

The logo features a large, bold, black sans-serif font for the word "DISTRIBUTECH". To the left of the "D" is a blue plus sign. Below the plus sign and the first few letters of "DISTRIBUTECH" is the word "SERIES" in a smaller, bold, blue sans-serif font.

# **DISTRIBUTECH** **SERIES**

Virtual Event Series

# **DISTRIBUTECH** **SERIES**

**DISTRIBUTECH+** is a new virtual event series that will allow you to reach the transmission and distribution audience 365 days a year, 7 days a week. These topically focused, two-day virtual events will keep your customers engaged and allow you to take advantage of unique and thought leadership sponsorship opportunities. Our new, interactive and easy-to-use platform was developed to connect buyers and sellers from anywhere! Stay connected with current customers and build new relationships from the comfort of your own home, business or even on the go!

Our integrated suite of solutions provides better quality data and more qualified contacts – utilizing the event and media brands **DISTRIBUTECH International**, **Power Grid International**, **Electric Light and Power** and **Renewable Energy World** we integrate the audience data from several sources to cross-reference and maintain high quality virtual event audiences.

**DISTRIBUTECH™**  
— INTERNATIONAL —

**POWERGRID**  
— INTERNATIONAL —

ELECTRIC  
LIGHT & POWER

RENEWABLE  
ENERGY  
WORLD

**DISTRIBUTECH**  
+ SERIES

# DISTRIBUTECH

## SERIES

### Event and Topic Calendar

Date	Theme	Sessions/Topics (subject to change, please inquired for the most up to date session list)
September 23 and 24th	Utility of the Future	<ul style="list-style-type: none"> <li>• Big-picture look at needs of today's energy consumers with SECC's Patty Durand</li> <li>• Cultural Changes - How to Retrain Your Workforce and Your Customers</li> <li>• Billing and payment trends for today's utility customers</li> <li>• Customer Information System (CIS)</li> <li>• Customer Programs i.e. Community Solar, EVs and Time and Use Options, Behind-the-Meter Storage</li> </ul>
October 28th and 29th	Renewables and Energy Storage	<ul style="list-style-type: none"> <li>• PV and Energy Storage</li> <li>• DERMS</li> <li>• Coordinating Renewables with Centralized Generation</li> <li>• Voice of the Customer</li> </ul>
November 11th and 12th November 13th – Initiate!	Resiliency Planning	<ul style="list-style-type: none"> <li>• ADMS (Volt/VAR, FLISR, CVR, VVC)</li> <li>• Grid Optimization Planning During a Recession</li> <li>• Vegetation Management</li> <li>• Grid Hardening</li> </ul>
December 17th and 18th	Cybersecurity: Protecting the Grid from Substation to Behind the Meter	<ul style="list-style-type: none"> <li>• Safeguarding Customer Data</li> <li>• Building Advanced Applications with Better Data Modeling</li> <li>• Data Analytics and Asset Management</li> <li>• Safeguarding Grids and Grid Operations</li> </ul>

# DISTRIBUTECH+ Sponsorship Options

Sponsorship		Net Rate
Title Sponsorship	<i>Exclusive</i>	\$30,000
Session Sponsor – Branding Only	<i>Limited Quantities</i>	\$2,500
Session Sponsor – Custom	<i>Limited Quantities</i>	\$12,500
Session Sponsor – Speaking Slot	<i>Limited Quantities</i>	\$5,000
Match! Virtual Pitch	<i>Limited Quantities</i>	\$3,500
Welcome Kit Sponsor		Please Inquire
Drink Kit Sponsor		Please Inquire
Wellness Sponsor		Please Inquire
Poll Sponsor		Please Inquire
Audience Survey		Please Inquire
Social Media Promotion	<i>Add on only</i>	
Email Marketing	<i>Add on only</i>	
Retargeting	<i>Add on only</i>	

# DISTRIBUTECH+ Title Sponsorship Details

\$30,000

**Title Sponsorships are exclusive to each two-day event. Each includes the most prominent titling and brand visibility throughout the event. Your logo will be included on all marketing materials including pre- and post-event emails. All sponsors will be mentioned as a thank you during keynote opening. Title sponsor will be co-branded on the home screen banner image as the "Powered by" sponsor.**

## Branding:

- Co-Branded in the "Main Screen Banner" for one month (start and end date TBD) of the virtual event they are sponsoring.
- Logo featured on all emails promoting 2-day event
- Title sponsor will be "pinned to the top" of the list of sponsors page
- Listed as a featured sponsor on the left side bar (will rotate with other sponsors)
- Branded on presentation slide

## Custom Virtual Event Session

- One Session - 45 min total, 30 minutes plus approx. 15-minute Q&A per session
- Co-produced with Clarion Editorial Content Team; client led, flexible formatting
- Sponsor logo incorporated where possible into frame where featured content occurs

## MATCH! Virtual Pitch:

- MATCH concierge buyer service
- One 15-minute pitch session in front of vetted buyer audience
- Match Session Listed on the agenda—only buyers will see this.

## Pre-Event Promo:

- 1 Dedicated email deployment – using PGI+ template. Sponsor to select audience list of max 10,000 names.
- 1 Dedicated Email Marketing Automation Program (EMAP) – using PGI+ template. Sponsor to select audience list of max 10,000 names.
- 2 Posts on facebook or twitter—content provided by client
- Inclusion in at least 1 social post or ad promoting event as a whole
- Mention on LinkedIn Promo for Event
- One Intro Ad 2 in monthly newsletter promoting overall event
- One Middle ad space in newsletter promoting sponsor specifically

## Post Event Promo:

- Logo inclusion in post-event wrap up email
- Session hosted for 6 months on-demand (linked to main show website)
- Thank you email sent to those that attended sponsors session

## Leads:

- Sponsor will receive list of opt-ins for attendees who want to learn more about sponsor
- Contact information will be provided in accordance with current privacy laws and restrictions.

## Virtual Platform

- Customizable Company Profile page
- Listed as a sponsor in the sponsor gallery
- Ability to add products
- Logo to appear on your session within agenda
- Listed as a featured sponsor on the left side bar (will rotate with other sponsors)

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Add-Ons Available and can include Welcome Kit, Networking Kit, Wellness Kit, Luncheon Sponsor. Please Inquire!

# DISTRIBUTECH+ Custom Session Sponsorship Details

\$12,500

Develop a custom session in order to tell your story to a dedicated audience. Sponsor can determine topic, speakers and targeted list for promotional purposes (see email marketing below). We will set up a consult with our content team in order to ensure the topic aligns with audience and event.

## Custom Virtual Event Session

- 45 min total, 30 minutes plus approx. 15-minute Q&A per session
- Co-produced with Clarion Editorial Content Team; client led
- Flexible formatting
- Clarion moderator provided (optional)

## Pre-Event Promo:

- 1 Dedicated email deployment – using DTECH+ template. Sponsor to select audience list of max 10,000 names.
- 2 posts on facebook or twitter - content provided by client
- Logo featured on overall event promotions

## Post Event Promo:

- Logo inclusion in post-event wrap up email
- Session hosted in Virtual Event platform, archived and lives in perpetuity within platform
- Thank you email sent to those that attended sponsors session

## Leads:

- Sponsor will receive list of opt-ins for attendees who want to learn more about sponsor
- Contact information will be provided in accordance with current privacy laws and restrictions.

## Virtual Platform

- Customizable Company Profile page
- Listed as a sponsor in the sponsor gallery
- Ability to add products
- Logo to appear on your session within agenda
- Listed as a featured sponsor on the left side bar (will rotate with other sponsors)

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# DISTRIBUTECH+ Speaking Slot Sponsorship Details

\$5,000

Participate in a Clarion Energy produced session/panel as a featured speaker.

## Speaking Slot Includes:

- Up to 15-minute presentation
- Ability to participate in Q&A session
- Content/topic produced with Clarion Editorial Content Team
- Flexible formatting

## Pre-Event Promo:

- Session included in emails promoting event

## Post Event Promo:

- Logo inclusion in post-event wrap up email
- Session hosted in Virtual Event platform, archived and lives in perpetuity within platform
- Thank you email sent to those that attended session

## Leads:

- Sponsor will receive list of opt-ins for attendees who want to learn more about sponsor
- Contact information will be provided in accordance with current privacy laws and restrictions.

## Virtual Platform

- Customizable company profile
- Ability to add five products to gallery
- Ability to make connections within the virtual platform
- Recording of the pitch which will remain archived within virtual event platform for easy access by buyers.
- Logo rotation include on left side bar linked to company profile page

# DISTRIBUTECH+ Session Branding Sponsorship Details

\$2,500

Based on the content for each monthly DISTRIBUTECH+ event, position your brand in front of the target session audience.

## Branding

- Event Website/Landing Page
- During session

## Pre-Event Promo:

- Logo on any overarching event promotions –including but not limited to email and social media

## Post Event Promo:

- Logo inclusion in post-event wrap up email
- Logo included in thank you email sent to those that attended session

*Branding option not available on any sponsor led custom sessions.*

## Virtual Platform

- Customizable company profile
- Ability to add five products to gallery
- Ability to make connections within the virtual platform
- Recording of the pitch which will remain archived within virtual event platform for easy access by buyers.
- Logo rotation include on left side bar linked to company profile page



# DISTRIBUTECH+ MATCH! Virtual Pitch Sponsorship

\$3,500

**MATCH! Virtual Pitch will allow your company a 15-minute pitch session whereby you are able to present your NEW or updated product or service to an audience of vetted and qualified buyers\*. Our MATCH! Team will recruit buyers and sign them up to hear your pitch.**

*\*\*Must be approved and deemed feasible by MATCH experts; limit 12 sponsors per virtual event*

## **MATCH! Virtual Pitch includes:**

- MATCH concierge buyer service
- One 15-minute pitch session in front of vetted buyer audience
- Buyer audience consists of three to five qualified\* buyers
- Match Session Listed on the agenda – only buyers will see this

## **Branding**

- Event Website/Landing Page
- Included in Featured Company section sidebar

## **Pre-Event Promo:**

- Logo on any overarching event promotions – including but not limited to email and social media
- Buyer recruitment process exposure – MATCH experts at Clarion utilize company name in the curation of buyer audience based on product offerings

## **Post-Event**

- DISTRIBUTECH+ team will send a follow up email to those that participated in your pitch session email directly request 30-minute meeting

## **Virtual Platform**

- Customizable company profile
- Ability to add five products to gallery
- Ability to make connections within the virtual platform
- Recording of the pitch which will remain archived within virtual event platform for easy access by buyers.
- Logo rotation include on left side bar linked to company profile page

\*Qualified buyers include decision makers or influencers from utilities (IOUs, co-ops and municipalities), distribution systems operators, transmission system operators, energy service providers or any other entity that delivers or sells electricity to end users, who are sourcing equipment or solutions for an open or upcoming project.

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# DISTRIBUTECH+ Add-ons

Used to extend the reach of your sponsorship and increase brand awareness these add-on options can be included in order to support your virtual event experience

## Social Media Advertising – Facebook or Twitter

\$2,500

- The Social Media Boost is a specialized posting via our Facebook or Twitter account that **reaches beyond** just those that follow or like our social media page.
- Offers geographic and demographic targeting capabilities
- Sponsors will receive metrics such as impressions, website clicks, post likes, shares, and comments to measure success

**79% of the Power audience maintains an [active profile on Social Media](#).**

## Email Marketing

\$450/cpm

- Send a targeted email that highlights your session or products
- Choose your audience selections based on our database - the email creative is provided by you and deployed to the list you select. Target based on job title, business function, area of interest and geographic location.
- HTML, From line, Subject line, test and seed names provided by you

## Retargeting

\$30/cpm

- Extend the reach of your target audience and keep your messaging in front of them as they browse the web.
- Stay in front of leads during longer purchasing cycles
- Continue the marketing conversation, nurture the prospect along, and shorten the buying process time frame.
- Can target audience based on Event Brand Site or Media Brand Site