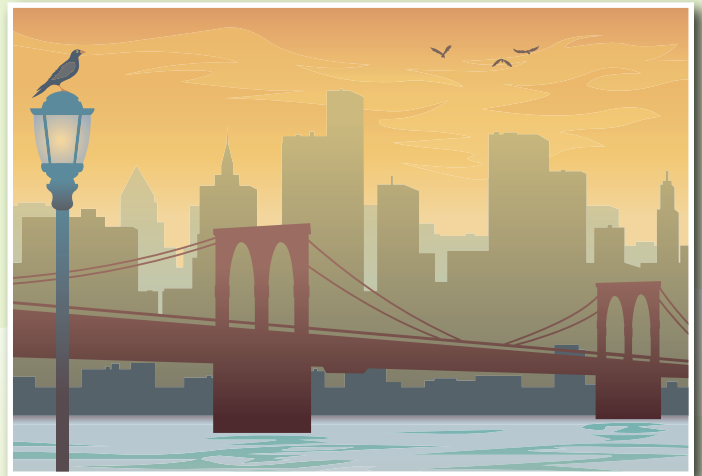


Event Prospectus

*Bridging
Smart Buildings
and the
Smart Grid*



**New York, NY
January 21, 2008**



NewEnergy
Alliance



What is B2G Summit?



With the background of an increased awareness of sustainability and energy conservation, the building automation as well as the electric grid industries are facing dramatic changes and new opportunities to interject intelligence and IT into their control infrastructures.

The building automation market has been undergoing dramatic changes in the past few years, driven by increased availability of enabling technologies such as open systems and IP (Internet Protocol). While benefits of these can be found, the dramatic value proposition of energy management is once again center stage as a key purpose of this mature industry.

The electricity grid and supply industry has over a similar period, been going through its own dramatic changes. The need to modernize the electric grid in North America and the developed world, combined with a forecasted shortage of electricity is driving an urgent initiative to explore ways to use Information Technology to help solve these challenges.

Environmental concerns are impacting utility's ability to increase capacity in traditional ways by building more plants. Renewable energy sources are increasing both centralized and in a distributed fashion. The electricity system of the future is likely going to look more like the Internet than the 20th century grid built by our forefathers.

Buildings use around 40% of energy from electricity supply and contribute around the same percentage of harmful carbon, the main cause of climate change.

This perfect storm of drivers and trends begs the question why more is not done to interconnect the future smart grid with the future smart buildings, in a manner that is most beneficial to building owners, electricity providers and society in general.



The first B2G Summit, is designed to explore the opportunities that lie at the intersection of building systems and the smart grid.



The B2G Summit was organized in part out of the conclusion of the Grid-Interop Forum in Albuquerque in November 2007, organized by the GridWise Architecture Council in partnership with Clasma Events.

Agenda

Monday January 21, 2008	
8:30 - 9:30	Registration & Continental Breakfast
9:30 - 10:30	Opening Keynote Overview of Buildings-to-Grid
10:30 - 12:00	Opportunities for Buildings Industry
12:00 - 1:30	Lunch & Networking
1:30 - 3:00	Opportunities for Smart Grid Players
3:00 - 4:00	Action Plan, the Road Ahead
4:00 - 5:30	Reception & Networking

Agenda is preliminary and subject to change.

Summit Focus...

Bridging Smart Buildings and the Smart Grid

Key Topics & Objectives

- Energy Independence and Security Act of 2007
- Outlining opportunities for buildings and smart grid stakeholders
- Discover possible partnerships for business development
- Understand the magnitude and time table of business opportunities
- Define actionable steps forward
- Understand the value proposition to building owners and utilities

Partner Organizations

The first B2G Summit in New York is organized in partnership with two key organizations working in the intersection of buildings and the smart grid.

GridWise Architecture Council

The GridWise Architecture Council (GWAC) is a team of industry leaders who are shaping the guiding principles, or architecture, of a highly intelligent and interactive electric system—one ripe with decision-making information exchange and market-based opportunities. This architecture will provide guidelines for interaction between participants and interoperability between technologies and systems. The Council is funded by the U.S. Department of Energy.



NewEnergy Alliance

The NewEnergy Alliance was formed to share information and help drive innovation across



the BAS industry with best practices, new technologies, and advanced energy strategies to bring demand response to every building that has a building automation system. The Alliance was founded by Constellation NewEnergy.



Register online at...

www.B2G-Summit.com

Or Call +1(972)865-2246

About Clasma Events Inc.

Clasma Events is an event organizer based in Dallas, Texas, creating and managing conferences and tradeshows related to the convergence of intelligent connected devices and Information Technology.

Clasma organizes the following industry events.



Pricing Matrix

		Package	Platinum	Gold	Silver
Benefits					
Investment Required			\$10,000	\$5,000	\$2,500
Space	Space Provided		Table top	Table top	Table top
	Space Type & Location		Premium	Standard	Standard
Pre-Event	Logo on Web Home Page		Yes	Yes	-
	Logo on Sponsors Page		Yes	Yes	Yes
	Logo on Promotional Email & Brochures		Large	Medium	-
	Company Description Size (words)		200	100	50
At The Event	Logo on Event Signage		Large	Medium	Small
	Free Conference Passes Provided		8	4	2
	Cost of Additional Conference Passes		\$95	\$195	\$195
Misc	Conference Content Development Involvement		Yes	Some	-
	Keynote Speaking Privileges		Yes	-	-
	Other Conference Speaking Privileges		Presentation	Panel	Panel
Investment Required			\$10,000	\$5,000	\$2,500

Additional Sponsorship Options

Reception	Sponsor one of the receptions at the conclusion of the B2G Summit.....	\$2,000
Breakfast	Sponsor the continental breakfast prior to the start of the B2G Summit.....	\$1,000
Lunch	Sponsor of the conference lunch and networking at the B2G Summit.....	\$4,000
Summit Folder	Sponsor the conference book with your logo, available exclusive or shared	\$2,000
Badge Holders	Sponsor the Badge Holder for conference attendees	\$1,500
Other Options	Contact Clasma for other Sponsorship opportunities that can be created to suit your marketing needs.....	\$ Call

By sponsoring one of the above activities, your logo will be displayed on the web site, on the expo and conference material, signage and as applicable during the activity itself.

Notes

- Logos are presented in different sizes according to sponsorship level
- Conference Pass provides access to full activities of the summit
- Discounted fees are not eligible for additional early bird or pre-registration or association discounts
- Content Board advises show organizer on content, theme and subject as well as tracks and sessions
- Subject to organizer's content policies

Payment terms

- 100% of fees payable with commitment
- Payment method:
 - Check drawn on a U.S. bank
 - Wire transfer
 - VISA/MC for amounts of \$5,000 or less

Contact Information

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