

SmartGrid

— FORUM —

November 11 – November 12 | Las Vegas, NV

Broadband Meets the Grid: An Energizing Opportunity?

www.SmartGridForum2010.com



a telecompetitor live event

The SmartGrid Forum provides a fabulous opportunity for supporters and enablers of SmartGrid to demonstrate their SmartGrid leadership within the broadband ecosystem. We've partnered with Light Reading, the world's largest online community for the communications industry, to produce this broadband industry focused smart grid event.

Why Sponsor?

- Position your brand and company as a leader in the SmartGrid space, one of the most important emerging trends for broadband carriers.
- Gain valuable sales leads through our networking and lead retrieval tools.
- Enhanced sponsorship return on investment – our partnership with Light Reading affords our sponsors fantastic exposure within the entire broadband ecosystem.

Who Attends?

- Broadband carriers from North America
- Broadband and SmartGrid consultants and business partners
- SmartGrid solution providers

Sponsorship Benefits

Brand Awareness and Lead Retrieval

- Your company and brand will receive great exposure across our integrated marketing campaign, providing you thousands of marketing impressions across the web, email, print, and on-site.
- The SmartGrid Forum will be cross marketed with Light Reading, providing expanded exposure for SmartGrid Forum sponsors to the entire broadband ecosystem.
- All sponsors gain valuable lead retrieval resources from our sponsorship packages.

Thought Leadership Recognition

- Your company and brand will be positioned not only as an enabler and supporter of SmartGrid, but as a leader within the industry.
- Most sponsorships offer speaking or panel opportunities, providing you with exposure well beyond just brand and company awareness.

Power Networking

- The SmartGrid Forum will attract key decision makers from leading North American broadband carriers, providing your company excellent networking opportunities.
- The SmartGrid Forum sponsors will be provided complimentary admission to the TelcoTV Expo and Keynotes, providing our sponsors additional networking opportunities.

Smart Grid Forum – Sponsorship Opportunities

Platinum Sponsor (One Exclusive Sponsor - \$10,000 net)

- Exclusive opportunity to provide a 30-minute keynote address at the forum
- Four complimentary forum passes for staff/clients, in addition to speaker pass
- Company logo and prominent identification as Platinum sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions, providing thousands of impressions with a targeted audience of broadband carriers
- 50-word company description and link on event website
- Prominent exposure with company logo on event signage
- 50-word company description and logo in event program guide
- Full-page 4-color inside front cover ad in event program guide
- 1x use of post-conference email database (executed by Pivot Media)
- 1x use of post-conference attendee mailing list (executed by third party, bonded mail house)
- Exclusive opportunity to provide a company logo gift/premium and one-piece of literature to all registered attendees

Gold Sponsors (Only 2 Available \$7,500 net)

- One prominent panel speaking opportunity
- Two complimentary forum passes for staff/clients, in addition to speaker pass
- Company logo and prominent identification as Gold Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 50-word company description and link on event website
- Prominent exposure with company logo on event signage
- 25-word company description and logo in event program guide
- ½ page 4-color ad in event program guide
- 1x use of post-conference email database (executed by Pivot Media)
- 1x use of post-conference attendee mailing list (executed by third party, bonded mail house)

Lunch Sponsor (Only 1 Available \$6,000 net)

- Opportunity to address the audience during lunch with a 20 minute presentation
- Two complimentary forum passes for staff/clients
- Company logo and prominent identification as Lunch Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 25-word company description and link on event website
- Prominent exposure with company logo on event signage during lunch
- 25-word company description and logo in event program guide.

Silver Sponsors (Only 2 Available \$5,000 net)

- Two complimentary forum passes for sponsor staff/clients
- Company logo and prominent identification as Silver Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 25-word company description and link on event website
- Prominent exposure with company logo on event signage
- 25-word company description and logo in event program guide
- 1x use of post-conference attendee mailing list (executed by third party, bonded mail house).

Reception Sponsor (Only 1 Available \$3,500 net)

- Opportunity to address the audience during the reception with a 10 minute speech (no PowerPoint)
- Sponsor provided audio free PowerPoint presentation running in continuous loop during length of reception.
- Two complimentary forum passes for staff/clients
- Company logo and prominent identification as Silver Sponsor on all pre-event marketing materials, including print advertisements, HTML email invitations and Web site promotions providing thousands of impressions with a targeted audience of broadband carriers
- 25-word company description and logo in event program guide
- Prominent exposure with company logo on event signage during reception
- 25-word company description and link on event website

Program Ad (\$500)

- ½ page 4-color ad in on-site program guide (sponsor provides finished artwork)

Smart Grid Forum – Sponsorship Contract

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This contract states that my company will purchase the below chosen sponsorship for the Smart Grid Forum.

Sponsorship Options (check all that apply)

Platinum Sponsor - \$10,000

Gold Sponsors - \$7,500

Lunch Sponsor - \$6,000

Silver Sponsor - \$5,000

Reception Sponsor - \$3,500

Program Ad - \$500

Contact Information

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Web Address: _____

Billing Information

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please choose one of the payment options below.

Check enclosed: \$ _____

Bill me

Signature: _____

Date: _____

Payment Information

1. By signing this agreement you accept that Pivot Media will invoice you for the above sponsorship. All invoices terms are based on net 15 days.

2. Make checks payable to Pivot Media LLC, include a copy of this form, and mail to:

Pivot Media LLC
P.O. Box 306
Forest Grove, OR 97116

3. Questions? Contact Bernie Arnason, 240-450-2161 or Tacia Johnson, 240-482-8130.