



*A Leader in Advancing the Smart Grid*

## OVERVIEW

The third annual Clean Energy Venture Summit (CEVS), “Bringing the Smart Grid to Life,” brought together emerging clean technology companies, leading investors and a seven-member utility power panel on October 14 and 15 in Austin. CEVS was largely sponsored by Austin Energy, hosted by the Austin Technology Incubator and supports the Pecan Street Project, the most aggressive smart grid project in the nation. Distributed generation, renewable energy, demand management, transportation, storage and energy efficiency companies competed for investor funding, attention from regional utilities and the title of “most promising early stage smart grid company.”

As their exclusive public relations partner, Mercom attracted national media attention, compelled technology companies to participate, and urged attendees to CEVS.

## OBJECTIVES

- Help develop a clear messaging strategy to promote CEVS as the must-attend venue for anyone serious about the smart grid.
- Drive participation of top clean energy investors and venture capitalists by delivering key messaging that CEVS will host the most advanced technologies and gain insight into the needs of utilities.
- Increase profile of CEVS within the clean energy industry and its directors on a national scale.
- Raise awareness of the investment funding and partnership opportunities at CEVS to help attract start-up and growth stage companies.
- Raise awareness of the opportunities at CEVS for attendees to educate themselves, network and identify potential employers.
- Encourage growth of the Pecan Street Project by providing companies with applications to advance its development.
- Raise awareness of the Pecan Street Project and its partners in the Austin community.

“Mercom Capital Group far exceeded our expectations as the lead public relations firm for the 2009 Clean Energy Venture Summit. Their high integrity, dedication to excellence and national reach elevated the event in its third and best year. Mercom also has distinctive content knowledge in clean tech (especially solar), healthcare IT, and several other relevant industry verticals. I recommend them for clients looking to raise their company profiles or for other organizations, like Austin Technology Incubator, looking to promote a specific project.”

*Isaac Barchas  
Director,  
Austin Technology Incubator*

## SOLUTIONS

- ✓ Leverage utility participants' expertise and insight into the future of the smart grid in order to establish CEVS as a credible authority on industry developments.
- ✓ Implement a media outreach campaign to drive awareness of technologies being presented by competing companies and the different competition categories at CEVS.
- ✓ Leverage partnership with Austin Energy and the Pecan Street Project to brand CEVS as the leading and most aggressive smart grid conference in the nation.
- ✓ Implement a social media program to increase knowledge about the event and highlight economic enrichment and job growth opportunities derived from CEVS.

*"CEVS was an excellent showcase of emerging companies related to the rapidly growing opportunity in the smart grid. The summit's national reach contributed in making Austin a major hub for smart grid innovation."*

*Mike Dauber  
Senior Associate,  
Battery Ventures*

## RESULTS

- CEVS had its most successful year yet.
- Garnered significant media coverage of CEVS and the presenting companies with top trade, business and online media.
- Increased awareness of CEVS and attendance to record levels through media coverage and social media.
- Attracted investors and participating companies from across the nation.
- Established CEVS as a must-attend event within the clean energy space.
- Increased online traffic to the CEVS website through social media.

*"The Clean Energy Venture Summit attracted companies globally and investors nationally, for the first time, thanks to our placement in Mercom's solar and smart grid Market Intelligence Reports. Coverage in such a high quality publication encouraged industry leaders to take what we're doing seriously and get involved with our event."*

*Melissa Rabeaux  
Marketing Communications Director,  
Austin Technology Incubator*