

SMARTENERGY

INTERNATIONAL

Connecting Our World of Energy

Co-located events:



September 7 – 9, 2010
San Jose, CA, USA

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Bronze sponsors:



Research partner:



Highlighted topics to be discussed:

- Integrating renewables and EVs into the grid
- Distribution automation
- Engaging and getting customer buy-in
- HAN and HEM systems
- Ensuring grid monitoring and control
- Overcoming issues around data privacy and network security

Featured speakers include:



Comm. John A. Bohn
California Public Utilities
Commission (CPUC)



James Avery
Senior VP Power Supply, San
Diego Gas & Electric



Jim Cherrie
Director of Deployment Edison
SmartConnect™, Southern
California Edison



Louis Fusco
Director, Engineering and
Technology, Pacific Gas and
Electric

Connect with the world of smart energy at this leading international event

Official publication:

SMARTENERGY
INTERNATIONAL JOURNAL

Host utilities:



Premier media partners:



The Smart Energy International Journal brings you this unique event where utility and energy professionals go to learn, network, and experience. The conference theme, "Connecting Our World of Energy", speaks to how the smart energy ecosystem is really a system of systems that must work in a truly integrated manner for today's massive investments in smart energy and smart grid technology to pay off tomorrow.

Designed by the industry for the industry, Smart Energy International is the only forum that brings together all the key components and challenges of smart energy onto one stage. Whether you are focusing on the smart grid, AMI, renewable energy & energy storage, electric vehicles, HAN/HEM/DR, or enabling applications and technologies, this event has the answer to your most pressing issues in the smart energy puzzle.

With content focused on the intersection of the three key segments of the smart energy market – Energy Sustainability, Operational Excellence and Customer Engagement - Smart Energy International will deliver key insights from government officials, locals and international utility companies and showcase the most innovative technologies from the leading solution providers that are changing the smart energy landscape today.

Attend Smart Energy International and pick up the latest strategies and tools to address the challenges in your piece of the puzzle. Sign up today!

Join 300+ decision makers in finding solutions to your challenges

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"An innovative approach to audience participation, leading to meaningful discussion."

Walter Levesque, Principal, Plexus Research, St Paul, MN, USA

"Overall, the conference provided a great opportunity to learn from AMI/Smartgrid pilot utility presenters."

Jeffrey Larson, Customer Billing Manager, Madison Gas and Electric Company, Madison, WI, USA

Contact the producers:

Phone: 888 559 8017 (USA) / +27 21 700 3500 (International)

VP & GM North America: mike.smith@spintelligent.com | Phone: 916 984 7430

For conference program information: nazya.ayaz@spintelligent.com | Phone: 347 801 5258

For exhibition and sponsorship information: neil.borthwick@spintelligent.com | EXT: 3538 or gerald.schreiner@spintelligent.com | EXT: 3533

For registration information: ken.lovegrove@spintelligent.com | Phone: 604 566 4949



Dear Colleague,

It is my pleasure to tell you about the Smart Energy International Conference & Technology Expo being held in San Jose, California on September 7 – 9, 2010. This event incorporates the Smart Energy East and West Coast Conferences that Spintelligent has been delivering over the past four years, providing a single, powerful event covering all of your smart energy information and networking needs.

“Connecting Our World of Energy” is this year’s conference theme, and this theme is delivered via the conference’s three focus areas: energy sustainability, operational excellence, and customer

engagement. The intersection of these focus areas with the smart grid is where the future of energy is leading, and Smart Energy International will put you on the road to this future.

With host utility support from both investor-owned (San Diego Gas & Electric and Pacific Gas & Electric) and municipal (Silicon Valley Power) utilities; a keynote session featuring Commissioner John Bohn of the California PUC and James Avery, Senior Vice President of San Diego Gas & Electric; over 40 speakers from thought leading utilities and organizations such as Austin Energy, DTE Energy, EPRI, the California Energy Commission, and more, Smart Energy International is THE PLACE to learn about and experience the future of smart energy. The conference also features a technology expo, special pre-conference workshops, and numerous networking opportunities. Additional and registration information is available at www.smartenergyinternational.com.

I would like to extend a special thanks to our host utilities, San Diego Gas & Electric, Pacific Gas & Electric and Silicon Valley Power; our sponsors and exhibitors; our Advisory Board; and the many professional associations and media outlets that are providing invaluable support to the Smart Energy International Conference & Technology Expo.

If you have any questions about Smart Energy International please feel free to contact me directly at mike.smith@spintelligent.com.

We look forward to seeing you in San Jose!

Mike Smith

Vice President & General Manager, North America
Spintelligent, LLC/Clarion Events

Separately
bookable



September 8 – 9, 2010

The Smart Energy Storage Summit (SESS) is the place for utilities, system operators, renewable energy companies, technology developers, government officials and other leaders of the billion-dollar energy storage business to craft the future strategy of the power industry’s game-changer.

Held in the heart of Silicon Valley and featuring thought leadership and solution presentations from the industry’s leading implementers and hottest new technology companies, the SESS offers an opportunity to reach key decision makers in what many feel is ground zero for the emerging energy storage industry.

This is the first Smart Energy Storage Summit. Leveraging the success of the Smart Energy East and West Coast conferences, the event is held in California, which has an assembly bill pending that would mandate an energy storage component to the state’s energy portfolio, making it the first state in the U.S. to do so. Combined with its adjacency to Silicon Valley, the conference is a fitting showcase for the energy industry’s most cutting-edge technology.

For more information visit
www.smartenergystoragesummit.com

Host utilities



www.pge.com



www.sdge.com



www.siliconvalleypower.com

Who should attend?

Professionals who fulfill smart grid, renewable energy, electric vehicle, and smart metering functions within electric, power and gas utilities, municipalities and cooperatives:

- Smart grid project directors / managers / supervisors
- Renewable project directors / managers / supervisors
- AMR / smart metering and metering project directors / managers / supervisors
- AMI directors / managers / supervisors
- Data and MDM directors / managers / supervisors
- Demand response and energy efficiency directors / managers / supervisors
- IT professionals within utilities (senior and mid-management)
- Commercial staff within utilities
- Consultants
- CEOs, CIOs, CTOs

Professionals who fulfill regulatory and project planning functions within utilities, municipalities and cooperatives as well as within government agencies:

- Regulators
- Demand response directors / managers / supervisors
- Financial directors / managers / supervisors
- Regulatory affairs directors / managers / supervisors

Vendors wishing to sell their products and services to utilities, municipalities and cooperatives:

- Consultants
- Renewable energy solution providers
- Electric vehicle manufacturers
- Electric vehicle infrastructure companies
- Smart grid solution providers
- AMI and metering solution providers
- Demand response solution providers
- Energy efficiency program developers
- Systems integrators

Other:

- Academics with an interest in smart energy
- Associations and the media
- Energy service providers / energy marketers
- Venture capitalists
- Researchers and analysts

\$\$MAXIMUM VALUE\$\$
 Choose the unlimited session value GOLD PASS. Your connection to any conference session at the absolute best price. Save up to **\$599** and gain access to the Smart Energy Storage Summit and Investment Forum.
 Register before July 9, 2010 and quote MKTG05



Make the connection and confirm your place today!
 Bring your customers and team to San Jose!

Sign up online to attend Smart Energy International:
www.smartenergyinternational.com

Participating associations



CESA is widely recognized as the energy storage advocacy association for California. It is a technology-neutral association of companies and organizations who share a common mission and is supported solely by the contributions and activities of its members. Member companies include a diverse range of advanced energy storage technology and manufacturing companies, systems integrators, and renewable energy developers.



Since 1945, the International Society of Automation, a global nonprofit member organization, has been setting the standard for automation by helping professionals solve difficult technical problems and enhance career capabilities through ISA-developed standards, certifications, education and training, and publications. ISA hosts the largest North American conference and exhibition for automation professionals.

www.isa.org



The purpose of the Alliance, a not-for-profit organization, is as follows: "Create a community of expertise on demand response and its role in creating efficient electricity markets. Through this community, the Alliance will bring forward useful information on price responsive loads, market structures and market rules. This will include information on market participants roles, customer needs and actions, enabling technologies, and specific programs as appropriate."

www.peaklma.com



SunSpec Alliance was formed to accelerate the growth of the renewable energy market worldwide by defining open interface standards for renewable energy system components, thus enabling renewable energy systems to interact with information technology systems in a predictable and reliable manner. Membership in the SunSpec Alliance is open to corporations, non-profits, and individuals.

www.sunspec.org



The U-SNAP Alliance is a non-profit mutual benefit corporation formed to create a low cost connector standard for connecting Home Area Network (HAN) devices to Smart Meters. The U-SNAP Alliance fosters collaboration and education among industry stakeholders who seek interoperable, secure and cost effective solutions for extending the Smart Grid to energy aware consumer products.

www.usnap.org



The ZigBee Alliance is an association of companies working together to enable reliable, cost-effective, low-power, wirelessly networked, monitoring and control solutions based on an open global standard. The Alliance is focused on developing ZigBee solutions promoting energy management and efficiency, home and commercial building automation as well as industrial plant management. Alliance membership comprises some of the world's best known companies ranging from users to original equipment manufacturers worldwide. Membership is open to all.

www.zigbee.org

Media partners



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www.automatedbuildings.com



www.automation.com



www.bnamericas.com



www.cleantechies.com



www.connect-world.com



www.electricity-today.com



www.electricnet.com



www.energypriorities.com



www.GreenMoney.com



www.hometoys.com



www.isa.org/intech



www.remotemagazine.com



www.save-more-energy.com



www.smartgridcareers.com



www.smartgridnews.com



www.sparkspread.com



www.sunwindenergy.com

Tuesday, September 7, 2010

11:00 am – 12:30 pm

Lunch & Registration

12:30 – 4:00 pm

Workshop 1 *Separately bookable*

The Green Machine: User-Centered User-Experience Design, Information Design, and Persuasion Design

This workshop presents key concepts of user-centered product and service design called the Green Machine that enables customers and all stakeholders to understand and use Smart-Grid based products and persuades home consumers to save energy.

- Culture theory and culture dimensions
- User-interface design components
- Techniques of information design and visualization
- User-centered development process steps
- Key components of behavior-changing process

Aaron Marcus, President and Principal Designer/ Analyst, Aaron Marcus and Associates

Workshop 2 *Separately bookable*

What Should Customers Know? Developing Smart Meter Customer Education

The business case for investing in smart meters is solidly based on increased operational efficiencies. It also includes achievement of demand response and energy efficiency goals, which requires improved customer performance.

- What content customers should know regarding smart metering, dynamic pricing, enabling technology, etc
- Prioritization of content and seeing education as a process
- Exploring the balances between the instructional strategies of “presenting” and “discovery learning”

Peter Honebein, Co-author of Creating Do-It-Yourself Customers: How Great Customer Experiences Build Great Companies

4:00 – 4:30 pm

Refreshment Break & Close of Session

Wednesday, September 8, 2010

7.30 – 8.50 am

Smart Session 1 *Separately bookable*

Managing a High Penetration of Distributed Energy Resources

Many states are having ambitious policy goals for RPS standards. As the distributed renewables gain a broad base installation, the issues around a high penetration of distributed generation needs to be addressed. This session will cover:

- Hierarchical control and reliability
- Flexible and distributed generation
- Demand response
- Advanced Meter Infrastructure

Mark Osborn, Distributed Resources Manager, Portland General Electric

Smart Session 2 *Separately bookable*

Embracing Change and Enabling Business Transformation Around the Smart Grid

What will be the “killer app” of Smart Grid? Many believe that the “killer app” will be organizational, not technological. The ability to leverage global innovation internally will determine who wins in the Smart Grid space. Given the mammoth size of the existing T&D system, it is clear that the new system will be built on the shoulders of the old. So can you have both reliability and efficiency? Yes, if you learn the six smart grid lessons shared by Peter Poggi in this session.

Peter Poggi, Cleantech Executive and Author of 5 Lessons for Smart Grid Business Success

Smart Session 3 *Separately bookable*

Privacy by Design - The Gold Standard Best Practices for the Smart Grid

The Smart Grid presents many new opportunities for informing consumers of their day-to-day energy use, yet it also creates tremendous new risks to customer privacy. This session will explore privacy best practices through Privacy by Design.

- Embed privacy directly into the design specifications of IT, business practices, physical environments and networked infrastructure
- Protect consumer privacy, create transparency and ensure fair information practices

Michelle Chibba, Director of Policy, Office of Information & Privacy Commissioner, Government of Ontario

Thursday, September 9, 2010

7.30 – 8.50 am

Smart Session 1 *Separately bookable*

Practical Considerations for Communications Backhaul Systems

Learn the practical considerations when planning, designing or implementing communications backhaul systems for AMI, Smart Metering, and Smart Grid Projects.

- Defining a communications system
- Planning for a multi-use communications infrastructure
- Designing for capacity, reliability and availability
- Project scoping, project oversight and acceptance
- Hybrid communications systems

Tisha Hayes, Senior Consultant, Utiliworks

Smart Session 2 *Separately bookable*

Designing Customer Management Systems for Smart Grid Strategy

The utility industry is facing fundamental shifts driven by market evolution and emerging customer requirements to meet environmental and service aspirations. Significant infrastructure upgrades and radical redesign are necessary to meet current and future needs of customers. Understand National Grid’s approach to a comprehensive smart grid deployment plan.

- Market evolution
- Market drivers
- National Grid’s program approach
- What’s in it for the customer?

Tim Roughan, Director, Distributed Generation, National Grid USA

Smart Session 3 *Separately bookable*

Understanding the Impact of Electricity Pricing and Technology on Consumer PEV Charging Behavior

Understand the impact, load requirements, charging patterns and infrastructure challenges around EVs. This session will discuss SDG&E’s electric vehicle program and how time-of-use pricing impacts the charging behavior of PEV owners.

- The role of the utility in the PEV industry
- Identifying the role of electricity pricing in managing grid impacts
- Assessment of available technologies to manage PEV grid impacts

Chris Chen, Market Development Manager, Smart Grids & Electric Vehicles, Sempra Utilities

Wednesday

September 8, 2010

Opening Keynote Session

9:00 – 9:30 am

Welcome Address & Opening Remarks

Mike Smith, Vice President & General Manager North America, Spintelligent

9:30 – 10:00 am

The Changing Role of the Utility in a Decentralized World

John Bohn, Commissioner, California Public Utilities Commission

10:00 – 10:30 am

The New Smart Energy Era: Managing the Utility Business in a Changing Landscape

James Avery, Senior VP Power Supply, San Diego Gas & Electric

10:30 – 11:15 am

PANEL: The Role of Environmental Policy in Driving Green Innovation Around Smart Grid and Energy Efficiency

Moderator: *Clint Wheelock, Founder & Managing Director, Pike Research*

Panelists:

- *Bill Riggins, VP Environment and General Counsel, Kansas City Power & Light*
- *Pete Skala, Manager, Climate Strategies Section, California Public Utilities Commission*
- *Wendy Pulling, Director of Environmental Policy, Pacific Gas & Electric*

11:15 am – 1:45 pm

Lunch & Exhibition

	Energy Sustainability <i>Chaired by: Clint Wheelock, Founder & Managing Director, Pike Research</i>	Operational Excellence <i>Chaired by: Kate Rowland, Editor-in-Chief, Intelligent Utility Magazine</i>	Customer Engagement <i>Chaired by: Christopher Perdue, Vice President, Energy Central</i>
1:45 – 2:15 pm	Complexities of the Future Global Sustainable Energy System – How will the Integration of Renewables and EVs into the Grid Happen? <i>Lee Krevat, Director Smart Grid, San Diego Gas & Electric</i>	Paving the Road to Smart Grid Success – A Look Inside Pecan Street Project <i>John Baker, Chief Strategy Officer, Austin Energy</i>	Making the Customer Experience Seamless Through Effective Communication and Customer Programs <i>Carl Johnson, Strategic Planner, Oklahoma Gas & Electric</i>
2:15 – 2:45 pm	Smart Grid Policy: The California Perspective <i>Armando Infanzon, Smart Grid Policy Manager, San Diego Gas & Electric</i>	Securing the Edge of the Grid - A Comprehensive Approach to Security <i>Bill Lowry, Vice President, Sales, Revere Security</i>	MDMS – Burbank's Experience From Concept Through Implementation <i>Theresa Kaczmarek, Manager Customer Service Operations, City of Burbank</i>
2:45 – 3:15 pm	An Information System for Deploying Charging Stations <i>Diego Klabjan, Associate Professor, Department of Engineering and Management Sciences, Northwestern University</i>	The Future of European Demand Management and Retail <i>Maher Chebbo, Smart Grids Chairman of WG3, European Union</i>	Privacy by Design - The Gold Standard Best Practices for the Smart Grid <i>Michelle Chibba, Director of Policy, Office of Information & Privacy Commissioner, Government of Ontario</i>

3:15 – 3:45 pm

Networking Break

	Energy Sustainability <i>Chaired by: Terry Mohn, Chief Innovation Officer, Balance Energy</i>	Operational Excellence <i>Chaired by: Bart Thielbar, Vice President, Five Point Partners</i>	Customer Engagement <i>Chaired by: Alan Gartner, Consultant, EnerTechnologies</i>
3:45 – 4:15 pm	Preparing for the Arrival of the Electric Vehicle in Northern California - An Overview of PG&E's Efforts <i>Saul Zambrano, Director, Integrated Demand-side Management Core Products, Pacific Gas & Electric</i>	Substations, PoleTops and Bits & Bytes: Operational Excellence in the Digital Era Panelists: <ul style="list-style-type: none"> • <i>Louis Fusco, Director, Engineering and Technology, Pacific Gas and Electric</i> • <i>Jim Cherrie, Director of Deployment Edison SmartConnect™, Southern California Edison</i> • <i>Bradley Tips, Product Line Manager, Cisco</i> 	Developing a successful customer-centric strategy to win customers and maximize benefits of the smart grid Panelists: <ul style="list-style-type: none"> • <i>Christopher Villarreal, Smart Grid Lead, California Public Utilities Commission</i> • <i>Fiona Sim, Director, Open Energy Initiative, Intel</i> • <i>Marielle Liikanen, Chair, European Regulators' Group for Electricity and Gas (ERGEG)</i> • <i>Seth Kiner, Director, Customer Experience Management and Marketing, Southern California Edison</i>
4:15 – 4:45 pm	EPRI's Smart Grid Demonstration Project <i>Angela Chuang, Senior Project Manager, EPRI</i>		
4:45 – 5:15 pm	Seizing the Smart Grid Opportunity <i>Ed May, Director, Product Marketing, AMI & Smart Grid, Itron</i>	Designing Smart Grid for a Power Utility – BSES Delhi Road Map <i>Rajesh Bansal, Additional VP, BSES Delhi</i>	Demand Side Management and the Smart Grid <i>Dale Pennington, Managing Director, Utiliworks Consulting</i>

5:15 – 6:30 pm

Networking Cocktail Reception

* invited

Thursday

September 9, 2010

	<p>Energy Sustainability Chaired by: <i>Kate Rowland, Editor-in-Chief, Intelligent Utility Magazine</i></p>	<p>Operational Excellence Chaired by: <i>Terry Mohn, Chief Innovation Officer, Balance Energy</i></p>	<p>Customer Engagement Chaired by: <i>Christopher Perdue, Vice President, Energy Central</i></p>
9.00 – 9.30 am	<p>Five Years on From the Establishment of the World's Largest Carbon Market: What Have We Learnt? <i>Alex Desbarres, Senior Renewables Analyst, Datamonitor</i></p>	<p>The Complexities of Operating Five Million Smart Devices: Edison SmartConnect Operations Center <i>Jim Cherrie, Director of Deployment Edison SmartConnect™, Southern California Edison</i></p>	<p>Delivering on the Promise of Customer Engagement <i>Sean Harrinton, Director Client Solutions, Opower</i></p>
9.30 – 10.00 am	<p>Solar and Renewable Energy Connectivity <i>John Nunneley, Executive Director, Sunspec Alliance</i></p>	<p>Smart Grid Implementation: A Strategic Roadmap Discussion <i>Eric Dresselhuys, Chief Marketing Officer, Silver Spring Networks</i></p>	<p>Architectural and Operational Challenges for Home Area Networks <i>Nathan Ota, Product Marketing Manager for Consumer Solutions, Trilliant</i></p>
10.00 – 10.30 am	<p>The Integrated Grid: Achieving Sustainability Through Integration <i>Victor Brown, Product Marketing Manager, BPL Global</i></p>	<p>The Smart Grid and Multi-Tier Communications <i>Rob Conant, SVP Network Products, Trilliant</i></p>	<p>Consumer Understanding and Energy Use in Hybrids and Electric Vehicles Related to Displays <i>Tom Turrentine, Director, PHEV Research Center, UC Davis, University of California</i></p>
10.30 – 11.00 am	Networking Break		
	<p>Energy Sustainability Chaired by: <i>Craig Lewis, Executive Director, FIT Coalition</i></p>	<p>Operational Excellence Chaired by: <i>Bart Thielbar, Vice President, Five Point Partners</i></p>	<p>Customer Engagement Chaired by: <i>Alan Gartner, Consultant, EnerTechnologies</i></p>
11.00 – 11.30 am	<p>The Role of Energy Storage Technology in the Smart Grid System <i>Pramod Kulkarni, Program Manager, Industrial Energy Efficiency, California Energy Commission</i></p>	<p>Strategies for real time grid optimization <i>Tobin Richardson, Director Smart Grid, ZigBee Alliance</i></p>	<p>Municipal Utilities Leverage Broadband AMI for a Mobile Workforce <i>Larry Owens, Manager Customer Services, Silicon Valley Power</i></p>
11.30 am – 12.00 pm	<p>Smart Grid's Potential for Clean Energy <i>Christine Wright, Senior Analyst, Public Utility Commission of Texas</i></p>	<p>Energy Strategies and Efforts Around Standards and Technology Alliances for Smart Grid</p>	<p>Integrating Customer Engagement into AMI Implementation Planning <i>Kevin Cornish, PE, Executive Consultant, Enspira Solutions, Inc. – A Black & Veatch Company</i></p>
12.00 – 12.30 pm	<p>Investing in Smart Microgrids as a Viable Approach to Grid Modernization <i>William Torre, Chief Engineer, San Diego Gas & Electric</i></p>	<p>Panelists:</p> <ul style="list-style-type: none"> • <i>Maher Chebbo, Smart Grids Chairman of WG3, European Union</i> • <i>Tobin Richardson, Director Smart Grid, ZigBee Alliance</i> • <i>Jonathan Booe, Staff Attorney & Smart Grid Activity Lead, North American Energy</i> 	<p>Designing Customer Management Systems for Smart Grid Strategy <i>Tim Roughan, Director, Distributed Generation, National Grid USA</i></p>
12.30 – 2.00 pm	Lunch & Exhibit		
2.00 – 3.00 pm	Closing Panel Session		
	<p>Smart Grid: Future Opportunities and Challenges</p> <p>Moderator: <i>Andy Zetlan, Smart Grid Solutions, Telvent</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Dan Pearson, Manager, Asset Strategy Team, Pacific Gas & Electric</i> • <i>David Rubin, Director of Service Analysis, Pacific Gas & Electric</i> • <i>Nick Ho, Senior Manager Enabling Technologies, Pacific Gas & Electric</i> 		
3.00 pm	End of Conference		

Executive Roundtable Session

September 8, 2010: 11:30 am – 1:30 pm

Sponsored and hosted by:



You: A smart grid executive interested in networking and discussions with your peers at the same level of seniority with similar bottom-line driven challenges.

The Event: An invitation-only roundtable discussion luncheon hosted by Jonathan Spencer Jones, Editor of Metering International magazine for executives focused on Smart Grid, Renewables, Electric Transportation and Customer Needs to directly converse with each other to learn and inform. It sounds like a perfect match doesn't it? Smart Energy International is the perfect venue for thought leaders in the utilities industry to gather in one location and participate in an exclusive roundtable session to discuss critical issues driving the development of the new utility operating paradigm and leveraging value from Smart Grid investments.

If you are an executive from a utility, register today for Smart Energy International and you'll receive your special invitation to participate in this exclusive roundtable session. This session will also appear in Metering International and on Metering.com as special featured editorial.

To register for this event, please contact Nazya Ayaz at email nazya.ayaz@spintelligent.com.

Please note: This event is by **invitation only**.

Register now for the #1 metering event in North America

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We look forward to
welcoming you to
Dallas TX, USA
April 18-20, 2011

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A strong professional network extends your sphere of opportunity far beyond your direct contacts

Participating organizations:



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Pike Research is a market research and consulting firm that provides in-depth analysis of global clean technology markets. The company's research methodology combines supply-side industry analysis, end-user primary research and demand assessment, and deep examination of technology trends to provide a comprehensive view of these industry sectors.
www.pikeresearch.com

There are several benefits to connecting with peers and networking with fellow industry performers on the latest creative movements in the smart energy world.

Expand your network of contacts and mingle with the industry's brightest minds at the networking cocktail reception on September 8.

Extended breaks and luncheons providing additional time to make contacts, discuss project successes and challenges, and exchange ideas with industry colleagues.

You'll be in the heart of Silicon Valley – opportunities to meet with high-tech solutions providers, from start-ups to established technology leaders.

With the Smart Energy Storage Summit and the Smart Energy Investment Forum on-site, there'll be plenty of opportunities to meet with thought leaders from these communities and learn more about what is driving energy storage market and technology developments and smart energy market investment.

With many panel/roundtable sessions, you'll be able to engage with smart energy thought leaders on topics ranging from energy sustainability to the grid to customer engagement.



One event Countless opportunities!

Participating in **Smart Energy International 2011** is a creative and cost-effective answer to specific marketing objectives and an ideal way to position your company as a market leader at this premier event. By exhibiting or sponsoring, you will showcase your brand optimally and generate great brand awareness.

Smart Energy International 2011 provides a major networking platform for decision makers from utilities concerned with smart grids, renewables, EVs, T&D, HEM/HAN and energy storage – hence offering you the best forum to set your company apart from competitors.

Six great reasons to sponsor and exhibit at Smart Energy International 2011:

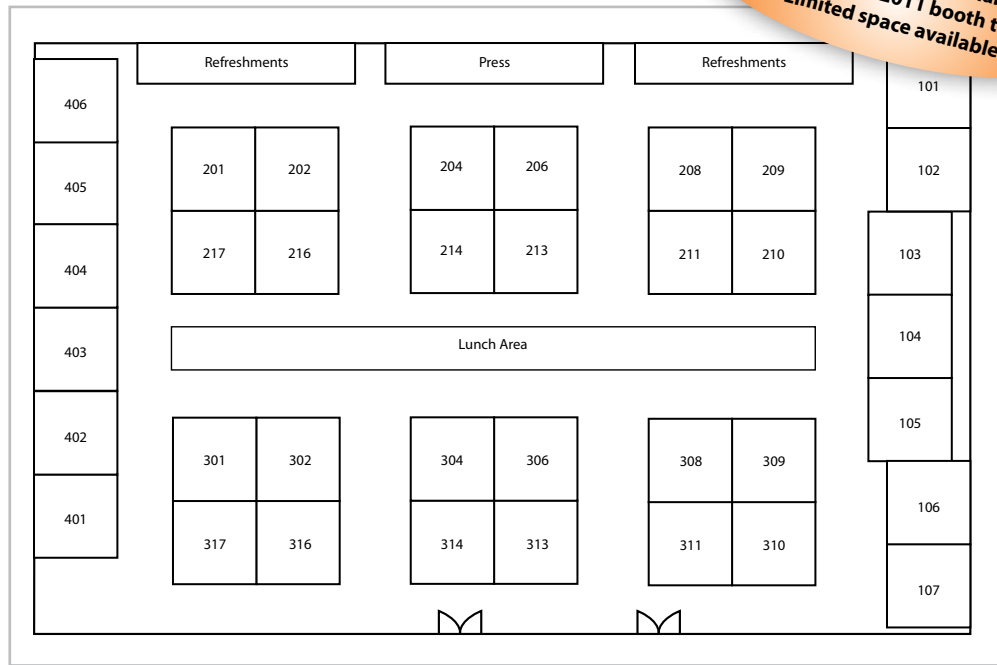
1. Meet hundreds of C-level and Director level decision makers
2. Add dozens of qualified leads to your sales pipeline
3. Accelerate your existing pipeline – most of your prospects will be at the conference!
4. Position yourself as thought leaders and differentiate yourself from the competition
5. Meet prospective new partners within the power, electricity and gas industries
6. Have fun connecting with old friends and making new connections!

*Contact your account manager
to book your 2011 booth today.
Limited space available!*

To learn more about the exhibition and sponsorship opportunities at this leading event, contact:

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Neil Borthwick:
neil.borthwick@spintelligent.com / EXT 3538 or
Gerald Schreiner:
gerald.schreiner@spintelligent.com / EXT 3509



Complete this registration form to **secure 2010 rates** for Smart Energy International 2011!
Fax back to +27 21 700 3501

YES! Please register the following delegates for Hydropower Africa 2011

1. CHOOSE YOUR REGISTRATION TYPE

Utilities/Government/Academics/NGOs	Registrations received and paid for before June 11, 2010	Non-Utilities/Private companies/Manufacturers/Vendors	Registrations received and paid for before June 11, 2010
<input type="checkbox"/> Gold Pass Sept 7 – 9, 2010	US\$1207.5 <i>Save US\$600</i>	<input type="checkbox"/> Gold Pass Sept 7 – 9, 2010	US\$1815 <i>Save US\$1803</i>
<input type="checkbox"/> Smart Energy International 2-day 8 Sept 2010	US\$805 <i>Save US\$400</i>	<input type="checkbox"/> Smart Energy International 2-day 8 Sept 2010	US\$1210 <i>Save US\$599</i>
<input type="checkbox"/> Smart Energy Storage Summit 2-day Sept 8 – 9, 2010	US\$805 <i>Save US\$400</i>	<input type="checkbox"/> Smart Energy Storage Summit 2-day Sept 8 – 9, 2010	US\$1210 <i>Save US\$599</i>
<input type="checkbox"/> Pre-conference workshop Sept 7, 2010	US\$595 <i>Save US\$60</i>	<input type="checkbox"/> Pre-conference workshop Sept 7, 2010	US\$895 <i>Save US\$90</i>
<input type="checkbox"/> Smart Session Sept 8 – 9, 2010	US\$110	<input type="checkbox"/> Smart Session Sept 8 – 9, 2010	US\$130

Note: We reserve the right to charge the next tier pricing if payment is not received by the individual tier deadline.
GROUP BOOKINGS: Please contact Jimina Morris directly for special rates Phone: +27 21 700 3518/3536

2. PROVIDE US WITH THE DELEGATE DETAILS

Please photocopy for multiple registrations

Mr/Mrs/Dr/Prof: _____ First name: _____ Last name: _____

Job title/Position: _____ Organization name: _____

Address: _____

City: _____ State: _____

Zip code: _____ Country: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

Authorizing manager: _____ Authorizing signature: _____

Date: _____ I agree to the full terms and conditions

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Credit card number:

CVC: _____ Expiry date: _____

Cardholder's name: _____

Cardholder's signature: _____

Contact person for invoicing: _____

Organization purchase order number: _____

Name: _____

Email: _____

Phone: (____) _____ Fax: (____) _____

5. CONTACT US

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VP & GM North America contact Mike Smith: mike.smith@spintelligent.com
For conference program information contact Nazya Ayaz: nazya.ayaz@spintelligent.com
For exhibition and sponsorship information contact Neil Borthwick: neil.borthwick@spintelligent.com
Gerald Schreiner: gerald.schreiner@spintelligent.com
For registration and travel information contact Jimina Morris: jimina.morris@spintelligent.com
For marketing opportunities contact Brigitte Hart: brigitte.hart@spintelligent.com

EASY WAYS TO REGISTER

Phone: 888 559 8017 (USA) / +27 21 700 3500 (International)
Fax: 413 487 6276 (USA) / +27 21 700 3501 (International)
Email: jimina.morris@spintelligent.com
Online: www.smartenergyinternational.com

LOCATION

TO BE CONFIRMED

DISCLAIMER

Please tick the appropriate box should you not wish to receive information from this or related events or your information to be disclosed to:

Clarion Group or reputable third parties

TERMS AND CONDITIONS

Participation fee includes: Access to all presentations and networking opportunities, All food and refreshments during the conference sessions (excludes evening meals), All post-conference presentation slides and notes for training purposes, Access to international subject matter experts, Access to exhibition room, On-site assistance with networking, Pass to attend the hosted drinks reception (where applicable)

Payment details: On receiving your completed registration form, we will send an official confirmation and invoice within 3 days. Payment of the full delegate fee is due 14 days from the invoice date, or immediately with registration if the booking is made within one month of the event. In the event that payment has not been received before the start of the event, delegates will be refused entry. We recommend you check with your finance department that payment has been made before travelling to the conference.

Cancellation policy: Cancellations made within 48 hours of receipt of the completed registration form will be eligible for a full refund. Cancellations received in writing more than one month prior to the start of the event will be refunded less a 50% cancellation fee. Cancellations received in writing within one month of the start date of the event will receive no refund and registrants will be liable for payment of 100% of the invoiced amount. A substitute delegate can be named at any time before the event starts and no fees will be applied to this.

No-Shows: Registrants who do not attend the event after the cancellation date will be liable for payment of 100% of the invoiced amount.

Important notes: This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Clarion Events to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, Clarion Events will issue a credit note or make a full refund but disclaim any further liability. By submitting your details, you agree to the use of your personal information as set out in our privacy policy on www.spintelligent.com.

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