Marketing Committee Update

- ☐ Recap of Activities to Date

- ☐ Events/Endorsements

- ☐ DistribuTECH 2015/2016

- ☐ Web Stats

- ☐ Social Media

- ☐ What's Next for 2015-2016

- ☐ Q&A

Marketing Chair & Co-Chair

□ Mark Kerbel, Chair

EVP Business Development & Co-founder
REGEN Energy

□ Patty Solberg, Co-Chair

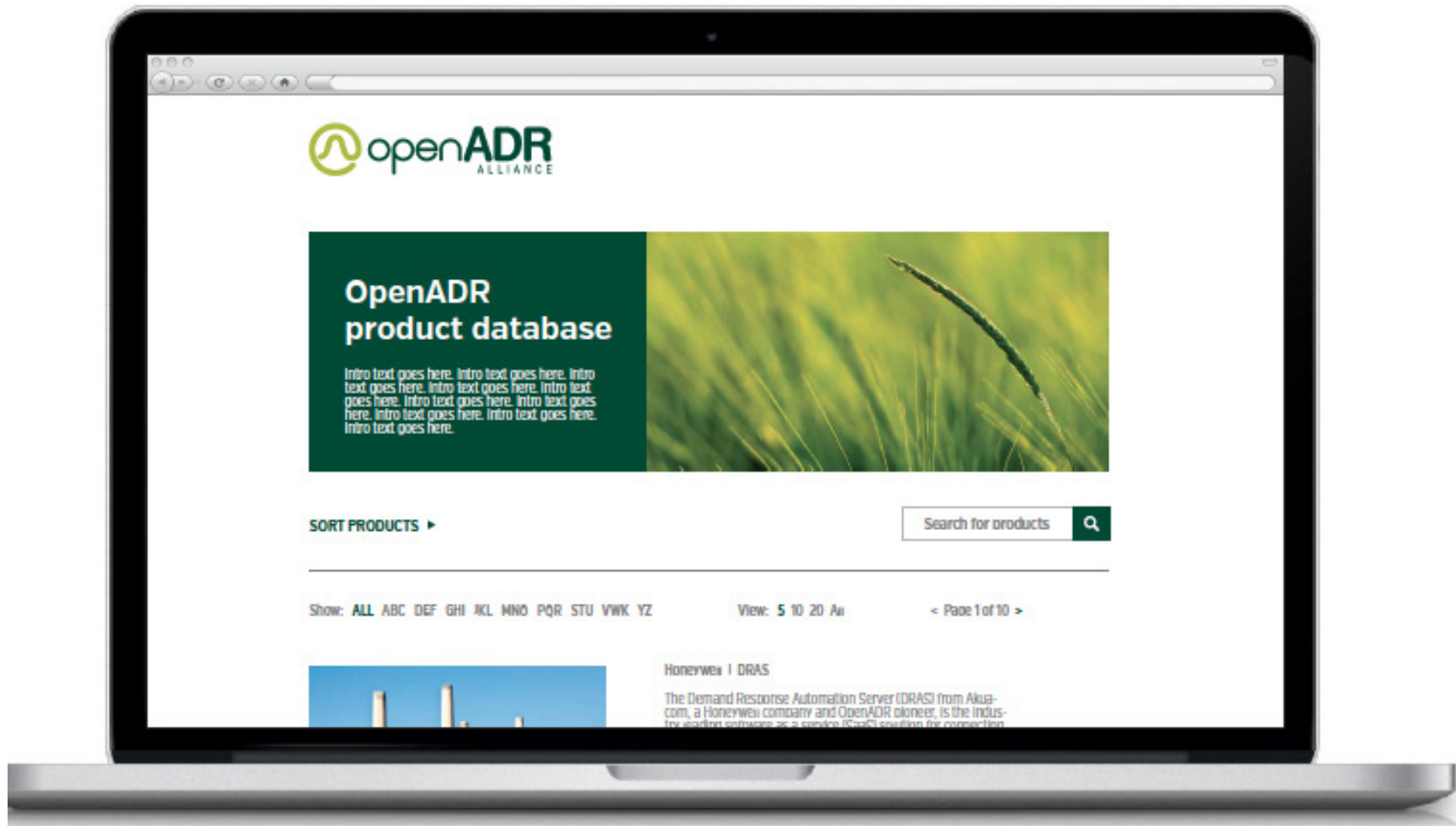Vice President of Products & Marketing,
Powerit Solutions

The MWG Committee has bi-weekly calls on Fridays at 11am-11:45am. Next call is scheduled for May 22nd.

OpenADR Press Releases

- May 2015: OpenADR to Host Member Meeting and Open House

- January 2015: Members to Showcase Smart Grid Solutions at DistrbuTECH 2015

- January 2015: Call for Review Draft of OpenADR 2.0 Program Guide

- January 2015: OpenADR Alliance Unveils New Web Tools

OpenADR Product Database

Visitors can search for over 70 OpenADR certified products in an easy, intuitive way.

OpenADR Deployment Map

OpenADR 1.0 and 2.0 deployments worldwide includes: location, status, category (commercial or residential), project timeline, OpenADR Profile Type (2.0a or 2.0b), and links for more information. http://drrc.lbl.gov/openadr-deployments

Media Coverage

- **Each release generates approx 300** clicks from journalists, analysts and bloggers –Continue to see positive-neutral coverage regarding OpenADR.

OpenADR and Members in the News

- April 2015: **Siemens** Looks to Combine Building Energy Controls and Demand Response

- March 2015: Why utilities need to embrace new connected technology **(ecobee)**

- February 2015: The Electric Power Research Institute, **EPRI,** released a fully functional open source version of their VEN and VTN implementations.

- February 2015: **SCE** Tests Electric Vehicles for Demand Response

- January 2015: **PG&E** and BMW Partner to Extract Grid Benefits from Electric Vehicles

Contributed Articles

◻ Two contributed articles on Demand Response by OpenADR Alliance for the June issues: **POWER Engineering** (Rolf Bienert) & **PowerGrid International** (Barry Haaser)

◻ OpenADR not just a "California technology" column in **FierceSmartGrid** by Barry Haaser *(REMINDER: ongoing opportunity for utilities to contribute)*

◻ "Latest Auto DR Platform Empowers Customers" (Co-authored by IPKeys and LBNL) –included in summer issue of **Electric Energy Magazine**

◻ Article focused on importance of certification (co-authors OpenADR/ QualityLogic) featured in November **Energy Central**

◻ **Looking for members to help co-author future articles**

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Events/ Endorsements

- PLMA Spring Conference 2015 -April 28-29, Hilton Tucson El Conquistador, Tucson, AZ

- National Town Meeting on DR + Smart Grid- May 26-28, Ronald Reagan Building and International Trade Center, Washington D.C.

Visit www.openadr.org for a detailed list of upcoming events for remainder of 2015

DistribuTECH 2015

◻ 20x20 member pavilion & theater: **Powerit Solutions, Fujitsu, Universal Devices and AutoGrid**

◻ Theater presentations by: SCE, Powerit Solutions, Universal Devices ,Fujitsu, AutoGrid, EcoFactor, EPRI, LBNL and QualityLogic

◻ Summary: over 20 members exhibited throughout the show floor, handful of media meetings and a lot of interest from attendees about OpenADR solutions and the Alliance.

DISTRIBUTECH 2016 ~ Feb 9-11, Orlando

The Alliance's member booth (20x20) will provide a great opportunity for you to showcase your products or services at a reduced rate. *Located in main hall across from Schneider Electric*

- **Member kiosks:**
  - $4,000 for non-exhibiting members ($1,500 PennWell fee)
  - $2,500 for exhibiting members

  prices subject to change

  Cost for Kiosk includes: *Booth logistics *Copy of all leads captured at show *Company listed in show guide as exhibitor *Mention in pre-show email blast through PennWell *Show guide ad and all Alliance pre and post show communications.

- Speaking proposals due in June: possible topics -Transactive Energy, EV Charging, Policies

*Sponsorship information will be available early September. Please contact Shannon Mayette at **shannon@openadr.org**

2015 Webinar Series

- **How Demand Response Can Benefit from the Growth in Microgrids–June**
  - Presenters: Patty Solberg, Powerit Solutions ; Schneider Electric- Pending

- **OpenADR and Its Impact on Building Control Systems –April**
  - Presenters: Allen Jones, consultant, Anno Scholten, Connexx Energy & Jim Boch, IP Keys

- **Developing and Applying Open-Source Implementations of OpenADR -March**
  - Walt Johnson-EPRI

- **Advancing DR Automation and Standards in Building Codes (CA Title 24)-February**
  - Presenters: Heidi Hauenstein, Energy Solutions; Girish Ghatikar, LBNL

- **OpenADR Developments)- January**
  - Presenter: Brett Feldman, Navigant Research

Webinar page since January has received over 400 views

*All webinars being promoted with pre and post email blasts by OpenADR and members, Social media, e-newsletter and word of mouth. Over 100 registrants per webinar.

Web Stats (Jan-May)

- TOP COUNTRIES: United States, Japan, India, S. Korea, Canada

- Page views 44,721 averaging close to 11,000 visits per month

- Unique Page views 36,263

- Top pages:
    - Home
    - Certified Devices
    - Resources
    - Specification over 5,000 downloads
    - FAQ
    - Webinar Series

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Social Media Clippings

Community Growing: 768 followers on Twitter-over the year we have gained 100 new followers

Honeywell Smart Grid @HoneywellGrid

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Apr 29

Just 1 month to go until the Demand Side Management
Workshop hosted by #Honeywell & @OpenADRAlliance.
Register now: http://hwll.co/b2qx

Feb 27

News you can use: @OpenADRAlliance announces the first
draft of its #OpenADR 2.0 Program Guide.

Smart Energy Summit @SmartEnergySmt

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Feb 16

.@OpenADRAlliance tells @ParksAssociates customer
engagement, #ADR programs will be challenges in 2015 –
http://bit.ly/1zHh0hl #SES2015

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Follow OpenADR

Follow: @OpenADRAlliance

Connect: OpenADR Alliance Open Group

Like: OpenADR Alliance

Explore: OpenADR Alliance Channel

Promotion Vehicles for Members

□ Monthly newsletter: Our newsletter is sent to over 5,000 contacts

  □ Member section on the OpenADR website to highlight news stories and press releases

  □ Social Media Outlets: OpenADR can post your news to our LinkedIn Groups, FaceBook, Twitter feed

  □ OpenADR executives can provide a quote for your upcoming press releases

  □ Let us help write and promote your case studies – *template available*

  □ Bi-weekly Marketing Working Group calls

Focus for 2015-2016

- Webinar Series

- DistribuTECH 2016

- Speaking engagements at key global events

- Case Studies: OpenADR 2.0 Deployments

- Deployment map: ongoing

- **Utility focus outside of California –road show?**

- **OpenADR to sponsor industry report**

OpenADR Alliance Market Research Report

■ There has been expressed interest in having the alliance sponsor a market research project. Some areas we would like the report to cover:

  ■ What is the demand for OpenADR products?

  ■ How many utilities are using OpenADR?

  ■ What is the potential for OADR certified products?

  ■ How much DR is based on OADR?

  ■ Identify total number of installations using OADR or ADR.

  ■ Is there interest by members? Need to scope project. Identify sources of data.