



GREEN

Setting a Green IT Strategy for Corporate America

June 25, 2008 ~ Hotel Nikko, San Francisco

Prospectus

Event Partner:



Also supported by:

GreenerComputing



GROVE
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www.ITGreen08.com

IT Green ♦ *Setting a Green IT Strategy for Corporate America*

IT Green ♦ *2008's Top Strategic Technology**

“One-third of customers already consider it “important” to “very important” that IT suppliers have green offerings.” *IDC*

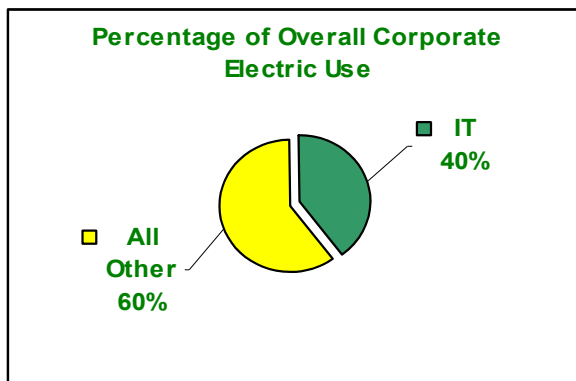
“By 2011 more than 70% of U.S. enterprise data centers will face tangible disruptions related to energy consumption, floor space, and costs.” *Gartner*

“Just over a third (36%) of organizations currently have projects that would make their computing needs more environmentally friendly, leaving a majority that has yet to act.” *ONStor*

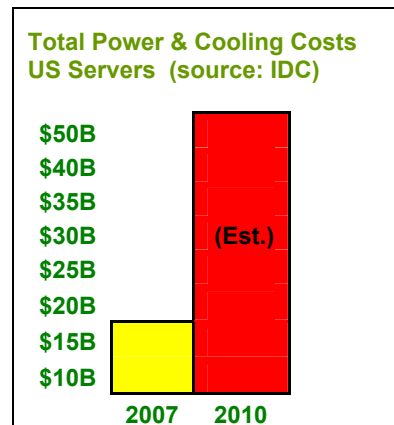
IT Green ♦ *A Growing Issue in the Data Center*

“In 2005 U.S. data centers consumed 1.5 percent of total U.S. electricity consumption, twice the energy used in 2000.” *U.S. Environmental Protection Agency (EPA)*

“Data centers and servers will double their energy consumption to 100 billion kilowatt-hours by 2012: an annual cost to data-center owners of at least \$7.4 billion.” *EPA*



source: IBM



IT Green ♦ *Do You Have a Plan for Your Obsolete Computer Equipment?*

“Almost 250 million computers will become obsolete in the next five years” *National Safety Council*

“Globally, the annual volume of e-waste is expected to soon reach 44 million tons – enough to fill a line of dump trucks stretching halfway around the globe.” *United Nations Report*

“Between 2003 and 2005, 15% to 20% of all discarded electronics were recycled. The rest went to landfills.” *EPA*

IT Green ♦ *Preparing for Upcoming Compliance Issues*

“Last year alone, 60 e-waste laws state laws were introduced in the U.S., with many more to come.” *AMR Research*

“Law and regulation can be market enhancing because all regulated entities face the same obligations under the law, and the smartest corporations will find a way to comply completely with imagination and less cost” *GE's VP Law & Public Affairs*

*source: Gartner

IT Green ♦ *Setting a Green IT Strategy for Corporate America*

Conference Overview

IT Green is an intensive one day forum designed to help senior IT executives from large companies identify the most important elements to include in a comprehensive Green IT Strategy. The event is heavily focused on case studies highlighting real world outcomes that have a proven benefit for the large scale IT user.

Subjects covered include:

- **Power Efficiency** for the entire IT infrastructure, not just the Data Center
- **Virtualization**, a major initiative for reducing IT latency and redundancy
- Setting an effective **Recycling** policy which the entire IT function can adhere to
- Considering **Equipment Refresh** cycles and TCO as part of an overall Green Strategy
- Preparing for **Compliance** with future State, Federal and International regulation
- Maximize the **Soft Benefits of a Green Strategy**: company PR and employee satisfaction

Who should attend?

CIO/CTO, CEO and CFO, Director of IT, Project Manager, Network Manager, Senior IT Data Center and Network Management, Chief Green/Energy Officer, Head of Environmental Sustainability, Head of Corporate Social Responsibility, Facility Director/Manager

Visitor Promotion Campaign

Our promotion campaign will be designed to attract approximately 150 senior, influential, IT and business executives from Fortune-size organizations, local government and educational institutions, and will include over 1.5 million impressions via direct mail, email, e-newsletters, website listings and banner advertisements.

Conference Partner / Supporters



Climate Savers Computing Initiative - a consortium of leading technology companies whose goal is to save energy and reduce greenhouse gas emissions by setting aggressive new targets for energy-efficient computers and components, and promoting the adoption of energy-efficient

GreenerComputing

Greener Computing is part of Greener World Media, ground zero for the new green economy -- a trusted, one-stop resource on business and the environment, aimed at helping companies align environmental responsibility with business success.



GCIO's mission is to educate and assist enterprise technology users in the design of environmentally aware and responsible information system operations. Through IT system environmental audits, educational outreach programs and events we help IT departments become more environmentally responsible by reducing energy consumption and electronic waste in an effort to protect the Earth.



A Silicon Valley consulting firm established in 1981, **Grove Associates** mission is to enhance our clients' corporate strategy by creating synergies between sustainability and innovation.

IT Green ♦ Setting a Green IT Strategy for Corporate America

Sponsoring IT Green

According to Gartner, attention paid to Green IT issues will continue to accelerate and expand in 2008. In fact, Green IT tops their list of strategic technologies that companies should consider in their planning processes. Sponsoring IT Green will ensure that your company is seen as a leader in this rapidly growing segment.

Sponsoring **IT Green** is a great opportunity for your company to reach an audience of senior level professionals who are responsible for their organization's Green IT strategy and initiatives. Build awareness and mind share for your Green products and services with a highly effective combination of thought leadership speaking sessions, networking, branding and product demonstrations.

Sponsorship Packages

Founding Partner (Limit 2)

- End-User Case Study in a featured stand-alone Keynote session
- Panelist on one breakout session panel
- Logo branding on website and all event collateral
- Featured tabletop position in Vendor Showcase (includes 6' draped table, 2 chairs, electric)
- Link to your company website on event site
- Rotating Banner ad on Propel website
- Show Bag Stuff-in
- Link to white paper or case-study on conference website
- Pre-conference email blast to pre-reg list
- 10 complimentary conference passes
- Complete list of attendees with all contact info post-event
- Co-sponsorship of coffee break with other Founding Partner (includes on-site signage and basic F&B costs)
- Logo on conference bag with other Founding Partner (if applicable)
- Exclusive opportunity to Sponsor end of event reception (does not include F&B costs)
- Seat on advisory board (one corporate representative per sponsor)

Investment: \$40K

Platinum Partner (Limit 4)

- End-user case study in concurrent General Session
- Panelist on one breakout session panel
- Logo branding on website and all event collateral
- Tabletop in Vendor Showcase (includes 6' draped table, 2 chairs, electric)
- Link to your company website on event site
- Rotating Banner ad on Propel website
- Show Bag Stuff-in
- Link to white paper or case-study on event site
- Pre and post conference email blast to pre-reg list
- 5 complimentary conference passes

Investment: \$30K

Gold Partner (Limit 6)

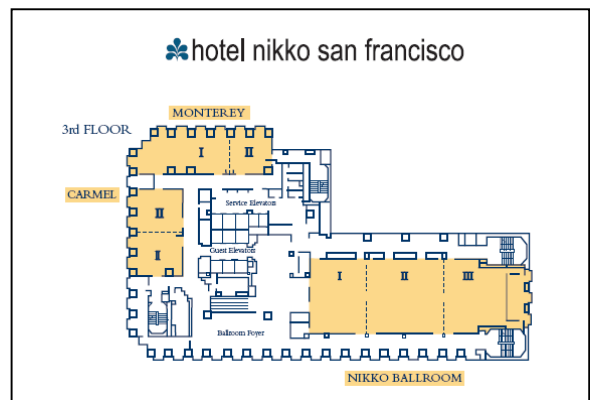
- Panelist on one breakout session panel
- Logo branding on website and all event collateral
- Tabletop in Vendor Showcase (includes 6' draped table, 2 chairs, electric)
- Link to your company website on event site
- Link to white paper or case-study on conference website
- Pre and post conference email blast to pre-reg list
- 3 complimentary conference passes

Investment: \$20K

Silver Partner

- Logo branding on website and all event collateral
- Tabletop in Vendor Showcase (includes 6' draped table, 2 chairs, electric)
- Link to your company website on event site
- Link to white paper or case-study on conference website
- Pre and post conference email blast to pre-reg list
- 1 complimentary conference passes

Investment: \$10K



IT Green ♦ *Setting a Green IT Strategy for Corporate America*

Provisional Agenda ♦ IT Green SF ♦ June 25, 08 ♦ Hotel Nikko ♦ San Francisco

8:45 - 9:00	Opening Remarks by Jon Graves, CEO Propel Media Inc.	
9:00 - 9:30	Opening Keynote Address: Bill Weihl, Green Energy Czar, Google	
9:55 - 10:45	Keynote Address: End User Case Study presented by Founding Partner	
10:45 - 11:00	Networking Break in Ballroom Foyer	
11:00 - 11:50	General Session: Climate Savers Session (Speaker TBD)	General Session: End User Case Study (Platinum Sponsor)
11:55 - 12:45	General Session: Industry Content	General Session: Industry Content
12:45 - 2:00	Lunch & Networking Break in Ballroom Foyer	
1:15 - 1:55	General Session: End User Case Study presented by Founding Partner	
2:00 - 2:30	General Session: Industry Content	General Session: Industry Content
2:35 - 3:15	Breakout Session: Vendor Panel Discussion	
	Breakout Session: Vendor Panel Discussion	
3:20 - 3:45	Networking Break in Ballroom Foyer	
3:45 - 4:30	Breakout Session: Industry Expert Panel Discussion – IT issues	
	Breakout Session: Industry Expert Panel Discussion – Business issues	
4:40 - 5:30	General Session: End User Case Study (Platinum Sponsor)	General Session: End User Case Study (Platinum Sponsor)
5:30 - 6:10	General Session: Mark Bramfitt, Program Mgr, Pacific Gas & Electric	
6:15 - 7:30	Closing reception	

Mission for IT Green

The mission of **IT Green** is to foster greater awareness of the benefits of adopting Green IT policies and to help large organizations map a sound strategy. We believe that the need for information in this segment of the market is going to grow significantly, and that **IT Green** will be an important element for promoting the adoption of Green strategies within the corporate IT user community. We will partner with the broadest range of like-minded groups to make **IT Green** a focal point for the industry and a catalyst for action.

About Propel Media Inc.

As an event company, we believe that we should focus on the needs of both sets of our customers, our attendees who are looking for mission critical information and our sponsors, who need to connect with targeted executives in the buying cycle for new technologies. After identifying an information need for a particular community, we build event formats which provide relevant content and facilitate effective interaction between both sides of the buying equation

To find out more about speaking at, or sponsoring IT Green contact us today:

- ♦ **Call: 650-328-1488**
- ♦ **Email: info@propelmediainc.com**
- ♦ **Web: www.propelmediainc.com**

Coming in Fall '08 – IT Green NY

