

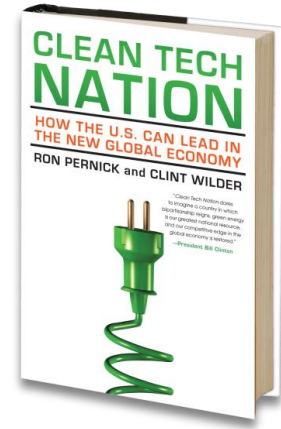
CLEAN TECH NATION WEBINAR BRIEFING SERIES

High Impact Insights from the Research Experts at Clean Edge

SERIES OVERVIEW

For more than a decade Clean Edge has tracked, benchmarked, and documented clean-tech market activity, regional and global trends, and emerging opportunities and challenges. Now more than ever, market participants require reliable updates on the latest and most relevant issues and breakthroughs impacting the U.S., and global, clean-tech marketplace.

The *Clean Tech Nation Webinar Briefing Series* from Clean Edge provides groundbreaking webinars and the release of new public datasets to inform key industry stakeholders on the most important developments and breakthroughs happening in the clean-tech industry. Corporations, entrepreneurs, policymakers, investors, non-profits, service firms, and other important industry leaders can participate in these forums to get the latest understanding of what is shaping the clean-tech market.



RON PERNICK
Founder & Managing Director
 Clean Edge



CLINT WILDER
Senior Editor
 Clean Edge

WEBINAR FORMAT

Live webinar sessions, moderated by *Clean Tech Nation* co-author Ron Pernick or Clint Wilder, include up to three industry experts. Content for each session is relevant and timely, and webinars are conducted in a lively, interactive format to keep viewers' attention – participants are not sitting through dry presentations. In addition to a live web conference, each session is recorded and posted online for public viewership after the event and all events are supported by original Clean Edge produced infographics.

TOPICS

Clean Edge is currently working with partners and industry stakeholders to determine the best topics for the remainder of 2013 and for the 2014 schedule.

Recent Webinars:

- November 2012: Creating Cleaner Cities (With C40 - Clinton Climate Initiative)
- January 2013: Smart Water (With Partner Autodesk)
- March 2013: Natural Gas and Renewables: Finding Synergies for Growth (With Cascadia Capital)

Upcoming Webinars:

- September 2013: 3-D Printing Meets Sustainability (With Partner Autodesk)
- January 2014: Japanese Clean Tech Market Opportunities (With Partner JETRO)

Potential Upcoming Topics:

- Consumer Behavior for Sustainable Brands
- New & Emerging Project Financing Models: REITs, MLPs and Commercial PACE
- The Utility of the Future: New Models Changing the Game



DATA, FACTS, & INFOGRAPHICS

Clean Edge develops custom artwork for each briefing (see samples in event summaries below). All artwork, including original tables and/or charts, are made available to the public and media.

MARKETING AND ATTENDANCE

Each webinar briefing is heavily marketed to Clean Edge contacts (approx. 28,000 industry leaders) via email, website, and other channels. Partners are also encouraged to promote the event to their community to gain additional participation. Attendees of the last sessions represent a diverse set of stakeholders from multinationals, startups, growth-stage companies, government, investment, non-profit, education, and industry service firms.

Past webinars have attracted senior officials from:

- | | | | |
|-----------------------|-------------------------|-----------------------|------------------------|
| - Abengoa Solar | - Applied Materials | - Amyris | - Austin Energy |
| - Bank of America | - Bloomberg | - California CEC | - Citigroup |
| - City of Boston | - City of San Francisco | - Chevron | - Constellation Energy |
| - DuPont | - Deloitte | - EPA | - EDF Renewable Energy |
| - EnerNOC | - Goldman Sachs | - Google | - Iberdrola |
| - Los Angeles Chamber | - Morgan Stanley | - National Geographic | - NRC Canada |
| - NREL | - New Jersey DEP | - New York City EDC | - Nexant |
| - PG&E | - Schneider Electric | - Sensus | - Sierra Club |
| - Toshiba | - UC Berkeley | - URS | - U.S. Dept of Energy |

Participation from last sessions has included:

- Natural Gas & Renewables (March 2013): 399 registrations and 121 recording views
- Smart Water (January 2013): 482 registrations and 153 recording views
- Creating Cleaner Cities (Nov. 2012): 259 registrations and 78 recording views

SPONSORSHIP PRICING AND BENEFITS

The Briefing Series is sponsored by supporting organizations and companies. Clean Edge works closely with sponsors to determine webinar topics.

Benefits of sponsorship include:

- Recognition for entire annual series as a sponsor (2013/2014 year starts Oct 2013)
- Exclusive sponsor on one session
- Speaker for sponsored session
- Feedback for topic, speakers, and agenda of sponsored session
- Branding on emails, website, registration, and other materials marketing sponsored session
- Recognition by moderator during sponsored session
- Recognition for at least one year on recorded posting for sponsored session
- List of participants, including emails, of sponsored session
- All expenses covered for all technical and logistical details for planning and execution of webinar

CO-HOST SPONSORSHIP FEE: \$20,000

Briefing Series sponsorship pricing and benefits are subject to change. Clean Edge may request updates to any sponsor materials and holds editorial control over all webinar content. Scheduling is due to availability.

Creating Cleaner & Smarter Cities - November 27th, 2012 Co-Host:

Registered Attendees: 259

Viewed Recorded Session: 78

C40CITIES
Climate Leadership Group

Infographic:

While just over half of the U.S. population resides in the **largest 50 metro areas**, these cities dominate the clean-tech market, with:



Speakers:



Jacques Chirazi
Clean-Tech Program Manager
City of San Diego



Greg Nickels
Mayor 2002-2009
City of Seattle



Johanna Partin
Director of City Programs
C40

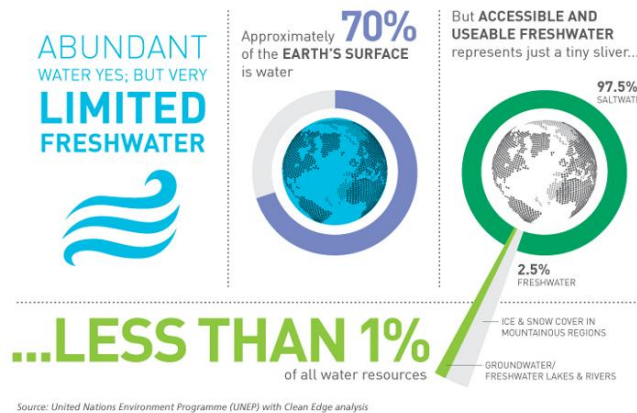
Smart Water: Reinventing the Management and Use of H2O - January 23rd, 2013

Registered for Webinar: 482

Viewed Recorded Session: 153

Co-Host:

Infographics:



AUTODESK

Speakers:



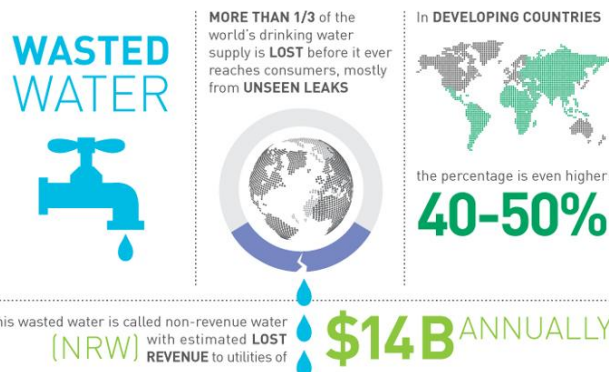
Booky Oren
Booky Oren Global Water Technologies *Chairman and CEO*



Tamin Pechet
Banyan Water CEO



Susan Gladwin
Global Lead, Clean Tech Initiative
Autodesk



Source: Mjya @ The World Bank with Clean Edge analysis

Natural Gas & Renewables: Finding Synergies for Growth – March 19th, 2013

Registered for Webinar: 399

Viewed Recorded Session: 121

Speakers:



Doug Arent
Executive Director,
Joint Institute for
Strategic Energy Analysis,
NREL

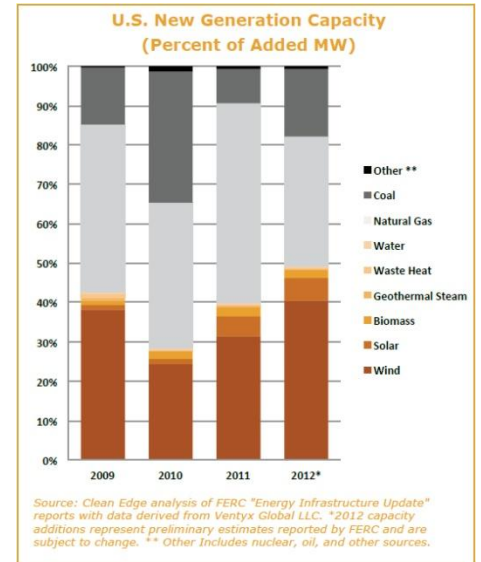


Michael Butler
Chairman and CEO,
Cascadia Capital



Don Furman
Chairman, The Wind Energy Foundation
Former SVP, Iberdola Renewables

Co-Host:



APPROXIMATE WEBINAR PLANNING TIMELINE

- 6-12 Weeks Before: Confirm topic with sponsor and plan for speakers
- 3-8 Weeks Before: Finalize webinar summary and lock in speakers
- 3-4 Weeks Before: First emails, and spotlights, to invite attendees and gather registrations
- 7-10 Days Before: Planning call with speakers to review agenda, questions, infographics, and format of discussion
- 5-7 Days Before: Final marketing email
- 2-3 Days Before: Finalize script, slides, and other materials & share registration info with sponsor
- Day Of Session: Conduct webinar, publish recording, send follow up emails, send attendee information to sponsor
- 2-3 Days After: Debrief meeting with sponsor
- 1-2 Weeks After: Notice to Clean Edge community about infographics and recorded session

LEARN MORE

To learn more about sponsorship of the Clean Tech Nation Webinar Series, please contact:

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Bryce Yonker
Director of Business Development
yonker@cleanedge.com | 503.206.8448

ABOUT CLEAN EDGE

Clean Edge, Inc., founded in 2000, is the world's first research and advisory firm devoted to the clean-tech sector. For more than a decade the firm has delivered timely data, expert analysis, and comprehensive insights to governments, corporations, investors, nonprofits, and other key industry stakeholders. The company offers an unparalleled suite of index, benchmarking, custom research, and advisory services including the *U.S. Clean Tech Leadership Index*, annual *Clean Energy Trends* report, Clean Tech Nation Briefing Series, utility benchmarking, and clean-tech stock indexes with NASDAQ®.