

**BuilConn**

Buildings

**HomeConn**

Homes

**IndConn**

Industrial

**InfraConn**

Infrastructure

# Connectivity<sup>®</sup> Week

## *Smart Grid, Beyond The Grid*

Value Propositions • Business Models • Technologies



## **Event Prospectus**

Santa Clara, CA May 23-26, 2011



## Delivering Smart Grid Benefits, on the Grid and Beyond

Taking place in the heart of Silicon Valley, ConnectivityWeek explores how information and communications technology (ICT) can be applied to manage energy and deliver efficiency on the grid and across an array of vertical applications – including major residential, commercial, industrial and infrastructure consumption areas. In a unique format dedicated to connecting people and ideas, ConnectivityWeek explores the value propositions, business models, and technologies needed to deliver the efficiency, productivity, and cost benefits of Smart Grid ... *beyond the grid*.

Beginning in 2003 as a building-focused conference, BuilConn has expanded into ConnectivityWeek to meet the evolving needs of the various industries converging around the smart-energy movement, including: major consumption verticals, utilities, and ICT. These industries have the potential to realize significant positive impacts to their bottom line – and the environment – as they integrate the principles of smart, connected energy into their business models.

Garnering more than 1,500 attendees and 200 industry-leading speakers, ConnectivityWeek gathers the stakeholders who are shaping the future of energy, including utilities, consumers, policymakers, regulators, technology companies, and Smart Grid vendors.

Over the past seven years, this conference has proven itself to be the leading forum for utility, building, and ICT professionals to understand the technical issues, business models, and value propositions driving Smart Grid.

***“Smart Grid is going to touch everyone and many stakeholder groups, and they’re all here at ConnectivityWeek.”***

**George Arnold, National Coordinator for Smart Grid Interoperability, National Institute of Standards and Technology (NIST)**



## Collaborating to Deliver Value

Like all of Clasma’s events, ConnectivityWeek is planned by industry stakeholders for industry stakeholders, using a collaborative planning model that ensures the content is most relevant and timely for attendees.

**Collaborative Plenaries:** Given the breadth of stakeholders participating, each day kicks off with opening plenary sessions, where key conference issues and topics are discussed provocatively and in big-picture terms. Lively debates and dialogue set the focus for the day and underscore the broad issues and opportunities impacting the multitude of stakeholders in attendance.

**Focused Sessions:** The remainder of the day takes place in focused tracks and panel sessions that delve into four vertical venues– BuilConn, HomeConn, InfraConn, and IndConn. During these sessions, panelists and audience members discuss and help answer key questions regarding how utilities and business can:

- integrate the smart energy mindset into their business models,
- understand and develop the value proposition of integrating Smart Grid beyond the grid, and
- choose the right technologies to deliver on their goals and objectives.

Key co-located events, including the DR Expo and Grid-Wise Expo, touch on the critical enabling technologies and applications necessary for implementing sustainable energy systems, while addressing critical Smart Grid issues, including privacy, security, and consumer engagement.

**Powerful Exhibits:** An expo hall, located outside the key conference areas, gives attendees the opportunity to touch and feel the latest technologies impacting the industry.

If you’re looking to find both strategic direction and deep, action-oriented content, ConnectivityWeek is the venue for you and your business.

## Smart Grid, Beyond the Grid

Millions of smart meters are dynamically linking homes, commercial buildings, and industrial facilities to the grid today – and that number will continue growing. With new points of two-way connectivity between the electric grid and various consumption verticals, there are tremendous new business opportunities for utilities, consumers, and technology companies.

Smart Grid promises to create a cleaner, more efficient, and more productive grid by applying ICT and automation to our existing infrastructure. The only way to achieve Smart Grid success is to successfully link the “demand side” to the electric grid. ConnectivityWeek will explore the value propositions, business models, and technologies required for successfully integrating *Smart Grid, beyond the grid*.

- **Value Proposition** – Increasing connectivity beyond the grid means we can more successfully integrate distributed renewable energy, provide electricity customers with new models for using and paying for power, and avoid the construction of expensive power plants. While there is clear value to the environment, economy, and future generations, ConnectivityWeek will help explore the financial value to various stakeholder groups.
- **Business Models** – While business models are still under development, it's clear that utilities, consumers, and technology companies must realize financial benefit for any of this to succeed. ConnectivityWeek will explore the myriad of business models that make the most economic sense -- and provide reciprocal benefits -- for all stakeholders involved.
- **Technologies** – While many Smart Grid technologies exist already, ConnectivityWeek will explore how new applications of technologies, innovative products, and unique service models can be applied to deliver the greatest stakeholder value.

***We are trying to learn what's really going on in this business, and clearly all the technology companies are here.***

Andy Chatha, President, ARC Advisory Group



### ConnectivityWeek – By the Numbers

- **8** – Years ConnectivityWeek has provided high-value content to the utility, consumer, and ICT industries.
- **200** – Average number of high-powered speakers in attendance
- **25%** – Average annual growth rate in conference attendees.

### Did you Know?

- **40 million** smart meters will be dynamically connecting U.S. buildings to the grid by 2012 (Parks Associates).
- **\$200 billion** in overall grid investment is expected between 2008 and 2015, globally (Pike Research).
- **Revenue opportunities** for Smart Grid service providers will increase from \$2.2 billion in 2009 to **\$4.9 billion** by 2016 (Pike Research).



## Energy Consumer Segments

### ***Focusing on how and where energy is used***

At ConnectivityWeek, vertical venues define the scope of society where energy is consumed, where systems exist to manage energy, and where huge numbers of smart devices have the potential to connect via a variety of communication media while sharing information using a landscape of information exchange standards. The vertical venues include:

**HomeConn™ Home / Residential Connectivity**  
In many ways homes are at the forefront of the growing digital world, especially when it comes to energy management and sustainable renewable green energy. From the installation of photovoltaic panels, energy-efficient appliances, and the increasing amount of entertainment devices to the deployment of smart meters, homes are becoming a convergence point of many emerging technologies.

With multiple industries serving the residential audience, HomeConn explore the inter-relationships among energy, telecommunications, cable, retail and the value-added services that come from deploying home automation for energy management

- Deployment of Smart Meters
- Home Area Networks (HAN)
- Interaction between Energy and Entertainment
- Renewable Energy in Residential Applications
- Interaction Between Homes and Electric Vehicles

**IndConn™ Industrial / Manufacturing Connectivity**  
Industrial Automation has, for some time, been a leading area for connectivity and control networks. From process control and factory automation, devices such as Programmable Logic Controllers (PLCs) have been used to organize a wide variety of manufacturing processes including supply chain integration all the way to various degrees of facility management.

With the drive toward sustainable and green manufacturing, the industrial segment is now beginning to explore how automation and controls can be used to increase energy efficiency and reduce greenhouse gases while providing integration with IT and enterprise environments. Topics covered include:

- The Next Level of Industrial Productivity
- Manufacturing Integration
- Industrial Service Oriented Architectures
- Industrial to Grid Connectivity

**BuilConn™ Building Connectivity** - Since 2003, BuilConn has charted the way forward in the adoption of IT for building automation and energy management systems. From the evolution of open systems to the broad use of IP technologies in control systems, industry leaders rely on BuilConn as a critical venue to discuss and explore new trends and opportunities in building systems.

With the realization that buildings contribute 40% or more of all greenhouse gas emissions, BuilConn is focused on how connectivity in buildings will improve energy efficiency, occupant comfort and safety, as well as meet and exceed owner's business objectives. Topics covered include:

- Demand Response and Management
- Green Buildings and the Role of IT
- Opportunities for BAS Industry
- Designing and Implementing Future Buildings
- Automation and LEED certification
- Specific applications: Data Centers, Education & Medical

**InfraConn™ Infrastructure Connectivity**  
The development of the world's infrastructure is a critical component of human society in the 21st century. From transportation to urban development, water supply, emergency management and communications, we rely on infrastructure to enable commerce and life to exist. Without an integrated array of infrastructure provided by various levels of government (national, state and local), it would be difficult to think of life as we know it.

Information plays a critical role in much of the world's infrastructures. This is especially the case as we maximize the efficiency of our cities, utilities, and transportation and communication systems. The need to use information to manage our infrastructure, has effectively become vital. Topics covered include:

- Connected Transportation Systems
- Plug-in Electric Vehicles
- Connected Urban Developments
- Water and Gas Management
- Integrated Emergency Management
- Smart and connected infrastructures

**Co-located Events**

*Co-located events — featuring enabling technologies, critical issues, and other key topics — provide an array of conferences, seminars, roundtables and exhibits focused on key technologies and applications that are critical to the implementation of tomorrow's sustainable energy systems in buildings, homes, industrial facilities, and across the city and town infrastructures around the world.*



**DR-Expo**

With electricity demand continuing to increase as a result of population changes and the growth

of digital devices, energy suppliers are looking for ways to provide adequate supply, especially at critical times such as peak demand and power system failures. Demand response (DR) is a methodology to ensure the management of demand through linking energy supply systems with connectivity, automation and controls of energy-consuming facilities.



**GridWise Expo**

Focused on the Smart Grid, the GridWise Expo is organized in partnership with the GridWise Architecture Council,

an initiative founded by the U.S. Department of Energy. The true vision of a Smart Grid is an information and communications overlay for the electric grid, from generation (central and distributed) to transmission, distribution and consumption devices.

Some of the largest industry groups find ConnectivityWeek the perfect venue for holding meetings for their membership, boards and committees, providing sponsors with even greater visibility.



**Annual Buildy Awards**



Since 2004, the Buildy Awards have been presented to leaders, visionaries and implementers of smart devices and smart systems in the context of commercial and residential buildings, energy management and other applications. Buildy Awards acknowledge leaders in the vertical venues that define the scope of where energy is consumed and where Smart Grid, smart buildings, smart homes, smart devices and smart services will play a vital role.





## Sponsorship Levels

Clasma's reputation for gathering the most relevant audiences gives you unequalled visibility in front of leaders, experts and decision makers actively involved in Smart Grid. With topics focusing on energy consumption, generation and transmission ConnectivityWeek attracts the complete range of grid players. Varying levels of sponsorship and customized packages provide the most value and flexibility for those companies wanting to reach the smart-energy community.

**ConnectivityWeek is the only Clasma event to feature:**

- A full Expo
- "Expo-Only Passes" (unlimited number for certain sponsorship levels)
- "Utility Passes" (free conference attendance for qualified utility contacts)
- Positions on the Content Board for early Platinum & Gold sponsors

### Diamond Sponsor

Customized Diamond sponsorships provide Smart Grid technology leaders with maximum brand visibility and the ultimate flexibility to align their sponsorship with corporate marketing objectives. Diamond sponsorships are limited, and benefits include the sole sponsorship of one conference day with exclusive branding at all daytime events, in addition to all of the benefits of a Platinum sponsor.

### Platinum Sponsor

Platinum sponsorships provide significant brand visibility in pre-event promotions, onsite activities and post-event communications. Benefits include a premium exhibit space, a plenary-level speaking position, a panel presentation, and involvement in conference planning.

### Gold Sponsor

Gold sponsorships provide significant visibility in event promotions and post-event communications, premium exhibit space, panel participation, and involvement in conference planning.

### Silver Sponsor

Silver sponsorships include logo exposure in the show guide, conference book, and web site, as well as premium exhibit space.

### Bronze Sponsor

Bronze sponsorships include logo exposure in the show guide, conference book, and web site.

**Book Now! Call Clasma Sales**

## Additional Sponsorship Opportunities

*Other sponsorship opportunities allow you to create a package that meets your needs and budget*

To further promote leadership and position in connectivity and related areas covered during ConnectivityWeek, companies are invited to sponsor specific activities including social gatherings such as breakfast, lunch, receptions and dinner. Also available is the sponsorship of conference tracks, an ideal way to target marketing dollars to specific audience groups and subjects.



<b>Keynotes</b>	Sponsor a keynote session where major speakers are presented to all attendees. Cost per day .....	\$10,000
<b>Reception</b>	Sponsor one of the receptions. Cost per day .....	\$10,000
<b>Breakfast</b>	Sponsor the continental breakfast prior to the keynotes. Cost per day .....	\$5,000
<b>Lunch</b>	Sponsor of the conference lunch at one of the three lunch served in the Expo Hall. Cost per day.....	\$10,000
<b>Track Sponsor</b>	Sponsor a day of conference sessions. A great way to position your company .....	\$3,000
<b>Conference Bag</b>	Sponsor the conference bag with your logo, available exclusive or shared.....	\$20,000
<b>Badge Holders</b>	Sponsor the badge holder for all exhibit and conference attendees .....	\$20,000
<b>Color Ads</b>	Place a color ad in the expo and conference handbook .....	\$4,000 Full page \$2,500 Half page

By sponsoring one of the above activities, your logo will be displayed on the web site, on the expo and conference book, on event signage and as applicable during the activity itself.



Benefits	Package	Diamond	Platinum	Gold	Silver	Bronze
Space Provided (sqft)		Call	400	200	100	100
Logo on Web Home Page		Call	Yes	Yes	Rotating	- 1)
Logo on Promotional Email & Brochures		Call	Large	Medium	Small / Rotating	- 1)
Sponsor Microsite		Call	Yes	Yes	-	-
Company Description Size (words)		Call	200	100	50	50
Pieces of Literature in Conference Bag		Call	2	1	-	- 2)
Ad Space Provided in Conference Book		Call	2 Pages	1 Page	1/2 Page	-
Logo on Event Signage		Call	Large	Medium	Small	Small
Post-event Attendee List		Call	Included	Included	Included	-
Free Exhibit Passes Provided		Call	Unlimited	Unlimited	50	50 3)
Cost of Additional Exhibit Passes		Call	N/A	N/A	\$50	\$50
Free Conference Passes Provided		Call	16	8	4	2 4)
Discount on Additional Conference Passes		Call	20%	20%	20%	- 5)
Utility Passes / Discount on Additional		Call	5 / 50%	3 / 50%	2 / 50%	-
Conference Content Development Involvement		Call	Content Board	Content Board	-	- 6)
Cost of Track Sponsorship		Call	Two Included	One Included	\$2,500	\$4,000 7)
Keynote Speaking Privileges		Call	Plenary	Track Keynote	-	- 8)
Other Conference Speaking Privileges		Call	Presentation	Panel	Panel	-
<b>Investment</b>		<b>\$50,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$6,000</b>



**Notes**

- 1) Different sizes according to sponsorship level
- 2) Must be provided on recycled paper
- 3) Exhibit pass provides access to exhibit area and plenary (may be video simulcast) on all days
- 4) Access to exhibit, keynotes and conference sessions. Exhibitors admitted to main keynote hall only if space is available
- 5) Discounted fees are not eligible for additional early bird or pre-registration or association discounts
- 6) Content Board advises show organizer on content, theme and subject as well as tracks & sessions
- 7) For one day of conference track
- 8) Subject to availability and event's content policies



## Exhibit Only

### Exhibit-only package includes:

- 10' x 10' Exhibit space
- 50-word company description
- Listing on web site & conference book
- 10 Free Exhibitor Passes (\$50 for additional)
- One Full Conference Pass (access to all sessions)
- 2 Booth Staff passes
- Pipe & Drapes (8' back, 3' sides)
- Free Wireless Internet (subject to location)

**Only \$4,000**  
**Book Now! Call Clasma Sales**



## Past Sponsors/Exhibitors

*Many Smart Grid market leaders have already recognized the value of sponsorship at ConnectivityWeek*

ABI Research  
AC Propulsion, Inc.  
Adura Technologies, Inc.  
Airbee Wireless Inc.  
Akuacom  
Antenna Group Inc.  
Antenna Systems & Technology  
Arcadian Networks Inc.  
Arch Rock  
AutomatedBuildings.com  
Automation.com  
BACnet® International  
BIQ Consortium  
Bonneville Power Administration  
BPL Today  
CABA  
California Smart Building Association  
Cimetrics Inc.  
Cisco Systems Inc.

Comverge Inc.  
Constellation Energy  
Control4  
Controlco  
Convergence Wireless  
Cooper Power Systems  
Coulomb Technologies  
Cypress Envirosystems  
Delta Controls Inc.  
EarthToys.com  
Echelon Corporation  
Edison Electric Institute  
Electric Energy Online  
Electricity Today  
Ember  
Endemic Software Production  
EnergyBiz  
EnergyCentral.com  
EnergyConnect Inc.  
Energy Control Inc.  
Energy Priorities  
EnerNex Corporation

EnerNOC, Inc.  
FountainBlue  
FSG  
Galvin Electricity Initiative  
GridApp  
Gridlogix Inc.  
GridWise Alliance  
GridWise Architecture Council  
Harbor Research, Inc.  
HomePlug Powerline Alliance  
HomeToys.com  
Hotel Technology Next  
Generation  
Ice Energy  
InTech  
Intel Corporation  
Intelligent Utility  
ISA  
Itron  
J & F Labs  
Jennic



KMC Controls  
Laird Technologies  
Lawrence Berkeley National Laboratory  
LonMark Americas  
LonMark International  
M2M Zone  
MatrikonOPC  
MIMOSA  
MultiSpeak  
National Technical Systems  
NewEnergy Alliance  
NIST  
North America Power  
OASIS  
OATI  
oBIX  
ONUMA  
OPC Foundation  
OpenAMI Task Force  
Open O&M

PG&E  
Powerit Solutions  
REGEN Energy Inc.  
Remote Site & Equipment Management  
Richards Zeta  
Robinson Solutions  
SeaSolve Software Inc.  
Sensus  
Sensus M.I.  
Silver Spring Networks  
Smart Grid Newsletter  
Smart Grid Today  
SmartSynch  
Social Media Today  
Southern California Edison  
Sustainable Silicon Valley  
SV Clean Tech Alliance  
Tendril Networks Inc.  
The Brattle Group

The Energy Collective  
TUV Rheinland of North America, Inc.  
US Department of Energy  
UCA® International Users Group  
Universal Lighting Technologies  
Universal Powerline Association  
UtilityAMI  
Utility Automation & Engineering T&D  
Verisae  
Viconics Inc.  
Watt Stopper/Legrand  
WaveRoute by Digitec  
WinSmartGrid  
Yitran Communications  
YoungEnergy Network  
ZigBee Alliance  
Ziphany, LLC



**Venue**

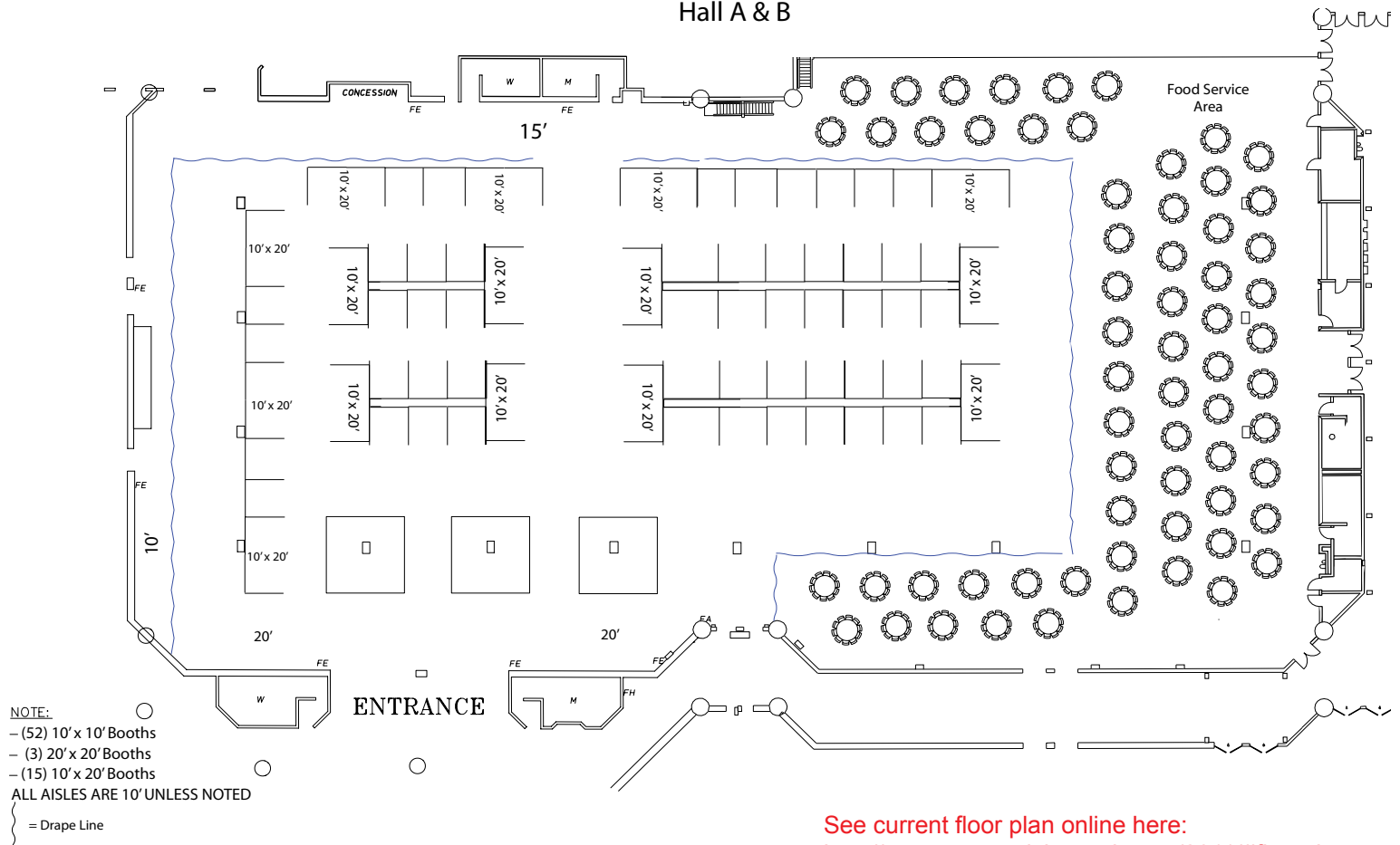


**Santa Clara Convention Center**

ConnectivityWeek is held at the Santa Clara Convention Center located just south of San Francisco in the center of Santa Clara Valley's high-tech corridor. Internationally known as "Silicon Valley," the area is the hub of the growing "clean-tech" industry, and home to hundreds of companies that are shaping the future of energy. Holding ConnectivityWeek in Santa Clara leverages the geographic proximity of ICT leaders to help bring in attendees concerned with how connectivity can be applied across the energy value chain.

**Expo Floor Plan**

**Santa Clara Convention Center**  
**Hall A & B**



See current floor plan online here:  
<http://www.connectivityweek.com/2011/#floorplan>



*Events worth attending™*

## **About Clasma Events, Inc.**

Clasma Events specializes in strategic conferences at the center of the worldwide energy discussion. With a finger on the pulse of technologies and trends, Clasma provides a stage for collaboration amongst thought leaders at the forefront of the smart energy movement. Focusing on Smart Grid, connectivity, and the new energy economy, Clasma's major events include: ConnectivityWeek, GridWeek, and Grid-Interop.

### **Providing a Stage for Industry Collaboration:**

Each event provides a forum for utilities, policymakers, vendors, investors, and consultants to collaborate on the most pressing issues facing the industry. Recognized for its team approach to event management, Clasma's conferences offer multiple educational tracks organized by individuals from across the industry.

### **Bringing Together Industry Thought Leaders and Change Agents:**

Clasma's conferences garner the partnerships and support of organizations leading the smart-energy movement. Each event attracts key thought leaders and industry change agents— with past keynote speakers including government leaders like U.S. Commerce Secretary Gary Locke, Energy Secretary Steven Chu, Chief Technology Officer Aneesh Chopra, and more.

### **Prioritizing on Key Issues:**

With each event, Clasma's expert team grows to include dozens of industry partners, providing Clasma with up-to-the-minute insights on the latest energy trends to ensure each conference is focused on the most relevant issues facing the industry.

## **Contact Clasma Sales Now**



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**www.Clasma.com**

The words and logos of Clasma, ConnectivityWeek, BuilConn, HomeConn, IndConn, InfraConn, M2M Expo, DR-Expo, GridWise Expo, ZigBee Expo, OPC Expo, Pervasive Security Roundtable, GridWeek, GridEcon, Grid-Interop and Buildy are trademarks or registered trademarks of Clasma International Corporation, all rights reserved. All other trademarks are registered to their respective owners. Copyright © 2011 Clasma Events Inc.