



# The Grid ComForum Series 2012 Sponsorship Prospectus

**GCF WEST**  
**2012**

March 7-9, 2012  
The Westin San Diego  
San Diego, California

*Host Utility*



A  Sempra Energy utility®

**GCF EAST**  
**2012**

May 22-24, 2012  
The McKimmon Center  
North Carolina State University  
Raleigh, North Carolina

*Host Utility*



## The Grid ComForum Series

The Grid ComForum series of events creates unique venues for the electric power industry to come together in an intimate setting to discuss technology deployment and management issues associated with Smart Grid. With each event hosted by a leading regional utility, the programs address Smart Grid issues from the power utility perspective.

## What Makes the Grid ComForum Series Unique?



- **Hosted by utilities** that are leaders in their regions in Smart Grid planning and deployment
- **Oriented toward deployment** of Smart Grid technologies, including business issues, technology management, operations, and workforce development
- **Targeted at regional needs**, recognizing the variations in regulatory policy at the state level and its effect on Smart Grid deployments
- **Featured networking hospitality**, that complements each Grid ComForum program with corporate Smart Grid technologies, applications, solutions, and service stations
- **Prominent academic participation** through the involvement of the Electrical and Computer Engineering Department Heads Association (ECEDHA)

## Who Attends Grid ComForum?

- **Major host utilities and their regional counterparts** that are reviewing the latest technologies and solutions while seeking relationships with suppliers in order to build a secure, next-generation power grid
- **Regulators and policy makers**, who need to understand Smart Grid technology and its impact on the utilities they regulate as they seek to secure and advance the electric power infrastructure
- **Equipment makers and software technology vendors** that provide the technology components to add the communications layer to the grid for performance monitoring and load response
- **Communication service providers and systems integrators**, that manage two-way communication deployment through the use of their network services, thus enabling the next-generation power grid
- **Academia from regional universities**, who must prepare the next generation of industry professionals and whose research contributes to advances in Smart Grid technology

## Program Overview

The Grid ComForum Series conference program targets the needs of utility managers and executives responsible for the deployment of Smart Grid technology. The program also addresses business issues such as business case development (including customer and stakeholder benefits), market drivers and marketing, operations, and policy concerns.

## Conference Structure

Each Grid ComForum is hosted by a leading utility featuring keynote addresses, plenary panels, and breakout sessions for the electric power utilities, vendors, and suppliers involved in Smart Grid technology deployment.

### Host Utility Program

The first day of the conference is devoted exclusively to the host utility, corporate sponsors, and invited guests. Featured sessions are targeted to the host utility's specific interests.

### Industry Program

The remaining days of the conference are open to the industry and will deal with the critical business issues of deployment and management of next-generation technology, including the communications layer important to the information demands of the Smart Grid.



## Speaking Opportunities

For more information about speaking at Grid ComForum events, please contact Dr. Barry Sullivan, Director of Program Development, at [bsullivan@iec.org](mailto:bsullivan@iec.org) or +1-312-283-8465.

"What really sets the Grid ComForum apart is the collaboration with academia. It is a great opportunity to partner with universities that not only conduct world class research and teaching, but also work towards the practical deployment of R&D. These efforts impact our economic environment and successes in the Southeast and around the world."

**Susan N. Story**, President and CEO, Southern Company Services



**March 7-9, 2012 • The Westin San Diego • San Diego, California**

Grid ComForum West provides an opportunity to examine SDG&E's Smart Grid technologies and strategies along with industry-leading California and other West Coast stakeholders in energy solutions.

### **Host Utility:**

SDG&E is a regulated public utility that provides safe and reliable energy service to 3.5 million consumers through 1.4 million electric meters and more than 850,000 natural gas meters in San Diego and southern Orange counties. The utility's area spans 4,100 square miles. SDG&E is committed to creating ways to help their customers save energy and money every day. SDG&E is a subsidiary of Sempra Energy (NYSE: SRE), a Fortune 500 energy services holding company based in San Diego.

SDG&E's Smart Grid Deployment Plan details how they will allocate energy resources more efficiently and deploy new technology to give their customers a much greater level of control over their energy usage. The Plan will help achieve California's aggressive energy and environmental policy goals, including reducing greenhouse-gas emissions, using more renewable energy, and improving energy efficiency and demand response.

### **SDG&E Core Team**

The SDG&E Core Team is made up of individuals selected by SDG&E management to represent all lines of businesses impacted by smart grid implementation. The Core Team, in working with the organizing committee, will develop a world-class program to be presented March 2012 in San Deigo, California.

#### **GCF West 2012 Chairperson**



**Michael R. Niggli**  
President & COO  
SDG&E

#### **SDG&E Core Team**

- James Avery**, Senior Vice President Power Supply
- Chris Baker**, Senior Vice President Support Services & CIO
- Michelle Mueller**, Vice President of External Affairs
- Caroline Winn**, Vice President of Customer Services

### **Affiliate Universities**



# GCF EAST 2012



**May 22-24, 2012 • The McKimmon Center • North Carolina State University  
Raleigh, North Carolina**

Grid ComForum East provides an opportunity to hear from the newly merged Duke Energy and Progress Energy on how they will combine their Smart Grid strategies, along with other industry leaders in energy solutions for the Southeast.

## Host Utility

The merger of Duke Energy and Progress Energy will create the nation's largest electric utility, with more than seven million customers in six regulated service territories – North Carolina, South Carolina, Florida, Indiana, Kentucky and Ohio. The two companies' mix of coal, nuclear, natural gas, oil and renewable resources will total approximately 57 gigawatts of U.S. generating capacity.

The combined company will be called Duke Energy and headquartered in Charlotte, N.C., with:

- Approximately \$65 billion in enterprise value and \$37 billion in market capitalization (as of Dec. 31, 2010)
- The country's largest regulated customer base, providing service to approximately 7.1 million electric customers in six regulated service territories -- North Carolina, South Carolina, Florida, Indiana, Kentucky and Ohio
- Approximately 57 gigawatts of domestic generating capacity from a diversified mix of coal, nuclear, natural gas, oil and renewable resources
- The largest regulated nuclear fleet in the country

## GCF East 2012 Chairperson



**Lloyd Yates**  
President and Chief Executive Officer  
Progress Energy Carolinas

## Affiliate University

North Carolina State University's FREEDM ERC includes ERC offices, computer laboratory, library, and power electronics, energy storage, and motor drive laboratories, as well as a Real Time Digital Simulator lab and the 1MW FREEDM System demonstration hub.





GCF West Host:



GCF East Hosts:



## Why Sponsor the Grid ComForum Series?

The Grid ComForum series of events provides access to a highly targeted audience of industry leaders driving the future of the Smart Grid. Sponsors of the Grid ComForum series enjoy the following:

- **Direct access to the host utility**, including the exclusive opportunity to participate in the first day of the program which is attended strictly by the host utility and tailored to their specific needs.
- **Opportunity to network with regional utilities**, including major host utilities and their regional counterparts. With extensive networking opportunities and receptions held directly in the Technology Showcase area, sponsors will have dedicated program time to interact with this highly targeted audience.
- **Participation in the Networking Hospitality**, a special exhibit area reserved only for Grid ComForum event sponsors. Limited space is available, making this a special benefit for key sponsors of the program.

For more information on the opportunities available, please see pages 7-14 of this manual or contact Kim Simpao at +1-312-283-8459 or [ksimpao@iec.org](mailto:ksimpao@iec.org).

"The Grid ComForum is important to the entire academic community because it touches on issues that affect power and energy curriculum at a time when collaboration between academia and industry is critical. Faculty that attends Grid ComForum programming will come away with a better understanding on how we should better prepare our students for the technology environment that is defined by smart grid."

- **Gary S. May**, Dean, College of Engineering, Professor,  
School of Electrical & Computer Engineering, Georgia Institute of Technology

## Corporate Sponsorship Opportunities

Maximize your visibility within the electric utility industry by becoming an event sponsor of GCF West and/or GCF East. Corporate Sponsorship at each of these focused meetings will allow for extensive networking and interaction with professionals from the host utility and other key industry representatives while positioning your company as a leader in Smart Grid technology.

Through sponsorship, your organization will receive significant exposure benefits, and complimentary registrations for the full educational conference. Participation and support in the premium sponsorships includes exclusive access to the host utility's educational program that is not available to the industry as a whole.

In addition to your Grid ComForum corporate sponsorship you will be recognized throughout an integrated marketing, advertising, and public relations program.

Choose from the following levels of participation at one or both events:

- Global Partner
- Corporate Partner
- Diamond Sponsor
- Gold Sponsor
- Corporate Registration Sponsor
- Merchandise Sponsorship



Full details on each opportunity can be found in the ensuing pages of this manual. Note that sponsors receive recognition in conjunction with the event chosen (GCF West or GCF East).

**All sponsorships are offered on a first-come, first-served basis. Previous sponsors are offered first right of refusal to participate in this program.**

For further details regarding sponsorship reservations, please contact Kim Simpao at +1-312-283-8459 or [ksimpao@iec.org](mailto:ksimpao@iec.org).



GCF West Host:

GCF East Hosts:



## Global Partner Sponsorship GCF West and GCF East

**Minimum Participation: \$50,000\***

The Global Partner Sponsorship positions your organization as the lead sponsor of the Grid ComForum events by committing to a Diamond Sponsorship or Corporate Partner Sponsorship in one GCF event, and a Corporate Partner Sponsorship in the other GCF event for a \$50,000 minimum commitment. This package provides added exposure benefits along with significant savings. Global Partner sponsorship recognition is supported by the following activities:\*

### Program Benefits

- 10% off your total GCF combined sponsorship package of \$50,000 or more
- First selection for a Corporate networking station at GCF West and a tabletop exhibit space at GCF East
- Additional executive participation in VIP activities with host utility

### Pre-Show Branding

- Year-long branding on the GCF Web sites
- Year-long branding of the GCF monthly newsletter
- Corporate logo exposure on GCF attendance marketing collateral and on the event Web site

### On-Site Hosting and Branding

- Corporate logo recognition and announcements during the Keynotes and Plenary presentations
- Corporate logo recognition on on-site signage
- Logo recognition on the cover of the Official GCF Program Guide

\*Must be a sponsor of both GCF West and GCF East for a combined minimum commitment of \$50,000

“The access to Southern Company personnel [at GCF East 2011] was excellent and as a result I was able to uncover two opportunities (analytics and customer interaction).”

**Guerry Waters**, UGBU, Oracle Utilities

“The topics discussed, and the quality of guest speakers were on target.”

**Bob Gilligan**, Vice President, GE



GCF West Host:



GCF East Hosts:



## Corporate Partner Sponsorship GCF West or GCF East

Value: \$30,000\*

The Corporate Partner Sponsorship positions your organization as a significant smart grid industry leader with the Grid ComForum host utility and other leading utilities in attendance. This comprehensive package ensures your corporation is recognized with the Grid ComForum audience before, during, and after the event through a variety of marketing mediums. In addition, this high level sponsorship includes representation at the exclusive host utility programming day (not available to the industry as a whole), premium logo recognition, a corporate networking station or exhibit space, and an executive speaking opportunity. Significant recognition of your sponsorship is supported by the following activities:\*

### Program Benefits

- Corporate networking station at GCF West or a tabletop exhibit space at GCF East, including a dedicated period during the exclusive host utility programming day
- Executive speaking opportunity within the GCF session program
- Executive participation in VIP activities with host utility

### Registration Benefits

- Six complimentary Host Utility conferences passes to participate in the host utility exclusive programming day, taking place one day prior to the GCF industry program
- Three complimentary Host Utility conferences passes for utility customers to participate in the host utility exclusive programming day
- Twelve complimentary GCF Industry Program conference passes for colleagues, partners, and guests (note passes do not grant access to the host utility exclusive programming day)

### Pre-Show Branding

- Rotating Web site banner ad placement on the GCF Web site
- One-time sponsorship of the GCF monthly newsletter
- Opportunity to include a banner ad and white paper posting, technology feature, or corporate interview in the GCF newsletter
- Corporate logo exposure on GCF attendance marketing collateral and on the event Web site

### On-Site Hosting and Branding

- Sponsorship of the industry Keynote sessions, including prominent logo recognition and dedicated thank you announcements\*
- Sponsorship of the Industry Day evening reception including logo recognition at each hospitality station\*\*
- Two-page spread advertisement within the Official Program Guide
- One sponsored freestanding banner placement within the conference area\*\*\*
- Opportunity to distribute corporate collateral to all registered attendees
- Opportunity to distribute press kits to registered press and analysts
- Corporate logo recognition and announcements during the Keynotes and Plenary presentations
- Logo recognition on the cover of the Official GCF Program Guide and on-site signage

### Post-Show Opportunities

- One-time, post-show access to the GCF attendee list

\* The designated value and associated benefits are outlined for EACH Grid ComForum event (GCF West or GCF East)

\*\*Your organization will be recognized as a co-sponsor with other Grid ComForum Corporate Partners

\*\*\*Production of promotional signage and incentives may carry additional production costs



GCF West Host:

GCF East Hosts:



## Diamond Sponsorship GCF West or GCF East

Value: \$20,000\*

Diamond Sponsorship provides strong industry exposure and involvement in Grid ComForum events through a variety of opportunities including participation in the host utility programming and showcase, logo recognition, exhibit space, and a speaking opportunity.

Comprehensive recognition of your Diamond Sponsorship is supported by the following activities:\*

### Program Benefits

- Corporate networking station at GCF West or a tabletop exhibit space at GCF East, including a dedicated period during the exclusive host utility programming day
- Opportunity to chair a panel within the GCF session program
- Executive participation in VIP activities with host utility

### Registration Benefits

- Four complimentary Host Utility conference passes to participate in the host utility exclusive programming day
- Three complimentary Host Utility conference passes for utility customers to participate in the host utility exclusive programming day
- Eight complimentary GCF Industry Program conference passes for colleagues, partners, and guests (note passes do not grant access to the host utility exclusive programming day)

### Pre-Show Branding

- Opportunity to include a white paper posting, technology feature, or corporate interview within the GCF Newsletter
- Corporate logo exposure on pre-show attendance marketing collateral and on the event Web site

### On-Site Hosting and Branding

- One single-page advertisement within the GCF Official Program Guide
- Opportunity to distribute press kits to registered press
- Corporate logo recognition via on-site signage, during the Keynote Address welcome presentations, and within the official GCF Program Guide

\* The designated value and associated benefits are outlined for EACH Grid ComForum event (GCF West or GCF East)

\*\* Your organization will be recognized as a co-sponsor with other Grid ComForum Diamond Sponsors





GCF West Host:



GCF East Hosts:



## Gold Sponsorship GCF East or GCF West

Value: \$10,000\*

Gold Sponsorship offers visibility for your company's participation and recognition of your support in the following activities:\*

### Program Benefits

- Preferred speaker placement within the GCF session programming
- Executive participation in VIP activities with host utility

### Registration Benefits

- Three complimentary Host Utility conferences passes to participate in the host utility exclusive programming day
- Three complimentary Host Utility conference passes for utility customers to participate in the host utility exclusive programming day
- Six complimentary GCF Industry Program conference passes for colleagues, partners, and guests (note passes do not grant access to the host utility exclusive programming day)

### Pre-Show Branding

- Corporate logo exposure on pre-show attendance marketing collateral and on the GCF Web site

### On-Site Hosting and Branding

- Opportunity to distribute press kits to registered press
- Corporate logo recognition via on-site signage, during the Keynote Address welcome presentations, and within the official GCF Program Guide



\* The designated value and associated benefits are outlined for EACH Grid ComForum event (GCF West or GCF West)



GCF West Host:



GCF East Hosts:



## Corporate Registration Sponsor GCF East or GCF West

**Value: \$5,000\***

This sponsorship provides your company the opportunity to send a delegation of attendees to the host utility's headquarters to participate in GCF East or GCF West, while benefitting from highlighted visibility for your company.

Recognition of your sponsorship is supported by the following activities:\*

### Registration Benefits

- Four complimentary GCF Industry Program conference passes for colleagues, partners, and guests (note passes do not grant access to the host utility exclusive programming day)
- Two complimentary GCF Industry Program conference passes for utility customers to attend the industry conference program.

### Pre-Show Branding

- Corporate logo exposure on pre-show attendance marketing collateral and on the GCF Web site

### On-Site Hosting and Branding

- Corporate logo recognition via on-site signage, welcoming remarks, and within the official GCF Program Guide.

\* The designated value and associated benefits are outlined for EACH Grid ComForum event (GCF West or GCF East)

"We do believe that Grid ComForum was a huge success, it was one, if not the only, conference that I have attended that had more individuals from actual utilities there than vendors!"

**Rita Mix**, Lead Marketing Manager-Utilities, AT&T



GCF West Host:

GCF East Hosts:



## Merchandise Sponsors GCF East or GCF West

Merchandise Sponsorships offer the opportunity to showcase your corporate logo on exclusive Grid ComForum materials distributed to all attendees.

Benefits of sponsorship include the following:

- Corporate logo recognition on selected merchandise item
- Sponsorship recognition in the Official Program Guide
- Logo recognition on the Grid ComForum Website

### Attendee Portfolio Sponsorship

**Value \$2,500\***

Each Grid ComForum attendee will receive a notepad and pen for use during the conference. Sponsorship includes a two-color logo to be imprinted on the notepad paper as well as the opportunity to include a corporate pen in each pad holder. (Pens must be provided by the sponsoring organization.) Your organization also has the opportunity to include a corporate collateral piece and business card within the portfolio.

### Registration Name Badge Lanyard Sponsorship

**Value \$2,500\***

The Grid ComForum Name Badge Lanyard Sponsorship offers prominent visibility for your organization. Grid ComForum name badges and lanyards are distributed to all attendees and guests at registration and are worn throughout the event.

### Registration Name Badge Insert Sponsorship

**Value \$1,500\***

Grid ComForum attendees will recognize your organization's name with the name badge insert. This insert extends above the badge and offers prominent advertising/branding space to capture the attention of conference attendees.

\* The designated value and associated benefits are outlined for EACH Grid ComForum event (GCF West or GCF West)

"The GridCom Forum gave Sensus invaluable opportunities to network with Southern Company personnel from all areas of their business – many people who we might never have exposure to in our commercial relationship. As a major technology partner to Southern Company, we were honored that the benefits of their smart grid implementation - both operational and societal - were able to be shared with a broad audience from across the industry.

**Peter Mainz, CEO & President, Sensus**