

The logo for Clarion Events, featuring the word "CLARION" in a large, bold, sans-serif font above the word "EVENTS" in a smaller, bold, sans-serif font. The logo is contained within a white rectangular box that is partially enclosed by a white arc above it.

CLARION
EVENTS

Media Kit 2021

**ELECTRIC
LIGHT & POWER**
EXECUTIVE DIGEST

**HYDRO
REVIEW**

**POWER
Engineering**

POWERGRID
INTERNATIONAL

**RENEWABLE
ENERGY
WORLD**

DISTRIBUTECH
INTERNATIONAL

HYDROVISION
INTERNATIONAL

POWERGEN
INTERNATIONAL

**LEADERSHIP
SUMMIT**
DESTINATION 2050

+ DISTRIBUTECH
SERIES

+ HYDRO
SERIES

+ POWERGEN
SERIES

Clarion Event's Power & Energy Series attracts an international audience of decision makers, buyers, operators, suppliers, government officials and investors to a series of connected media brands and events. Our events and media outlets are managed with the knowledge that in an increasingly busy and digital world, people will come together and connect if there's strong content, planned networking, the right business opportunities and a great experience. Clarion Energy is part of the Clarion Events Group, one of the world's largest events companies with over 180 events and offices located across the world. Clarion Energy runs over 40 events worldwide that cover the Oil, Gas, Power and Energy sectors.

ENGAGE THE
ENERGY INDUSTRY
365 DAYS
A YEAR



MEDIA

137,000+
media subscribers

HYDRO REVIEW. POWER Engineering

POWERGRID INTERNATIONAL. RENEWABLE ENERGY WORLD.

ELECTRIC LIGHT & POWER

EVENTS



30,000+
industry professionals attend
our events each year

POWERGEN INTERNATIONAL. HYDROVISION INTERNATIONAL

DISTRIBUTECH INTERNATIONAL

LEADERSHIP SUMMIT
DESTINATION2050

COMMUNITIES



3,500+
members and growing
(launched September 2020)

POWERSERIES. HYDRO SERIES. DISTRIBUTECH SERIES



4.2 Million+ annual site visitors



88,000+ database reach



603,000+ followers across **f in**

OUR BRANDS

Media

HYDRO REVIEW

Hydro Review is widely recognized as the leading source of information about hydro and dam-related products and services. *Hydro Review* focuses on industry trends, equipment, operations and maintenance, rehabilitation, dam safety, environmental effects, regulation, ocean/tidal/steam power and research. It is the only media source to cover the entire North American hydro industry, from micro to large scale. It also covers the hydro industry across the globe and is the trusted voice connecting the global market.

POWER Engineering

Established in 1896, *Power Engineering* is the comprehensive voice of the power generation industry that provides its audience with the critical information needed to remain efficient and competitive in today's market. Through its website and weekly e-newsletters, *Power Engineering* provides expert coverage of the industry's most important news and emerging trends, delivering facts and analysis needed to stay current and to compete in today's changing marketplace. The e-newsletter is the voice of POWERGEN International all year long.

POWERGRID INTERNATIONAL

POWERGRID International is the electric power industry's leading source of information on electricity T&D automation, engineering and information technology. *POWERGRID International*, the official media source of the DISTRIBUTECH International event, provides the latest on industry trends and technologies impacting electricity delivery. Its mission is to serve as a tool for today's utilities and energy service companies, providing knowledge on technologies that improve reliability and power system operations.

RENEWABLE ENERGY WORLD

Renewable Energy World is the authoritative source for information on markets, policy and finance covering all renewable technologies—solar, wind, energy storage, geothermal, bioenergy and hydropower. It covers renewable energy from utility-scale to commercial and industrial (C&I), and residential in both the developed and developing world. Topics include power generation, T&D, DER, smart cities, IoT, microgrids, on and off-grid renewables, project and company profiles, market trends, mergers and acquisitions and asset management.

ELECTRIC LIGHT & POWER EXECUTIVE DIGEST

Known as the voice of the electric utility industry since 1922, *Electric Light & Power Executive Digest* is the authoritative source of electric industry business news for electric utility executives and management. This semi-monthly e-Newsletter provides insight into industry news, financial, legal and regulatory issues.

OUR BRANDS

Live Events



DISTRIBUTECH International is the leading annual transmission and distribution event that addresses technologies used to move electricity from the power plant through the transmission and distribution systems to the meter and into the customer's premise. The conference and exhibition offer information, products and services related to electricity delivery automation and control systems, energy efficiency, demand response, renewable energy integration, advanced metering, T&D system operation and reliability, communications technologies, cyber security, and more.



POWERGEN International is a global business and networking exhibition and conference for electricity generators, utilities and solution-providers engaged in any or all of the multiple cross-sections of power generation. The exhibit hall includes the entire power generation supply chain. It is an interactive experience where attendees can explore the latest technologies and innovations and it provides an audience of validated decision-makers. The educational program present insights focused on traditional and decentralized energy, covering how each technology and trend fits into the transitioning electric power industry. Unlike niche business-to-business events, POWERGEN covers all sectors of power generation.



HYDROVISION International is the largest gathering of hydro professionals worldwide. Join attendees and exhibiting companies from around the world for a week of informative hydropower-focused meetings, workshops, tours, an extensive program and exhibition. HYDROVISION International highlights perspectives on the role of hydropower, explores issues affecting hydro resources, and helps participants develop a vision to meet challenges and ensure the future sustainability of hydro.



The two-and-a-half-day executive level summit will address challenges facing the electric power sector from power generation to energy delivery to behind the meter services. Speakers and panelists will represent utilities, EPCs, OEMs, regulators, investors and more. They will discuss the industry's ambitious journey to '**Destination 2050**', in which historically central station-based generation represents a smaller percentage of capacity, as it is joined by renewable energy and other forms of distributed generation, including energy storage. They also will talk about the changing workforce and evolving customers. Experts across the ecosystem, seeking solutions to prominent challenges in pursuit of a balanced and sustainable energy mix, will have the opportunity to contribute their thoughts in high-level debates with domestic and international peers.

OUR BRANDS

Virtual Communities



DISTRIBUTECH International, in partnership with POWERGRID International, bring you a new platform to provide timely and informative content year-round, the DISTRIBUTECH+ Series. This live, bi-monthly Series brings together the energy community through live content, match making, networking and an engaging virtual experience for those looking for perspective and discussion on current and future issues affecting the transmission and distribution markets.



HYDROVISION International, in partnership with Hydro Review, bring you a new platform to provide timely and informative content year-round, the HYDRO+ Series. This live, recurring Series brings together the energy community through live content, match making, networking and an engaging virtual experience for those looking for perspective and discussion on current and future issues affecting the hydroelectric power market.



POWERGEN International, in partnership with Power Engineering bring you a new platform to provide timely and informative content year-round, the POWERGEN+ Series. This live, bi-monthly Series brings together the energy community through live content, match making, networking and an engaging virtual experience for those looking for perspective and discussion on current and future issues affecting the generation market.

HYDRO REVIEW

Hydro Review is widely recognized as the leading source of information about hydro and dam-related products and services. Hydro Review focuses on industry trends, equipment, operations and maintenance, rehabilitation, dam safety, environmental effects, regulation, ocean/tidal/steam power and research. It is the only media source to cover the entire North American hydro industry, from micro to large scale. It also covers the hydro industry across the globe and is the trusted voice connecting the global market.

TOPICS INCLUDE:

- Hydroelectric Power
- Dams
- Civil Works
- Conventional hydro
- Pumped storage
- Marine energy markets
- New technology



FACEBOOK FOLLOWERS: 6,744



TWITTER FOLLOWERS: 4,401



LINKEDIN FOLLOWERS: 457

(social media stats as of Oct 2020)



AUDIENCE

BUSINESS TYPE:

Consulting Firm/Consultant	21%
Publicly-Owned (Federal/Gov.)	17%
Manufacturer/Supplier	17%
EPC	12%
Independent Power Producer	11%

JOB FUNCTION:

Engineering/Technical	31%
Business Development	15%
Consulting	11%
Project Management	9%
General Management	9%



WEBSITE (www.HydroReview.com)

Avg. Page Views Per Month: 60,748

Avg. Visitors Per Month: 39,766

Avg. Unique Visitors Per Month: 29,189

Geographic Breakdown by Region

- Americas 44%
- Asia 30%
- Europe 17%
- Africa 6%
- Oceania 6%



E-NEWSLETTER

(as of Oct. 2020)

Recipients: 13,800

Frequency: Every Tuesday

Open Rate: 27%

Geographic Breakdown

- United States 55%
- International 45% (top countries include South Korea, Mexico, Canada, India, Italy, United Kingdom, Brazil, Ukraine and Germany)



88% PURCHASING AUTHORITY

POWER Engineering®

Established in 1896, Power Engineering is the comprehensive voice of the power generation industry that provides its audience with the critical information needed to remain efficient and competitive in today's market. Through its website and weekly e-newsletters, Power Engineering is the official media source of the POWERGEN International event and provides expert coverage of the industry's most important news and emerging trends, delivering facts and analysis needed to stay current and to compete in today's changing marketplace.

TOPICS INCLUDE:

- Large scale power generation
- Decentralized Power
- Microgrids
- O&M
- Emissions
- Manufacturing
- Onsite Power Generation
- Hydrogen
- Co-Generation
- CHP
- Utility Scale Renewable Energy
- Energy Storage
- Digitalization
- Security



FACEBOOK FOLLOWERS: 40,935



TWITTER FOLLOWERS: 18,316



LINKEDIN FOLLOWERS: 2,025

(social media stats as of Oct 2020)



AUDIENCE

BUSINESS TYPE:

Consulting Firm/Consultant	22%
Manufacturer/Supplier	22%
EPC	15%
OEM	10%
Independent Power Producer	9%

JOB FUNCTION:

Engineering/Technical	37%
Business Development	15%
General Management	13%
Consulting	10%
Project Management	7%



WEBSITE (Power-Eng.com)

(Averages from Nov. 1, 2019-Oct. 31, 2020)

Avg. Page Views Per Month: 188,786

Avg. Visitors Per Month: 144,978

Avg. Unique Visitors Per Month: 119,720

Geographic Breakdown by Region

- Americas 41%
- Europe 37%
- Asia 18%
- Africa 2%
- Oceania 2%



E-NEWSLETTER

(as of Oct. 2020)

Recipients: 36,400

Frequency: Every Tuesday

Open Rate: 26%

Geographic Breakdown

- United States 64%
- International 36% (top countries include South Korea, Mexico, Ukraine, Italy, Canada and India)



88% PURCHASING AUTHORITY



POWERGRID International is the electric power industry's leading source of information on electricity T&D automation, engineering and information technology. POWERGRID International, the official media source of the DISTRIBUTECH International event, provides the latest on industry trends and technologies impacting electricity delivery. Its mission is to serve as a tool for today's utilities and energy service companies, providing knowledge on technologies that improve reliability and power system operations.

TOPICS INCLUDE:

- Smart Energy/Smart Grid
- Communication Systems
- Distribution Automation
- Renewables Integration
- Substations
- DERMS
- Energy Storage
- Energy Efficiency
- Demand Response
- Cybersecurity
- Customer Engagement Software
- Electric Vehicles / E-Mobility / Vehicle to Grid
- Vegetation Management

 **FACEBOOK FOLLOWERS: 26,581**

 **TWITTER FOLLOWERS: 6,924**

 **LINKEDIN FOLLOWERS: 1,666**

(social media stats as of Oct 2020)



AUDIENCE

BUSINESS TYPE:

Consulting Firm/Consultant	21%
Manufacturer/Supplier	21%
Utility	16%
EPC	10%
Independent Power Producer	4%

JOB FUNCTION:

Engineering/Technical	28%
Project Management	10%
Consulting	10%
General Management	10%
Business Development	9%



WEBSITE (www.Power-Grid.com)

(Averages from Nov. 1, 2019-Oct. 31, 2020)

Avg. Page Views Per Month: 59,182
Avg. Visitors Per Month: 45,521
Avg. Unique Visitors Per Month: 32,158
Geographic Breakdown by Region

- Americas 68%
- Asia 17%
- Europe 11%
- Africa 2%
- Oceania 2%



E-NEWSLETTER

(as of Oct. 2020)

Recipients: 34,900
Frequency: Every Thursday
Open Rate: 26%
Geographic Breakdown

- United States 66%
- International 34% (top countries include Mexico, South Korea, Ukraine, India, United Kingdom and Lithuania)



E-NEWSLETTER

(as of Oct. 2020)

Recipients: 17,900
Frequency: Second and Fourth Wednesday
Open Rate: 19%
Geographic Breakdown

- United States 74%
- International 26% (top countries include Mexico, South Korea, Ukraine, India and Lithuania)



85% PURCHASING AUTHORITY

Renewable Energy World is the authoritative source for information on markets, policy and finance covering all renewable technologies—solar, wind, energy storage, geothermal, bioenergy and hydropower. It covers renewable energy from utility-scale to commercial and industrial (C&I), and residential in both the developed and developing world.

TOPICS INCLUDE:

- Renewables Integration
- DERMS
- Microgrids
- Project development
- Solar
- Offshore and onshore wind
- Energy Storage
- Policy and Finance



FACEBOOK FOLLOWERS: 139,979



TWITTER FOLLOWERS: 130,599



LINKEDIN GROUP: 199,169

(social media stats as of Oct 2020)



AUDIENCE

BUSINESS TYPE:

Consulting Firm/Consultant	20%
EPC	17%
Manufacturer/Supplier	17%
Project Developer	12%
Independent Power Producer	7%

JOB FUNCTION:

Engineering/Technical	35%
Business Development	15%
Consulting	13%
Project Management	10%
General Management	6%



WEBSITE (RenewableEnergyWorld.com)

(Averages from Nov. 1, 2019-Oct. 31, 2020)

Avg. Page Views Per Month: 221,821

Avg. Visitors Per Month: 168,752

Avg. Unique Visitors Per Month: 130,985

Geographic Breakdown by Region

- Americas 46%
- Asia 25%
- Europe 20%
- Africa 5%
- Oceania 4%



E-NEWSLETTER

(as of Oct. 2020)

Recipients: 37,700

Frequency: Every Wednesday

Open Rate: 25%

Geographic Breakdown

- United States 51%
- International 49% (top countries include India, Mexico, United Kingdom, South Korea and Canada)



88% PURCHASING AUTHORITY

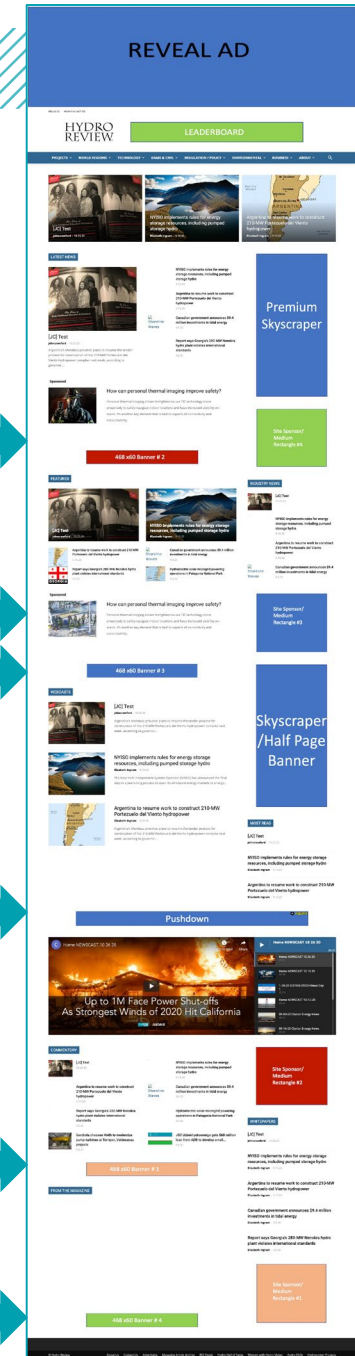
WEBSITE ADVERTISING

Feature your company on our websites to generate brand awareness and drive traffic to your website. Our newly designed websites deliver a clean and modern look that allows for improved advertising opportunities. Positioned throughout the site and within content, website advertising strengthens your company by aligning with relevant industry news and information.

SPECIFICATIONS

Ad Unit	Desktop Spec	Mobile Spec	File Format
A	1920x600	320x50	JPG or GIF (Animated or Static), PNG
B	728x90	320x100*	HTML5, JPG or GIF (Animated or Static), PNG
C	300x600	300x250	HTML5, JPG, or GIF (Animated or Static), PNG
D	300x250	300x250	HTML5, JPG, or GIF (Animated or static), PNG
E	468x60	320x50	HTML5, JPG, or GIF (Animated or static), PNG
F	300x600	300x250	HTML5, JPG, or GIF (Animated or Static), PNG
G	970x66 and 970x418	320x50	JPG or GIF (Animated or Static), PNG
H			<i>Inquire for details</i>
			<i>Inquire for details</i>
B and C	728x90 and 300x600	300x250 and 320x50	HTML 5, JPG, or GIF (Animated or Static), PNG
Site Search Sponsor	50 Characters	NA	Text

*cannot be a PNG file



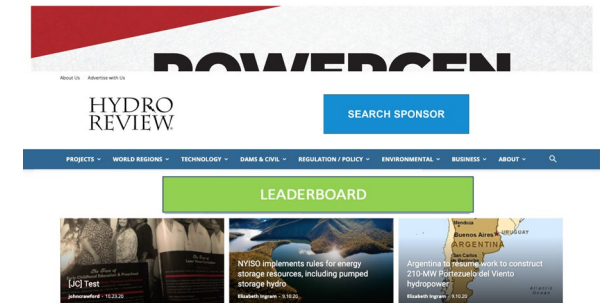
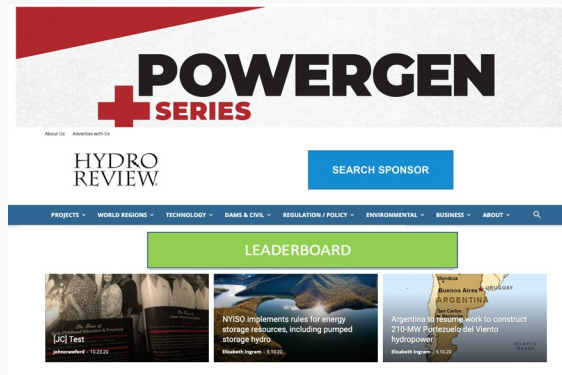
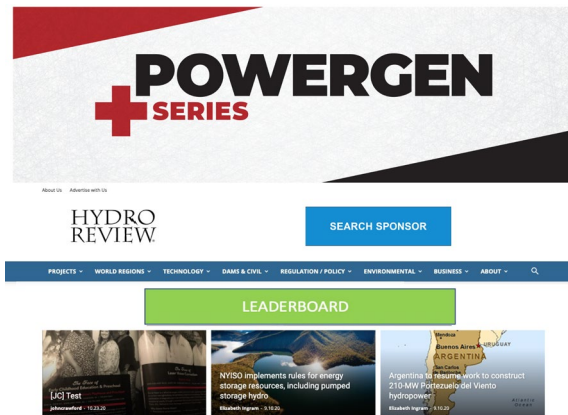
WEBSITE ADVERTISING

REVEAL AD UNIT

The Reveal Ad is high-impact, non-intrusive, in-feed ad unit, scrolling into view as a user scrolls through content. The ad position is "pinned" to the top of the home page. This format is automatically responsive. This is a great way to make a splash with an event, new product, or special announcement. The Reveal Ad is only visible on the home page and must run for one month.

Ad Unit	Desktop Spec	Mobile Spec	File Format
Reveal Ad	1920x600	320x50	JPG or GIF (Animated or Static), PNG

As the reader scrolls down the page, less of your ad is revealed. The full ad is visible when the reader first visits the website.



WEBSITE ADVERTISING

NATIVE ADVERTISING

Native advertising allows your brand to fit into - and not disrupt - the audience experience. Thoughtful ads and messaging blend seamlessly with content the user is already engaged with, allowing them to become more informed about your product/brand, before visiting your website.

Placed on the home page and within articles, your native ad will mimic the surrounding site design and provide an uninterrupted flow of information for the reader. Ads are denoted as "sponsored" content.

BUILD TRUST

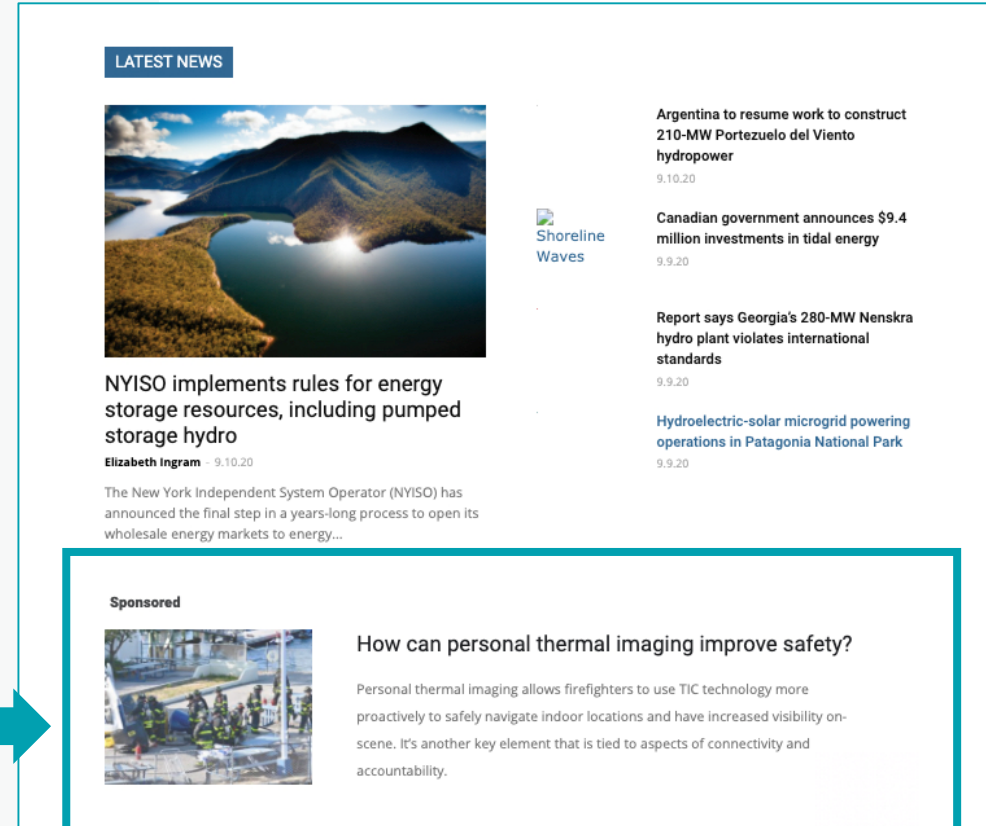
Deliver a better ad experience using native that is relevant, appealing, and not disruptive to the reader.

INCREASE ENGAGEMENT

Share brand stories within relevant content and articles to drive more attention and brand lift than traditional tactics.


SPECIFICATIONS

Unit	Details	Specifications
Photo	One graphic or photo. No animation	150x150 JPG or PNG
Headline	One sentence	50 Characters
Synopsis	Multiple sentences	250 Characters
Hyperlinks	Please provide an external URL	



The screenshot shows a website layout with a 'LATEST NEWS' section. The main article features a large photo of a lake and mountains, with the headline 'NYISO implements rules for energy storage resources, including pumped storage hydro' and a byline 'Elizabeth Ingram - 9.10.20'. Below the headline is a short paragraph. To the right, there are three smaller news items with their own photos and headlines. Below the main article, there is a 'Sponsored' section with a photo of firefighters and the headline 'How can personal thermal imaging improve safety?'. A large teal arrow points from the 'SPECIFICATIONS' table to this sponsored ad section.

LATEST NEWS



NYISO implements rules for energy storage resources, including pumped storage hydro
Elizabeth Ingram - 9.10.20

The New York Independent System Operator (NYISO) has announced the final step in a years-long process to open its wholesale energy markets to energy...


Argentina to resume work to construct 210-MW Portezuelo del Viento hydropower
9.10.20

Canadian government announces \$9.4 million investments in tidal energy
9.9.20

Report says Georgia's 280-MW Nenskra hydro plant violates international standards
9.9.20

Hydroelectric-solar microgrid powering operations in Patagonia National Park
9.9.20

Sponsored



How can personal thermal imaging improve safety?

Personal thermal imaging allows firefighters to use TIC technology more proactively to safely navigate indoor locations and have increased visibility on-scene. It's another key element that is tied to aspects of connectivity and accountability.


E-NEWSLETTERS

Our e-newsletters deliver the industry's top news stories and company spotlights to our audience's inboxes each week. It's easy, effective, and inexpensive. E-newsletter advertising allows you to reach a large number of our readers each week with your brand surrounded by great content.

DIMENSIONS


	Ad Unit	Specification
A	Top/Anchor Display	728x90 + URL
A	Top/Anchor Hybrid	Headline (70 characters max, including spaces) + Description/Summary (505 characters max, including spaces) + Call-to-Action (25 characters max, including spaces) + 150x150 image + URL
B	Intro Ad	Headline (70 characters max, including spaces) + Description/Summary (505 characters max, including spaces) + Call-to-Action (25 characters max, including spaces) + 150x150 image + URL
C	Middle	300x250 + URL
	Featured Company	Company logo 200x150 + Description (525 character max, including spaces) + Headline (50 character max, including spaces) + URL

Featured Companies



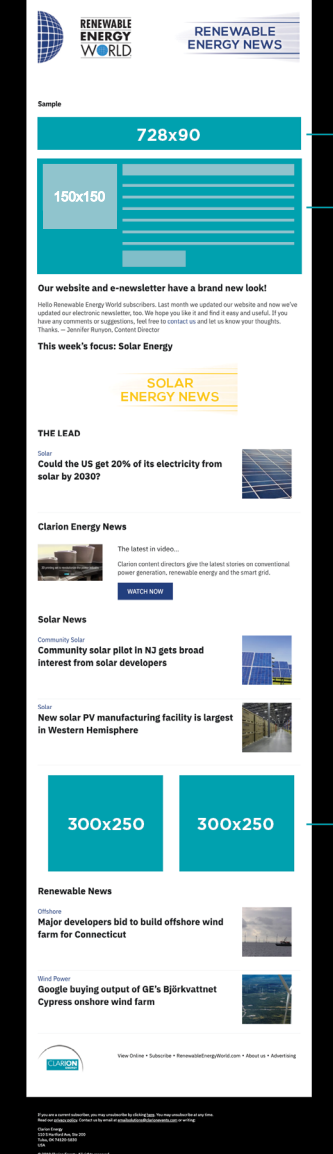
Hydro Component Systems LLC
As a pioneer in debris capture solutions for water intake environments, Hydro Component Systems (HCS) not only manufactures trash racks and rakers, we also use them at our own hydroelectric projects. For over 30 years, we've worked with water intakes in a range of industries and custom applications. We deliver project solutions!

[LEARN MORE](#)



Wasserkraft Volk AG
Wasserkraft Volk AG (WKV) provides "Water-to-Wire" solutions up to 35 MW. Complete electromechanical equipment including control of the plant, as well as accessories, Customized hydro turbines and generators from A-Z in-house production "Made in Germany"; in-house manufacture of synchronous generators up to 40 MVA for all kinds of turbines.

[LEARN MORE](#)



RENEWABLE ENERGY WORLD | **RENEWABLE ENERGY NEWS**

Sample

728x90 (Callout A)

150x150 (Callout B)

Our website and e-newsletter have a brand new look!
Hello Renewable Energy World subscribers. Last month we updated our website and here we've updated our electronic newsletter, too. We hope you like it and find it easy and useful. If you have any comments or suggestions, feel free to contact us and let us know your thoughts. Thanks → Jennifer Burrows, Content Director

This week's focus: Solar Energy

SOLAR ENERGY NEWS

THE LEAD
Solar
Could the US get 20% of its electricity from solar by 2030?

Clarion Energy News
The latest in video...
Clarion content directors give the latest stories on conventional power generation, renewable energy and the smart grid.
[WATCH NOW](#)

Solar News
Community Solar
Community solar pilot in NJ gets broad interest from solar developers

Water
New solar PV manufacturing facility is largest in Western Hemisphere

300x250 (Callout C) | **300x250** (Callout C)

Renewable News
Offshore
Major developers bid to build offshore wind farm for Connecticut

Wind Power
Google buying output of GE's Björkvattnet Cypress onshore wind farm

[SIGN UP](#) | View Online | Subscribe | [RenewableEnergyWorld.com](#) | About us | Advertising

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E-NEWSLETTERS

PRODUCT SHOWCASE

Feature your company within a pre-event product showcase e-newsletter. Include your product or service within this special pre-event newsletter sent to the event and media brand audience databases.

DIMENSIONS

	Ad Unit	Specifications
A	Headline	70 characters max, including spaces
B	Product Image	150x150 image
C	Booth Number	
D	Description/Summary	505 characters max, including spaces
E	Call-to-Action	25 characters max, including spaces + URL

Sentient Energy is the premier Intelligent Sensing Platform Provider for power utilities.

Sentient Energy provides the industry's only Grid Analytics System that covers the entire distribution network with quickly deployed intelligent sensors and predictive analytics that identify and analyze potential faults and other grid events. Visit Sentient Energy at booth #1847.

[LEARN MORE](#)

DISTRIBUTECH
CONFERENCE & EXHIBITION

PRODUCT SHOWCASE

January 15, 2020

Innovate Customer Payments and Communications with KUBRA

Upgrade your payment processes with innovative communication channels your customers are already using. Find out how you can add Amazon Alexa, Google Home, text message, and chatbots into your payment mix. To learn more, visit KUBRA at booth #1725 or schedule a private demo at www.kubra.com/DTECH2020. KUBRA – Booth #1725

[LEARN MORE](#)

Sentient Energy is the premier Intelligent Sensing Platform Provider for power utilities.

Sentient Energy provides the industry's only Grid Analytics System that covers the entire distribution network with quickly deployed intelligent sensors and predictive analytics that identify and analyze potential faults and other grid events. Visit Sentient Energy at booth #1847.

[LEARN MORE](#)

Downtime is Your Enemy

Utility teams require reliable technology and the ability to trust their rugged computer manufacturer to maintain their mission-critical devices. Our products are engineered to address the importance of safety, security, efficiency and end-user support. Getac recommends Windows 10 Pro for business. Visit Getac at booth 3531 to find out more.

[LEARN MORE](#)

Getac Rugged Computers are Engineered for Round-the-Clock Use

With over 30 years manufacturing rugged devices, Getac has been the rugged mobile technology solution of choice for utility companies across the country, designing computers that keep pace with the demands of utility operations. Getac recommends Windows 10 Pro for business. Visit Getac at booth 3531 to find out more.

[LEARN MORE](#)

Sunverge – Booth #831

Need real-time DER control and aggregation that works on both sides of the meter? Sunverge enables continuous customer engagement with holistic BTM and grid-edge visibility and management with its Advanced DER Control Platform. Leveraging context aware, real-time, semi-autonomous and distributed Cloud-Edge architecture and AI framework. Visit us at Booth #831 at DISTRIBUTECH.

[SCHEDULE A FREE DEMO](#)

EMAIL OPTIONS



SINGLE TARGETED EMAIL

Target our audience to promote your company, launch a new product or promote your event, webcast or other resources. Choose your list and provide the HTML. Select your list by Organization Type, Job Function, Purchasing Influence, Form of Energy, Industry, and Geographic Location.

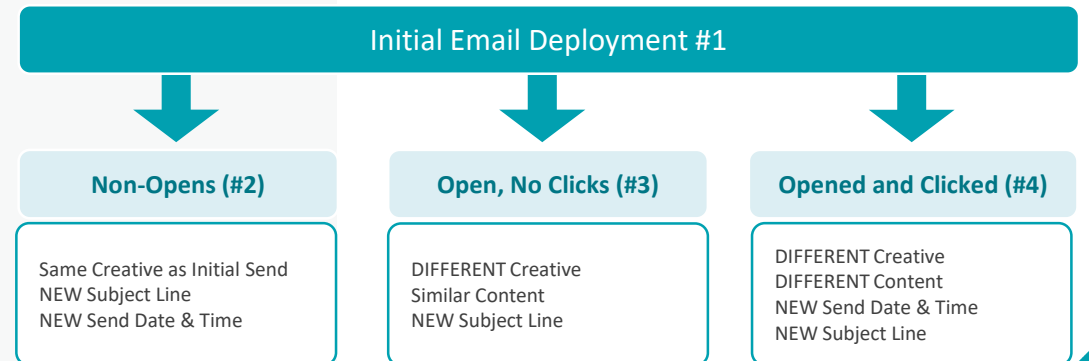
DIMENSIONS

- Audience Selection
- HTML File
- Subject Line
- From Line
- Test Names
- Seed Names



EMAIL MARKETING AUTOMATION

Takes list rental to the next level through the ease of marketing automation. Our program gives clients three additional opportunities to push their marketing message to their target customers. Client provides initial HTML messaging and subject line, along with individual HTML messaging and subject lines for recipients who did not open, opened but did not click, and opened and clicked.



SOCIAL MEDIA



Generate interest and increase engagement with industry professionals active on social media. Your post will come from our trusted brand increasing the value of your message. Links drive decision-makers directly to your sponsored Webcasts, White Papers, Video, or other content.

**IMPORTANT DISCLAIMER: Facebook Inc algorithms will grade your image by how much text it contains (this includes logos, watermarks and numbers). Images with little or no text will be given maximum audience reach. Images with greater than 20% text will have severely restricted reach. Please design with this rule in mind.*

Facebook – Boost

Details:

- Image, Video and Website Boosts
- Link to your Facebook company page (to tag your company for additional exposure)
- Body Copy: 250 characters or less.
- Link Headline: 75 character max
- Image Dimensions: 1200(W) x 628(H) pixels
- URL to your preferred landing page (i.e. your website, whitepaper, product etc.)

Image: PNG, GIF, JPG only (no animated gif, HTML5 or tags)

Twitter – Boost

Details:

- Hyperlink: + Click-through URL
- Body Copy: Up to 115 characters of body text (recommended 100 or less).
- Optional Image Headline: Up to 70 characters or less
- Optional Hashtags: Up to 2 hashtags (contained in body text).
- Optional Twitter Handle: Up to 1 Twitter @handle (contained in body text).
- Optional Image Dimensions: 800(W) x 418(H) pixels

Image: PNG, GIF, JPG only (no animated gif, HTML5 or tags)

LEAD GENERATION AND ONLINE EDUCATION

EDITORIAL WEBCAST

Put your message at the forefront, with a fully produced, live webcast driven by our Clarion Events content team. This presentation can be enjoyed during and on demand after the event for up to twelve months. Promotion includes email, social media, website, and more.

Editorial webcasts are open to multiple sponsors and options include:

- Branding Only - Includes logo only for the sponsor on various landing pages and promotional materials for the webcast.
- Branding, Leads and One Speaker
- Branding, Leads and Two Speakers

CUSTOM WEBCAST

Clarion Events webcasts are a highly effective way to communicate technology advancements, educate your customers on your new product/service, build awareness of your company's technical expertise and brand, showcase customer testimonials, and explain product differentiators. Custom Webcasts are an opportunity to reach our brands audience with your message and position your company as a thought leader.

This option includes:

- Consultation with our content director - our team will support as much or as little as needed including topic and speaker support as well as moderation by our team.
- Full autonomy to provide your own speakers, topics and slides
- Logo exclusivity on various landing pages for the webcast
- Customizable registration page

Promotion included to drive registrants

- Two (2) HTML emails
- Two (2) newsletter ads
- Two (2) social posts (facebook or twitter)



INCREASE BRAND EXPOSURE

Add-on promotional opportunities are available including social media, retargeting, and more.

LEAD GENERATION AND ONLINE EDUCATION

WHITE PAPERS

White Papers ensure your content is visible where industry decision makers go to conduct purchasing research. Our sponsorships leverage our site's content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer.

Custom registration forms help provide your sales staff with a database of quality leads. White Papers are posted to our website to generate leads not only from our audience but from online searches as well.

Promotion included to drive registrants

- Two (2) HTML emails
- Two (2) newsletter ads



INCREASE BRAND EXPOSURE

Add-on promotional opportunities are available including social media, retargeting, and more.

RETARGETING/AUDIENCE EXTENSION PROGRAM

Retargeting is a form of online display advertising that uses data to re-engage potential leads or customers who visit our media website.

Retargeting ads are designed to help advertisers reach visitors who don't convert right away. These campaigns are effective because they allow advertisers to target engaged customers with a highly relevant ad.

Retargeting delivers strong results for increased awareness, website traffic and conversion rates.

DIMENSIONS *(provide all)*

Ad Unit	Specifications
Leaderboard	728x90
Half Page	300x600
Medium Rectangle	300x250
Mobile	320x50
URL	Click through URL



VIDEO CREATION SERVICES



PROMOTIONAL VIDEO PRODUCTION

A 2-3 minute video that is produced by our in-house video production team. Shot onsite at one of our industry events, the video will feature the clients company representative, promoting their products/services.

Videos are hosted on the brand's video gallery for 12 months with a link that directs viewers to clients choice of URL. Clients has the option to receive a digital copy 30 days after the video is hosted on our gallery page.

CONTACT US

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