

1. UCA lug vision and UCA lug booth mission at CIGRE 2010:

- UCAlug Group is an International entity formed to facilitate the implementation of IEC61850, CIM and Open / Utility AMI.
- The UCAlug booth should not be used solely as another opportunity to advertise products. Note that this IS NOT an opportunity to start doing business, but an opportunity to train the users.
- The UCAlug Booth will be promoting the UCAlug and the technologies it covers to its user communities:
 - CIM
 - IEC 61850
 - Utility / Open AMI
 - Smart Grids
- The UCAlug Booth will be the hub where future or current users can:
 - Get the update on the status of the current standards
 - Understand the corresponding standards and learn how to get access to them
 - Gather information on real projects and implementations
 - Meet with Experts
 - Gather information on companies who can provide:
 - Equipment and complete solutions
 - Consulting / Engineering
 - Testing

2. Booth design, organization and logistics:

- UTInnovation with collaboration of RuggedCom Inc. will be taking the lead in organization of UCA lug booth at CIGRE exhibition in Paris 2010. Other UCA lug members willing to collaborate are welcome.
- We will provide support manning the booth however volunteers are welcome to cover the whole duration of CIGRE.
- UCAlug Marketing Committee shall get the program agreed and approved before February 26 so there is enough time to advertise well in advance in key magazines and news letters.

3. Booth theme and content:

We propose to have similar UCA lug Booth as in 2008 with the space where visitors can sit with EXPERTS to discuss about the technologies the UCAlug endorses.

There will be presentation area inside the booth as in 2008. The UCA lug booth is intended to be marketing activities only with live presentations . No interoperability demos are planned at the booth. All sponsors live presentations will take place at the booth. Here is the brief summary of the booth content:

- UCA lug booth space is 36sqm
- Central area for receiving people, answering questions and orienting visitors about UCA booth. This is also the central point for controlling the interactive material being played at LCD screen. Content: 1 reception-style desk with locker, 1 high chair, 1 laptop with internet connection + 1 x 23" LCD screen
- Sponsors presentation area: (like at CIGRE 2008). Content: Large LCD screen (50 or 60 inch) + table for presenter's laptop + 12 chairs in classroom style + wireless microphone set and speakers for the presenter
- Area for discussion with visitors. Content: 1 or 2 coffee-style or regular round tables + 8 chairs + coffee station + cookies
- 2 or 4 vertical racks for printed collateral material (company brochures, leaflets, etc.)
- 1 large poster or 1 booth banner with UCA logo and small logos of UCA members..
- Several posters for showing sponsors applications

4. Meeting room for UCA lug Annual Meeting and UCA promotional activities

There will be a separate room in Palais des Congres at the same level as CIGRE exhibition. The room is booked for UCA Iug Annual meeting and UCA promotional presentations. It has the capacity for over 100 people and is booked for 2 full days, 25-26 of August.

5. Topics of the live presentations and of the interactive content to be played on LCD screens at the booth:

The sponsoring companies shall submit their presentations indicating to which of the preferential topics the presentation is addressed. The following three major preferential topics are listed below with some examples of the presentation content:

- **Preferential topic 1: UCAIug Group Objective**
 - Describe the different groups and their activities, promoting Group Experts. Kay Clinard or other UCA Iug booth organizers/participants to present
 - Current Status of different expert groups: IEC61850, Testing, CIM, Utility / Open AMI, etc.
- **Preferential topic 2: Case studies:**
 - IEC 61850 Station Bus
 - IEC 61850 Process Bus
 - IEC 61850 Testing Procedures and Tools
 - Time Synchronization by means of IEEE 1588
 - High reliability networks for IEC 61850 applications
 - Smart Grid
 - CIM Applications
 - Distribution Automation
 - AMI Applications
- **Preferential topic 3: Generic overview of standards**
 - IEC 61850 Edition II and future directions
 - Impact of IEC 61850 and related standards on Renewable Energy
 - How not to get lost in the standards for Smart Grids?
 - Basic concepts of CIM
 - Basic concepts of Utility / Open AMI

6. Sponsorship packages:

UCAIug Corporate members will have the following proposed options:

- **Silver:** 1,000 Euros:
 - Have company logo on all UCA Iug collateral material for CIGRE 2010 event (leaflets, email blasts, UCA poster at the booth)
 - 20MB space on UCA Iug CD/DVD ROM
 - 1 x A4 size printed company/product brochure at vertical racks for collateral
- **Gold:** 2,000 Euros:
 - Have company logo on all UCA Iug collateral material for CIGRE 2010 event (leaflets, email blasts, UCA poster at the booth)
 - 100MB space on UCA Iug CD/DVD ROM
 - 2 x A4 size printed company/product brochure at vertical racks for collateral
 - Big poster (or 2 presentations slides at LCD screen) showing sponsors application related to UCA activities or standards
- **Diamond** 3,000 Euros:
 - Have company logo on all UCA Iug collateral material for CIGRE 2010 event (leaflets, email blasts, UCA poster at the booth)
 - 100MB space on UCA Iug CD/DVD ROM
 - 2 x A4 size printed company/product brochure at vertical racks for collateral
 - Big poster showing sponsors application related to UCA activities or standards

- Live Presentation slot of 30 minutes at UCA booth during CIGRE event.

7. Collateral material and promotion:

The following collateral material will be prepared

- **UCA lug CD/DVD ROM.**
UCAlug members will be asked to provide before 1st June 2010 their material to be included on the CD/DVD ROM. The content is limited to 20MB per silver sponsor and to 100MB per gold and diamond sponsors. The material to be included at the CD/DVD ROM may include presentations, articles, case studies, demo applications and other documents showing company's advantages and capabilities in technologies covered by UCA lug. UCA may reject the content for publication on the CD/DVD ROM if its nature is not related to the technology in scope of UCA activities. The CD/DVD ROMs will be distributed during CIGRE at the booth among visitors.
- **UCA lug at CIGRE 2010 invite/leaflet**
A generic leaflet will be made available announcing the UCA lug booth at CIGRE 2010 event. The hi-resolution version of the leaflet in pdf and tiff format will be distributed among UCA members and sponsors before 1 June 2010, so companies may want to distribute it via own channels to potential customers and partners. The leaflet may also be placed in other media advertising UCA lug booth, eg. Mailing lists, web sites, journals and magazines related to SAS, communications, Smart Grids etc.
- **UCA lug at CIGRE 2010 event schedule**
The schedule of UCA lug events (meetings, presentations at the booth and in other rooms) will be made available to UCA members and sponsors before 1 June 2010. The sponsors and presenting companies will be asked to provide presentation titles and presenter's info.