



April 19-20
Seattle, WA

Grid *FWD* SEATTLE

Reconnecting with
grid leaders and
innovators to keep
pace with dynamics of
the energy transition

Presented by:


Grid *Forward*

Prospectus

#GridFWD www.gridfwd.com

Together, Regrouping and Recommitting to Modernize the Regional Grid

The past year has been unprecedented for our region: the pandemic with its brutal human and economic repercussions; a historic and devastating wildfire season; a nationwide movement for racial and energy justice; ice storms and more. Federal energy policy is undergoing a complete change and lining up with major regional legislation and policy shifts to pursue resiliency, clean energy and decarbonization. Through it all, our industry has done a remarkable job in maintaining the grid to meet our region's needs while continuing to push forward on grid modernization and decarbonization.

Stakeholders from across the region gather at GridFWD

At GridFWD Seattle, we will come together again, face to face, to reconnect with our peers and re-energize our efforts to build the modern grid. We invite all stakeholders to join us in Seattle this spring:

- Utility executives and practitioners—learn and share best practices for building resilient, flexible and sustainable energy systems.
- Executive and technical leaders of solution providers—reconnect face-to-face with your customers and partners to collaborate on energy solutions.
- Regulators and government officers—tap into technical innovation and best practices from the front lines of what's possible.
- NGOs and advocates—build the knowledge base and relationships to influence new programs that promote clean energy, equity and economic activity on regional energy systems.



A New Model of GridFWD Capturing the Energy of Past Events

Nothing will be the same after COVID-19, not even our flagship event. Instead, GridFWD Seattle will build on the high quality content and energy of our face-face 2019 event as well as the flexibility and interconnectedness of our virtual 2020 experience. Attendees will have multiple ways to meet up with others, learn new ideas and best practices, and discuss important topics with peers. We'll focus as much on rebuilding our connections as on pushing our agenda forward.



“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

“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

FACE-TO-FACE IN BENAROYA HALL

400+
Attendees


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

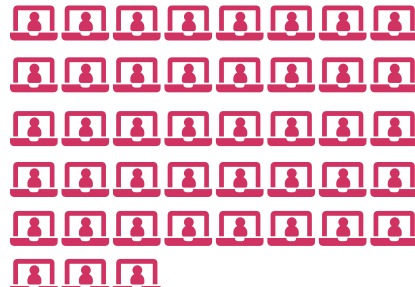
Speed Pitch Utilities & Emerging Companies

GridFWD 2019 had **50%** higher attendance over the prior year, demonstrating our growing community and impact.

GridFWD 2020 Highlights

VIRTUAL CONFERENCE OVER 2 WEEKS

500+
Attendees



43 Sessions Over 8 Days



29 Supporting Organizations

38
Net Promoter Score

We consistently engaged our community throughout 2020 through virtual summits, town halls and socials, all culminating in the virtual edition of this flagship event.

A Dynamic Balance of Presentation Content and Personal Connection

Grid Forward is planning a range of sessions and activities over the two days to help attendees achieve their goals for rebuilding connections and driving new initiatives.



FEATURED PANELS:

As always, GridFWD Seattle will host some of our industry's leading minds to explore new ideas and proven successes in grid modernization.



UNCONFERENCE BREAKOUTS:

Attendees will have the chance to define the topics they want, on the spot, and gather with experts and peers to dig in.



HUDDLES:

With so many industry issues and opportunities, GridFWD Seattle will offer a wide range of small-group discussions for sharing best practices and answering questions.



REVERSE PITCHES:

We'll make it easy for utilities to tell the industry what capabilities and technologies they are looking for now.



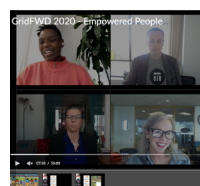
EXTENDED BREAKS:

Grid Forward plans for an equal balance of structured and unstructured time during the event, to help our community regroup and move forward.



EXTENDED SOCIALS:

We can be proud of the way our industry has responded to the challenges of the last year or more--we'll have multiple chances to relax, share stories, and reenergize for the future.



VIRTUAL SESSIONS:

We recognize that not everyone will be able to come to Seattle for GridFWD, so we will make select sessions available online as well.



Sponsor the Premier Regional Event Focused on Moving Grid Modernization Forward

Become a sponsor for the GridFWD Seattle event this April 19-20. You'll have help us shape the agenda about how to reconnect with all the people, projects and technologies to advance modernization for our region. Raise the level of awareness for what your organization is planning and doing in demand side management, system flexibility, analytics, automation, equity and other grid modernization efforts.

Three Levels of Sponsorship

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

LEAD - \$10,000

- 10 registration passes to the event for staff
- Top recognition at event and in marketing materials (brochure, signage, website, emails, etc.)
- Preferred display table space/signage
- Mention during introduction, lunch and plenary sessions
- Mutually determined prominent speaking opportunity at event
- Co-planning of break-out discussion topic
- Dinner or other gathering host
- Invitation to VIP activity (Details TBD)
- Participation on core event steering committee
- 5 guest special registration passes and discount for additional invited guests
- List of attendees (before and after event)

PREMIER - \$7,500

- 5 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD, 2nd position selection)
- Opportunity for speaking position / discussion lead on event session
- Event structure feedback and support
- Invitation to VIP activity (Details TBD)
- 3 guest special registration passes
- List of attendees (before and after event)

SUPPORTING - \$5,000

- 3 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD, 3rd position selection)
- 2 guest special registration passes
- List of attendees (before and after event)



Moving Ahead While Staying Safe



While the outlook for face-face gatherings continues to improve, it's hard to predict if there will still be any restrictions next April. Grid Forward will continue to evaluate official guidelines from Washington State and the City of Seattle and plan accordingly for a vibrant, interactive and safe event for all.

"The energy transition is real and accelerating. Common goals to provide clean, reliable and equitable energy require stakeholders across the industry to work together in unprecedented ways. Grid Forward provides a platform for diverse industry leaders including utilities, grid operators, solution providers and energy consumers to collaborate on the most pressing challenges and opportunities."

- SCOTT HARDEN, CTO ENERGY & SUSTAINABILITY, MICROSOFT

Our Thanks to the Sponsors for GridFWD Seattle

Would you like to support GridFWD Seattle?

Contact Bryce Yonker at bryce@gridforward.org

Lead



Premier



Supporting



#GridFWD

Go Forward

April 19-20, 2022
Seattle, WA

Presented by:



Contact:

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"Seattle is pleased to host the 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 Seattle?

- Connecting and reconnecting with industry leaders face-to-face
- Expert perspectives from across the U.S West and beyond
- Updates and discussion on federal policy opportunities for the regional grid
- Learn how peers are continuing to scale grid modernization across our region
- Deep-dive small-group discussions
- Facilitated networking opportunities

Grid FWD SEATTLE



Seattle photo: Source: Good Free Photos

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