Component Partner Program
Component Partner Program…

…exposes your product and company to thousands of microgrid designers at the early stage of design.
The microgrid market is growing, and so is HOMER

“The global microgrid market will rise from $9.8B in 2013 to $35B by 2020”
-- Transparency Market Research

“Microgrids are becoming the transformative technology in today’s energy industry…”
-- Business Energy Magazine

1,600+ new signups each month will see your product in HOMER, when decisions are still being made.
Get exposure to HOMER users around the world

More than 10,500 projects were evaluated or designed in HOMER Pro in 2015.
HOMER is a software platform for rapid assessment of least-cost options for clean reliable hybrid power systems, whether on or off grid.

- What it is and how it works

HOMER Model

What are the wind, solar, biomass or hydro resources available at the proposed site?

What energy generation and storage technologies make sense?
- Wind Turbines
- Solar PV
- Diesel Generator
- Batteries
- Flywheels

How much energy is consumed and when is it consumed?

Output determines which combination of generation and storage technologies result in the lowest cost of energy or CO₂ emissions
It’s all about collaboration

We bring people together to build projects. HOMER Pro allows all parties to speak the same language and understand the needs of the project from each partner.
Who uses HOMER

by Job Title

- Engineer (26%)
- Business Development (2%)
- CFO / Chairman / President (12%)
- Director (7%)
- Other (1%)
- Energy Services Manager (2%)
- CFO / CTO (2%)
- CEO / Chairman / President (12%)
- Project Owner (3%)
- Consultant (2%)
- Professor (13%)
- Program / Project Manager (6%)
- Vice President (3%)
- Researcher (10%)
- System Planning Engineer (3%)
- Other (1%)

by Region

- Western Europe (23%)
- US / Canada (23%)
- Asia (19%)
- Africa (8%)
- South America (7%)
- Middle East / Central Asia (6%)
- Eastern Europe (5%)
- Oceania (5%)
- Other (1%)
- Mexico, Central America, and Caribbean (4%)
A few users of HOMER Pro
# How we reach the microgrid industry

<table>
<thead>
<tr>
<th>Communication Platforms</th>
<th>By the numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microgrid News</td>
<td>Over 85,000 subscriber monthly e-newsletter</td>
</tr>
<tr>
<td>Registered HOMER users</td>
<td>Over 140,000</td>
</tr>
<tr>
<td>New HOMER users each month</td>
<td>1,600 and growing</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>Over 13,000</td>
</tr>
<tr>
<td>LinkedIn Group</td>
<td>Over 700 members</td>
</tr>
<tr>
<td>HOMER Discussion forum</td>
<td>Over 2400 members</td>
</tr>
<tr>
<td>Universities that train engineers on HOMER</td>
<td>Over 1000</td>
</tr>
</tbody>
</table>
Component Partners leverage HOMER’s 2016 marketing campaign

HOMER Energy’s 2016 global outreach strategy targets microgrid industry players, developers, and educators. We will also introduce a new free online version of HOMER.

Campaign Highlights:

- Presentations at major solar, small generation, and microgrid conferences
- New Public Relations firm will drive the microgrid message
- Monthly newsletter to the largest microgrid mailing list
- 4th annual microgrid conference (New York 2016)
- Periodic email messages to the microgrid community
- Twitter announcements for new partners and projects
- Linked-in for new announcements and articles
- New series of training seminars to expand user base
Component Partner: Gold Level

**Website**
- Gold Placement
- 500 word overview and logo
- Unlimited white papers

**Microgrid News**
- Gold Placement
- Article announcing partner
- Unlimited article submission

**Software**
- One component
- Gold Priority product placement
- Logo
- Component Image
- Direct Contact
- Banner

**Conferences**
- Logo on event banners
- 2 free registrations
- 20% discount on additional registrations
- 20% discount on sponsorships

**Training**
- Guaranteed seat
- Logo projected and verbal shout-out at seminars
- Logo projected and verbal shout-out at webinars
- Provide promotional material
- 20% discount on custom webinar

**Social Media**
- Articles republished in Linked-in
- Tweets of partner announcements

$6,500/yr (USD) plus $500 for each additional component

GREATEST REACH
HOMER Pro Component landing page (Gold) -
Highest visibility for your products and company

http://www.homerenergy.com
Component Partner: Silver Level

Website
- Silver Placement
- 300 word overview and logo
- 3 white papers per year

Microgrid News
- Silver Placement
- Article announcing partner
- 2 articles per year

Software
- One component
- Silver Priority product placement
- Logo
- Component Image
- Direct contact

Conferences
- 1 free registration
- 10% discount on additional registrations
- 10% discount on sponsorships

Training
- Logo projected at seminars
- Logo projected at webinars
- Provide promotional material
- 10% discount on custom webinar

Social Media
- Articles republished in Linked-in

$3,500/yr (USD) plus $400 for each additional component
VALUE PACKAGE
HOMER Pro Component Landing Page (Silver)
Better exposure for your products and branding

Component Image

Direct contact Information

Click boxes offer details about company

3rd Party Advertising is posted
Component Partner: Bronze Level

Website
- Bronze Placement
- 150 word overview and logo
- 1 white paper per year

Microgrid News
- Bronze Placement
- Article announcing partner
- One submission per year

Software
- One component
- Bronze Priority product placement
- Logo
- Component Image

Conferences
- 10% off registration

Training
- Logo projected at seminars

Social Media
- Articles republished in LinkedIn

$2,000/yr (USD) plus $300 for each additional component
ENTRY LEVEL
HOMER Pro Component Landing Page (Bronze)
Exposure for your products and branding

Click boxes offer details about company
No direct contact information.

Component Image
3rd Party Advertising is posted
HOMER Pro Component Landing Page (Free Version)*

* There is a $200 fee for storage devices (batteries) due to the amount of data required

Only Mfg. Name and model number are included

3rd Party Advertising is posted
<table>
<thead>
<tr>
<th>Component partner summary</th>
<th>FREE*</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOMER ENERGY WEBSITE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner listing with logo and text</td>
<td>✗</td>
<td>150 words</td>
<td>300 words</td>
<td>500 words</td>
</tr>
<tr>
<td>Inclusion of white papers</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>MICROGRID NEWS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcement article</td>
<td>✗</td>
<td>May be shared</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in partner section (website &amp; newsletters)</td>
<td>✗</td>
<td>Bronze Placement</td>
<td>Silver Placement</td>
<td>Gold Placement</td>
</tr>
<tr>
<td>Article submission in Microgrid News</td>
<td>✗</td>
<td>1 Per year</td>
<td>2 Per year</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>MICROGRID CONFERENCE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry to all HOMER Conferences</td>
<td>✗</td>
<td>10% discount</td>
<td>One free ticket plus 10% discount on addl.</td>
<td>Two free tickets plus 20% discount on addl.</td>
</tr>
<tr>
<td>Discount on Conference Sponsorships</td>
<td>✗</td>
<td>✗</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Logo on all event banners</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td><strong>LIVE TRAININGS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guaranteed seat at any training even if sold out</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as an Industry partner at all trainings (in PPT slide deck)</td>
<td>✗</td>
<td>✗</td>
<td>Projected on screen</td>
<td>Projected on screen &amp; verbal</td>
</tr>
<tr>
<td>Provide promotional material at select trainings</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>WEBINARS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Partner Introduction webinar</td>
<td>✗</td>
<td>Full cost</td>
<td>10% discount</td>
<td>20% discount</td>
</tr>
<tr>
<td>Recognition as an Industry Partner at select webinars</td>
<td>✗</td>
<td>✗</td>
<td>On screen</td>
<td>On screen &amp; verbal</td>
</tr>
<tr>
<td><strong>HOMER SOFTWARE COMPONENT PAGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Component in HOMER Pro database</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>URL, address, notes section</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Component image</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contact email and phone</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Clickable banner</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td><strong>ANNUAL COST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None*</td>
<td>$2,000</td>
<td>$3,500</td>
<td>$6,500</td>
<td></td>
</tr>
<tr>
<td>Additional components (each)</td>
<td>$300</td>
<td>$400</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

* There may be a $200 fee for storage devices (batteries) due to the amount of data required
Thousands of satisfied customers

“We spent a lot of money developing our own model, but threw it away because everyone kept asking for our HOMER results.”
Bruce Levy, CEO, TDX Power - USA

“Everybody I know who is working with HOMER is amazed”
Michael Tittmann, Tittmann Solar GmbH, Germany

“You guys have created a very powerful tool - I’m new to the Microgrid world - so HOMER is a great help. I recommend Homer to everyone I meet!”
Steve B – Ontario, Canada

“Congratulations for HOMER. Very useful and simple to use in the context of Rural Africa”
Smail Khennas, PREDAS-CILSS, Burkina Faso

“HOMER has become a staple in our program's integrated energy planning course”
Martin Obermaier, Energy Planning Program - COPPE/UFRJ, Brazil

“I recently downloaded HOMER for review purposes and have found it to be an excellent program. Now I'm using it for a real project, designing small energy systems for remote homes in Sweden”
Sven Ruin, ÅF-Industriteknik AB, Sweden
Sign up today!

Andy Kruse
and
Michael Johnson

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