

# The Global SMART ENERGY ELITES: Projects and People



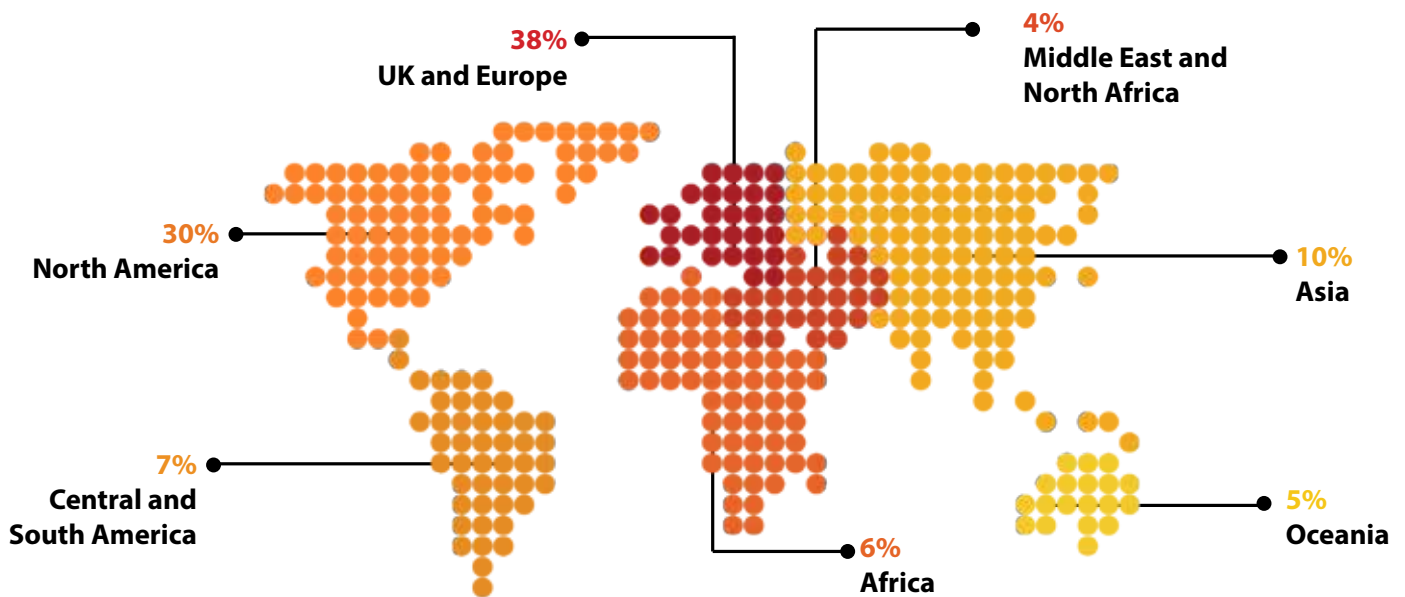
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The Global Elites brings together two concepts: the very best Smart Energy projects worldwide and the people of excellence that have shaped the industry. These are the Elite projects and the Elite people across the globe, which have enabled utilities to embrace the digital future. The Elite projects and people highlighted in this prestigious publication will be indispensable reading for the modern utility directors wishing to embrace change. As they strive to make their utilities future proof, the utility directors and their teams will use Global Elites for critical insight and best practice to be adopted.

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**METERING &  
SMART ENERGY**  
INTERNATIONAL

## Distribution



5000 Copies will be distributed at all global "Utility Week" events in Europe, Africa, Latin America, Asia and Australia/New Zealand. A digital version of the publication will be distributed to the 100 000+ Metering and Smart Energy International subscriber base.

Each utility featured will receive commemorative copies to distribute to their senior management, and each individual featured will receive copies for their personal use.

## Format

*The Global Elite* will be a prestigious A4 publication presented in high design format, using superior quality paper and a laminated cover. It will be approximately 140 pages in length filled with in depth studies of the Elite projects along with the views and the vision of the Elite people.

## The People

The Elite people series is not new. Last year, we delivered the *Most Influential People in European Smart Grid*. In 2015 we will present *The Global Smart Energy Elites: Projects and People* together in one high quality glossy publication.

## Some of the questions this publication will address:

- Who are the most influential people in the development of global smart grids?
- What have they done? What are their achievements?
- How have they brought innovation and insight to their corporations and their countries?
- What can we learn from their experience?

# The Projects

Which are the global projects that have made the most significant differences? Which rollouts have had a critical impact on the utility and its customer base? The editorial team in conjunction with the advisory board will present projects that have delivered strongly in the following fields:

1. **AMI & Smart Metering:** Which AMI project and applications have significantly improved utility operations, efficiency or revenue collection in the past year?
2. **Data & analytics:** Which utility has significantly improved on the way it is handling and analysing data; and what has the benefit been to both the utility and its customer base?
3. **Cybersecurity:** Which utility has successfully deployed technology to avert hacking, intrusions and cyber-attacks, to the benefit of both the utility and its customer base?
4. **Billing and Customer engagement:** Which utility has most increased the level of customer satisfaction experienced; and how have these results been achieved?
5. **The digital utility transformation:** The utility that has most embraced the evolution to the digital age through implementation of smart grid, smart metering and integrated smart communication systems.
6. **Smart water project:** The water utility that has seen the most benefit due to the rollout of 'smart' systems. Benefit can be measured through management of resources, revenue management or collection or improved customer satisfaction.
7. **Innovation of the year:** The most innovative product or project of 2014/2015
8. **Emerging market project:** Emerging markets are defined as: Asia, Latin America, Eastern and Central Europe and Africa.
9. **Integration of IT and OT:** Which utility has successfully integrated information technology (IT) and operational technology (OT) for better streamlined and efficient operations?
10. **Demand response project:** Which utilities have successfully integrated a demand programme for better energy efficiency, or seen consistent demand management of electricity usage?

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To nominate your project in any of these categories, please contact Amy Ryan ([amy.ryan@spintelligent.com](mailto:amy.ryan@spintelligent.com)) or Claire Volkwyn ([claire.volkwyn@spintelligent.com](mailto:claire.volkwyn@spintelligent.com)) or visit [www.metering.com](http://www.metering.com) for more information.

Each section will contain editorial pages on specialist suppliers and the benefits of their products or services. These will only be available to sponsors and will include interviews, case studies and technology analysis.

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## How are the Projects and People selected?

The Metering and Smart Energy editors have compiled the information and have spent over 12 months analysing hundreds of projects worldwide. They faced difficult choices for inclusion into these prestigious pages as so many projects deserve mention. In addition they have been inundated with nominations for people who have made the biggest of differences in their organisations or in the community.

# Sponsorship opportunities

The projects and the people highlighted in *The Global Elite* will be indispensable reading for the modern utility directors wishing to embrace change. They need new technology, new ideas and new partners to be successful. We have therefore created 5 sponsorship packages which can be taken within each of the project categories outlined below.

## Platinum Sponsorship:

- Company logo branding as Platinum Sponsor on all marketing materials and communications
  - Inclusion as Platinum Sponsor on all press releases
  - Outside back cover advertisement
  - 1 x HTML mailer promotion to our database
  - Two page editorial within the appropriate/ chosen project category
  - 1 x Full page advertisement within the publication
- Investment: \$15,090**

## Gold Sponsorship:

- Company logo branding as Gold Sponsor on all marketing materials and communications
  - Inclusion as Gold Sponsor on all press releases
  - One full page of commercial editorial within the appropriate/chosen project category
  - 1 x HTML mailer promotion to our database
  - 1 x Full page advertisement within the publication
- Investment: \$9,045**

## Silver Sponsorship:

- Company logo branding as Silver Sponsor on all marketing materials and communications
  - Inclusion as Silver Sponsor on all press releases
  - 1 x Full page advertisement within the publication
- Investment: \$7,536**

## Company Advertising:

- 1 x Full page advertisement within the publication. Placement to be determined at the discretion of the editor, in consultation with the advertiser where possible.
- Product Advertisement Opportunities: \$5632**

*The Global Elite* is crucial reading for the utilities that are embracing an inevitable digital transformation. It is therefore your gateway into the heart of the utility - to the directors that are driving investment and looking for partnerships.

To book your sponsorship position, contact us today:

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