



**SPECIAL SUPPORT
OPPORTUNITIES
AVAILABLE AT THE JANUARY 2012
IEEE PES ISGT CONFERENCE
IN WASHINGTON D.C. USA**

Dear Power & Energy Professional:

We are pleased to announce that the IEEE Power & Energy Society has selected Washington D.C. as the site for its 2012 Innovative Smart Grid Technologies Conference (ISGT), scheduled for *January 16-20, 2012*. The conference is the first major event in 2012 with hundreds of presentations focusing on the worldwide Smart Grid initiative.

As a manufacturer and/or service provider to the power and energy industry we are pleased to provide you with this letter of invitation. It details a number of special support opportunities that allow you and your company to support the industry, while at the same time raising the profile of your own company with the people who really matter -- electric energy professionals at all levels who are your current and potential future customers.

The Conference will be a forum for the participants to discuss state-of-the-art innovations in smart grid technologies. The Conference will feature hundreds of individual paper, panel and poster presentations which will be complemented by tutorials, keynote and plenary sessions. The Conference scope covers the following Smart Grid topics:

- **The Impact of the Smart Grid on Distributed Energy Resources (electric cars, demand response, distributed generation and storage)**
- **Smart Sensors and Advanced Metering Infrastructure**
- **Cyber and Physical Security Systems (physical security, intelligent monitoring and outage management)**
- **Wide Area Protection, Communication, and Control in Energy Systems**
- **Power and Energy System Applications (generation, transmission, distribution, markets, operations, and planning)**
- **Energy Management Systems (with applications to building and home automation)**
- **Smart Grid Devices and Standards**

The meeting will feature a comprehensive technical program including:

- **5 Tutorial Sessions**
- **3 Keynote Sessions**
- **3 Plenary Sessions**
- **23 Panel Sessions with 94 panelists and 23 session chairs**
- **32 Paper Sessions with 171 individual papers**
- **31 Poster Presentations**

We encourage you, as a valued manufacturer, supplier, consultant, software or service provider to the electric energy industry, to take advantage of the many support opportunities available at the 2012 ISGT. Attached to this letter is a list of various support levels and specific support opportunities along with a list of the specific recognition opportunities and the amenities each one provides. Please review them carefully and register for one or more of them by completing the Support Agreement.

Remember that the Platinum, Gold and Silver levels of support are open to multiple supporters. Respond early for the best chance at a specific support opportunity and/or for the longest run of your advertising on the conference web site. If there are other types of support opportunities that are of interest to you we are willing to discuss this with you.

Thank you for your kind attention to this letter and we look forward to welcoming you to the IEEE Power and Energy ISGT Conference in Washington D.C. in January 2012.

Please contact Barry LeCerf at Bullseye International Group Inc. 913-663-1112 or blecerf@bullseyeinternationalgroup.com, who will be pleased to work with you to design a customer support program tailored to your specific needs and desires. **Please review the Support Opportunities on the following pages below.**

Sincerely yours,



Barry LeCerf
Bullseye International Group Inc.
blecerf@bullseyeinternationalgroup.com



See below

SUPPORT OPPORTUNITIES
IEEE POWER & ENERGY SOCIETY
2012 ISGT CONFERENCE
JANUARY 16 – 20, 2012

The Washington Marriott Wardman Park Hotel
Washington D.C. USA

Platinum Supporter – \$15,000
(Multiple Supporters Welcome)

- Recognition and signage at all major conference functions. Includes registration area, opening and plenary sessions, all conference breakfasts, all poster sessions, conference cocktail receptions and the gala dinner.
- An exclusive display table for your products and services.
- Acknowledgment in the meeting program, including logo.
- Your advertisement in the attendee/delegate welcome kit with name, including logo and corporate message (approximately 8 x 10 inches). Printing to be handled by Bullseye International Group. Deadline for advertisement submission is December 2, 2011.
- Your company name or logo displayed on appropriate conference signage in multiple locations.
- Your company logo on conference web site for four (4) months with hotlink to your company's web site.
- Conference giveaway. To be placed in attendee bags. Logo and/or name on pens, pads gadgets, post-its, stress-balls, desk ornaments, etc. One included in every delegate bag. Deadline to receive your giveaway is December 2, 2011. (Supporter to supply 1000 giveaways)
- Additional support opportunities can be packaged with a Platinum Support level. Call (913)-663-1112 for additional pricing information.

Gold Supporter – \$10,000
(Multiple Supporters Welcome)

- Recognition and signage at all major conference functions. Includes registration area, opening and plenary sessions, all conference breakfasts, all poster sessions, and conference cocktail receptions.
- An exclusive display table for your products and services
- Acknowledgment in the meeting program, including logo.
- Your advertisement in the attendee/delegate welcome kit with name, including logo and corporate message (approximately 4 x 5 inches). Printing to be handled by Bullseye International Group. Deadline for advertisement submission is December 2, 2011.

- Your company name or logo displayed on appropriate conference signage in multiple locations.
- Your company logo on conference web site for three (3) months with hotlink to your company's web site.
- Conference giveaway. To be placed in attendee bags. Logo and/or name on pens, pads gadgets, post-its, stress-balls, desk ornaments, etc. One included in every delegate bag, Deadline to receive your giveaway is December 2, 2011. (Supporter to supply 1000 giveaways)
- Additional support opportunities can be packaged with a Gold Support level. Call (913)-663-1112 for additional pricing information.

Silver Supporters **(Multiple Supporters Welcome)**

In addition to the details listed below, all contributors will be included by company name in the attendee conference bag and on conference signage in the registration area

- **Dinner Support:** Includes signage throughout the ballroom, recognition from the podium, your company's literature displayed on all attendee tables at the gala dinner, hyperlink on conference website for 3 months. \$7500--**three available.**
- **Reception Support:** Includes signage throughout the ballroom, recognition from the podium, your company's literature displayed on all attendee tables, hyperlink on conference website for 2 months. \$4000 for **each** daily reception. Monday, Tuesday or Wednesday. **Five available each day.**
- **Breakfast Support:** \$1500 each--Choose one or more of the following: Attendees Breakfast on Tuesday, Wednesday, and Thursday. Signs at the entrance to the breakfast rooms on the day of your event acknowledge your company's support. **Unlimited**
- **Conference Bags:** Corporate logo and/or name on bag. Distributed to all registered attendees of the technical program. Deadline for submitting your logo to Bullseye International Group is December 1, 2011. **(One opportunity at \$7500 or 3 opportunities at \$2500 each.)**
- **Badge Lanyards:** \$2000 plus 1000 lanyards. Includes your company name or logo on lanyard. Distributed to all attendees. Supporter may supply printed lanyards or Supporter can collaborate with Bullseye International Group on lanyard selection and printing, with the Supporter bearing the production and shipping costs. **(One opportunity)**
- **Hotel Room Keycard:** \$2000-Your logo custom printed on each attendee room key card. Keycard printing and production charges to be billed to supporter. **(One opportunity)**
- **Reusable Water Bottles:** \$3000-Reusable bottle in each attendee and companion bag. Includes your company name and logo printed on the bottle sleeve. **(One opportunity – includes bottle.)**
- **Conference Note Pads:** \$3000-Your logo and message (7 word limit) printed on 1000 custom note pads. (Includes note pad.) Bullseye International Group will print your logo and message on the note pads and include a note pad in each attendee conference bag.

- **Welcome Kit Giveaways:** \$750 plus 1000 giveaways. Logo and/or name on pens, pads gadgets, post-its, stress-balls, desk ornaments, etc. One included in every delegate bag, Deadline to receive your giveaway is December 29, 2011. **(Multiple opportunities.)**
- **Online Advertising**
Companies interested in online advertising can participate with their logo and hotlink on the ISGT web site. Logos are available in 3 month increments beginning in October 15, 2011 through the end of August 15, 2012.
 - Three months: \$2400
 - Six months: \$4200
 - Nine months - \$7000
- **Wireless Hot Spot at the Hotel**
A wireless hot spot will be established in the Registration area. Attendees will be able to connect to the internet using their laptop computers. Attendees will be able to check their email during the conference. Attendees will see your logo immediately on their computer screen. Your company logo will be hot linked to your web site. Your company will benefit with increased online traffic to your company's web site.
 - Support of hot spot for 1 day is \$1500
 - Support of hot spot for 3 days is \$3500.
 - Support of hot spot for 5 days is \$5000.
- **Hospitality Suites**
Opportunities for Hospitality Suites are available at the Conference Hotel. Hours of operation must not conflict with main conference activities. Please register your intentions to host a Hospitality Suite (no registration fee required), and then work directly with the Hotel to make your specific suite arrangements.
 - ***For a \$750 fee, the Conference can include your Hospitality Suite notice in the conference bag handed out to all registrants (up to 4 x 6 inch - 2500 copies required).***
 - ***Printing and production of hospitality cards can be handled by Bullseye International Group Inc. Printing and production charges will be invoiced separately.***