



E Source Intelligent Grid Market Advisory Service **MEMBERSHIP BENEFITS**

*Get an insider's view of the latest smart grid trends with the **E Source Intelligent Grid Market Advisory Service (IGMAS)**. In addition to helping you understand the unique challenges that utilities are facing with smart grid rollouts and customer concerns, 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, best practices, and proven guidance on technologies, programs, communications, data security, and privacy as well as inquiry time with our energy experts.*

WHAT YOU GET WITH THE INTELLIGENT GRID MARKET 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 smart grid customer value, customer data and security, and smart grid technologies.

Research Findings. Gain access to our comprehensive library of independent, well-documented research, focusing on actionable profiles of innovative and experimental deployments, programs, technologies, and communications.

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. IGMAS members receive first priority for reserving an exhibit space at the E Source Forum, as well as a discounted exhibitor fee.

Monthly E-mail Newsletter. Receive an insightful article in a monthly newsletter that highlights utility programs, provides food for thought on key strategic smart grid issues, and provides links to our recently released smart grid-related 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 Intelligent Grid Market Advisory Service* members:

- In the dynamic domain of smart meters and advanced metering infrastructure, project status seems to change daily. Can you provide an update on U.S. and Canadian projects?
- What kind of public resistance is emerging to smart grid initiatives because of privacy, fairness, pricing, and control concerns?
- What new business models and technologies are driving the next generation of smart buildings?
- We recently heard that consumer acceptance of and interaction with smart grid technologies should focus on the rule of three screens—phone, computer, and TV. Does E Source have data to back up that assertion?
- Which appliance manufacturers are planning to introduce “smart” appliances that work with smart meters?

FOCUSED RESEARCH AND ANALYSIS ON SMART GRID

With access to the latest independent, unbiased, and well-documented research, you'll be able to stay current on innovative and experimental deployments, programs, technologies, and communications, giving you insights to help you avoid potential problem areas or fix existing issues. Here are three examples of our recently published research:

Is Smart Grid 3.0 Almost Here? Smart Grid 3.0 promises to allow bidirectional communication with all grid-connected devices directly across the power lines. Is the enabling technology just around the corner? In this report, E Source explains the concept of “tagging” power to enable tracking, regulation, and mobile billing.

Geek Speak Takes a Back Seat: PEV Messaging for Mass Markets. Plug-in electric vehicles (PEVs) are now arriving in showrooms across the United States. How are utilities in early roll-out regions identifying early-adopters and communicating on critical issues? In this Research Brief, E Source addresses these questions with profiles of three utilities operating in PEV-ready regions.

The Smart Grid Is Not About Residential Energy Efficiency—Yet. References to the energy-efficiency benefits expected to flow from smart grid deployments are commonplace. Not all actions that reduce the energy bill, however, constitute energy efficiency in the strict meaning of the term; many are properly classified as conservation or load shifting, neither of which intrinsically provides the reliable and long-lasting savings of energy efficiency. In this White Paper, E Source examines the components of smart grid that show that the customer-facing elements will, in fact, primarily motivate conservation and load-shifting behaviors rather than energy efficiency.

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 Intelligent Grid topical track alongside tracks for Customer Service, End-Use Technologies, Marketing & Communications, and Demand-Side Management. We expect 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 Intelligent Grid Market Advisory Service*, you'll get first priority for reserving an exhibit space as well as discounted fees.

Attendee Profile Information:

- Utility: 86%
- Consultant, vendor, or contractor: 8%
- End user: 3%