SPONSORSHIP OPPORTUNITIES

NHA POWERHOUSE
Your Source for Waterpower Insights

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The official industry information source from the National Hydropower Association
NHA's POWERHOUSE media platform -- www.hydro.org/powerhouse -- features articles providing insights on a variety of waterpower-related topics, ways to connect and learn with other waterpower professionals, and announcements about company activities.

In addition, NHA sends a weekly free-of-charge, individually-personalized email to those involved in waterpower (hydropower and/or marine energy). Each recipient receives his or her personalized version of the email, containing AI-curated articles, as well as links to the articles posted on the POWERHOUSE webpage.

Through the combination of content posted on the website and the personalized e-mail, NHA's POWERHOUSE is a one-of-a-kind service, offering:

- Information
- Tips
- Insights
- Intelligence

Through POWERHOUSE, you gain insights, learn lessons, and expand your knowledge and understanding - ultimately helping you do your specific job more effectively and more cost efficiently.

**TARGETED POWERHOUSE READER**

- Any individual working in North American waterpower (industry owners/operators/developers and service/product suppliers)
- Any individual that affects the industry (resource agencies, regulators, power marketers, government entities)
In today’s world of information overload, we all receive lots of “stuff” – much of which is not directly relevant to our specific day-to-day work. We have to read and sort through a lot to get to what’s most useful, most relevant. And, that takes time. Time none of us have.

Through POWERHOUSE, the National Hydropower Association gathers and delivers digital content weekly, which is curated by your preferences to ensure you are receiving information specifically relevant to you.

INTELLIGENCE:
SEPARATING US FROM THE PACK

NHA is taking advantage of available tools... machine learning and artificial intelligence (AI)... to deliver a “smart” product, individually customized for each recipient - based upon personal digital consumption patterns.

Over time, the AI learns each recipient’s topic preferences based on evolving behavioral observation, and automatically customizes the content for that individual.
CONNECTED:

HOW IT WORKS

NHA’s POWERHOUSE service includes two components:
- New content posted each week on www.hydro.org/powerhouse
- A weekly email, personalized for each recipient, with links to the articles on the website, PLUS curated content from various media outlets.

UNIQUE AND PERSONALIZED:

NHA uses AI technology to deliver content in the email that is based on each recipient’s reading behavior. So, the more you click on the articles in the email, the more we can tailor the content in your email to meet your specific interests.

FEATURED TOPICS

- Electricity Markets
- Innovation/Technology
- Marine Energy (coverage includes wave, tidal, ocean)
- People
- Policy Drivers
- Project Development
- Project Operations
- Regulatory Insights

We are committed to delivering high quality content in innovative, interesting ways that provide added value to readers.
Wildfires pushed PG&E into bankruptcy. Should other utilities be worried?

Catastrophic wildfires, which can lead to billions of dollars in damages, present a unique financial risk that the utility sector is going to want to get ahead of, experts say.

In addition to advertising space, sponsors also can contribute content that is featured on both the website and in the weekly e-mail.

**WEEKLY EMAIL**

Each email (48 deployments a year) contain:

- 1 leaderboard ad space per issue
- 1 sponsored content feature per issue (sponsor provides an article and a graphic)
- 4 square ad spaces per issue

Ads and sponsored content in each week’s e-mail deployment also appear on the website for that week, for no additional fee.

PLUS! All sponsors’ logos are featured on the website and in the weekly e-mail to acknowledge the commitment of the sponsors to make this information service available to the industry.

Limited sponsorships available! Reserve your spot today!
**THE PACKAGE**

Being a sponsor provides you branding and recognition opportunities, as well as a platform to share your content and be a thought leader/knowledge contributor (via the sponsored content option).

WHO you will reach is key - the email is deployed specifically to over 5,300 individuals, specifically working every day in the North American waterpower industry and making decisions about the services and products to use.

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**THE PACKAGE**

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<thead>
<tr>
<th></th>
<th>Annual Investment</th>
<th>Display ad space – Leaderboard*</th>
<th>Display ad space – Square*</th>
<th>Sponsored Content*</th>
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</thead>
</table>
| **Premium Sponsor** | $10,000 (member)  
$12,000 (standard) | 4x a year (once a quarter) | 16x a year (4 a quarter)** | 4x a year (once a quarter) |
| **Standard Sponsor** | $5,000 (member)  
$6,000 (standard) | 2x a year | 8x a year (2 a quarter)** | 2x a year |
| **Supporting Sponsor** | $2,500 (member)  
$3,000 (standard) | 1x a year | 4x a year (1 a quarter)** | 1x a year |

*Ads and sponsored content are published in one-week intervals on BOTH the e-mail and on the website for the selected weeks
**Positions chosen in order of sponsor commitment (first come, first served)
***Sponsors’ logos are featured on the website and weekly email.

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**BENEFITS FOR SPONSORS**

*Showcase your company’s knowledge/expertise* – in addition to display advertising, each sponsorship includes “sponsored” content (sponsor-submitted articles that appear in the weekly e-mail as well as on the website)

*Maximize the time your customers/potential customers see your advertisement* - The use of AI technology has proven to dramatically improve e-mail open and click rates. When readers like what they’re reading, they want to read more. They will spend more time engaging with the content that is extremely relevant to them, and, consequently, with the advertisements.

*Streamlined media investment* – no need to re-visit week after week; one simple one-time investment, and you are guaranteed to be visible to clients, potential customers, and decision makers all year long.