

CLARION ENERGY

CLARION ENERGY ■ MEDIA KIT 2023



HYDRO REVIEW

POWER ENGINEERING

POWERGRID INTERNATIONAL

RENEWABLE ENERGY WORLD

HYDROVISION INTERNATIONAL

POWERGEN INTERNATIONAL

DISTRIBUTECH INTERNATIONAL

GridTECH CONNECT FORUM

DISTRIBUTECH SERIES

HYDRO SERIES

POWERGEN SERIES

RENEWABLE SERIES

CLARION ENERGY



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

118,800+

MEDIA SUBSCRIBERS

POWER ENGINEERING

HYDRO REVIEW

RENEWABLE ENERGY WORLD

POWERGRID INTERNATIONAL

EVENTS

30,000+

INDUSTRY PROFESSIONALS ATTEND OUR EVENTS EACH YEAR

DISTRIBUTECH INTERNATIONAL

GridTECH CONNECT FORUM

POWERGEN INTERNATIONAL

HYDROVISION INTERNATIONAL

COMMUNITIES

11,000+

MEMBERS AND GROWING (LAUNCHED SEPT. 2020)

DISTRIBUTECH SERIES

HYDRO SERIES

POWERGEN SERIES

RENEWABLE SERIES

3 MILLION+ ANNUAL SITE VISITORS

246,000+ DATABASE REACH

604,600+ FOLLOWERS ACROSS

CLARION ENERGY ■ MEDIA

OUR BRANDS

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.

CLARION ENERGY ■ LIVE EVENTS

OUR BRANDS

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.

GridTECH Connect Forums enable the exchange of ideas, knowledge and expertise to further innovation surrounding the interconnection of distributed energy resources (DER). Spanning solar, battery storage, electric vehicles, microgrids, demand response, and more, GridTECH Connect Forums provide intimate and productive experiences to assure connections are meaningful and ideas are transformative. GridTECH Connect Forum is a regional event where speakers and attendees from utilities, developers, regulators, grid operators, and more will grapple with DER interconnection challenges.

OUR BRANDS

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, 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, 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® brings you a new platform to provide timely and informative content year-round, the POWERGEN+ Series™. This live, quarterly 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.

Renewable Energy World® brings you a new platform to provide timely and informative content year-round, the RENEWABLE+ Series™. This live, bi-annual Series brings together the energy community through live content and an engaging virtual experience for those looking for perspective and discussion on current and future issues affecting the renewables sector.

HYDRO REVIEW®

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: 6,815

TWITTER FOLLOWERS: 4,417

LINKEDIN FOLLOWERS: 1,461

(social media stats as Aug 2022)

AUDIENCE

BUSINESS TYPE:

Professional Services/Consultant	27%
Utilities	22%
Generator/Independent Power Producer	13%
Manufacturer, Reseller and Supplier	13%
Government/Non-Government	11%

JOB FUNCTION:

Engineering/Technical	13%
Executive/Administration Management	12%
Operations	9%
Business Development	6%
Consulting	2%

WEBSITE (www.HydroReview.com)

(Averages from July 2021- August 2022)

Avg. Page Views Per Month: 59,518

Avg. Visitors Per Month: 35,037

Avg. Unique Visitors Per Month: 34,660

Geographic Breakdown by Country

- North America 40%
- Asia 30%
    - India 12%
- Europe 20%
- Africa 5%
- Oceania 3%
- Central/South America 2%

E-NEWSLETTER

(as of Aug. 2022)

Recipients: 14,000+

Frequency: Every Tuesday

Open Rate: 29%

Geographic Breakdown by Country

- North America 49%
- Asia 19%
- Europe 16%
- Central/South America 8%
- Africa 6%
- Middle East 2%

88% PURCHASING AUTHORITY

POWER ENGINEERING

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: 40,256

TWITTER FOLLOWERS: 17,915

LINKEDIN FOLLOWERS: 3,499

(social media stats as of Aug. 2022)

AUDIENCE

BUSINESS TYPE:

Professional Services/Consultant	25%
Manufacturer, Reseller, and Supplier	19%
EPC	16%
Generator/Independent Power Producer	12%
OEM	11%

JOB FUNCTION:

Engineering/Technical	12%
Executive/Administration Management	12%
Business Development	7%
Operations	6%
Consulting	3%

WEBSITE (www.Power-Eng.com)

(Averages from July 2021- August 2022)

Avg. Page Views Per Month: 144,700

Avg. Visitors Per Month: 100,573

Avg. Unique Visitors Per Month: 98,752

Geographic Breakdown by Country

- Europe 40%
- North America 39%
- Asia 16%
- Africa 3%
- Oceania 2%

E-NEWSLETTER

(as of Aug. 2022)

Recipients: 34,600+

Frequency: Every Tuesday & Friday

Open Rate: 29%

Geographic Breakdown by Country

- North America 59%
- Asia 16%
- Europe 12%
- Africa 5%
- Central/South America 5%
- Middle East 3%

88% PURCHASING AUTHORITY

POWERGRID

INTERNATIONAL

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.

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: 26,037

TWITTER FOLLOWERS: 7,098

(social media stats as of Aug. 2022)

AUDIENCE

BUSINESS TYPE:

Utilities	30%
Professional Services/Consulting	26%
Manufacturer, Reseller, and Supplier	15%
EPC	13%
Generator/Independent Power Producer	9%

JOB FUNCTION:

Executive/Administration Management	13%
Engineering/Technical	11%
Business Development	8%
Operations	7%
Consulting	3%

WEBSITE (www.Power-Grid.com)

(Averages from July 2021- August 2022)

Avg. Page Views Per Month: 46,323

Avg. Visitors Per Month: 29,640

Avg. Unique Visitors Per Month: 29,270

Geographic Breakdown by Country

- North America 57%
- Europe 24%
- Asia 13%
- Africa 2%
- Oceania 2%
- Central/South America 2%

E-NEWSLETTER

(as of Aug 2022)

Recipients: 33,900+

Frequency: Every Tuesday and Thursday

Open Rate: 28%

Geographic Breakdown by Country

- North America 54%
- Asia 13%
- Europe 10%
- Central/South America 6%
- Africa 5%
- Middle East 2%
- Other 10%

88% PURCHASING AUTHORITY

RENEWABLE ENERGY WORLD®

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:

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

FACEBOOK FOLLOWERS: 142,026

TWITTER FOLLOWERS: 144,268

LINKEDIN FOLLOWERS: 211,721

(social media stats as of Aug. 2022)

AUDIENCE

BUSINESS TYPE:

Professional Services/Consultant	21%
Utilities	11%
Manufacturer, Reseller, and Supplier	10%
EPC	10%
Government/Non-Government	8%
Generator/Independent Power Producer	8%

JOB FUNCTION:

Executive/Administration Management	7%
Engineering/Technical	5%
Business Development	4%
Operations	3%
Consulting	2%

WEBSITE (www.renewableenergyworld.com)

(Averages from July 2021- August 2022)

Avg. Page Views Per Month: 176,114

Avg. Visitors Per Month: 104,218

Avg. Unique Visitors Per Month: 101,408

Geographic Breakdown by Country

- North America 44%
- Asia 23%
- Europe 22%
- Africa 5%
- Oceania 3%
- Central/South America 3%

E-NEWSLETTER

(as of Aug. 2022)

Recipients: 36,200+

Frequency: Every Wednesday and Friday

Open Rate: 31%

Geographic Breakdown by Country

- North America 35%
- Europe 18%
- Asia 18%
- Africa 7%
- Central/South America 7%
- Middle East 3%
- Other 12%

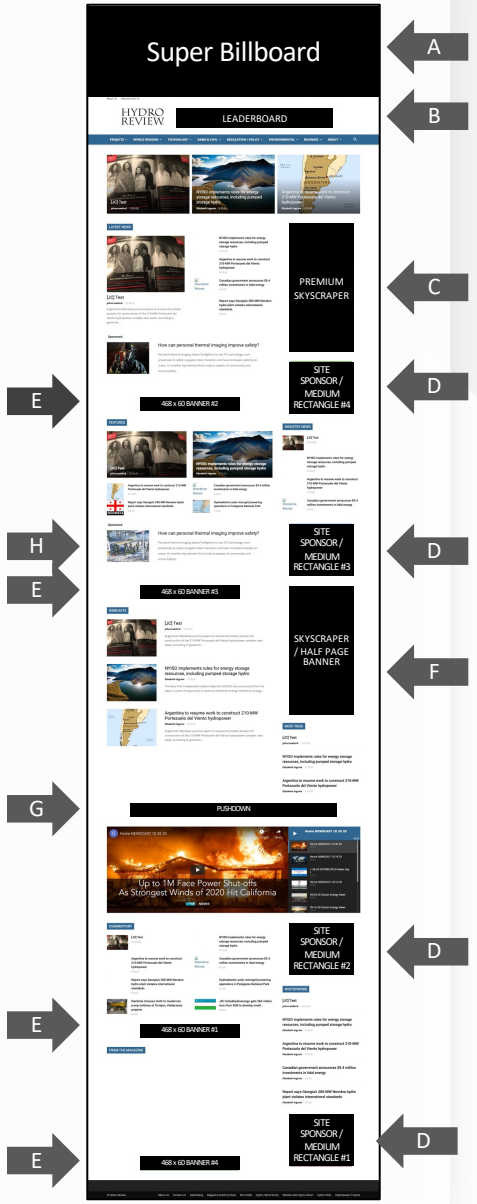
88% PURCHASING AUTHORITY

CLARION ENERGY ■ SPECIFICATIONS

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.

	AD UNIT	DESKTOP SPEC	MOBILE SPEC	FILE FORMAT
A	Super Billboard	1920x350 (expanded) 1920x120 (collapsed)	1024x512 (expanded) 1024x150 (collapsed)	JPG or GIF (Animated or Static), PNG
B	Leaderboard	728x90	320x50*	HTML5, JPG or GIF (Animated or Static)
C	Premium Half Page (previously Premium Skyscraper)	300x600	300x250	HTML5, JPG, or GIF (Animated or Static), PNG
D	Medium Rectangle 1-4 (previously Site Sponsor)	300x250	300x250	HTML5, JPG, or GIF (Animated or static), PNG
E	Full Banner 1-4	468x60	320x50	HTML5, JPG, or GIF (Animated or static), PNG
F	Half Page (previously Skyscraper)	300x600	300x250	HTML5, JPG, or GIF (Animated or Static), PNG
G	Pushdown	970x66 and 970x418	320x50	JPG or GIF (Animated or Static), PNG
H	Native Advertising	—	—	Inquire for details
—	Sponsored Content	—	—	Inquire for details
B and C	Topic Center Bundle	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

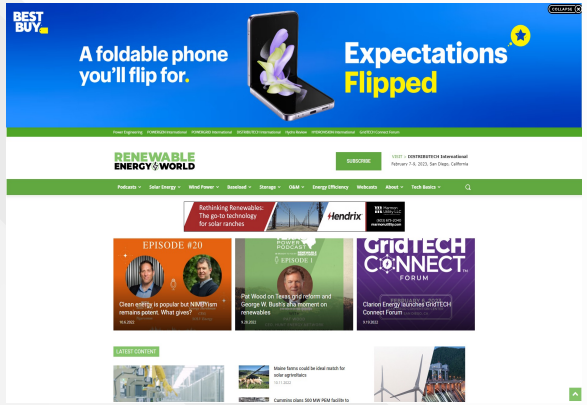
CLARION ENERGY ■ BILLBOARD AD UNIT

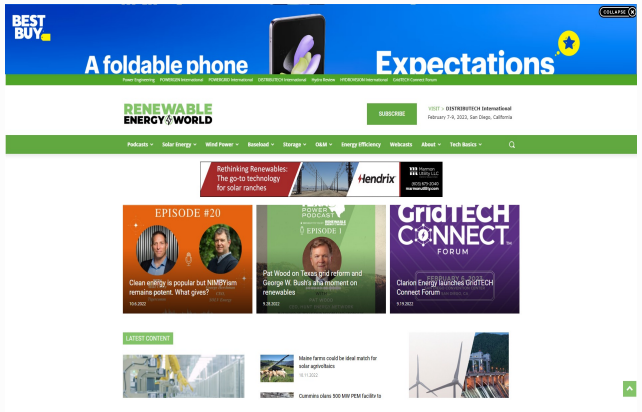
WEBSITE ADVERTISING

The **all-new, exclusive Super Billboard** position is your opportunity to make an impactful impression to our engaged audience of energy professionals and deliver a strong call to action. The Super Billboard, served on the homepage to one select advertiser monthly, begins in an expanded state.

AD UNIT	DESKTOP SPEC	MOBILE SPEC	FILE FORMAT
Super Billboard Ad	1920x350 (expanded) 1920x120 (collapsed)	1024x512 (expanded) 1024x150 (collapsed)	JPG, PNG, or GIF (Animated or Static) - up to 250KB

As the user scrolls, your ad will remain at the top of the page in a collapsed state the duration the user remains on the homepage.







CLARION ENERGY ■ NATIVE ADVERTISING

WEBSITE 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	

HYDRO REVIEW

CLARION ENERGY ■ DIMENSIONS

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.

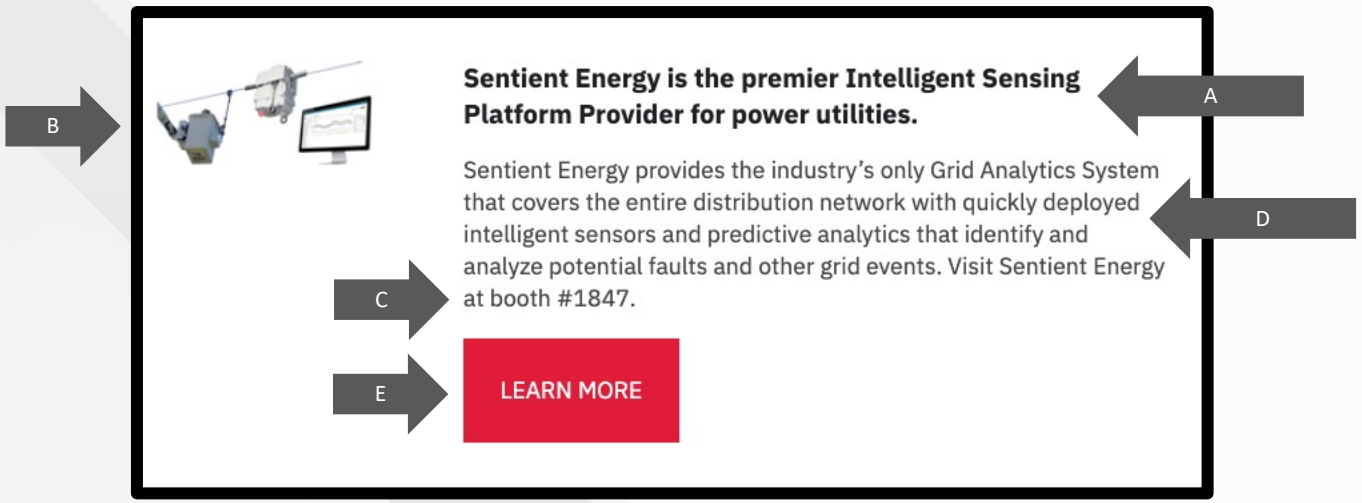
	AD UNIT	SPECIFICATION
A	Top/Anchor Display	600x74 + URL
A	Top/Anchor Hybrid	Headline (70 characters max, including spaces) + Description/Summary (505 characters max, including spaces) + Call-to-Action (25 characters max, including spaces) + 150x150 image + URL
B	Intro AD	Headline (70 characters max, including spaces) + Description/Summary (505 characters max, including spaces) + Call-to-Action (25 characters max, including spaces) + 150x150 image + URL
C	Middle	300x250 + URL
D	Inline Ad (NEW)	Headline (60 characters max, including spaces) + Description (150 characters max, including spaces) + URL
E	Outro Ad (NEW)	Headline (70 characters max, including spaces) + Description/Summary (505 characters max, including spaces) + Call-to-Action (25 characters max, including spaces) + 150x150 image + URL

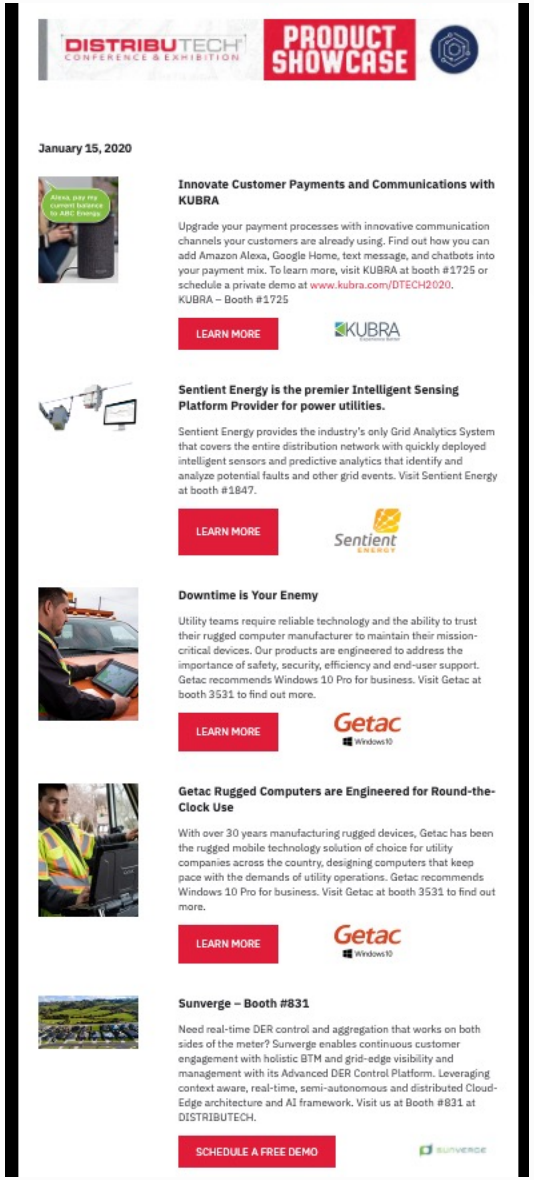


E-NEWSLETTERS

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.

	AD UNIT	SPECIFICATION
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





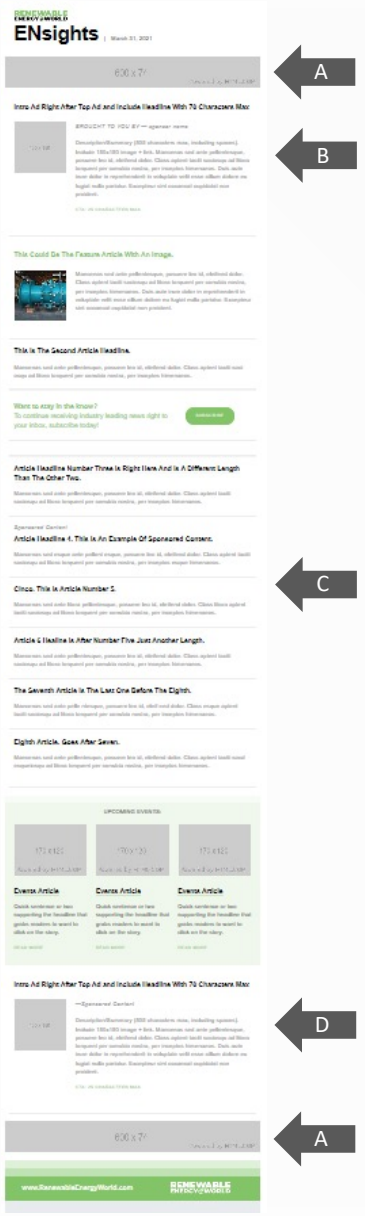
POWERGRID INTERNATIONAL | POWER ENGINEERING | RENEWABLE ENERGY WORLD

CLARION ENERGY ■ AD UNITS AND DIMENSIONS

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.

	AD UNIT	SPECIFICATION
A	Top/Anchor Display	600x74 + 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	Inline Ad (NEW)	Headline (60 characters max, including spaces) + Description (150 characters max, including spaces) + URL
D	Outro Ad (NEW)	Headline (70 characters max, including spaces) + Description/Summary (505 characters max, including spaces) + Call-to-Action (25 characters max, including spaces) + 150x150 image + URL



EMAIL MARKETING

SINGLE TARGETED EMAIL

Targeted email marketing is fundamental to every brand. With marketing departments around the world tasked with increasing ROI and boosting profits, "batch and blast" techniques aren't enough to reach these goals.
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.

WHAT YOU PROVIDE:

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

1 IMPROVE RELEVANCY

Segmentation ensures you're sending a more relevant message to your audience.

2 INCREASE ROI

Targeted emails will appeal to more customers because they deliver the right message at the right time. When you deliver relevant messages, engaged readers will convert faster. And more conversions mean more revenue.

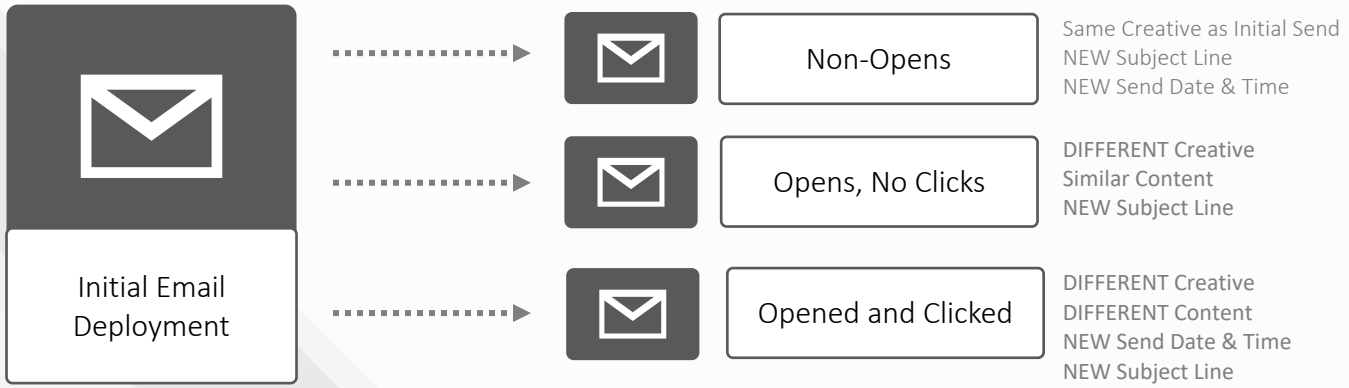
3 LONGER RETENTION

Targeted email marketing not only makes building relationships with customers easier; it also makes retaining them simpler too.

EMAIL MARKETING

EMAIL MARKETING AUTOMATION PROGRAM

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.



1 MORE ENGAGEMENT WITH LESS EFFORT

Proactively sending relevant material to targeted prospects, you remove a lot of the legwork needed to get them interested.

2 CONTINUOUS CONVERSATION TO REMAIN TOP OF MIND

An email marketing drip campaign can serve as an ongoing conversation between you and your customers, allowing you to build on the information in previous emails. Not only does this keep your brand top-of-mind, but also helps establish a trusting relationship.

CLARION ENERGY ■ PODCAST

FACTOR THIS! PODCAST

Create Meaningful Connections with Podcasts!

FACTOR THIS! is a weekly podcast that provides the in-depth and actionable content not available anywhere else. The podcast will feature industry leaders who actually move the needle in hopes of making you smarter, your solar job easier, and to move the industry forward.

LIVE READ (30 seconds, 3 max per episode)

- Each ad is read by the host, and cannot exceed 30 seconds (75 words or less)
- Each episode will have up to 3 live read ads
- Client to submit ad copy to **FACTOR THIS!** a minimum of 5 days prior to publish date
- Client to submit logo in EPS file format

Buy More and Save Per Episode!

EPISODE SPONSOR (exclusive, 1 per episode)

- 30 second (75 words or less) live read within the first 2 minutes of the episode, read by host
- 30 second (75 words or less) live read within the last 2 min of the episode, read by host
- Logo placed on the article page hosted on the Renewable Energy World website including 50-word company description
- Included within at least one organic post on the Renewable Energy World Facebook, Twitter, and LinkedIn pages.
- Client to submit ad copy to FACTOR THIS! a minimum of 5 days prior to publish date
- Client to submit logo in EPS file format

MORE ENGAGEMENT WITH LESS EFFORT

Proactively sending relevant material to targeted prospects, you remove a lot of the legwork needed to get them interested.

CONTINUOUS CONVERSATION TO REMAIN TOP OF MIND

An email marketing drip campaign can serve as an ongoing conversation between you and your customers, allowing you to build on the information in previous emails. Not only does this keep your brand top-of-mind, but also helps establish a trusting relationship.

CLARION ENERGY

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.



Facebook

Options: Image or Video ad

Body Copy: 250 characters max, including URL to your preferred landing page (i.e. your website, whitepaper, product etc.)

Link Headline: 25 characters max
Image Dimensions: 1200(W) x 628(H) pixels

Video Dimensions: minimum size 120x120 pixels; at least 1080x1080 pixels resolution

Image: PNG, GIF, JPG only (no animated gif, HTML5 or tags)
Video: MP4
Targeting: specific demographics
Overall average CTR: 1.11%

Choose Facebook if: You want maximum results – Facebook generally reaches the most audience members



Twitter

Options: Image or Video ad

Hyperlink: + Click-through URL

Tweet Copy: 280 characters max. Each link used reduces character count by 23 characters

Image Headline: 70 characters max
Optional Hashtags: Up to 2 hashtags (contained in body text)
Optional Image Dimensions: 1600(W) x 900(H) pixels
Image: PNG, GIF, JPG only (no animated gif, HTML5 or tags)
Targeting: keywords, hashtags, and look-a-like followers
Overall average CTR: 19.52%

Choose Twitter if: You want your money to go a long way, are willing to experiment and try out a new audience and want strong results on a new platform



LinkedIn

Options: Image or Video ad

URL: to your preferred landing page (i.e. your website, whitepaper, product etc.)
Headline: 200 characters max; recommend under 70 characters
Body Copy: 600 characters max; recommend under 150 characters
Image Dimensions: 1200x1200 OR 1200x627 recommended
Image: PNG, GIF, JPG only (no animated fig, HTML5 or tags)

Video Dimensions: 1920x1080 or 1200x675
Video: MP4
Targeting: professional characteristics
Overall average CTR: 1%
Choose LinkedIn if: You value quality of audience over quantity

LEAD GENERATION AND ONLINE EDUCATION

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

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)

AUDIENCE ENGAGEMENT & LEAD NURTURING OPPORTUNITIES

Lead Nurturing is rarely about immediate sales. Instead, it's about inspiring real engagement and keeping your brand at the forefront of your audiences' minds throughout successfully recurring customer lifecycles. Our Lead Nurturing Program allows you to reach your customers across multiple channels based on their consumption preferences (email, social, newsletters) in order to convert them and provide you with qualified leads.

TIER 1

Custom Landing Page with Lead From

Single Targeted Email

Social Media Advertisement

Two Newsletter Advertisements

TIER 2

Custom Landing Page with Lead From

Email Marketing Automation Program

Social Media Advertisement

Two Newsletter Advertisements

TIER 3

Custom Landing Page with Lead From

Email Marketing Automation Program

Two Social Media Advertisements

Two Newsletter Advertisements

Custom Webcast

LEAD GENERATION AND ONLINE EDUCATION

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

WHITE PAPER PROGRAM

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

PREMIUM CONTENT AND LEAD GENERATION

TITLE SPONSORSHIP

Title Sponsorships are exclusive to each event. Includes the most prominent brand visibility throughout the event. Your logo will be included on all marketing materials including pre- and post-event emails. Title sponsor will be co-branded as the "Powered by" sponsor.

Includes:
- Branding
- Custom 45-min session
- Pre-event promotion
- Post-event promotion
- Leads

CUSTOM SESSION

Develop a custom session in order to tell your story to a dedicated audience. Sponsor can determine topic, speakers and promote through our powerful e-Newsletter subscribers. We will set up a consult with our content team in order to ensure the topic aligns with audience and event.

Includes:
- Branding
- Custom 45-min session
- Pre-event promotion
- Post-event promotion
- Leads

COMPANY SPOTLIGHT

Develop a company spotlight session whereby you are driving and developing the session content. TED talk style formatting, this option is shorter and limited to two (2) speakers.

Includes:
- Branding
- Custom 45-min session
- Pre-event promotion
- Post-event promotion
- Leads

SESSION BRANDING

Based on the content for each event, position your brand in front of the target session audience. Does not include a speaking opportunity.

Includes:
- Branding
- Pre-event promotion
- Post-event promotion
- Leads

Branding option not available on any sponsor led custom sessions.

EXECUTIVE INTERVIEWS AND SPONSORED CONTENT

EXECUTIVE INTERVIEW

Allow our editorial team to interview an executive within your organization. What are the biggest challenges they are facing, how do they see the future of energy changing in the short term/long term, where do they see the biggest growth potential – these are question our readers want to know about.

- Written interview with an executive from your company.
- 1,000 words max, one image, one external link, one email/contact us link.
- Planning meeting to review scope and deliverables.
- 1 round of revisions / edits
- Written article will be published on Clarion Energy media websites based on company profile / target audience and is up to Clarion Content Directors full discretion. Brands include – Hydro Review, Power Engineering, POWERGRID International and Renewable Energy World.

Promotion

- Published to the website
- Two (2) Newsletter Advertisements
- One (1) Social Advertisement

EXECUTIVE Q&A

Allow our editorial team to provide 5-8 questions for an executive within your organization to answer (over email or phone). What are the biggest challenges they are facing, how do they see the future of energy changing in the short term/long term, where do they see the biggest growth potential – these are question our readers want answers to.

- Written Q&A with an executive from your company.
- 5-8 questions
- 1,000 words max, one image, one external link, one email/contact us link.
- Planning meeting to review scope and deliverables.
- 1 round of revisions / edits
- Written Q&A article will be published on Clarion Energy media websites based on company profile / target audience and is up to Clarion Content Directors full discretion. Brands include – Hydro Review, Power Engineering, POWERGRID International and Renewable Energy World.

Promotion

- Published to the website
- Two (2) Newsletter Advertisements
- One (1) Social Advertisement

EXECUTIVE INTERVIEWS AND SPONSORED CONTENT

IN-DEPTH FEATURE (CLIENT SUPPLIED)

Does your company have a SME or engineer that has developed a feature article on a particular topic or perhaps a case study on a recent project? The "Client Written In-Depth Feature" is an option which allows your company to publish that piece of content on our website for thousands to read. The marketing campaign will ensure the right readers see your content. Clarion content directors will edit content to ensure it is not commercially oriented.

- Planning meeting to review scope and deliverables.
- 2,000-word article provided by Client.
- Four images, three external links, one email/contact us link.

Promotion

- Published to the website
- Two (2) Newsletter Advertisements
- One (1) Social Advertisement

IN-DEPTH FEATURE (CLARION-WRITTEN)

Allow our editorial team to write an In-Depth feature article on a particular topic or recent project that your company was involved with. We will work directly with your SME's on this piece and can even include up to two (2) interviews with clients (sponsor to identify clients and provide contact information). All of this is outlined in the scope of work that we will work directly with you on.

- Planning meeting to review scope and deliverables. 2 rounds of revisions
- 2,000-word in-depth feature article written by Clarion.
- Four images, three external links, one email/contact us link.

Promotion

- Published to the website
- Four (4) Newsletter Advertisements
- Four (4) Social Advertisements

CLARION ENERGY ■ DIMENSIONS (provide all)

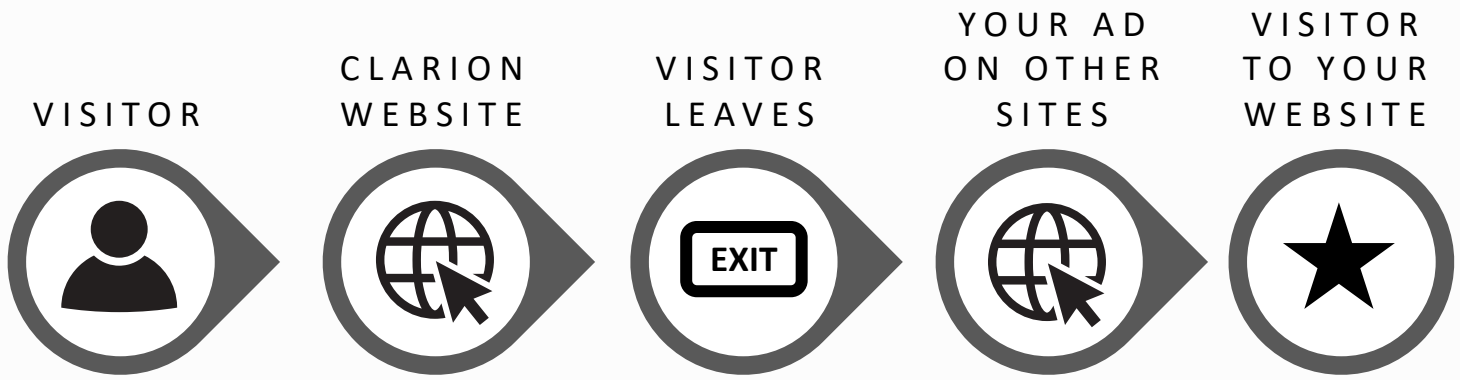
RETARGETING/AUDIENCE EXTENSION PROGRAM

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.

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



1 WEBSITE VISIT

A potential customer visits our website to read industry news and information.

2 RETARGETING IN ACTION

They leave and start to see your ads on other websites they visit.

3 CLOSING THE DEAL

You've caught their eye—they click on your ad and visit your website ready to act.

INCREASE BRAND EXPOSURE

Achieve greater impact and help customers move through the marketing funnel quickly.

REACH THE RIGHT AUDIENCE

Focus ad spend on your target audience – an audience that is involved with and connected to the energy industry.

VIDEO CREATION SERVICES

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.



POWERGRID INTERNATIONAL

JANUARY

Electric Vehicles

FEBRUARY

Utility of the Future / Grid Modernization

LIVE EVENT:

DISTRIBUTECH INTERNATIONAL®

POWERGEN International®

GridTECH Connect Forum

MARCH

Customer Engagement

APRIL

Data Analytics

Smart Grid

MAY

DERMS

Flexible Resources

LIVE EVENT:

GridTECH Connect Forum

JUNE

Asset Management

JULY

Resiliency through DER

AUGUST

Outage Management

SEPTEMBER

Vegetation Management

OCTOBER

Microgrids

LIVE EVENT:

GridTECH Connect Forum

NOVEMBER

Cybersecurity

DECEMBER

Smart Cities

POWER ENGINEERING

JANUARY

Gas turbine technologies

Case studies

FEBRUARY

Control room digitalization Cybersecurity

LIVE EVENT:

POWERGEN INTERNATIONAL®

DISTRIBUTECH INTERNATIONAL®

GridTECH Connect Forum

MARCH

Advanced nuclear

APRIL

Energy storage

Hybrid power plants

MAY

Supply chain

Workforce challenges

LIVE EVENT:

GridTECH Connect Forum

JUNE

Hydrogen-fired turbines

JULY

Decommissioning

Regulatory issues

AUGUST

Optimizing plant performance

SEPTEMBER

Utility-scale renewables

OCTOBER

CHP/Cogeneration

LIVE EVENT:

GridTECH Connect Forum

NOVEMBER

Microgrid deployments

DECEMBER

H2 case studies

Electrolysis

RENEWABLE ENERGY WORLD

JANUARY

Sustainable supply chains

FEBRUARY

Cybersecurity

LIVE EVENT:

DISTRIBUTECH INTERNATIONAL®

POWERGEN INTERNATIONAL®

GridTECH Connect Forum

MARCH

Project finance

APRIL

Green hydrogen, e-fuels, sustainable aviation fuels

MAY

Advancements in energy storage

LIVE EVENT:

GridTECH Connect Forum

JUNE

Interconnection

VIRTUAL EVENT | RENEWABLE+ Series™: Energy Storage

JULY

Recycling in renewable energy

AUGUST

Offshore wind

SEPTEMBER

Maximizing hybrid projects

OCTOBER

Long-duration energy storage

LIVE EVENT:

GridTECH Connect Forum

NOVEMBER

Distributed energy resources

VIRTUAL EVENT | RENEWABLE+ Series™: Solar Storage

DECEMBER

Climate/weather resiliency in renewable energy systems

HYDRO REVIEW

JANUARY

Equipment and Technology

VIRTUAL EVENT:
HYDRO+: Equipment and Technology

FEBRUARY

Water and Environment

MARCH

Operations and Maintenance

VIRTUAL EVENT: HYDRO+: Civil Works and Dam Safety

APRIL

New Development

MAY

Civil Works and Dam Safety

VIRTUAL EVENT: HYDRO+: Market Trends & Asset Strategies

JUNE

Market Trends and Asset Strategies

JULY

Pumped Storage/ Energy Storage

LIVE EVENT:

HYDROVISION INTERNATIONAL®

AUGUST

Bearing Solutions

SEPTEMBER

Rehabilitation

VIRTUAL EVENT: HYDRO+: Energy Storage

OCTOBER

Controls and Automation

NOVEMBER

Policies and Regulation

VIRTUAL EVENT: HYDRO+: Operations and Maintenance

DECEMBER

2023 Recap and Looking Ahead

CLARION ENERGY

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