

# Sponsorship & Exhibitor Prospectus



**IT & Connectivity for the Smart Electric Grid**  
Generation → Transmission → Distribution → Consumption

Palm Springs Convention Center  
Palm Springs, California  
**May 16-18, 2006**



## Sponsorship Contact:

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[www.GridWiseExpo.com](http://www.GridWiseExpo.com)

# Towards the Smart Electric Grid

## The GridWise Vision

The North American Electric Grid with all its components is among the most complex engineered system known to humankind. It is a system composed of many subsystems managed by independent parties bound only by a general set of rules and practices.

GridWise seeks to modernize the nation's electric system - from central generation to customer appliances and equipment - and create a collaborative network filled with information and abundant market-based opportunities. Through GridWise, we can weave together the most productive elements of our traditional infrastructure with new, seamless plug-and-play technologies. Using advanced telecommunications, information and control methods, we can create a "society" of devices that functions as an integrated, transactive system.



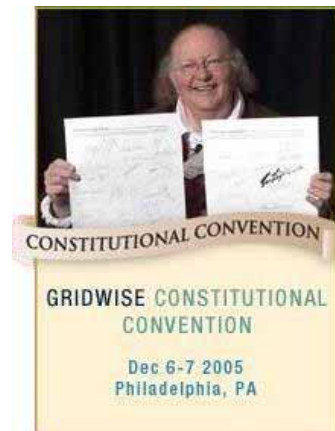
GridWise is an initiative created by the DOE Electric Distribution Program, a program that supports distribution grid modernization, through development and use of advanced sensor, communication, control, and information technologies to enable operations of all distribution systems and components for interoperability and seamless integration.

## The GridWise Constitution

The GridWise Architecture Council organized a Constitutional Convention in Philadelphia December 6-7, 2005. The convention attracted 110 key players from the breadth of the Electric Grid, largely made up of senior technologists and executives of companies, trade associations and government organizations that have significant interest in defining the future of the North American electric grid, from generation to consumption.

At the convention, a Constitution was signed containing 25 key points of principles that support the realization of the vision of the smart grid. A copy of the signed constitution is available at [www.gridwise.com/convention.asp](http://www.gridwise.com/convention.asp).

As an outcome of the Constitutional Convention, delegates were tasked and they committed to pursue the adoption of the GridWise Vision and Constitutional Principles.



# The GridWise Expo

The GridWise Expo is organized in continued spirit of the Constitutional convention, to further the development, education and commercialization of the GridWise Vision. The Expo specifically includes the following key elements:-

## Education

The conference portion of the Expo will provide interested parties an understanding of the GridWise vision, the work being carried out by stakeholders, the technologies being adopted and the potential relevant to the audience, be they on the supply or demand side of the electric grid.

## Demonstration

During the GridWise Expo, key stakeholders will provide live technology demonstration of work being carried out to realize the GridWise Vision. Demonstrations will include hardware, software, communication concepts as well as developments of XML & Web Services standards.

## Business Development

As the technology and demand for Smart Grid unfolds, suppliers of products, technologies and services will need a venue to align their offerings with the GridWise vision, and present their wares to key stakeholders in the future of this multi-billion dollar opportunity.

## Out-Reach

For associations, industry as well as technology groups wishing to present their members' position, the GridWise Expo is the ideal venue where high level executives will come to understand how their future will be affected by the implementation of the Smart Electric Grid.

### **The Opportunity**

For vendors of technology, systems, products or services, the GridWise Expo provides a way to:

- Position themselves as a player in the emerging market of the Smart Electric Grid
- Show technology specific to challenges faced by deploying the GridWise Vision
- Establish Partnerships with other players of the emerging Smart Grid market

## Industry Support

The GridWise Expo is being organized with the support of the following industry groups:

**GridWise Architecture Council:** The GridWise™ Architecture Council is a focused team of experts to articulate the guiding principles that constitute the architecture of a future, intelligent, transactive, energy system and see that GridWise evolutionary directions remain true to these principles ([www.gridwiseac.org](http://www.gridwiseac.org)).



**The GridWise Alliance:** The GridWise™ Alliance is a consortium of public and private stakeholders who have joined together in a collaborative effort to provide real-world technology solutions to support the U.S. Department of Energy's vision of a transformed national electric system ([www.gridwise.org](http://www.gridwise.org)).



**Intelligrid:** The Intelligrid Consortium was created by EPRI to help the industry pave the way to the Intelligrid vision of the power grid of the future. Such an evolution requires a resistance to the lure of short-term solutions made with a "silo" mentality - one without regard to the needs of other parts of the grid ([www.epri-intelligrid.com](http://www.epri-intelligrid.com)).



**GridApp:** As a consortium of utilities helping to modernize the US grid, the Advanced Grid Applications Consortium (GridApp™) provides a fast-track process for engineering development, demonstration and validation of selected High-Impact Technologies. A mission to transition best technologies & practices into broad use ([www.gridapp.org](http://www.gridapp.org)).



**MultiSpeak:** MultiSpeak® is a specification for the exchange of data among software applications commonly applied in small electric utilities, such as electric cooperatives. Software providers use the specification to write interfaces that will enable the interchange of information with other software that supports MultiSpeak ([www.multispeak.org](http://www.multispeak.org)).



**OPC Foundation:** The OPC Foundation is dedicated to ensuring interoperability in automation by creating and maintaining open specifications that standardize the communication of acquired process data, alarm and event records, historical data, and batch data to multi-vendor enterprise systems and between production devices ([www.opcfoundation.org](http://www.opcfoundation.org)).



**LonMark:** LONMARK International is a global membership organization created to promote and advance the business of efficient and effective integration of open, multi-vendor control systems utilizing ANSI/EIA/CEA 709.1 and related standards ([www.lonmark.org](http://www.lonmark.org)).



**BACnet International:** BACnet® International is an organization encouraging the successful use of BACnet in building automation and control systems through interoperability testing educational programs, and promotional activities ([www.bacnetassociation.org](http://www.bacnetassociation.org)).



**oBIX:** oBIX (Open Building Information Xchange) is a focused effort by industry leaders and associations working toward creating a standard XML and Web Services guideline to facilitate the exchange of information between intelligent buildings, enable enterprise application integration and bring forth true systems integration. ([www.obix.org](http://www.obix.org)).



## Advisory Board

The organizers of the GridWise Expo are working with an industry Advisory Board to ensure the appropriate content, audience and promotion of the Expo. Current members of the Advisory Board are:

- Rik Drummond, Chair GridWise Architecture Council
- Steve Houser, Executive Director GridWise Alliance
- Don Von Dollen, Program Director IntelliGrid
- Paul Wang, GridApp Advance Grid Applications Consortium
- Rob Pratt, GridWise Program Manager PNNL
- Barry Haaser, Executive Director LonMark International

Observers:

- Andy McMillan, President BACnet International
- Bob Saint, Principal, Technical Services NRECA
- Jim Luth, Technical Director OPC Foundation
- Jesse Berst, President Center for Smart Energy

# About the GridWise Expo

## Venue & Format

The GridWise Expo is being held at the Palm Springs Convention Center in downtown Palm Springs, California;

- The event will build as a high level, summit, intimate and networking-based format
- While the expo reflects the growing subject, conference content will be key the reason to attend
- The venue has significant potential capacity for side meetings, workshops and socializing activities

## Co-Located Events

The GridWise Expo is co-located with two synergetic events in the general area of IT in device centric applications. These events provide additional benefits to sponsors, exhibitors as well as attendees.

### BuilConn: The Industry Event for Building-IT Convergence

- 2006 is the 4<sup>th</sup> year of BuilConn defining building-IT convergence
- Focused on the adoption, application and business development of IP-centric building automation
- Evolving the subject of facilities becoming an integral part of today's enterprise systems



#### 2006 Conference Topics

- Solid value proposition strategies for building-IT convergence and intelligent buildings adoption
- Selling and buying processes of IT and enterprise building system solutions
- New technologies and standards for tomorrow's building systems
- Open roundtable discussions, workshops and demonstrations of new and relevant technologies

### M2M Expo & Conference

- 3<sup>rd</sup> year defining M2M (Machine-to-Machine technology and business)
- The first and only M2M event reaching global issues, subjects with global players
- Held in partnership with Harbor Research, the thought leader in M2M and Pervasive Internet

#### 2006 Conference Topics

- Adoption strategies of device-centric service business models
- Strong case studies and success experiences from thought leaders in many segments
- Discussions on new and relevant technologies for M2M applications
- Roundtable discussions and workshops on technical and commercial subjects



## Clasma Events Inc.

As the organizer of the GridWise Expo, Clasma Events Inc. was formed solely to organize and manage technology events around the area of smart connected devices, and the subsequent impact to industry and business.

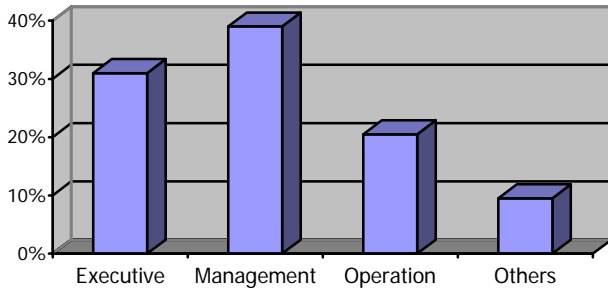
Based in Dallas, Texas with a network of associates and partners around the U.S. and across the globe, Clasma Events is a "virtual" organization, leveraging the power of the Internet for B2B-centric organization of events.

# Target Audience

As a premier event for GridWise, Clasma Events is specifically targeting the most appropriate audience to help further the vision and grow this market. Key attributes to attendees include:

- Influencers in the Electric Grid subject
- Individuals that have a proven understanding of the vision
- Individuals that have a commercial or technical need for components of a Smart Grid
- Technology players desiring to work in the interaction between IT and the Electric Grid industry
- Utility companies seeking technology and vendors of products and services

## High Level Attendees



The GridWise Expo is structured and promoted to attract high level and decision making attendees.

Executive and Management represent a majority of target attendees.

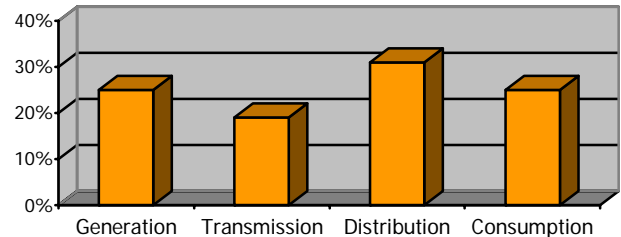
A high level attendee profile is in line with the co-located BuilConn & M2M events, targeting executive and manager levels with valuable conference subjects and speakers.

## Demographics

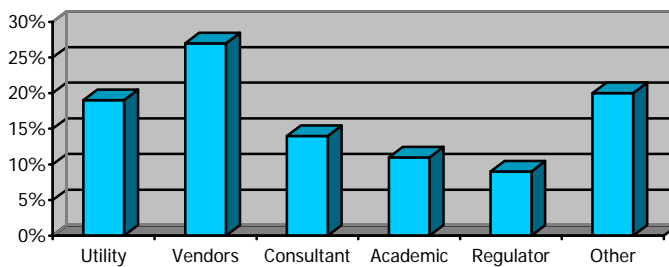
### From Generation to Consumption

The GridWise vision requires the full involvement of the complete supply chain of the electric grid, from generation to consumption.

The GridWise Expo will target this same range of attendees.



### Audience Affiliation



In line with the audience at the GridWise Constitutional Convention held in Philadelphia December 2005, the GridWise Expo will target a broad range of key attendees from the landscape of smart electric grid.

The significant audience of system and equipment vendors is ideal for technology providers seeking a motivated market.

## Expected Audience Profile

Specific Target Audience for GridWise Expo include:

- Electric utility and distribution companies
- Trade and technical associations
- Technology vendors and integrators to the electric distribution industry
- Building automation vendors and integrators
- Residential and Home Automation vendors and integrators
- Industrial automation vendors and integrators
- Equipment and service vendors
- Press, media and analysts
- Researchers and academics with interests in electric distribution
- DOE and other government agencies

# Event Outline

## Plenary

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The joint Plenary with M2M and BuilConn will include defining presentations for Smart Grid, buildings and M2M markets. BuilConn and M2M Plenary Sessions have, from 2003, attracted high level and visionary of speakers, with carefully crafted subjects to ensure a successful event.

- Smart Grid presentation on the vision and potential of IT being an enabling force
- Buildings centric presentations that define the agenda of building-IT convergence for the following year
- M2M subjects and strategies, from technology perspectives to business models of tomorrow
- Adopters and end users providing the plenary audience with clear view of what is required

## Conference

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The GridWise, BuilConn and M2M conference tracks are structures to have dynamic format for education, discussion, debate and at times, much needed controversy.

- Tracks structured to facilitate the growth of key and important subjects of the day
- Non-commercial policy removes the often seen sales talk – The event is all about content
- Significant number of presenters and panelists from a broad spectrum, focused on open dialog
- Moderated sessions help guide sessions and facilitates Q&A and discussions with audience

## Exposition

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While the breadth of exhibitors is wide, they have always had a single common theme — the connectivity of smart devices for building systems and everyday things that make up this space.

- Technology vendors from communications, mixed with tools, middle ware, widgets and solutions
- Suppliers of solutions from a broad range of core and peripheral market segments
- Components, software, web servers, gateways and services for all smart device applications
- The exposition has been the central venue for valuable networking of attendees

## Key Information

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Event start	Morning of Tuesday, May 16 <sup>th</sup> , with Pre-conference sessions
Welcome reception	Evening of Tuesday, May 16 <sup>th</sup> Tuesday and Wednesday Evening Receptions are open to all attendees
Exhibit opens	May 17 <sup>th</sup> Starts after conclusion of Plenary until end of evening Reception May 18 <sup>th</sup> Starts after Plenary, concludes mid-afternoon
Plenary	Mornings of Wednesday May 17 <sup>th</sup> and Thursday May 18 <sup>th</sup> Open to all attendees
Conference Sessions	May 16 <sup>th</sup> – Pre-Conference Sessions & Workshops May 17 <sup>th</sup> – May 18 <sup>th</sup> – Main Conference Sessions
Industry Award Gala	Evening of May 18 <sup>th</sup> (venue TBD) Entrance by Ticket, provided in your package or purchased individually for \$100
Breakfast & Lunch	Provided to attendees with Conference & Exhibitor passes (not Expo Pass holders)
Exhibit setup/teardown	Setup May 15 <sup>th</sup> and 16 <sup>th</sup> up to mid-afternoon Teardown after lunch on May 18 <sup>th</sup>
Online Registration	Opens January 15 <sup>th</sup> , 2006 Early bird discount up to March 31 <sup>st</sup> Pre-registration registration up to April 30 <sup>th</sup>
Onsite Registration	Starts evening of Monday May 15 <sup>th</sup>
Hotel Block rate	\$145 plus tax and resort fee
Transportation	Complimentary shuttle from Palm Springs Airport to the Wyndham \$10 taxi ride from Palm Springs Airport for other hotels in the Downtown area
Pre-Event Options	Mother's Day is Sunday May 14 <sup>th</sup> Opportunity to earn brownie points by bringing spouse to Palm Springs
Post-Event Options	Friday-Sunday May 19 <sup>th</sup> to 21 <sup>st</sup> Ideal time for golf in one of more than 100 of the best courses in the U.S.

# Sponsorship

## Stand out from the crowd Increase booth traffic • Be recognized as a leading player

A number of sponsorship packages and options are available to increase your visibility at the event.

### Platinum Sponsor

Platinum sponsors receive maximum exposure in both events' marketing campaigns on the Web, via email updates, and additional promotion during and after the event. Booth space location will be a premium 400 sq ft space at the heart of the networking activities.

Other Platinum benefits include number of complimentary passes to the various events held throughout the Conference and a spread advertisement (2 full pages) in the Conference Handbook & Expo Guide.

### Gold Sponsor

This sponsorship level is for those companies desiring a significant presence. Gold sponsors receive significant exposure throughout marketing campaign, multiple media channels as well as during and after the event.

Highlights of Gold Sponsorship include a 300 sq ft prime location by the networking activities, a large number of passes to the various events held throughout, and a full-page, four-color advertisement in the Conference Handbook & Expo Guide.

### Silver Sponsor

Increase your visibility and be recognized leader as a Silver Sponsor. This value-added exhibit package is the perfect way to maximize your budget and promote your products and services to key decision makers.

Highlights of this package include a 200 sq ft booth space, complimentary passes and participation in both events' pre- and post-marketing efforts.

### Custom Sponsorship Packages

For those companies having specific marketing and budgetary needs, Clasma Events can create specific custom sponsorship packages to suit. Custom packages will receive the benefits of sponsorship levels above according to the level of investment made. **Contact Clasma Events to discuss your needs.**

### Additional Opportunities

Make the most of your participation by sponsoring additional activities during the three-day event.

<b>Track Sponsor</b>	Position your company to a subject at the event by sponsoring a track. Your logo will be presented on the web and agenda, you will make a short introduction at the start of the day	\$ 5,000 / day
<b>Plenary</b>	Sponsor the plenary session where Keynotes will be presented to all attendees. Your logo will be presented and you will be recognized at the general session	\$ 10,000 / day
<b>Lunch Sponsor</b>	Be recognized as the sponsor of the conference lunch at the event. Your logo will be displayed at the lunch event and promotional material and conference book	\$ 10,000 / day
<b>Conference Bag</b>	Sponsor the conference bag with your logo	\$ 5,000 Exclusive \$ 2,000 Joint
<b>Badge Holders</b>	Sponsor the badge holder	\$ 5,000
<b>Color Ads</b>	Place a color ad in the conference book	\$ 2,000 Full page \$ 1,200 Half page \$ 750 Quarter page
<b>Other Options</b>	Contact Clasma Events to explore other logo placements and sponsorship opportunities to suite your needs	\$ Call

## Sponsorship & Exhibit Options

	Sponsorship Details and Pricing	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Premium Space	Standard Space
<b>Expo</b>	Sponsorship Space Provided (sq ft)	400	300	200	100	100
	Space location/type	Island	Peninsula	Corner	Corner	In-line
	Number limited	Yes	Yes	No	No	No
	Additional Space (per 100 sq ft)	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
<b>Promo</b>	Literature in handout (pieces)	4	2	1	-	-
	Logo on Web Home page	Static	Static	Rotating	-	-
	Space in Conference Book	2 Pages	1 Page	Half Page	Quarter Page	-
	Speaking Privilege (subject to policy)	Plenary Keynote	Track Keynote	Panel	-	-
	Track Sponsorship cost	One at No Cost	\$2,000	\$3,000	\$3,000	\$5,000
	Sponsor Profile description (words)	100	100	50	50	25
	Logo on event signage	All	All	Selected	Some	-
	Exhibitor Passes (For Staff)	8	4	2	2	2
	Expo Passes (For visitors value \$100)	Unlimited	Unlimited	Unlimited	20	10
<b>Cost (With no Passes)</b>	<b>\$25,000</b>	<b>\$16,000</b>	<b>\$9,000</b>	<b>\$5,000</b>	<b>\$3,500</b>	
<b>Passes</b>	Conference Passes (value \$1,400)	16	8	4	2	1
	Awards Gala Tickets (value \$100)	16	8	4	2	1
	<b>Cost (Inclusive of Passes)</b>	<b>\$35,000</b>	<b>\$22,000</b>	<b>\$12,000</b>	<b>\$7,000</b>	<b>\$4,500</b>

Contact Clasma Events to create custom sponsorship packages to suit your marketing and promotional needs.

**Payment Terms:** Payment in full is due with contract, by check or wire transfer.

**Contract:** Available Online at [www.gridwiseexpo.com/downloads/NA-06-Contract.dot](http://www.gridwiseexpo.com/downloads/NA-06-Contract.dot)

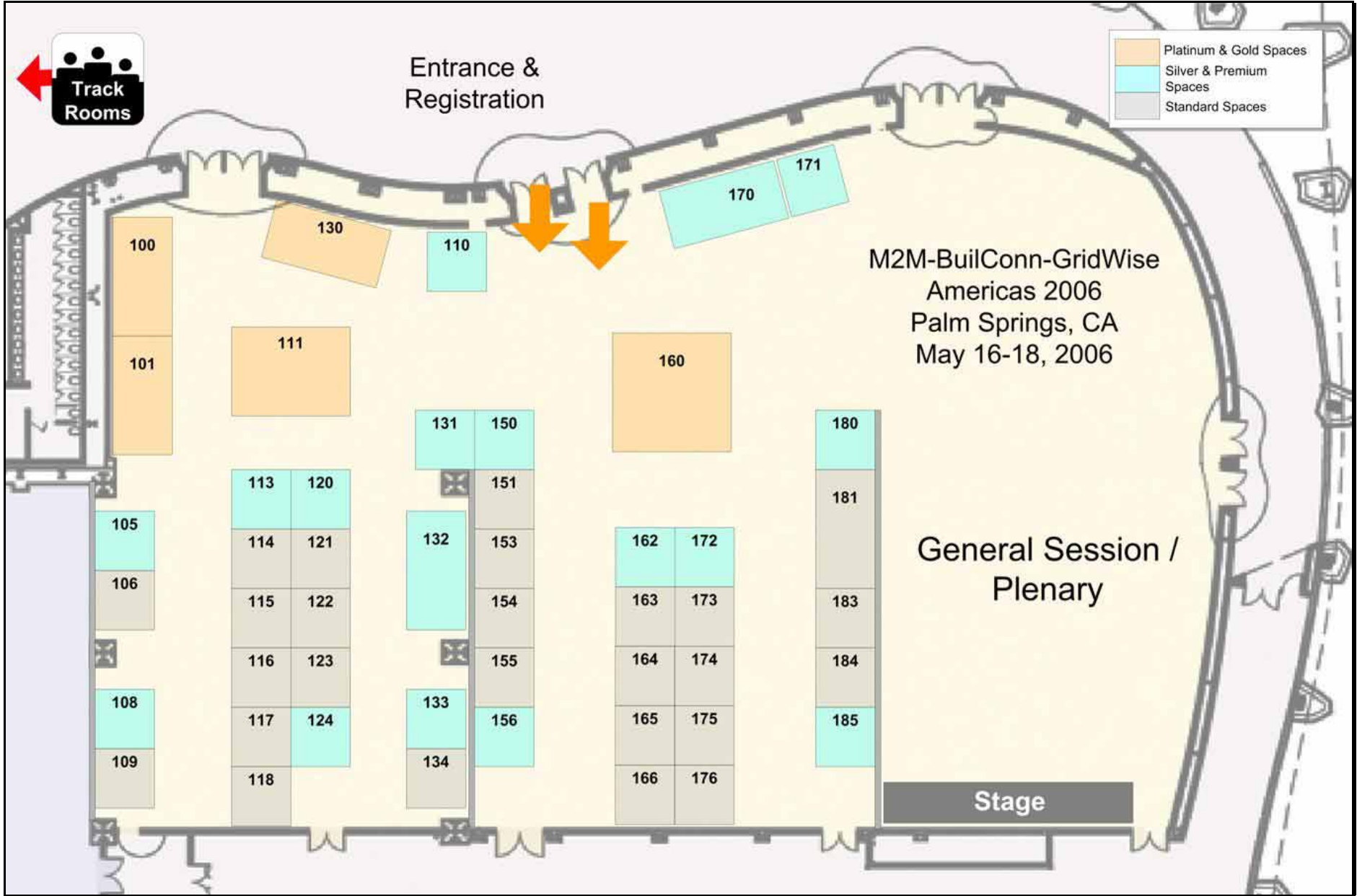
**To reserve your sponsorship position and exhibit space contact:**

Anto Budiardjo +1(972) 865-2247 or [antob@clasma.com](mailto:antob@clasma.com)

Richard Coppen +1(972) 865-2244 [richard@clasma.com](mailto:richard@clasma.com)

Main +1(972) 714-0500 [sales@clasma.com](mailto:sales@clasma.com)

# Floor Plan



Floor Plan subject to Fire Marshall Approval And subject to change without notice

## Venue Information

The co-located GridWise Expo, BuilConn and M2M Expo & Conference will be held at the Palm Springs Convention Center and connected Wyndham Hotel & Resort in downtown Palm Springs, California.

### Palm Springs Convention Center

- Brand new \$32m extension to a breathtaking and inspiring Convention Center in downtown Palm Springs
- The very best of meeting facilities for a Southern California destination
- Minutes from Palm Springs Airport
- Expansive yet intimate settings for a high-level event such as BuilConn and M2M Expo & Conference
- Located within minutes of a half dozen hotels and the heart of the village, nestled at the base of Mt. San Jacinto, five blocks from the world-famous Palm Canyon Drive



### Wyndham Hotel & Resort

- Adjacent and connected to the Palm Springs Convention Center
  - Located in the heart of Palm Springs, blocks from famous Palm Canyon Drive, known for its exquisite shopping, dining and cultural attractions
  - 410 deluxe, spacious guest rooms, including 158 resort suites and 12 one- and two-bedroom suites
  - All guest rooms are luxuriously appointed mountain or pool views, and high-speed Internet (extra cost applies)
  - Enjoy your own personal oasis in Palm Springs at the beautifully landscaped 60,000 square foot courtyard that features a spectacular 5,000 square foot swimming pool
- Attractive negotiated rate for BuilConn and M2M attendees



### Palm Springs, California

- Attractive destination city for business meetings
- Within 2-3 hours drive of the Los Angeles and Southern California markets from San Diego to Santa Barbara, and within 4-5 hour drive from Central California, Las Vegas and Phoenix.
- Non-stop flights to all major West Coast U.S. and Canada cities as well as the Midwest and Texas and Atlanta
- For those who like golf, there is little that can be further said about the attraction of Palm Springs, and for those occasional golfers, Palm Springs is one of the most desirable destinations where over 100 championship quality golf courses await you.
- The climate in Palm Springs in mid May is typically a comfortable mid-seventies with low precipitation, making it the perfect time for a business meeting extending to leisure or incentive.

