

SMART GRID[®]

FORUM/2018

11th SMART GRID FORUM LATIN AMERICA



"How the smart energy systems and its costumers are shaping the cities of the future"

September 17th & 18th, 2018

CENTRO DE CONVENÇÕES
FREICANECA
Rua Frei Caneca, 569
São Paulo - SP - Brazil

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Profile

We are pleased to announce and invite all the energy sector stakeholders to participate with us attending to the **11th edition** of the **SMART GRID FORUM/2018 - Smart Grid Forum Latin America**, to be held on **September 17th and 18th, 2018**, in **Sao Paulo, Brazil**.

This edition **will include** the International Panel **SMART CITY/2018**, aiming at congregating **articulation associations for the deployment of intelligent networks in the various regions of the world, especially in urban areas**.

The 2018 Conference theme is "**How the smart energy systems and its consumers are shaping the cities of the future**".

The **2017** edition, held simultaneously with the **1st. Smart Grid WORLD FORUM**, was absolutely successful and was attended by **42 Brazilian speakers, 7 international speakers, 30 supporting entities, and also 17 sponsoring companies**.

The main actors and stakeholders in the region have already participated in previous editions of the Forum, but especially in this edition, we will be working in an integrated way so that we can gather as many international participations as possible, also inviting the respective **governments, regulators and local professional communities**, aiming to receive the broader stakeholder's possible matrix.

Themes such as **Intelligent Cities, Connectivity, IoT, Blockchain, Public Lighting, Artificial Intelligence**, among other technologies will be addressed at the Conference.

We look forward to have your presence in this edition!

Best Regards,

Cyro Vicente Boccuzzi



Julio M. Rodrigues



Rua Pamplona, 1.465 - conjunto 43 - CEP 01405-002 - São Paulo - SP - Brasil
 Tel: (55 11) 3051-3159 - smartgrid@smartgrid.com.br - www.smartgrid.com.br

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Background

The Smart Grid Forum Latin America was organized in 2008 and has been leading discussions, dissemination and feasibility of Smart Grids in Latin America. In this process, the Forum is responsible for the pioneer organization of the International Conference and Expo in 2008, holding its eleventh edition in 2018. The Conference is part of the world circuit of events on this subject. The Forum's mission is to provide the open, periodic and systematic exchange of information, aiming at:

- Implementing an innovative set of technologies;
- Reinventing the infrastructure of the industry to support innovation;
- Building and communicating the vision to catalyze transformation.

The Smart Grid Forum Latin America counts with a massive adhesion of energy professionals in the region, and aims to align public and private agents around a shared vision. The vision of an electrical system that integrates the infrastructure, processes, components, information and market structure in such a way that energy can be generated, distributed and consumed more efficiently and cost effectively; enabling a power system that is more resilient, safe and reliable. The major goal of the Forum is to monitor the global technological progress in smart grids, synthesize results and articulate actions to achieve the proposed vision, aiming at creating conditions for the implementation of technologies that improve living conditions of society in general and effectively contribute to the environment. This articulation involves the mobilization of solution providers, energy companies, regulatory agents and government policy, financial agents, consumers and society in general.

The Smart Grid Forum Latin America is an independent and permanent initiative that debates and proposes the modernization of energy networks and services in collaboration with other similar initiatives in the world.

With a business-oriented perspective for the deployment of technologies in a sustainable way, considering the technical, economic, environmental, political, legal and social aspects, the Forum focuses on the next necessary steps, instead of just reporting achievements already achieved.

The Conferences always end up providing guidance for the Governments, Regulators, Energy Companies and other stakeholders about the necessary next steps for the energy services modernization in the region.





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Target Audience

The **SMART GRID FORUM/2018** audience encompasses professionals and leaders of the segments listed below, mainly directors, managers, engineers, architects, public administrators, researchers, teachers, product suppliers and professionals performing in several industries, such as technology, public service regulation, research & development, energy systems, planning, urbanism, projects, financing, service provision, smart grid technologies provision, electric energy and others, related to:

- Electric Energy GTD Companies
- Energy trading Companies
- Large energy costumers
- Energy Services Companies
- Contractors Companies
- Telecommunication Companies
- Cable TV Companies and Similar
- Financial Institutions
- Class Associations
- NGOs
- Constructors
- Service Providing Companies
- Regulatory Agencies
- Public Administrations
- Insurance Companies
- Product Suppliers
- Technology Suppliers
- Education and Research Institutions
- Governments
- Promotion Foundations
- Consulting Firms
- Others

Exhibitors' Profile

- Product Manufacturers
- Service Providers
- Constructors
- Consortiums
- Financial Institutions
- Electric Energy Companies
- IT Companies
- Consulting Firms
- R&D Centers
- Others





Sponsors and Exhibitors at Prior Events in the Energy Industry

- | | | |
|----------------------|---------------|--------------------|
| 3M | FLYR | PEVEDUTO |
| ABB | G&W | PEXTRON |
| ACCENTURE | GE | PHILIPS |
| ADIMARCO | GENERAL CABLE | PLASTIBRAS |
| AES ELETROPAULO | GONDEN PLUS | POLIERG |
| AGILTEC | HEXAGON | PRYSMIAN |
| ALPER | HOLEC | RDS BRASIL |
| ALPHA | HUGHES | RICHARDS |
| ALSOL | IBM | RIWA |
| ARDRY | INDRA | S&C |
| ARTECHE INAEL | IN FORMA | SAP |
| ATOS ORIGIN | INSTRONIC | SCHNEIDER ELECTRIC |
| AUTRAC | ITRON | SCHRÉDER |
| AVR | ITS | SEL |
| BAUR | JEAN MULLER | SICAME |
| BOREAL | KANAFLEX | SIEMENS |
| BRHITEC | KITACESSÓRIOS | SIMON LIGHTING |
| BURDY | KNBS | SINAPSIS |
| CHARDON | KPMG | SISGRAPH |
| CITÉLUZ | KRJ | SMART GREEN |
| CLIMATEMPO | LANDIS + GYR | SPIN |
| COMGÁS | LEAL | SULMINAS |
| CONCREMAT | LÓGICA | TE |
| CPFL SERVIÇOS | LOJA ELÉTRICA | TECHNOMASTER |
| CPQD | LUME | TECNOWATT |
| DELOS | LUIMÈRE | TECSYSTEM |
| DRILLMINE | MARANGONI | TELEFÔNICA |
| EATON | MAUELL | TELEMONT IT |
| EDP | MEDRAL | THS |
| EKOLED | MICROPRESS | TIM/INTELIG |
| ELEKTRO | NANSEN | TIVIT |
| ELOS | NET PARTNERS | TYCO |
| EMBRATEL | NEXANS | UNICOBA |
| EMPALUX | NILED | UNISYS |
| EMPREITEIRA PAULISTA | NOVAKOASIN | UNIVERSO LED |
| ENEL | OMICRON | UTILI |
| ENERCOM | ONIX | V2COM |
| EXATI | ORACLE | VIVO |
| EXATRON | ORMAZABAL | VIZIMAX |
| FICAP | ORTENG | WEG |
| FINDER | OUROLUX | WETZEL |
| FINEP | PARADOXE | WIMAX |





Organizers

ECOee is an independent Consulting Engineering and Energy Business Company, founded in 2007, focused on Management and Technology, supporting clients in three main markets:

- Energy Generation, Transmission, Distribution and Trading Companies and the energy sector associations;
- Large energy consumers;
- Innovation, Services and advanced Technology Energy Companies.

RPM Brasil has been an entrepreneur, promoter and organizer of events in the urban infrastructure, energy and technology industries for 29 years. It has held more than 70 large events with congresses and expositions, as well as seminars, courses and other activities related to the sectors mentioned. The most recent events organized in the urban infrastructure and energy sector that stand out are:

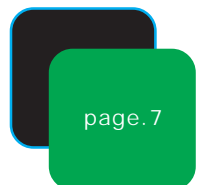
- **SMART GRID – Smart Grid Latin American Forum**, with participants from Brazil, Latin America, United States and Europe.
- **UNDERGROUND NETWORKS – Technical Meeting of Underground Networks for Electric Energy Distribution**, with an exposition of product and service providers for underground networks and participants from Latin America, USA and Europe.
- **CENOCON - Center for Operation and Control of Electric Energy Companies**, with participants from Brazil, Latin America, United States and Europe.
- **CETECMAN - Technical Congress on Maintenance of Electric Power Companies**, with a technological exposition and participants from Brazil.
- **CIERTEC – International Seminar on Electric Energy Distribution Network Automation and Control Centers**, with a technological exposition and participants from Latin America.
- **ABAR – Regulation Brazilian Congress of the Public Service Granted**, with technological expositions and participants from the entire country.
- **LED – International Exposition and Conference on LED**, with representatives from city halls and the country's electric energy.
- **AES LATAM CONGRESS – Latin American Congress on Operational Excellence and Innovation**, sponsored by AES Eletropaulo and AES Corp., with presentations of technical works by AES Group collaborators in Latin America.
- **TIC – ELECTRIC ENERGY/2007 – National Meeting of Information Technology and Communication Management for Electric Energy Companies**, with representatives from the country's electric energy concessionaires.
- **ILUMEXPO – Exposition and Conference on Public Illumination Management**, with representatives from city halls and electric energy concessionaires across the country.





Sponsorship

- **Diamond Sponsorship** **US\$ 14,000.00**
 - Complete registration for 15 company employees and/or guests;
 - Reserved space for **2 (two) 30 (forty) minutes lecture each** (full plenary session)
 - Institutional clip display (up to 3 minutes), sponsor's production, during the intervals of the event
 - Company logo on all ads, participants' folders and other pieces of the event;
 - Logo on the event's official website, with a direct link to the company's website;
 - History of up to 100 words on the event's home page;
 - Mailing List (all participants) and insertion of pamphlets in delegates' folders;
- **GTD Companies Sponsorship** **US\$ 4,000.00**
 - Complete registration for 5 company employees and/or guests;
 - Logo on the event's official website, with a direct link to the company's website;
 - History of up to 100 words on the event's home page;
- **Coffee-Breaks** **US\$ 4,000.00**
 - Be the exclusive sponsor of all 4 coffee-breaks at the event (September 17 and 18, 2018) earning the right to be identified as such, insert pamphlets in participants' folders, distribute pamphlets to exposition visitors, place 4 banners of the sponsor's own production (1.00m x 1.50m, including banner holders) to be distributed around the coffee-break area, and receive 5 full registrations for the event. Exclusivity to explore merchandising actions in the coffee-break space (exposition area), standardizing aprons, flags on tables, etc. (production costs are incurred by the Sponsor).
- **Welcome Cocktail** **US\$ 4,000.00**
 - Be the exclusive sponsor of the welcome cocktail at the event (September 17, 2018) earning the right to be identified as such, Invite up to 20 people to join the cocktail party, insert pamphlets in participants' folders, distribute pamphlets to exposition visitors, place 4 banners of the sponsor's own production (1.00m x 1.50m, including banner holders) to be distributed around the exposition area and at the lectures plenary entrance, and receive 5 full registrations for the event. Exclusivity to explore merchandising actions in the cocktail space, standardizing aprons, flags on tables, live music, etc. (production costs are incurred by the Sponsor).
- **Chair Covers** **US\$ 4,000.00**
 - Be the exclusive sponsor of covers for the backs of participants' chairs (cost for making the covers is incurred by the sponsor).
- **Banners** **(per banner) US\$ 1,000.00**
 - Banners (1.00m wide x 1.50m high) in the Exhibition area, made and defrayed by the company (including banner holders).
- **Pamphleting** **(per pamphlet) US\$ 1,000.00**
 - Distribution of pamphlets made and defrayed by the company, included in participants' folders, and given to Exhibition visitors.





Sponsorship and Booths

Platinum Sponsorship - (booths # 1 or 2) US\$ 10,000.00

- 25,00 m2 booth for presenting products/services, including basic assembly;
- Complete registration for 10 company employees and/or guests;
- Reserved space for **1 (one) 40 (forty) minutes lecture** (full plenary session)
- Company logo on all ads, participants' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- History of up to 100 words on the event's home page;
- Mailing List (all participants);
- Insertion of pamphlets in delegates' folders;
- Electronic Invitation to the Exhibition

Gold Sponsorship - (booths # 3 until 7) US\$ 7,000.00

- 18,00 m2 booth for presenting products/services, including basic assembly;
- Complete registration for 5 company employees and/or guests;
- Reserved space for **1 (one) 20 (twenty) minutes lecture** (full plenary session)
- Company logo on all ads, participants' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- History of up to 100 words on the event's home page;
- Electronic Invitation to the Exhibition

Silver Sponsorship - (booths # 8 until 13) US\$ 5,000.00

- 12,00 m2 booth for presenting products/services, including basic assembly;
- Complete registration for 3 company employees and/or guests;
- Company logo on all ads, participants' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- History of up to 100 words on the event's home page;
- Electronic Invitation to the Exhibition

Bronze Sponsorship - (booths # 14 until 17) US\$ 3,000.00

- 6,00 m2 booth for presenting products/services, including basic assembly;
- Complete registration for 1 company employee and/or guest;
- Company logo on all ads, participants' folders and other pieces of the event;
- Logo on the event's official website, with a direct link to the company's website;
- History of up to 100 words on the event's home page;
- Electronic Invitation to the Exhibition



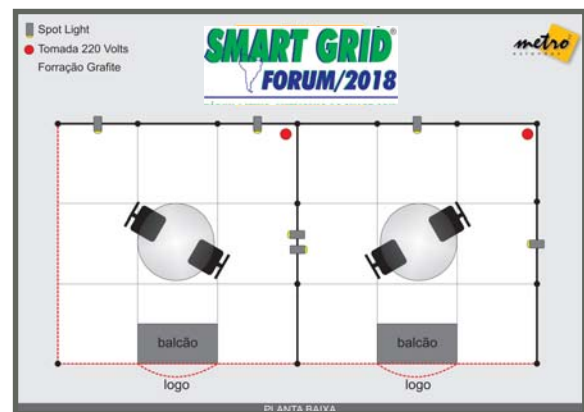


Basic Booth Assembly

- Floor covered with carpet installed on the ground.
- White anodized-aluminum structured dividers (2.20m high x 1.00m wide).
- Headers with backlit logos;
- Illumination from wall light fixtures;
- 1 **220v** outlet for a maximum of 500 watts of power.
- 1 round table and 2 upholstered chairs.
- 1 counter measuring 1.00m x 0.50m

a) Not using these elements will not imply any reduction in values.

b) Complementary accessories on the basic assembly will only be permitted through the contracting of the Official Assembler.





Hall of the Exhibition (subject to changes)

The Exhibition will be held on the same floor as the Forum. The stands are reserved in advance for exhibitors in chronological order until they are confirmed, canceled or another exhibitor shows interest for the stand or a different arrangement of stands that includes the corresponding area. The floor plan is preliminary and subject to changes by the day of the event.

