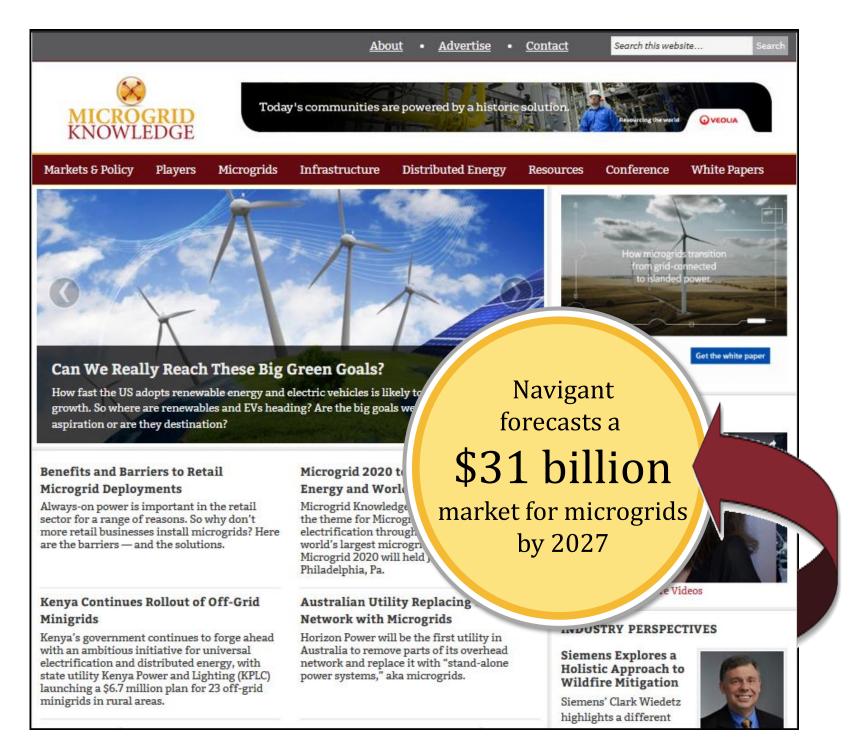


News, features and resources designed to advance microgrid adoption



Microgrid
Knowledge helps you
accelerate
AWARENESS,
EDUCATION and
SALES in the
rapidly growing
distributed energy
market.



Microgrid Knowledge is written by seasoned energy journalists, known for delivering highly readable insight into energy trends before they reach the mainstream.



Elisa Wood, Editor-in-Chief

Elisa has been writing about the energy business for more than two decades. Her work has been picked up by such news outlets as CNN, the New York Times, Reuters and the Wall Street Journal. Lisa Cohn, Managing Editor
Peter Maloney, Features Editor
Andrew Burger, Contributor
Sarah Rubenoff, Content Marketing

2020 Topics

Microgrid Knowledge explores important topics in microgrids and distributed energy such as:

Policy
Financing
Design and Optimization
Grid of Microgrids
Energy Storage
CHP / District Energy

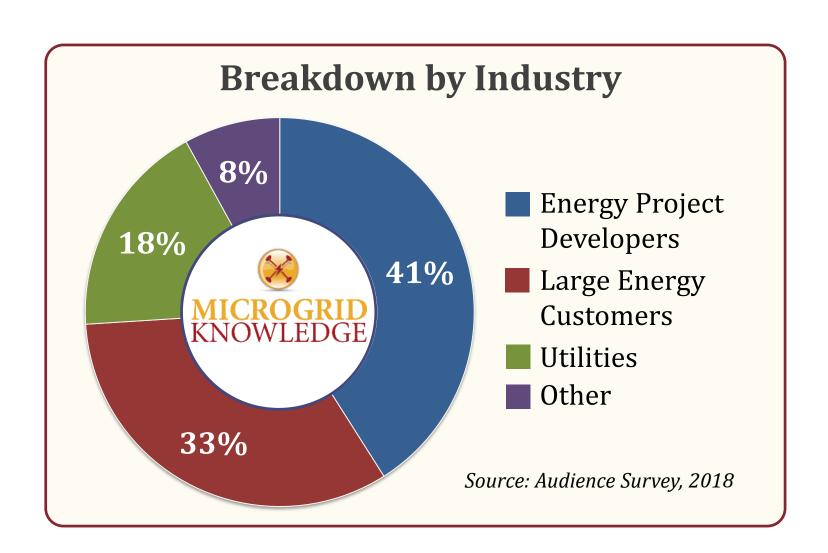
Utility/Microgrid Partnerships
Mission Critical Microgrids
Community Microgrids
Virtual Power Plants
Renewable Energy
Remote & Island Microgrids

Solar Plus Storage
World Electrification
Nanogrids & Minigrids
Commercial & Industrial Microgrids
Military Microgrids
Campus Microgrids

- Energy Project Developers

 including EPC, ESCOs
 integrators, consultants,
 engineering and design firms
- Large Energy Customers

 including commercial,
 industrial, MUSH (military,
 universities, schools
 and hospitals), data centers,
 government
 (local, state and federal)
- Utilities plus RTOs, ISOs and energy suppliers
- Others, including investors, policymakers, regulators, vendors and other influencers



Last year over 250,000 unique visitors came to Microgrid Knowledge researching microgrids.

In addition, you gain access to:

- 50,000 followers on social media
- 10,000 newsletter subscribers
- 21,500 members of the Microgrid Knowledge white paper database

Microgrid Knowledge Partners Benefit from 5 Valuable Services:

- 1. Online Advertising to build awareness and web traffic
- 2. Content Marketing to showcase thought leadership and increase purchase consideration
- **3. Lead Generation** programs to influence the RFP process and drive high value leads
- **4. Content Creation Services** that produce high value content for your site, newsletter and marketing needs
- **5. Conferences** which connect buyers and sellers in an independent 3rd party environment



Online Advertising is ideal for building awareness and driving traffic to your

website.

Gold Partnership Program (10)

- 728 x 90 Leader board (320x50)
- 300 x 250 In-article rectangle

Silver Partnership Program (12)

- 300 x 250 Upper-right rectangle
- 300 x 250 Related content rectangle

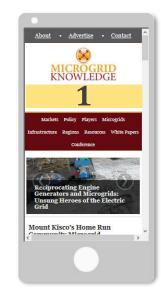
MGK Newsletter

Puts your brand and message in the email in-box of over 10,000 prospects interested in microgrids.

Gold & Silver Partnership

- "Brought to you by" logo (100x180)
- 300 x 250 newsletter ad
- Once per quarter for both Gold and Silver partners





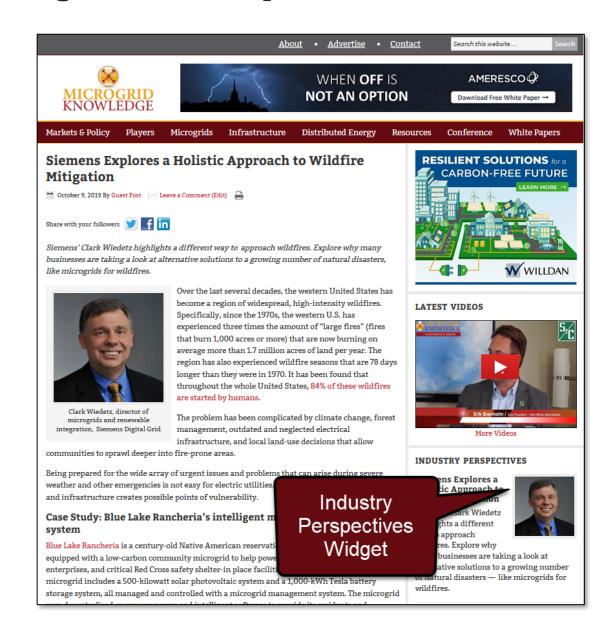




Gold and Silver partners benefit from content marketing programs designed to educate prospects and showcase thought leadership.

"Industry Perspectives" Guest Articles

- Promotion includes:
 - Widget on every page of the website
 - MGK newsletter
 - MGK social media network
 - Optimized for Search Engines
- Gold partners submit one guest article per quarter
- Silver partners submit one guest article every 6 months



"Players Channel"

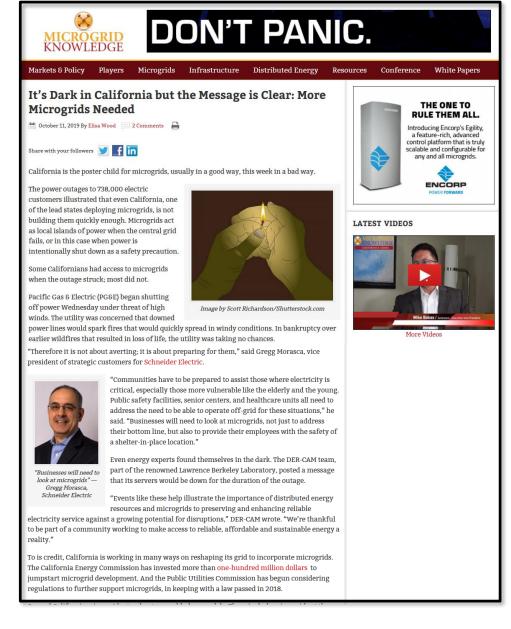
 A dedicated channel showcasing articles about your company's products, projects, press releases, white papers, guest articles and stories where your executives are quoted.



Microgrid Knowledge Advisory Board

Annual Gold Partners get a seat on the MGK Advisory Board.

- Comment on <u>breaking news</u> and <u>"evergreen articles"</u>
 - Easy to execute
 - Keeps your brand in the news even when you are not making news



- Speaking opportunities:
 - MGK panels /on stage interviews at third-party events
- Social media tracking/amplification
 - Follow and forward your social media activity
- 10% discount on special reports, event partnerships and custom writing services
- VIP Access to editorial team



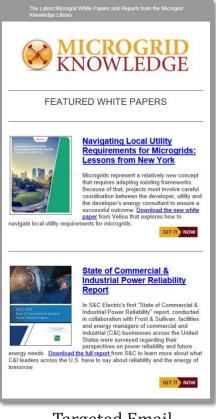
Lead Generation

Featured white papers are a great way to influence the RFP process and drive sales.

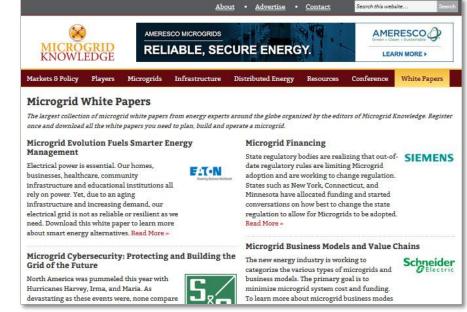
The program includes:

- Featured in the white paper library
- A review on the website newsletter and social media
- Promotional widgets on the website and newsletters
- Targeted email campaign
- Weekly lead delivery
- Lead-nurturing email

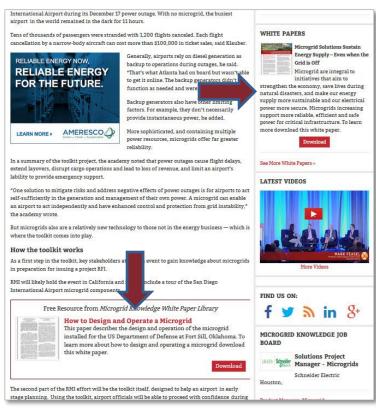




Targeted Email Campaign



Featured in White Paper Library



Promotional Widgets

508-259-8570



Gold and Silver Integrated Marketing Programs that engage prospects throughout the evolution of their energy strategy

Gold Partnership:

Annual: \$36,000 / Quarterly: \$9,900

- 10% rotation in leader board & in-article rectangle ad zones
- Quarterly newsletter sponsorship
- Quarterly guest article
- Player's channel
- Seat on Advisory Board*
- Featured white paper program/ 125 leads per quarter

Online Advertising: \$2,700 / Quarter

- 10% upper-right & related content rect. ads
- Quarterly newsletter sponsorship

Guest Article Series: \$3,900

Series of 3 Guest Articles

Silver Partnership:

Annual: \$24,000 / Quarterly: \$6,600

- 10% rotation in upper-right & related content rectangle ad zones
- Quarterly newsletter sponsorship
- Biannual guest articles
- Player's channel*
- Featured white paper program/ 75 leads per quarter

Newsletter Sponsorship Series: \$3,400

- Series of 4 newsletter sponsorships
- Logo and 300x250 Online Ad

Featured White Paper: \$3,750

• 75 leads and lead nurturing email

All prices are net rates and billed monthly on 1st of the month. / * For Annual Partners



Real Energy Writers

Writing for the new energy environment

With more than 25 years of 'energy writing' experience, few writers know the energy industry as well as the team at *RealEnergyWriters*.com. Hire us to write your energy content.

Real Energy Writers know energy...

- Our depth of knowledge saves you time and money
- We excel at converting complex topics into 'high value' content that is actionable for all influencers
- We can also promote your content to the distributed energy market

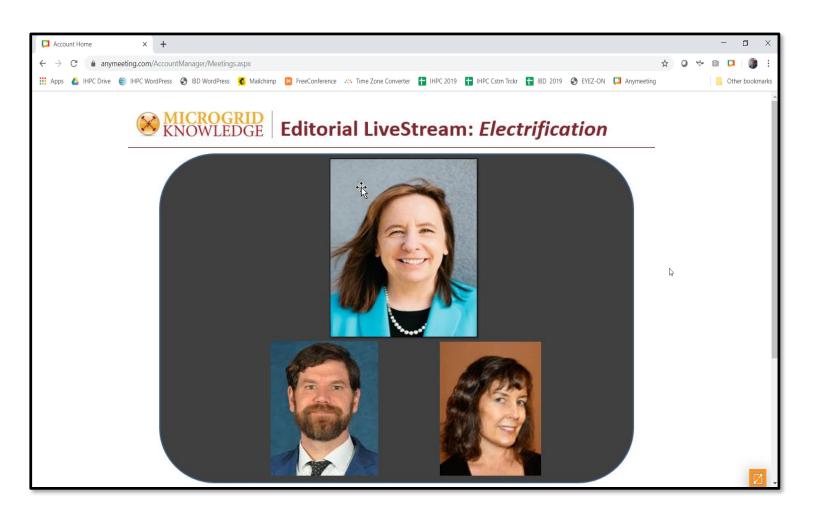
Content Services

- Blogs
- News/Feature Articles
- White Papers/Product Reports
- Ghostwritten Articles
- Commercial Case Studies
- Special Reports
- eBooks
- Social Media Campaigns

Click here for a PDF of the pricing by content services



The MGK Editorial LiveStream offers the in-depth discussion of a podcast, audience engagement of a webinar (Polls / Q&A) and the high entertainment value of **video**. It also provides the partner **valuable leads** with deep insights via custom registration questions and surveys.



Suggested Evergreen Topics

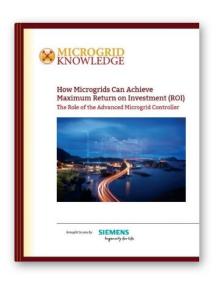
- What Microgrids Cost and Why They are Becoming More Affordable
- The Crucial Role of the Low-Carbon Microgrid in Achieving Climate Goals
- How to Incorporate Microgrids into Community Resiliency Planning
- Microgrids, Nanogrids, Virtual Power Plants? Which to Choose?
- Electric Vehicles, Microgrids & the Grid of the Future
- How Microgrids Change Lives in Rural **Outposts**

INVESTMENT: \$15,500

Combine with a Microgrid Knowledge Special Report to provide prospects with an in-depth lead education and nurturing asset.



The Microgrid Knowledge editorial team creates **special reports** on important topics with input from your organization. These reports create a turnkey marketing program, including a series of six articles and social media campaign that drive interested prospects to download your report.



Underwriter Benefits

- Turnkey educational report that plays to your strengths
- 3rd Party credibility
- Partnership credits in the guide and marketing efforts
- Generates a *minimum* of 150 sales leads

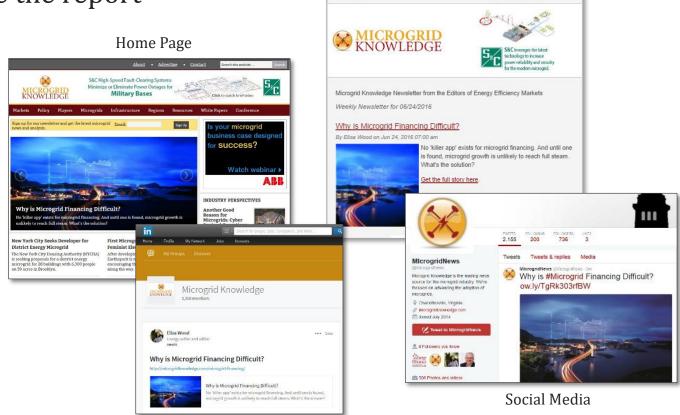
Rights to distribute the report

Promotion:

Each article in the series is featured on the home page and promoted on:

- Weekly newsletters
- Social Media
- Search engines
- MGK white paper library

INVESTMENT: \$13,500



508-259-8570

Weekly Newsletters







Microgrid 2020 is designed for:

- Thought leaders who are shaping and guiding the microgrid industry
- Innovators, developers, utilities, technology and engineering firms
- Businesses, institutions and communities curious about how microgrids can benefit them
- Energy financiers, policymakers, regulators and advocates

As a sponsor/exhibitor of Microgrid 2020 your organization will benefit from:

- High profile opportunities to showcase your executives in front of a large group of utilities, customers, developers and government planners interested in microgrids and distributed energy solutions
- Visibility for several months leading up to and following the conference
- VIP access to the conference attendees leading up to and throughout the conference

Click here for a Microgrid 2020 Prospectus