



<http://smart-grid.tmcnet.com/conference>

# SMARTGRID SUMMIT

October 4-6, 2010  
LA Convention Center  
Los Angeles, CA



The Premier Event

# Bringing Together

Innovators of New Smart Grid

Applications, Services and Devices

And Your Opportunity to Equip Them

Platinum Sponsors:



Contact Kevin Lake at 203.852.6800 ext. 127 or [klake@tmcnet.com](mailto:klake@tmcnet.com)

## Who Will Attend

A multitude of professionals from:

- Utilities
- Equipment and Device Manufacturers
- VC, Investment Firms
- Government Agencies
- Advocacy/Regulatory Groups
- Industry Associations
- Wireless and Wireline Carriers and Service Providers

## They Will Be There to:

- Gain break-through ideas exchanged at Smart Grid Summit sessions
- Understand telecom-based Smart Grid solutions
- Hear strategies for harnessing market potential and generating revenue
- See demos, applications, and equipment in person
- Network with suppliers, peers and advocates
- Meet with the leading solutions providers to determine the solutions that will best meet their needs
- Explore growing market opportunities
- Learn about regulatory issues
- Pursue partnerships and build relationships

## Seize the Opportunity To Increase Market Share, Generate Leads and Form Partnerships

The Smart Grid Summit offers your company prime exposure to the key decision makers at the leading utility companies actively engaged in updating their power grids and infrastructure. These professionals at the forefront of expanding the potential of Smart Grids are seeking IP and wireless communications technologies that will form the crucial connections.

Thousands have been gaining leading-edge insights, relevant news and informed commentary on the Smart Grid Web site on TMCnet ([smart-grid.tmcnet.com](http://smart-grid.tmcnet.com)). The Smart Grid Summit will enable these innovators to exchange ideas, pose their questions to experts and peers, and benefit from an educational program of the highest caliber. Whether in the conference session rooms, in the exhibit hall or at receptions, attendees will experience unmatched networking and the chance to form valuable partnerships.

Seize this opportunity to gain prime visibility and a sure market foothold. Your exhibit offers key decision makers the opportunity to see, test, and compare your communications solutions that can help them exploit a market with vast long-term potential.



*It's been a very good show for us. A lot of very interesting customers coming by with interesting applications for WiMAX and broadband technologies. We've had higher than we expected in terms of quantity of traffic to our booth, and the quality seems to be very high. Our impressions are that we have solid quality attendees.*

*There was a lot of work done by TMC prior to the event. I saw at least a dozen emails in my inbox promoting various segments of this event. There are many different activities here with synergy across them. You have the Smart Grid Summit for the utility side, you have the 4GWE event for the wireless piece [of the market], then you have voice, which is a application across many technologies and lot of industries. Whether you're carrier-focused, utility-focused, military, oil and gas, and a lot of vertical markets that could take advantage of ITEXPO. We've seen many of those vertical market attendees visit the show and come by to our booth.*



— Kevin Suitor, Vice President of Corporate Marketing  
 Redline Communications

## Synergy From Collocated Events

The simultaneous events at ITEXPO attract decision makers from a variety of sectors. These professionals are creating new devices, applications and services incorporating IP and wireless communications across a panorama of commercial, institutional and consumer markets. By participating as an exhibitor or sponsor, you may expand your company's reach into future revenue sources.



## Capitalize on Vast Market Potential At the Smart Grid Pavilion

### Connect - and resonate - with decision makers

According to SBI Research, the market for smart grid enabling technologies (including two-way wireless communications) in the United States stood at about \$6.4 billion in 2009.

Expected to grow at 20.8 percent annually through 2014, the smart grid enabling technology market will be about \$16.5 billion. The majority will go toward smart sensors and devices which will need to be placed throughout the grid and within consumer homes and office buildings.

This market segment, not including smart meters, is expected to increase from \$2.3 billion to \$5.8 billion from 2009 to 2014. The market for smart meters and associated software is expected to grow from \$2.2 billion to \$4.8 billion during the same period.



### Why Your Company Should Exhibit:

- The markets for Smart Grid technology are rapidly growing
- Event brings together C-level and senior executives and tech staff representing the largest utilities in North America
- Attendees have sizeable budgets and spending authority
- Position your company as a leader, authority and partner
- Smart Grid Summit conferences have been recognized for their leading-edge content
- Attendees come from over 100 nations
- Aggressive marketing and promotion reinforces events' value
- Smart Grid Summit outreach is on the authoritative news portal, smart-grid.tmcnet.com
- Sponsorship opportunities enhance visibility and branding
- Partnerships with industry associations and other media companies covering the space add to the event's reach and visibility
- Los Angeles location draws attendees from all over the Americas, Europe, the Pacific Rim and Asia



### Robust Traffic and Steady Growth

[Smartgrid.tmcnet.com](http://Smartgrid.tmcnet.com)

#### July 2010

Page Views . . . . . 2,020,004

Unique Visitors . . . . . 75,485

#### June 2010

Page Views . . . . . 778,475

Unique Visitors . . . . . 34,868

## Attendee Demographic Profile

The Smart Grid Summit draws senior level management. It also attracts managers of product development, product strategy and technology.

### Utility Companies

- IT/Network Directors
- Operations Directors
- Strategic Planning
- Customer Care
- Business Development
- Regulatory Affairs

### Vendors/Manufacturers

- C-level Executives
- Marketing Executives focused on Smart Grid opportunity

### Plus

- Government/Regulatory Agencies
- Smart Grid-related Associations, forums, industry groups, etc.
- Financial Community

“ I found the conferences to be very well organized and informative....This conference brought together many of the best minds in the business and I thoroughly enjoyed the opportunity to listen to the presentations and engage with those experts. ”

— Martin Newell, CEO, NGN Research, LLC

## Smart Grid Innovators Are Looking To Buy

A survey conducted March 2010 of thousands of visitors to Smart-grid.tmcnet.com indicates that there are many opportunities to sell:

Application Software .....	<b>36.6%</b>
Application Middleware/Platform .....	<b>25.4%</b>
Deployment Services .....	<b>15.5%</b>
Embedded Hardware .....	<b>21.1%</b>
Embedded Software .....	<b>18.3%</b>
Engineering Services .....	<b>26.8%</b>
External Hardware .....	<b>18.3%</b>
Logistics Services .....	<b>14.1%</b>
RFID/Wireless Sensor Networking .....	<b>16.9%</b>
2-way Monitors/Meters .....	<b>21.1%</b>
Network Connectivity .....	<b>33.8%</b>
Offsite Diagnostics .....	<b>11.3%</b>
Security .....	<b>23.9%</b>

## Produced By Experts



TMC's ITEXPO conferences and exhibitions have attracted decision makers from around the world for over a decade. Their success is deepened by collocated events which are bringing together senior executives, managers and engineers from an expanding array of market sectors.

TMC's Smart Grid news portal generated over 1.1 million page views in March 2010. Regularly updated news, feature articles and blogs serve a rapidly-increasing audience.

### ICP Strategies

Intelligent Communications Partners (ICP) is a strategic advisory consultancy focused on the emerging Smart Grid opportunity. It was founded by veteran communications entrepreneurs. Jon Arnold develops the Smart Grid Summit program, as well as providing thought leadership content on the Smart Grid news portal.

Jon is also the Principal of J Arnold & Associates, an industry analyst consultancy focused on disruptive communications technologies and emerging Telco 2.0 business models. Building on the independent thought leadership of his Analyst 2.0 blog, his Service Provider Views column on TMCnet, and active profile at leading telecom events as well as with the business press, Jon brings a vital perspective to ICP's vision of integrating the worlds of telecom, IT and energy into the Smart Grid opportunity.

# Sponsorship Packages Help You Establish Leadership In this Growing Marketplace



## Platinum Sponsorship \$20,000

- 10x20 Exhibit Space
- Company name in all pre-event e-mails (approximately 50,000 names, multiple times)
- Company Name, logo and 200-word description on event Web site and in the show guide
- Full page ad in Show Guide
- Access to pre-event press and analyst list
- 728 x 90 Leaderboard Banner ad on Smart Grid Web site from date of contract thru event
- Two time opportunity to e-mail Smart Grid attendees (one preshow, one post-show)
- Four Full Conference Passes (valued at \$2,380)
- Daily recognition at each day's kick-off address
- Prominently displayed signage at the event

## Gold Sponsorship \$12,500

- 10x10 Exhibit Space
- Company name in all pre-event e-mails (approximately 50,000 names, multiple times)
- Access to pre-event press and analyst list
- Company Name, logo and 100-word description on Sponsor page of event website and in the show guide
- 728 x 90 Leaderboard Banner ad on Smart Grid Web site from date of contract thru event
- Three Full Conference Passes (valued at \$1,785)
- Two-time opportunity to e-mail Smart Grid attendees (one preshow, one post-show)
- Prominently displayed signage at the event

## Silver Sponsorship \$7,500

- 10x10 Exhibit Space
- Company name in all pre-event e-mails (approximately 50,000 names, multiple times)
- Access to pre-event press and analyst list
- Company Name, logo and 50 word description on Sponsor page of event website and in the show guide
- 728 x 90 Leaderboard Banner ad on Smart Grid Web site from date of contract thru event
- Two Full Conference Passes (valued at \$1,190)
- Prominently displayed signage at the event

## October 4-6, 2010 Los Angeles Convention Center



### Exhibit Features

- 20 x 20', 10 x 20' and 10 x 10' booth spaces
- 728 x 90 Banner ad on www.Smart-Grid.tmcnet.com from date of contract thru event included
- Two Full Smart Grid Conference Passes (valued at \$1,990)
- Unlimited Exhibitor Staff badges

### Book Your Exhibit Space Now

Great spaces are still available, although they won't remain so. The Smart Grid Pavilion offers you focused time to meet with your best prospects at an affordable price. There's no better investment you can make in your company's future to establish your leadership in a rapidly-developing market.

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