



October 13-14
Seattle, WA

Grid *FWD* 2020

Scaling Grid Innovation
and Modernization
Deployments

Presented by:


Grid *Forward*

Prospectus

#GridFWD www.gridfwd.com

Bringing Together the Community of Leaders Who Are Reshaping the Regional Electrical Grid

Grid modernization transcends the fundamental role of utilities to provide reliable, affordable power to communities. It encompasses broader societal goals of decarbonization, resilience to extreme events, and greater equity in the benefits of a decentralized power infrastructure. GridFWD 2019 brought a wide range of representatives from utilities, industry, government and communities to explore and collaborate on solutions to pursue these goals. GridFWD 2020 will build on and enhance this model to help visualize the way forward in the next decade.

Stakeholders from across the region gather at GridFWD

Utility executives and practitioners—learn and share new sources of value and best practices for advanced grid modernization solutions that deliver more flexibility, resiliency and sustainable energy systems.

Executive and technical leaders of solution providers—collaborate with key power sector stakeholders to deploy new technologies and processes that modernize distribution systems in the region, as well as innovative solutions for transmission, microgrids and more.

Regulators and government officers—explore the latest ideas, opportunities, deployments and best practices that point the way to economic, equitable and efficient power systems and workforce development in the new energy age.

NGOs and advocates—build the knowledge base and relationships to influence new programs that promote progress on regional energy systems.



“The power of Grid Forward is connecting people. This includes connecting people in the utility industry with the technology providers that enable our strategic priorities in serving our customers and communities. To me that’s huge.”

– JOHN HAARLOW, CEO AND GENERAL MANAGER
SNOHOMISH COUNTY PUD

Building on the Energy of GridFWD 2019

More than 400 executives and technical leaders from around the grid modernization ecosystem came together at GridFWD 2019 -- a 50% increase over the prior year's attendance. This highly diverse group included the top leadership from a dozen regional utilities, state legislative chairpeople, solution experts, municipal representatives, key media partners. GridFWD 2020 will expand on what worked best to make this a stand-out event.

The Premier Regional Grid Modernization Event

400+
Attendees

50% Attendee Increase
Over GridFWD 2018


12 Utility CEOs and GMs
Presenting

120+ Speakers

97%

of respondents said GridFWD
2018 was a good or somewhat
to good use of their time

25+ Sessions and Plenaries

12

Speed Pitch Utilities &
Emerging Companies

Focused Networking

Our 2019 event welcomed:

UTILITIES & POWER PROVIDERS

Avista • BC Hydro • BPA • Con Ed
• Duke Energy • EWEB • Energy
Northwest • ENGIE • ENMAX •
HECO • Holy Cross Energy • Idaho
Falls Power • LA DWE • Mason Co.
PUD No. 3 • NV Energy • Portland
General Electric • PacifiCorp • Puget
Sound Energy • Rocky Mountain
Power • SCE • Seattle City Light •
Sempra • Snohomish County PUD

TECHNOLOGY COMPANIES

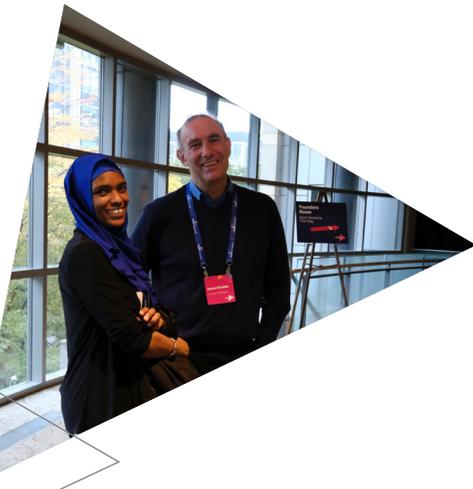
Amazon • AutoGrid • Awesense •
Black & Veatch • Burns & McDonnell
• CLEAResult • DVI • Ecobee • Enbala
• Enel X • GE • Google • Greenlots
• Honeywell • Itron • Landis & Gyr •
LO3 Energy • Microsoft • Opus One •
Oracle • OSII • Samsung Electronics
• sonnen • SunPower • Sunverge •
TROVE • Uplight • UtilityAPI

REGULATORS, GOVERNMENTS, NGOS AND CONSULTANTS

Accenture • Alberta UC • BPA •
CA ISO • Clean Energy Transition
Institute • City of Fort Collins •
City of Seattle • DNV GL • Electrify
America • EPRI • Illinois CC • King
County • McKinstry • Naigant •
NWPPA • OpenADR • OR DOE • OSI
Digital • PNNL • POWER Engineers
• Powertech Labs • Regulatory
Assistance Project • Rocky
Mountain Institute • TRC • UW • WA
Air National Guard • WA DOC • WA
State Senate and Congress • West
Monroe Partners

MEDIA

Bloomberg NEF • Clearing Up •
Utility Dive • Wood Mackenzie



“GridFWD brings together an important and diverse audience that is working to figure out what roles advanced technologies and solutions will play as they come on the energy system. Even though we are on the front lines working on these topics in Hawaii, we learned a lot by participating in the event and look forward to contributing to the discussion in years ahead.”

– JENNIFER M. POTTER, COMMISSIONER, HAWAII PUC

GridFWD 2019 Highlights

Just a Few of the Plenary Sessions

Aligning Modernization Efforts to Overall Utility Strategy with Snohomish PUD, Tacoma Public Utilities and Seattle City Light

Capturing the Promise of Electrification with Seattle City Light, Avista, Portland General Electric and Greenlots

Digital Strategy and Innovation Applied with Sempra Energy

Avoiding Death by Pilot with ConEd

DeepMind and AI for Grid Decarbonization with Google

Models that Embrace the Best Solutions with Rhode Island PUC, Illinois Commerce Commission, AEE and Utility Dive

Lessons from Public Power on Deep Modernization With Burbank Power and Water, NWPPA, Flathead Electric and the City of Fort Collins

A Sample of our 2019 Speakers



Jeff Cook
BPA



Anita Decker
NWPPA



John Haarlow
SnoPUD



Jackie Flowers
Tacoma Public Utilities



Josh Gould
ConEd



Mark Kolesar
Alberta Utility Commission



Vidya Vankayala
Powertech Labs



Carl Linville
Regulatory Assistance Project (RAP)



Emeka Anyanwu
Seattle City Light



Juliet Rothenberg
Google



Heather Rosentrater
Avista



Brien Sheahan
Illinois Commerce Commission



Debra Smith
Seattle City Light



Wade Troxell
City of Ft Collins



Sen. Reuven Carlyle
WA State Senator



Gabe Mika
Sempra



Devin Hampton
UtilityAPI



Elta Kolo
Wood Mackenzie



Mary Kipp
Puget Sound Energy



Herman Trabbish
Utility Dive



Lincoln Bleveans
Burbank Water and Power

New Focus For GridFWD 2020

GridFWD 2020 will once again bring together leading insights from a wide range of stakeholders to address the biggest challenges and opportunities for grid modernization in our region. This year we will drill into scalability, organized along three dimensions of our regional grid: Customer Solutions and Engagement, Distribution System Innovation and Transmission and Generation Innovation.



Scaling Grid Innovation and Modernization Deployments

Customer Solutions and Engagement

Distribution System Innovation

Transmission and Generation Innovation

A Look Back at 2019 Conference Themes

Modernization Best Practices - Success is out there. We'll bring the best together under this theme: recent industry insights, successes and concerns. The sessions will start with the broad assessment across transmission and distribution, and then dive into the current state of DERMS, DERs, interoperability, cybersecurity and more.

Culture of Innovation - You can teach an old dog new ways to match customer expectations with organizational priorities. This theme will walk the walk, exploring ways of creating a culture that embraces and supports innovation, including discussions on how to shape the right teams and drive successful pilots into full deployment.

Markets & Models - It takes more than software, sensors and switches to run the digital utility. External factors in the market impact progress for grid modernization and these dynamics are leading to developments in the ways that business is conducted. Explore the latest trends in business models and energy markets that support grid modernization, the expansion of renewable energy commitments, and the evolution of regulatory frameworks.

“Grid Forward is an excellent place to participate in the thriving energy innovation ecosystem of the region. Through our involvement Amazon Web Services has made numerous connections with thought leaders, some that were right in our own backyard. The resulting AWS-cloud-enabled pilots and projects will deliver real value to the electricity grid.”

– RALPH KAPPELHOFF, AMAZON WEB SERVICES

Sponsor the Premier Regional Event Focused on Moving Grid Modernization Forward



Become a sponsor for GridFWD 2020. You'll have the chance to help shape the agenda about how to build a more resilient and efficient modern grid for our region. Raise the level of awareness for what your organization is planning and doing in demand management, system flexibility, analytics, automation and other grid modernization efforts.

Three Levels of Sponsorship

Being a sponsor is the best way to ensure you have access to the people, content and ideas at the GridFWD event. Planning begins early so now is the time to lock in your place. Email Bryce at bryce@gridforward.org.

LEAD - \$10,000

- 6 registration passes to the event. Extra tickets 50% off
- Top recognition at event and in marketing materials (brochure, signage, website, emails, etc.).
- New in 2020: Feature Q&A article on the Grid Forward website promoted to our community
- Preferred display table space/signage (Details TBD)
- Mutually determined prominent speaking opportunity at event.
- Invitation to VIP activity (Details TBD)
- Invitation to VIP breakfast on 2nd day of conference
- Invitation to core event steering group
- List of attendees (before and after event)
- 50% off other sponsorship options - a \$2500-\$5000 value

PREMIER - \$7,500

- 4 event registration passes. Extra tickets 40% off
- Recognition at event and in marketing materials
- Display table space (Details TBD)
- Opportunity for speaking position on event session. Mutually determined, space permitting.
- Invitation to VIP activity for senior attendee (Details TBD)
- Invitation to VIP breakfast on 2nd day of the conference
- List of attendees (before and after event)
- 40% off other sponsorship options - a \$2000-\$4000 value

SUPPORTING - \$5,000

- 2 event registration passes. Extra tickets 30% off
- Branding recognition at event and in marketing materials
- Display table space (If available, Details TBD)
- Invitation to VIP breakfast on 2nd day of the conference
- List of attendees (before and after event)
- 30% off other sponsorship options - a \$1500-\$3300 value

OTHER SPONSORSHIP OPTIONS

- Main reception (2) - \$10,000
- VIP dinner (2) - \$7,500
- Morning plenary (2) - \$7,500
- Lunch (2) - \$7,500
- Afternoon plenary - (2) \$6,500
- Breakfast (2) - \$6,000
- Breakout/workshop (4) - \$5,000
- Networking break (4) - \$5,000

Lock in your sponsorship today

Contact Bryce Yonker at bryce@gridforward.org



Thank You to Our 2019 Sponsors

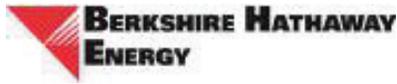
Would you like to support GridFWD 2020?

Contact Bryce Yonker at bryce@gridforward.org

Lead



Premier



Supporting

Autogrid
Avista
Awesense
CLEARresult
Community Energy Labs
Google Nest
Itron

Opinion Dynamics
PNNL
Snohomish County PUD
TRC
Trove
Utilidata®, Inc.



Grid FWD 2020

#GridFWD

Go Forward

October 13-14, 2020
Seattle, WA

Presented by:



Contact:

Bryce Yonker
Executive Director &
CEO Grid Forward
Producer of GridFWD
bryce@gridforward.org
503.522.6101

“ Seattle is pleased to host the 2020 GridFWD conference. We look forward to the diverse audience coming together who are all working on opportunities for smarter management of regional energy systems. And we will be happy to share many of the lessons we are learning on our pathway to modernization. ”

– DEBRA SMITH, GENERAL MANAGER
& CEO, SEATTLE CITY LIGHT

Why attend GridFWD 2020?

- Plenaries with utility and national leaders
- Perspectives from the region and beyond
- The latest grid technologies and practices
- Deep dive into scaling grid modernization across our region
- Interactions across industry boundaries
- Deep-dive small-group discussions
- Facilitated networking opportunities



Grid *FWD*
2020