

SOLAR ENERGY INTERNATIONAL

LEADING TECHNICAL **TRAINING PROVIDER** for the GLOBAL Solar Energy WORKFORCE

2020

Media Kit

Educate. Engage. Empower.

Who we are

The rapid expansion of distributed energy will reshape how the world generates, distributes, and consumes power. We need a skilled, safe global workforce to advance distributed energy adoption.

For 29 years, SEI has been dedicated to training the global solar energy workforce. We deliver hands-on experience, safety, and technical skills solar training to scale the global workforce at a pace to that significantly impacts climate change — whether that's equipping utilities with the skills to operate large-scale solar farms, or helping people access clean, reliable energy for the first time. **350K+** UNIQUE PAGEVIEWS PER YEAR

95K+ Total enewsletter contacts*

31K+ SOLAR INSTALLED BY ALUMNI **200K+** social media connections

> 76K+ sei alumni

10%+ WORLD'S SOLAR INVOLVED ALUMNI

*64k English speaking contacts, 31k Spanish speaking contacts



About Solar Energy International

Custom Webinar

Elevate your thought leaders and experts through a custom live webinar - promoted, hosted, and moderated by SEI.

Key Deliverables

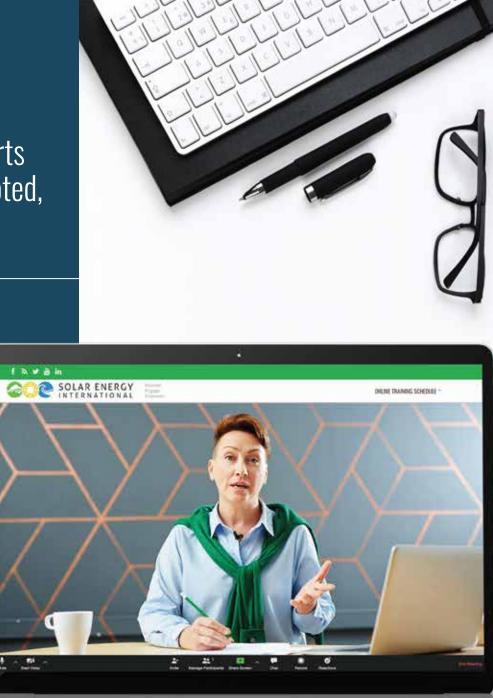
• Your message contextualized through SEI's promotion and a SEI Technical Instructor during the introduction and presentation

• Gain access to the entire database of registrants, attendees, and questions asked during the live webinar

• Customized promotional e-mail, social media, and online marketing using your media assets, distributed by SEI's marketing team through SEI's marketing channels

• Live polling and surveys within the webinar to actively engage and segment your audience

RATE: \$50/registrant up to \$7,500





Sponsored Workshop

Align your brand with the industry's leading technical training through live training webinars led by SEI Technical Instructors.

Key Deliverables

• Deliver your message during the live training webinar through a 5-minute speaking opportunity

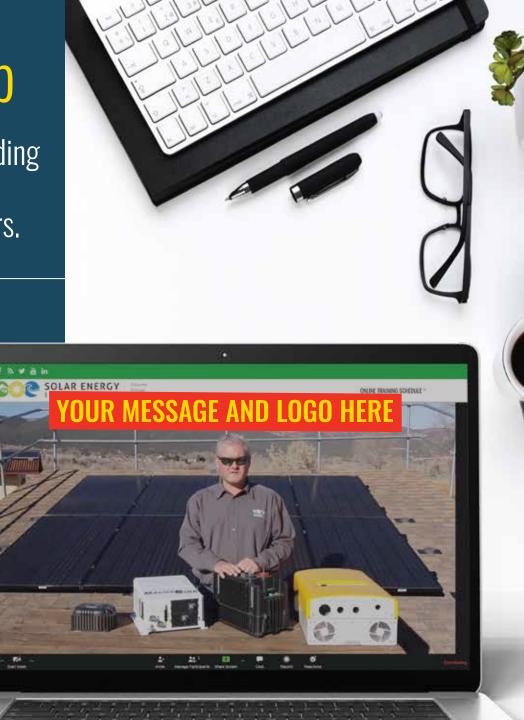
• Your brand applied to a customized promotional e-mail, social media, and online marketing, created and distributed by SEI's marketing team through SEI's marketing channels

• Logo and link to sponsor webpage included in webinar landing page

RATE: \$1,500/sponsor*

*Minimum of 2, maximum of 4 sponsorship spots available per Workshop





Sponsored Conference Course

Align your brand with the industry's leading technical training through training courses delivered at top industry conferences and led by SEI Technical Instructors.



• Deliver your message during a workshop course hosted at an industry conference through a 5-minute speaking opportunity

• Your brand applied to customized promotional emails, social media, and online marketing, created and distributed through SEI's marketing team through SEI's marketing channels

• Logo and link to sponsor's webpage through conference's course landing page

RATE: \$3,000/course*

*There may be multiple SEI courses offered at a single conference





Sponsored Content Article

SEI Marketing Team will collaborate with your team to choose an editorially driven topic that resonates with the SEI audience and supports your marketing goals.

Key Deliverables -

• Approximately 600 to 800 word article, written by Sponsor

• Article will be prominently featured on the SEI homepage and labeled as "Sponsored Content"

• Teaser of your write-up with full article link, prominently featured and distributed in SEI's Monthly E-newsletter (65,000 + subscribers)

• 4 social media shares per article with your custom messaging

Article featured on SEI blog indefinitely

RATE: \$3,000/month

GALINE TRAINING SCHERULE

From the Biophermaceutical industry to teaching solar to kindergartaners

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