SOLAR ENERGY
INTERNATIONAL

LEADING TECHNICAL
TRAINING PROVIDER
for the
GLOBAL
SOLAR ENERGY
WORKFORCE

Media Kit

2021

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.

650K+
UNIQUE PAGEVIEWS
PER YEAR

225K+
SOCIAL MEDIA
CONNECTIONS

99K+
TOTAL ENEWSLETTER
CONTACTS*

76K+
SEI
ALUMNI

31K+
SOLAR INSTALLED
BY ALUMNI

10%+
WORLD'S SOLAR
INVOLVED ALUMNI

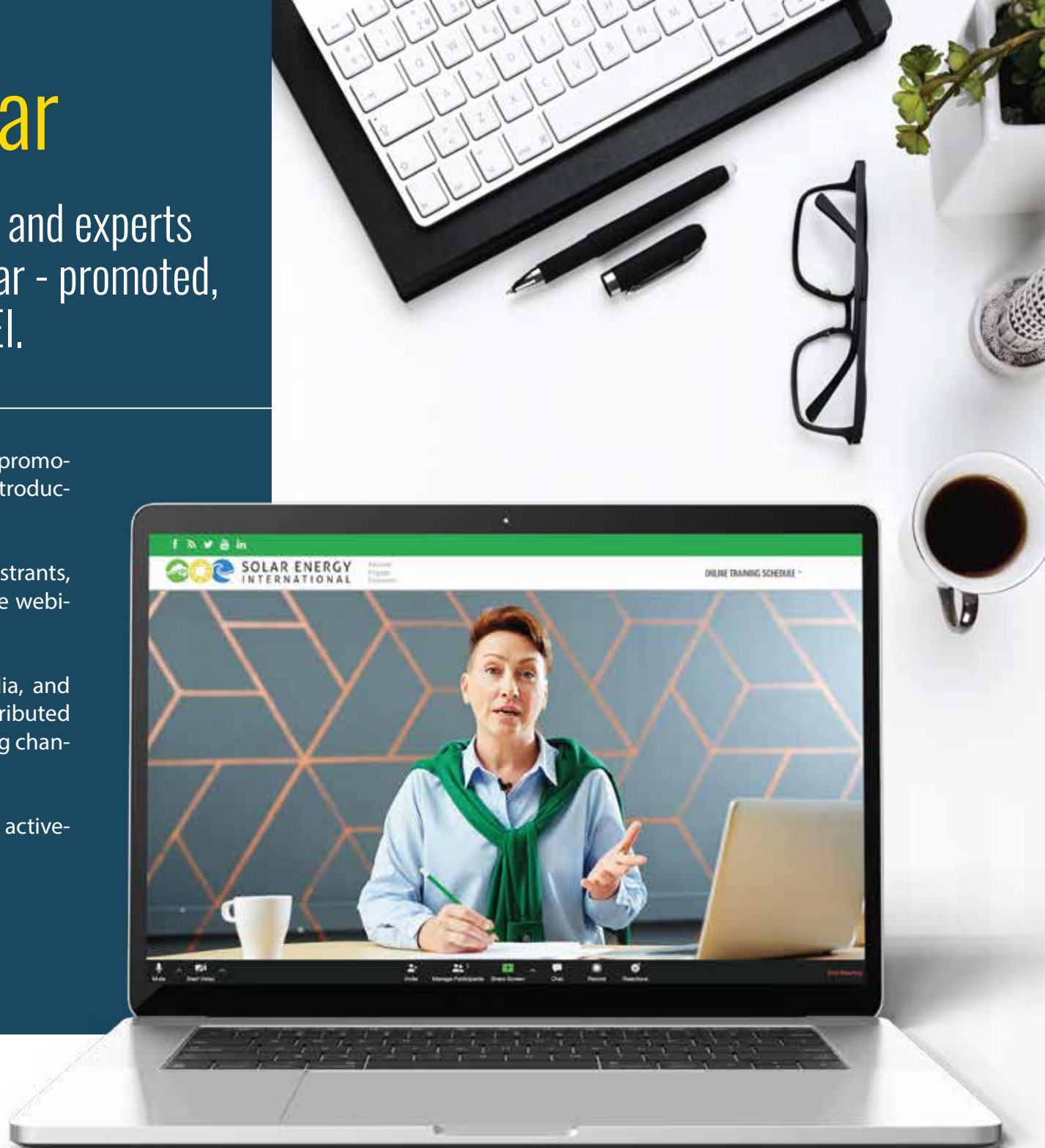*65k English speaking contacts, 34k Spanish speaking contacts

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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

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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

YOUR MESSAGE AND LOGO HERE

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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.

Key Deliverables

• 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

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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 home-page 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

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Contact Us

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