



# Is Demand Response Right for You?

---

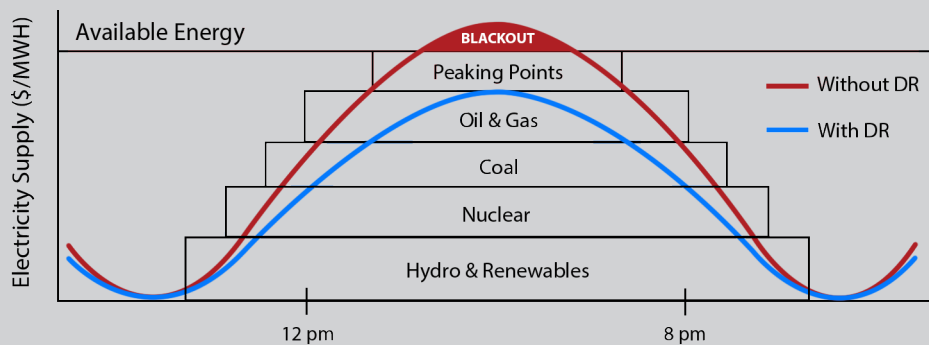
DISCOVER HOW YOU CAN EARN REVENUE BY REDUCING  
YOUR ELECTRIC LOAD DURING PEAK TIMES



## WHAT IS DEMAND RESPONSE?

Demand Response is a long-term energy management solution for organizations willing to reduce their energy consumption when demand for electricity is high (i.e. summer heat and winter freezes). By enrolling in a Demand Response program you not only receive special pricing incentives, such as reduced energy rates, you also help reduce the likelihood of rolling blackouts during peak load periods. Based on your energy usage, a Demand Response program may potentially save your company thousands of dollars annually.

Links Energy Partners has over a decade of experience integrating Demand Response programs into our clients' energy portfolios across ERCOT, PJM and NYISO.



Demand Response reduces the need to call on peaking plants during high usage hours. This, in turn, reduces the aggregate cost of power.

## WHAT ARE THE BENEFITS?

- Receive payments made every four months
- Reduce costs from avoided tariff charges
- Lower energy consumption and lower cost
- Reduce wholesale cost of electricity

## WHAT ARE THE PENALTIES?

- Payment loss if you don't hit curtailment commitment
- 4-month contract suspension (one contract period) if you fall below 85% of commitment
- Extended suspension for ongoing underperformance

## CAN YOU PARTICIPATE IN DEMAND RESPONSE?

To determine if your company qualifies for a Demand Response program our Links Engineer will need to:

- Verify that your utility company offers Demand Response and define the scope of program, if available
- Determine if your hours of operation are when a grid emergency is most likely to happen
- Identify your monthly kilowatt demand and likelihood to curtail a minimum of 100kW
- Validate your use an Interval Data Recorder (IDR) or Smart Meter
- Establish ownership of on-site generator for use as a revenue source during times of high index pricing

## LET'S GET STARTED!

Links Energy Partners has over 75 years of combined experience in the energy and utility industry. Since 2012, our team has provided our customers with energy management solutions, like Demand Response, to maximize their potential revenue and savings. Based in Houston, our services extend across the country including Texas, Ohio, Illinois, Pennsylvania, New Jersey, Maryland, D.C., New York, Massachusetts and California (ERCOT, PJM, NYISO, CAISO, NEISO and MISO). Call (832) 285-6797 or email us at [NOC@LinksEP.com](mailto:NOC@LinksEP.com) to get started on your Demand Response program.