

# SOLAR & STORAGE COLOCATION

VIRTUAL SUMMIT 21 - 23 July 2020

## UNLOCKING THE REVENUE POTENTIAL OF SOLAR + STORAGE

In association with

SOLAR  
POWER  
PORTAL

CURRENT<sup>±</sup>

 PVTECH

 Energy  
Storage  
NEWS

# Introduction

As economics of storage are improving it is becoming more economically viable to collocate solar and storage. With the subsidies winding down this has increased the need for yield which storage can aid with. Anything that eases the financial and administrative pressures of the energy sector is attractive and as grid connections can be expensive to obtain or take a long time in processing applications; jointly applying for solar and storage can make economic sense.

Following the success of Solar Media's live and virtual events, we are delighted to announce we are running The Solar & Storage Colocation Virtual Summit. This online event will take place between the 21<sup>st</sup> – 23<sup>rd</sup> July and will provide the tools to explore the business case for Colocation, the revenue streams that are available and best practice tips for having a successful project. This virtual summit will attract an audience of, Developers, Banks, Equity, Long Term Investors, Utilities, Grid & Transmission professionals and more.

Packed with over 30 leading industry speakers from across the globe this event provides an opportunity to connect with a targeted audience with aspirations for utility scale Solar + Storage deployment.

The agenda will be released shortly, but with high interest on this topic and limited sponsorship opportunities available, this event provides the perfect platform from which to showcase your services, make new business connections and position your company as the partner of choice.

I look forward to working with you.



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# SOLAR & STORAGE COLOCATION VIRTUAL SUMMIT

## Audience includes:

- Developers
- Utilities
- DNOs / TNOs
- EPCs
- Energy Providers
- Banks, Funds, Investors
- PV, Storage & Wind Asset owners
- Technical Advisors
- Law firms
- O&M
- Solar / Storage Manufacturers

## Key Themes

- Making the business case for colocation
- How to make money from arbitrage
- Which projects are right to co locate and which are not?
- Cost of battery Vs additional yield
- Sourcing finance and investment for a project
- Designing and sizing a project accurately
- Equipment selection
- Monetising a project
- Managing the system

Boost your sales team with leads now...

# Why Go Virtual?

## GLOBAL REACH:

With no international boundaries, we pull in experts from across the globe to join a panel, thus increasing the quality of the content.

## SCALABLE AND AGILE:

With no space or time restrictions we can have an infinite number of high-quality panels and presentations.

## INCREASED AUDIENCE ENGAGEMENT:

As all content is recorded and marketed to our global universe of customers, we can increase interaction and reach more people over a longer period.

## EFFECTIVE USE OF TIME AND RESOURCE:

Registrants can pick and choose what they watch and when.

## DEDICATED 1-2-1 NETWORKING:

Use our private chatrooms to continue discussions and form new business partnerships



INCREASED AUDIENCE ENGAGEMENT:

700+



GLOBAL REACH:

45+ Countries



DEDICATED 1-2-1 NETWORKING:

50hrs+ Of Meetings



EFFECTIVE USE OF TIME & RESOURCE:

3 Days of Content



SCALABLE AND AGILE:

14+ Live Sessions

## How Does the online event work?



News updates & podcast discussions with the editorial team



Thought provoking interviews and whitepapers



Technical & informative presentations from industry vendors

We appreciate that everyone's time is precious so rather than expect people to be glued to the screen for hours on end, we will run the content over a 3-day period on a dedicated Hydrogen Series website. All content will be recorded and archived so no-one misses out!

Solar Media has a far reaching database of more than 115,000 contacts, 35,000 PV Tech & ESN newsletter subscribers and more than 30,000 social media followers, giving us an excellent platform from which to promote your content and brand!

The Solar + Storage Colocation Series has it's own agenda, that is made up of the following content types.

### Agenda Coming Soon:

Dedicated website

14+ Webinar Panels



3 Days of content



35+ speakers



Live webinar panel discussions with leading stakeholders



Exclusive fireside chat with market innovators



Dedicated private chat room for 1-2-1 meetings



More than just a webinar, Solar & Storage Colocation Virtual Summit, puts the emphasis on networking and therefore we have invested in a dedicated 1-2-1 networking platform from Meeting Mojo.

This will allow your sales and technical teams to engage with key stakeholders looking to develop or invest in Solar & Storage Colocation. Our dedicated operations team will walk you through the platform and ensure you are ready to conduct business!

## The #NewNetworking



Find the attendee you want to speak with by searching company/name



Send a message to invite them to meet



Schedule and accept your meetings requests to be added to your platform's calendar



Go to your scheduled meetings and start your 1-1 Video call!!!



... Or up to 3-3 Video-call if both of you invited your colleagues

# SOLAR & STORAGE COLOCATION - Why Sponsor?

The Solar & Storage Colocation Virtual Summit provides you with a unique platform from which to super-charge your sales and marketing efforts. Now more than ever inbound marketing is at the forefront of a company's strategy when travel and event interaction is temporarily restricted for the Solar & Storage industry.

## BRAND RECOGNITION



Your brand will be at the forefront of the global Hydrogen market. Raise your profile among your peers, competitors, and prospective customers



## THOUGHT LEADERSHIP



Engage with your core audience through rich content: white papers; technical articles; video; webinars. Establish your brand as an industry trailblazer



## LEAD GENERATION



Allow Solar Media to generate 200 – 1000 new business leads for your business. Reach a wider audience than in house and traditional routes to market



## SHORTEN SALES CYCLE



Accelerate and shorten sales cycles by influencing senior decision markers responsible for project deployment or investment.

## INNOVATION & LEADERSHIP



Demonstrate and strengthen your commitment to driving Green Hydrogen development and position yourself as a key enabler

## RELATIONSHIP BUILDING



Ring fence existing prospects and clients, making sure you cement your position as a trusted partner of choice

We are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, heighten your brand or launch new products, no-one is better placed to help than our team.



# SOLAR & STORAGE COLOCATION

## Sponsorship package

### Gold Sponsorship:

\*Limited to 2 Sponsors.

#### Package to include:

##### Influence

- Panel speaking slot on session of choice
- Solo presentation (max 30mins)
- Q&A With ESN or PV Tech editor, which will be published in advance of the event on the website and global newsletter

##### Lead generation

- Full registrant list, FOR ALL LIVE & RECORDED CONTENT across the week & list of people who downloaded information from the resource center: Data to include - Full name, Email address, Company name and job title only.
- Targeted account email blast (maximum 20 companies).
- 5 tickets for your team to access the MEETME ZONE and set meetings. Additional passes will be charged at £299 each
- Upload 2 pieces of sponsored content to website (Audio, Video, PDF)

##### Branding

- Logo to appear on Virtual Summit as Gold Sponsor & all associated marketing
- Profile & logo on summit site under sponsor tab
- Company logo and profile to feature on site as 'Gold Sponsor'
- Reciprocal Website link to your home page from event website
- Company logo & link to be included in HTML email campaigns
- Promotion on relevant social media channels



# SOLAR & STORAGE COLOCATION

## Sponsorship package

### Silver Sponsorship:

\*Limited to 3 Sponsors.

Package to include:

Influence

- Panel speaking slot on session of choice OR Solo presentation (max 30mins)

Lead generation

- Full registrant list of those that registered for your panel or presentation & list of people who downloaded information from the resource center: Data to include - Full name, Email address, Company name and job title only.
- Targeted account email blast (maximum 10 companies).
- 3 tickets for your team to access the MEETME ZONE and set meetings. Additional passes will be charged at £299 each
- Upload 1 pieces of sponsored content to website (Audio, Video, PDF)

Branding

- Logo to appear on Virtual Summit as Silver Sponsor & all associated marketing
- Profile & logo on summit site under sponsor tab
- Company logo and profile to feature on site as 'Silver Sponsor'
- Reciprocal Website link to your home page from event website
- Company logo & link to be included in HTML email campaigns
- Promotion on relevant social media channels



# SOLAR & STORAGE COLOCATION

## Sponsorship package

### Bronze Sponsorship:

\*Limited to 5 Sponsors.

#### Package to include:

##### Influence

- Panel speaking slot on session of choice

##### Lead generation

- Full registrant list of those that registered for your panel: Data to include - Full name, Email address, Company name and job title only.
- Targeted account email blast (maximum 20 companies).
- 2 tickets for your team to access the MEETME ZONE and set meetings. Additional passes will be charged at £299 each

##### Branding

- Logo to appear on Virtual Summit as Bronze Sponsor & all associated marketing
- Profile & logo on summit site under sponsor tab
- Company logo and profile to feature on site as 'Bronze Sponsor'
- Reciprocal Website link to your home page from event website
- Company logo & link to be included in HTML email campaigns
- Promotion on relevant social media channels



# SOLAR & STORAGE COLOCATION

## Sponsorship package

### Support Sponsorship:

\*Limited to 6 Sponsors.

#### Package to include:

##### Influence

- Moderate a Panel

##### Lead generation

- Full registrant list of those that registered for your panel: Data to include - Full name, Email address, Company name and job title only.

##### Branding

- Logo to appear on Virtual Summit as Supporting Sponsor & all associated marketing
- Profile & logo on summit site under sponsor tab
- Company logo and profile to feature on site as 'Supporting Sponsor'
- Reciprocal Website link to your home page from event website
- Company logo & link to be included in HTML email campaigns
- Promotion on relevant social media channels