Included
After Event	Access to Registrant List	Local Event Full Contact Info	Local Event Full Contact Info	Participant name & affiliation	Participant name & affiliation	Participant name & affiliation	Participant name & affiliation

Community Energy Summit & Workshop

SPONSORSHIP OPPORTUNITIES

Gold Sponsor Package \$7,500

Get maximum exposure as one of the top sponsors of the event

- Opportunity to sit on a plenary panel on either summit or workshop day OR deliver two break-out sessions (solo presentation or panel) on two topics or one topic repeated—all program content must be in alignment with program requirements
- Invited to be a webinar panelist on targeted topic during the event series for further marketing outreach
- Full Table in exhibit area provided for physical presence during summit
- Company Logo displayed on screen throughout event and at door during workshop
- Option to distribute strategic marketing brochure on seats during workshop
- The *Prominent Position* in all marketing materials including:
 - Logo placement at the summit on all related materials, banners & signage
 - Logo placement on all email blasts, direct mail, press releases, special announcements & advertisements for the summit
- Company logo & Company link included on the summit website
- Access to the regional registrants list and contact information
- Five complimentary summit and workshop registrations
- Prime promotion position for 1-1 meeting participation, base fee waived

Silver Sponsor Package \$5,000

Showcase your company as one of the key sponsors of the event

- Opportunity to conduct one break-out session in the format of your choice (solo presentation or panel) —all program content must be in alignment with program requirements
- Full Table in exhibit area provided for physical presence during event
- Company Logo displayed periodically on screen throughout event and at start of summit session
- Option to distribute strategic marketing brochure on seats during session
- Strategic positioning in all marketing materials including:
 - Logo placement at the event on all related materials, banners & signage
 - Logo placement on all email blasts, direct mail, press releases, special announcements & advertisements for the event
- Company logo & Company link included on the event website
- Access to the regional registrants list and contact information
- Three complimentary summit and workshop registrations

Community Energy Summit & Workshop

SPONSORSHIP OPPORTUNITIES

Lunch Sponsor \$4,000

Place your company in the spotlight during lunch.

- Five minutes to welcome and address the audience at sponsored lunch
- Company signage and marketing materials posted near the lunch buffet
- Recognition of lunch sponsorship in program
- Displayed in all marketing materials including:
 - Logo placement at the event on all related materials, banners & signage
 - Logo placement on all email blasts, direct mail, press releases, special announcements & advertisements for the event
- Company logo & Company link included on the event website
- Access to the regional participant list and affiliation
- One summit and workshop registration

Session Sponsor \$3,500

*Highlight your firm's expertise as it relates to a program topic***

- Opportunity to present the focus of the summit session, introduce the speakers with option to moderate the discussion.
- Recognition of session sponsorship in program
- Company logo displayed on overhead screen during introduction
- Displayed in all marketing materials including:
 - Logo placement at the event on all related materials, banners & signage
 - Logo placement on all email blasts, direct mail, press releases, special announcements & advertisements for the event
- Company logo & Company link included on the event website
- Access to the regional participant list and affiliation
- One summit and workshop registration

** Platinum and gold sponsors have first rights to sponsorships. Sessions will be opened up for purchase approximately 12 weeks before each regional event.

Networking Sponsor \$2,500

Give your company visual presence during this networking break.

- Two minutes to address audience and invite to enjoy break
- Company signage and marketing materials posted near the serving area
- Recognition of networking sponsorship in program
- Displayed in all marketing materials including:
 - Logo placement at the event on all related materials, banners & signage
 - Logo placement on all email blasts, direct mail, press releases, special announcements & advertisements for the event
- Company logo & Company link included on the event website
- Access to the regional participant list and affiliation
- One summit and workshop registration

Community Energy Summit & Workshop

SPONSORSHIP OPPORTUNITIES

Exhibitor \$1,500

Give your company offerings visual presence at the event.

- Full Skirted Table in exhibit area for physical presence during event
- Recognition as exhibitor in program
- Displayed in marketing materials including:
 - Logo placement at the event on all related materials, banners & signage
 - Logo placement on all email blasts, direct mail, press releases, special announcements & advertisements for the event
- Company logo & Company link included on the event website
- Access to the regional participant list and affiliation
- One summit and workshop registration

Association Partnership \$ Varies, Some In-Kind**

Provide your members with the opportunity to get early-bird discount rate access.

- Placement of your logo in all distributed promotional material.
- Identification of your organizations support as an association partner on event signage and program
- Opportunity for display of materials on event association partners table at the event
- Discount rate on registration for your staff
- Opportunity to promote post-early-bird discount to your members

***In-kind sponsorship assumes some or all of the following marketing activities:*

The provision of logo and distribution ready materials to post on your website, on-line event calendar, focused email out to your membership from you and/or NextGen, announcement within your newsletters, association magazine, or other established outreach vehicles leading up to the event.