

You have  
the power

to save on electricity.



EMEX

Power savings, simplified.<sup>SM</sup>



# The EMEX Reverse Auction, from the Energy Market Exchange.

Now there is a simple, powerful, and completely transparent way for businesses and other organizations to procure competitive bids for electricity without using traditional brokers, RFPs or other time- and budget-consuming methods. It's the EMEX Reverse Auction, the innovative, real time, online auction that gives you the power to get your absolute best rate per kilowatt hour.

Market Exchange, is the easiest-to-use reverse auction system available today.

## Simple online system puts you in control

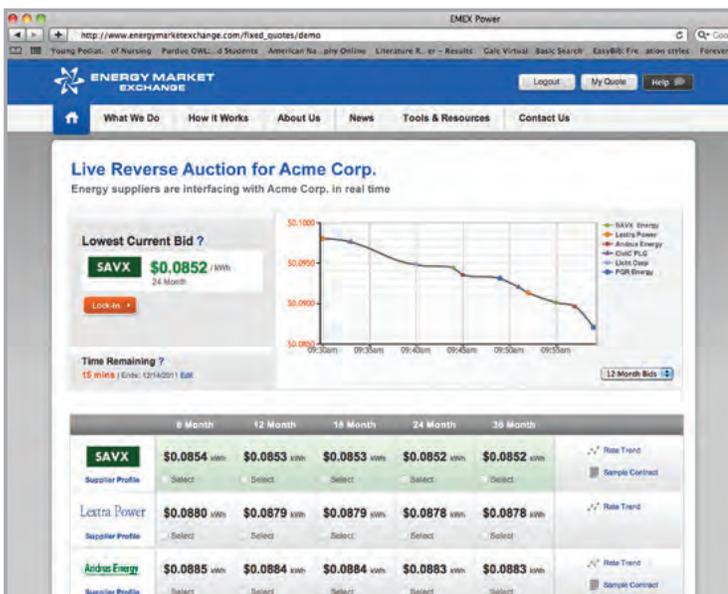
The EMEX Reverse Auction simplifies the task of energy procurement by uniquely combining an elegantly easy-to-use online interface with hands-on expertise from dedicated consultants. We help audit and project your electricity expenses, set the parameters for the auction, and review supplier contract terms to make certain that all bidders meet your predetermined specifications. This customized approach gives you complete control and more easily enables you to pre-qualify suppliers.

## Realize significant savings – up to 30%

The result is a highly-tailored, highly-competitive and thoroughly transparent auction. With participating suppliers able to track their competition's latest offer in real time, we create an environment for exceptionally aggressive bidding, which can result in significant savings for EMEX users – up to 30%!

## There's no cost to find your lowest rate

Best of all, you'll never get a bill from EMEX. The pre- and post-auction consulting is free. Setting up the auction and using the system is free. And utilizing the EMEX Reverse Auction takes only a fraction of the staff time required by traditional methods. There is no financial risk, as you are not even obligated to accept a bid once the auction is complete. When a bid is accepted and a contract signed, we do get paid – through the supplier.



## Save time

Researching, comparing and getting bids from a variety of suppliers, and making them available for review by all stakeholders, takes valuable time of staff that most organizations simply can't spare. That's why forward-thinking companies are turning to a new bidding mechanism, the online reverse auction, as a more efficient, effective and transparent method for competitive procurement. EMEX, from the Energy



## Get your best energy rate in five simple steps.

### 1. Register with EMEX

Instead of having to create extensive documents, review and compare multiple replies over an extended period, and devote countless hours of staff time to the process, you can register with EMEX online and let us take it from there. The process requires very little of your time, and no financial investment at all.

### 2. Consult with EMEX energy experts

While you may choose to register and set up your auction completely on your own, EMEX also provides expert consultants to assist you, at no charge. We help you audit past use, forecast future demand, create a bidding profile for suppliers, and establish a reserve rate with which to begin the auction. We also review supplier contract terms ahead of the auction to "pre-qualify" all competitors according to your predetermined specifications.

### 3. Schedule your online auction

EMEX reverse auctions are held at a set time, which you determine. This ensures the availability and participation of the greatest number of leading energy suppliers, and creates a reliably prompt timeline for completing the process.

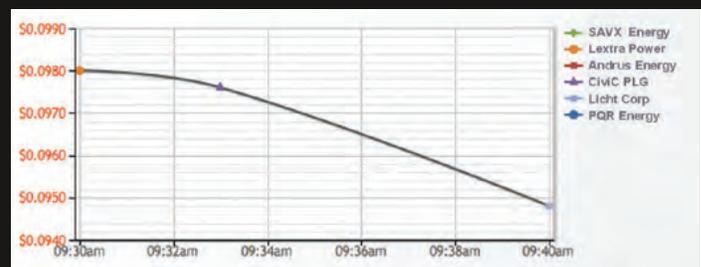
### 4. Watch energy suppliers compete

Auctions occur within a compact time window, as short as 30 minutes, providing efficiency and creating a beneficial "environment of urgency." You can watch in real time as suppliers vie to outdo each other. Bidders also have a real time view of the proceedings, inspiring an atmosphere of active competitiveness not unlike that of a classic trading floor. The spirited bidding this produces can result

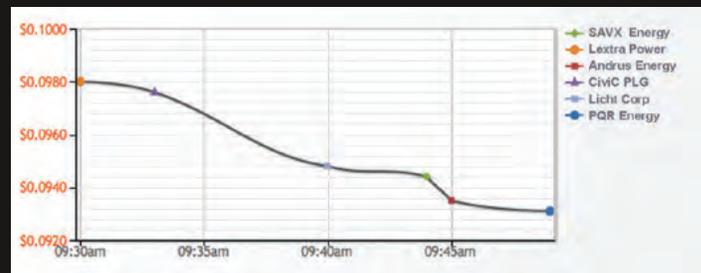
in dramatic rate lowering – and it is a spirit inherently lacking in other procurement methods which force participants to bid blind.

### 5. Sign a contract for the lowest bid

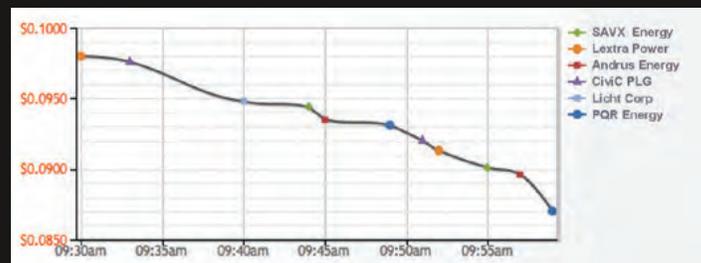
You may accept and sign the bid of your choice immediately online, via e-signature, or lock-in the bid for final review and acceptance later.



The bidding starts at your predetermined reserve.



Bids are tracked by supplier and exact time.



Bidding typically intensifies, to your benefit, near the end.



## Satisfy the most demanding stakeholders.

Given today's challenging environment, with managers subject to a higher standard of accountability (and the intense scrutiny that comes with it), the more transparent and accessible a procurement process is, the better.

### Full transparency in process

EMEX reverse auctions take place in real time. You and other key stakeholders can watch every bid and counterbid as they occur. Each participating supplier, equipped with their own special portal, watches exactly the same screens as they track and chart every bid, moment by moment. The result is a clear, level playing field with a clear, step-by-step digital record of events that you can easily make available for review.

### Full accessibility, from virtually anywhere

Because EMEX is a browser-based online service, it is accessible to Internet-equipped devices. That includes desktop and laptop computers, electronic tablets and even the ever-present smartphone – which means you can include any stakeholder from practically any location.

### Access to leading energy suppliers

As a decision-maker in the energy procurement process, you are responsible for securing the best overall value for your energy dollar. In short, you need to find the best combination of rate and reliability. With EMEX, you get access to many leading regional and national electricity providers, so you can rest assured that the great rate you lock-in will be accompanied by a proven record of consistency and service.

Find out exactly how much an EMEX reverse auction can save you. Call the Energy Market Exchange and speak to a consultant today:

**EMEX Affiliate: Nancy Fiumefreddo  
(201.572.5219)**



# Get the power

Find your best price  
on electrical power.  
Without the hassle.  
Without the cost.  
Without a doubt.  
It's simple: EMEX

Visit our website for more information,  
or call for a free consultation.



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