



E Source Demand-Side Management Advisory Service **MEMBERSHIP BENEFITS**

*Get an insider's view on demand-side management programs with the **E Source Demand-Side Management Advisory Service (DSMAS)**. If you need to understand the unique challenges utilities are facing and you want to know which programs they're offering in the U.S and Canada, this service can help you better position and market your products and services. Our deep expertise on the retail side of the utility business is based on 25 years of providing services to electric and gas utilities. The benefits we offer to our members include the latest independent research on DSM programs, access to our exclusive database of almost 3,000 DSM programs, and inquiry time with our energy experts.*

WHAT YOU GET WITH THE DEMAND-SIDE MANAGEMENT ADVISORY SERVICE

Member Inquiries. Get consulting assistance from our experts by asking us your questions, bouncing ideas off our researchers, or contacting us whenever you need an unbiased, third-party perspective. We'll save you time and give you insights on DSM programs, market trends, and utility-specific needs.

Research Findings. Gain access to our comprehensive library of the latest independent, unbiased, and well-documented research, which includes profiles of innovative and experimental programs. Stay current on what's happening with DSM programs across North America and get the scoop on relevant best practices.

DSMdat. Identify promising markets with our exclusive DSM programs database, which provides data on nearly 3,000 DSM and renewable programs offered by utilities in the U.S. and Canada. Find out who's doing what and where rebates and incentives are highest.

E Source Forum. Showcase your products and services at this exclusive annual event for E Source utility members. This event consistently draws key utility decision-makers together each fall. DSMAS members receive first priority for reserving an exhibit space at the E Source Forum, as well as a 50% discounted exhibitor fee.

Monthly e-mail newsletter. Receive an insightful article each month in a newsletter that highlights the best utility programs, unravels the key strategic and policy issues driving today's DSM market, and provides links to our recently released DSM resources.

GET ANSWERS THAT CAN HELP BUILD YOUR BUSINESS

Here's a sample of some Member Inquiry questions we've been answering for our *E Source Demand-Side Management Advisory Service* members:

- Which U.S. electric utilities spend the most on demand-side management?
- Which vendors provide DSM program management systems, and what features do they provide?
- Are any utilities offering incentives for light-emitting diodes (LEDs) in outdoor lighting applications?
- Which community programs provide financing for energy-efficiency and renewable energy projects?
- What does EISA mean for residential lighting programs?

ACCESS OUR EXCLUSIVE DSM PROGRAMS DATABASE

DSMdat is our proprietary database containing information on some 3,000 DSM and renewables programs being offered in the U.S. and Canada. It's the most user-friendly and comprehensive resource available on energy-efficiency, load management, demand-response, and customer-sited renewable generation offerings from electric and gas utilities, government agencies, and nonprofit organizations. We update the database monthly, so you'll always have the most current information. Members save time and gain efficiencies by using DSMdat to:

- Learn what programs utilities in your state or province—or in the entire U.S. or Canada—are running
- See how programs compare between similar utilities
- Find out how much of an incentive is being offered for a type of program
- Learn what measures are included in programs

DEMAND-SIDE MANAGEMENT & UTILITY INDUSTRY EXPERTISE

With access to the latest independent, unbiased, and well-documented research, you'll be able to stay current on what's happening with DSM programs across North America. We deliver profiles of innovative and experimental programs and keep you up to date on the issues driving today's DSM market.

Recent reports include:

- Utility DSM Budget and Goals
- Utilities Benefit from Municipal Energy-Efficiency Building Incentives and Codes
- Counting on Custom Programs for Savings
- U.S. Electric DSM Spending
- Energy Star Launches Comprehensive Commercial Building Pilot Program
- Attribution Issues: The Net Versus Gross Savings Debate
- Lessons Learned from Comprehensive C&I Programs
- Partnering with Cities

SHOWCASE YOUR PRODUCTS AND SERVICES IN FRONT OF UTILITY DECISION-MAKERS

The annual E Source Forum is an exclusive event for our utility members. We offer them a special DSM topical track as well as tracks in Customer Service, End-Use Technologies, Marketing & Communications, and Intelligent Grid. We expect to have more than 375 attendees from utilities and other energy service providers, as well as government representatives and others involved in redefining how energy is delivered, purchased, and used. As a member of the *E Source Demand-Side Management Advisory Service*, you'll get first priority for reserving an exhibit space as well as discounted fees.

Attendee Profile Information

Utility: 86%

Consultant/vendor/contractor: 8%

End user: 3%

Role at Company

Customer service: 30%

Demand-side management: 40%

Marketing and communications: 20%

Other: 10%