



PROSPECTUS

October 5, 2021 | Crown Plaza | Foster City, California



This conference is hosted by Microgrid Knowledge, the leading online resource for utilities, communities, developers, institutions, and commercial and industrial customers looking to understand the trends, technologies and players in the advanced distributed energy market. Updated daily, the site tracks breaking news and provides in-depth features, reports and white papers on microgrid deployment and operations. Every year over 240,000 people visit Microgrid Knowledge; 80% are researching microgrids.

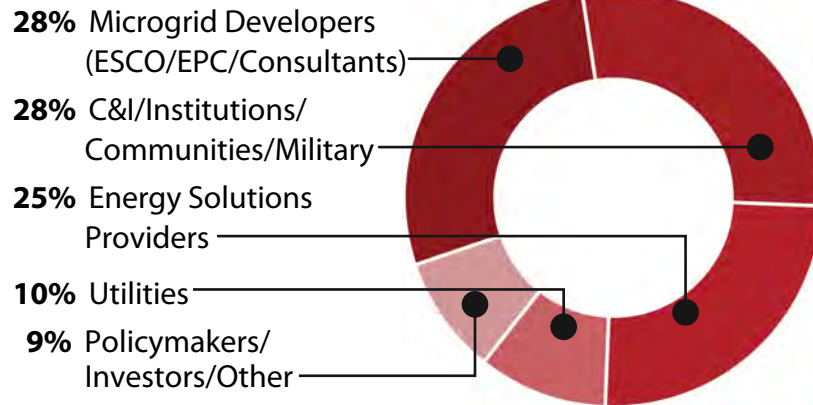
MICROGRID California: Keeping the Power Flowing During Grid Disruption

Californians are investigating on-site energy as never before. Wildfires and grid instability leave neighborhoods, businesses and vital institutions uncertain if their power will work day to day. They're ready for solutions. Microgrid Knowledge invites you to help us educate these prospects about the reliability, sustainability and cost advantages of microgrids.

- **A one-day educational forum** designed to bring together the microgrid industry with prospective customers and potential partners through panel discussions, networking and exhibits
- **Strategically located in Foster City**, part of the technology-rich San Francisco Bay Area, just 7 miles from San Francisco International Airport and 14 miles from Silicon Valley with convenient access
- **Hosted by Microgrid Knowledge**, a global news and information site devoted to all things microgrid and host to the largest microgrid gatherings in the world

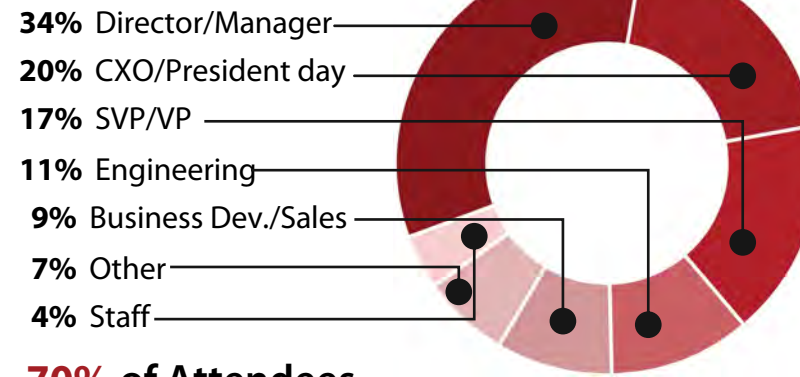
Profile of attendees from recent Microgrid Knowledge in-person events

INDUSTRY



66% of Attendees
are microgrid customers or developers

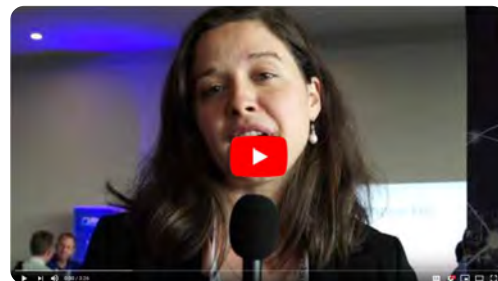
TITLE



70% of Attendees
have decision making authority

//There has been a noticeable uptick in the number of microgrid conferences, and I do believe this is the best one.//

Peter Asmus
Guidehouse Insights



TESTIMONIALS

Hear from Microgrid Knowledge
Conference Partners

PLATINUM Sponsorship

This premier sponsorship showcases your company's market leadership and offers the opportunity to engage with prospects leading up to, during and after the event.

Pre-Conference Engagements & Promotion

- PDF of the registration list prior to the event
- Microgrid CA executive video interview
- Most prominent brand placement on:
 - Conference home page
 - Conference Partners page (logo, description, link)
 - Audience development campaigns
- Microgrid Knowledge Newsletter sponsorship (22,000 circulation)
- Platinum sponsors mailing highlighting your speaker's session (35,000 prospects)
- Social media promotion of conference participation



Conference Participation & Promotion

- Exhibit table
- Three conference passes
- One customer/prospect VIP pass
- Registration discount for VIPs – 20% discount code
- Premier logo in conference program
- Visual and verbal recognition of your sponsorship throughout conference
- Access to a private meeting room at the event
- Exclusive sponsor of one session on the agenda
 - Limit to first 4 sponsors to sign up
- Social media promotion of conference participation

Post-Event Promotion

- PDF of the full attendee list post event
- Posting of your Microgrid CA video to the MGK YouTube channel
- An MGK video article and 6-month promotional campaign of your video in the "Latest Videos" widget
- Post event report/analysis including photos, highlights of the event and survey data
- MGK video article sharing insights from your speaker's session from the event

INVESTMENT: \$10,000 net

GOLD Sponsorship

Want your brand to stand out? Take advantage of the opportunity to educate attendees about your solutions leading up to and throughout the event.

Pre-Conference Engagements & Promotion

- PDF of the registration list prior to the event
- Prominent brand placement on:
 - Conference home page
 - Conference partners page (logo, description, link)
 - Audience development campaigns
- Social media promotion of conference participation



Conference Participation & Promotion

- Exhibit table
- Two conference passes, plus one customer/prospect VIP pass
- Registration discount for VIPs – 15% discount code
- Prominent logo in conference program
- Visual and verbal recognition of your sponsorship throughout conference
- Access to a private meeting room at the event

Post-Event Promotion

- PDF of the full attendee list post event
- MGK article sharing insights from your speaker's session from the event
- Post event report/analysis including photos, highlights of the event and survey data

INVESTMENT: \$7,500 net

SILVER Sponsorship

This program is ideal for companies that want to showcase their thought leadership without having to staff a booth. Or combine this sponsorship with an exhibit to maximize your ROI.

Pre-Conference Engagements & Promotion

- PDF of the registration list prior to the event
- Brand placement on:
 - Conference home page
 - Conference partners page (logo, description, link)
 - Audience development campaigns
- Social media promotion of conference participation

Conference Participation & Promotion

- One Full-Conference Attendee pass
- Registration discount for VIPs – 10% discount code
- Visual recognition on stage and “thank you” signage throughout the event

Post-Event Promotion

- PDF of the full attendee list
- Post event report/analysis including photos, highlights of the event and survey data



INVESTMENT: \$3,500 net

EXCLUSIVE SPONSORSHIP OPPORTUNITIES



Reception Host *(Exclusive)*

Make an impact with this popular event. Associate your brand with the fun and energy that makes this networking event so memorable.

- Exclusive branding and signage for evening reception
- Input on one custom-branded cocktail
- Recognition on conference website
- One dedicated email promoting the reception two weeks before event, highlighting company sponsorship
- Two conference passes, plus one customer/prospect VIP pass
- Logo in conference program and website
- Visual and verbal recognition of your sponsorship at reception and general assembly
- Access to a private meeting room at the event

INVESTMENT: \$10,000 net

Lunch Sponsorship *(Exclusive)*

Stand out as the exclusive sponsor of lunch. And with a premium booth location, you'll get to engage with the attendees during this and other networking breaks.

- PDF of the registration list prior to the event
- Recognition on conference website
- Exclusive branding and signage at lunch
- Logo in conference program
- Visual and verbal recognition of your sponsorship at general assembly
- Exhibit table – premium location
- Two conference passes, plus one customer/prospect VIP pass
- Registration discount for additional VIPs – 15% discount code
- Access to a private meeting room at the event
- PDF of the full attendee list post event

INVESTMENT: \$8,500 net



Breakfast Sponsorship *(Exclusive)*

Be the first to speak with attendees in the morning as you wake them up with coffee and a continental breakfast.

- PDF of the registration list prior to the event
- Recognition on conference website
- Exclusive branding and signage at Tuesday's breakfast
- Logo in conference program
- Visual and verbal recognition of your sponsorship at general assembly
- Exhibit table – premium location
- Two conference attendee passes
- PDF of the full attendee list post event



INVESTMENT: \$6,500 net

Networking Break Sponsorship *(AM or PM)*

This program highlights your brand as the company that keeps the audience energized with popular refreshment breaks. Plus the premium booth location makes your exhibit one of the first stops in the networking sessions.

- PDF of the registration list prior to the event
- Recognition on conference website
- Exclusive branding and signage at a.m. or p.m. refreshment breaks
- Logo in conference program
- Visual and verbal recognition of your sponsorship at general assembly
- Exhibit table – premium location
- One conference attendee pass
- PDF of the full attendee list post event



INVESTMENT: \$4,500 net

Requires commitment to a sponsorship or exhibit

Pre-Event Email to Attendee List

(Two weeks prior to event)

- Highlights information like booth number, speakers from your company
- Any special announcements or downloadable assets

INVESTMENT: \$2,500 net



<https://www.youtube.com/watch?v=12hejdZc7-0>

Microgrid CA Video Interview

- 3-4 minute booth or executive interview with editor of Microgrid Knowledge
- Posting of your Microgrid CA video to the MGK YouTube channel
- A MGK video article and 6-month promotional campaign of your video in the "Latest Videos" widget

INVESTMENT: \$2,000 net

Other Custom Opportunities

- Lanyard Sponsorship
- Wi-Fi Sponsor *(Exclusive)*
- Charging Station *(Exclusive)*
- Lounge Area Sponsorship

Contact Veronica Trotto to discuss custom sponsorship opportunities and pricing.

Veronica@MicrogridKnowledge.com

704.641.2600

Microgrid California offers a unique opportunity for developers, consultants, technology and service providers to showcase products and services to a large and engaged audience on the West Coast interested in the adoption of advanced distributed energy solutions. The tabletop sized exhibits make it easy to participate. With five dedicated networking events, you will have ample opportunity to make quality connections in this rapidly growing industry.

- Five dedicated **networking opportunities** in the exhibit hall
- Exhibit hall includes **ample room for networking** during breakfast, lunch, refreshment breaks and reception
- All **exhibitors are provided with standard power** and promotion on the Microgrid California conference website

Exhibit Table

- Includes a 6' draped tabletop exhibit space and is ideal for exhibitors who are looking to showcase their involvement with California's robust microgrid market
- One Full-Conference Attendee pass

INVESTMENT: \$3,000 net

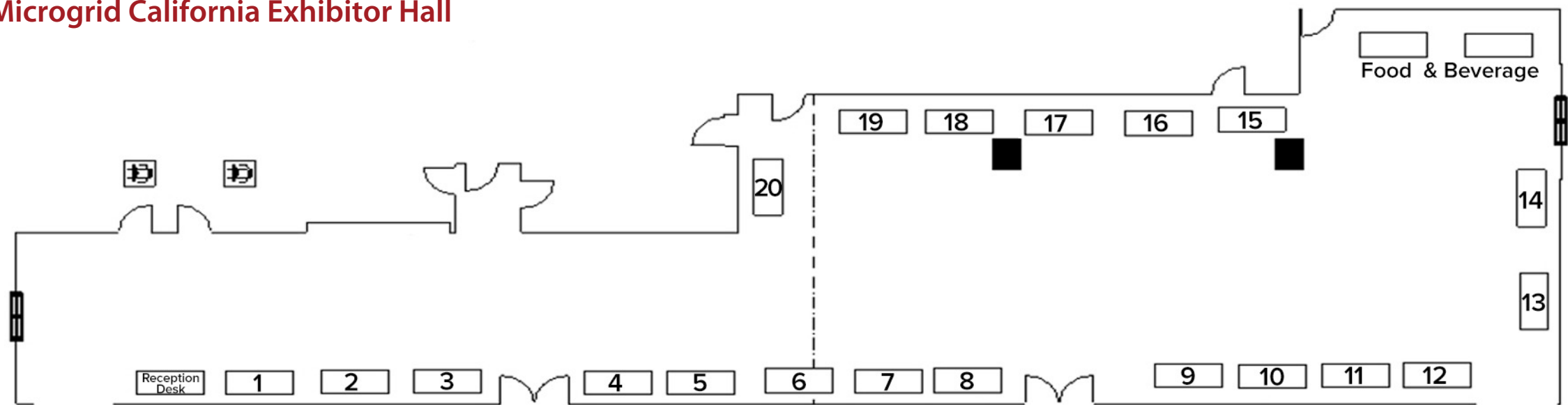


Contact Veronica Trotto

Veronica@MicrogridKnowledge.com

704.641.2600

Microgrid California Exhibitor Hall



Exhibits 11, 12, 13 & 14 are reserved for the Lunch / Breakfast / Networking Break Sponsors

Exhibit Schedule
Tuesday, October 5

Subject to change

7:30 a.m. – 8:45 a.m.	Breakfast with Exhibitors
10:00 a.m. – 10:30 a.m.	Break with Exhibitors
11:45 a.m. – 1:00 p.m.	Lunch with Exhibitors
3:00 p.m. – 3:30 p.m.	Break with Exhibitors
5:00 p.m. – 6:30 p.m.	Reception with Exhibitors

RESERVE YOUR SPONSORSHIP

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Please complete all sections – This information is used to generate conference materials

Sponsorship Options

- ☐ Platinum Sponsor \$10,000
- ☐ Gold Sponsor \$7,500
- ☐ Silver \$3,500

Exclusive Sponsorships

- ☐ Welcome Reception \$10,000
- ☐ Tuesday Lunch \$8,500
- ☐ Tuesday Breakfast.. \$6,500
- ☐ AM/PM Networking Breaks \$4,500

Custom Sponsorships

- ☐ Video Interview..... \$2,000
- ☐ Pre-Event Email to Attendee List \$3,500

Exhibit Only

- ☐ Exhibit Table \$3,000

Exhibit Table Location

- 1st Choice _____
- 2nd Choice _____
- 3rd Choice _____

► To see the exhibitors' guidelines, [click here](#)

► To see the latest list of available exhibit space, [click here](#)

Cancellation Policy: Upon receipt of payment and corporate logo, Microgrid Knowledge will place your corporate logo on the conference page of the website. There is no refund in the event of an Event Partner's cancellation after August 13, 2021. In case of conference cancellation, Microgrid Knowledge liability is limited to refund of the sponsorship fee only.

Payment Options

All pricing is net and due upon receipt of booking

- ☐ Check enclosed
- ☐ Please send me an invoice
- ☐ I prefer to pay via credit card (add 3% processing fee if paying by credit card)

Submission Options

- Complete interactive form and click SUBMIT
- Scan and e-mail form to Veronica@MicrogridKnowledge.com
- Mail form and payment to: Microgrid Knowledge, PO Box 113, Westborough, MA 01581

Company/Organization _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

☐ Check here if contact and attendee are the same

Attendee Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

For questions regarding this form or to discuss these sponsorship opportunities please contact Veronica Trotto at 704.641.2600 or Veronica@MicrogridKnowledge.com

Submit