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Details

- HTML email sent to 40,000+ T&D World Subscribers
- 600 pixels wide
- 50K Max
- **Price: Please contact your regional sales manager for special pricing**
- Value: Up to \$400 cpm if purchased through direct mail source

July 24-29
Detroit, Michigan, USA

2011 IEEE Power & Energy Society General Meeting
The Global Forum for Power and Energy Professionals
Watch for updates at: www.pes-gm.org/2011/



SPECIAL SUPPORT OPPORTUNITIES AVAILABLE AT THE JULY 2011 IEEE PES GENERAL MEETING IN DETROIT, MICHIGAN USA
<http://www.pes-gm.org/2011/>

Dear Marketing Professional:

We are pleased to announce that the IEEE Power & Energy Society has selected Detroit, Michigan as the site for its 2011 General Meeting, scheduled for July 24-29, 2011. The General Meeting has been a mainstay within the electric energy industry for more than 40 years and continues to offer attendees a thorough knowledge-building experience.

As a manufacturer and/or service provider to the electric energy industry we are pleased to provide you with this letter of invitation. It details a number of special support opportunities that allow you and your company to support the industry, while at the same time raising the profile of your own company with the people who really matter—electric energy professionals at all levels who are your current and potential future customers.

This year's conference with its technical theme, *The Electrification of Transportation & the Grid of the Future* will provide attendees with an international forum to address policy, infrastructure and workforce issues. It will allow experts from across the power and energy professions to discuss various issues and developments in all fields related to transmission, distribution, generation and renewable energy.

Highlighting the meeting program are these topics organized into a number of **Super Sessions**:

- Super Session 1. Reincarnation and Evolution of the Electric Vehicle
- Super Session 2. Smart Grid
- Super Session 3. Wind Power & Photovoltaics
- Super Session 4. Energy Storage
- Super Session 5. Energy and the Environment

We encourage you, as a valued manufacturer, supplier, consultant, software or service provider to the electric energy industry, to take advantage of the many support opportunities available at the 2011 General Meeting. Attached to this letter is a list of various support levels and specific support opportunities along with a list of the specific recognition opportunities and the amenities each one provides. Please review them carefully and register for one or more of them by completing the attached Support Agreement.

Remember that the Platinum, Gold and Silver levels of support are open to multiple supporters. Respond early for the best chance at a specific support opportunity and/or for the longest run of your advertising on the conference web site. If there are other types of support opportunities that are of interest to you we are willing to discuss this with you.

Thank you for your kind attention to this letter and we look forward to welcoming you to the IEEE Power and Energy Society General Meeting in Detroit in July 2011.

Please contact Barry LeClerc at Bullseye International Group Inc. 913-663-1112 or bleclerc@bullseyeinternationalgroup.com, who will be pleased to work with you to design a customer support program tailored to your specific needs and desires. **Please review the Support Opportunities on the following pages below**

Guidelines

- Materials due 5 days prior to email deployment date.
- Dimension and file size: Maximum of 600 pixels width; 50K limit
- Please provide creative in final form. If you are hosting the images in your HTML email, please verify that they are linked correctly. If we are hosting the images, please provide the supporting files separately, but be sure to provide HTML file with graphics linked in relative format (i.e. put both the graphic files and HTML file in the same folder and link to the images in your HTML like ``. Please do not use cascading style sheets when creating your file. In-line styling is acceptable.
- Include multiple links in your email
- Provide subject line: (i.e.) Special Summer Offer
- Provide company name as it is to appear in the from line
- Provide email suppression file of those that have opted-out of email communications

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