



PHONE: 877-411-4675 FAX: 914-509-5374 PO Box 96, Cazenovia, NY 13035 www.eventureevents.com

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Contact:

Kelly Herzog, Marketing Manager
T: 877-411-4675 or 914-509-5354
E: kelly@eventureevents.com

Utilities Explore the Importance of Collaboration to Fuel Innovation

New social networking site, powered by CubeTree, fosters collaboration among utilities worldwide

(September 16, 2009) – Eventure Events announced today that attendees at this year’s **SAP for Utilities** conference will have the opportunity to sign up for and participate in **UtilityCollaboration**, a new social networking website designed to harness the power of collaboration to fuel innovation. This interactive community provides information and collaboration tools that will help utilities build a strong foundation for continued growth and sustainability.

UtilityCollaboration is divided into several topic groups, some of which will follow the subject matter at the conference. Through this technology, conference attendees will have real-time access to presentations, videos and special blog posts, wikis, chat, search, document sharing, links, tweets, polls, feeds and featured articles. Another set of topic groups will also be released, which will allow utility companies to collaborate freely on specific topics during the conference and beyond. Here, members will share experiences, develop best practices and work on common industry issues.

The website is powered by CubeTree (www.cubetree.com) an enterprise social software provider widely recognized for innovation. CubeTree’s collaboration suite helps organizations create private, secure social networks that are free for any number of employees. To help employees collaborate better, applications like wikis, microblogging, blogs, polls and chat are tightly integrated with the social network, and included for free.

“We are excited about our partnership with CubeTree and the ability to leverage the technology to focus on our goal of enabling collaboration across the utilities community. This forum really allows for the dialog to flourish and encourages a collaborative networking attitude,” said Steve Sinkoff, president and CEO of Eventure Events, the company that is producing the event.

The SAP for Utilities conference is a collaboration of SAP, the Americas’ SAP Users’ Group (ASUG) and Eventure Events, and offers an extraordinary opportunity for utilities to discover the latest SAP for Utilities trends and innovations. The program features a [compelling agenda](#), [subject-specific workshops](#), [ASUG-led roundtables](#), exhibits from [top technology and service partners](#) and [keynote presentations](#) from top SAP, ASUG and utilities professionals.

For more information about the SAP for Utilities conference, please visit the conference website at www.sap-for-utilities.com or call the Eventure Events office at 877-411-4675 or 914-509-5354. To take a tour of UtilityCollaboration, please visit www.utilitycollaboration.com.

Eventure Events, LLC is an event production company that is dedicated to inventing and nurturing world-class conference brands in under-served niche technology markets. To learn more, visit www.eventureevents.com.



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The Americas' SAP Users' Group (ASUG(R)) is an independent, volunteer-run organization that facilitates knowledge transfer among the community of SAP customers, regardless of their data environment, by providing user-driven educational opportunities, professional networking and a forum that provides insight and influence to SAP. Additional information at www.asug.com.)

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