



Denver, CO  
October 24-26,  
2022

# Grid *FWD* 2022

Ensuring a Resilient  
21st Century  
Energy System

Federal resources and regional developments to harden the grid  
from disruptions and facilitate a smooth energy transition

Presented by:



**Draft Sponsor  
Prospectus**  
[www.gridforward.org](http://www.gridforward.org)

# Bringing Resiliency to the 21st Century Energy Grid

The past couple years have been unprecedented for the electric grid. The pandemic, with its brutal human and economic repercussions, created new demand curves and taught many energy companies how to operate remotely. A historic and devastating wildfire season hit states across the west including fires in December in Denver area. Record heat levels were shattered in communities across the region. Ice storms ripped through Texas and much more. The federal commitment to advanced grid deployments reached a new level with the Infrastructure Investment and Jobs Act. And transition to decarbonization reached new levels with state, local and corporate commitments. With all these dynamics, the grid must evolve to remain a backbone of reliable energy supply and the engine to power our communities and economy.

## GridFWD 2022 Themes:

Advanced forecasting

Real time data and analytics

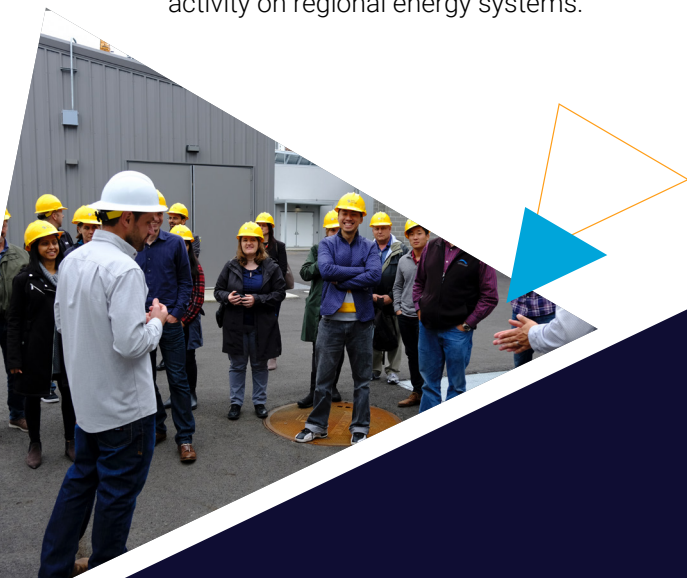
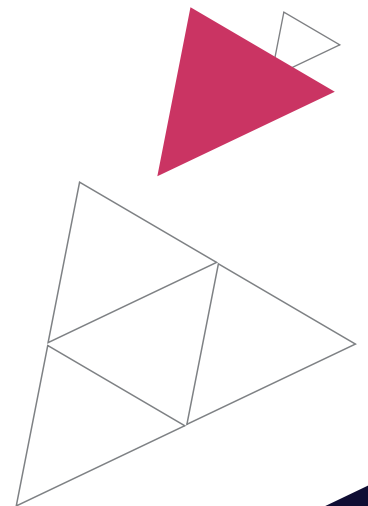
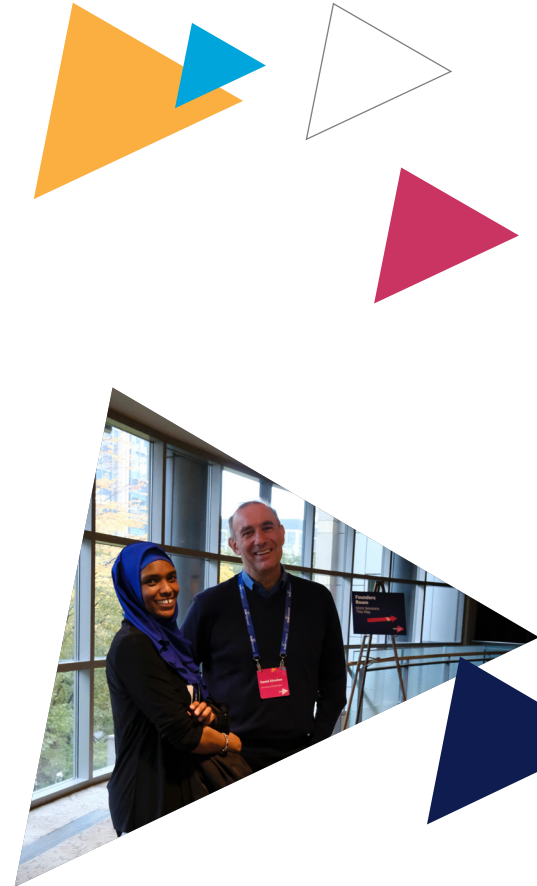
Integrated planning

Grid hardening deployments

These themes align with the testimony Grid Forward provided in the grid resiliency Senate Hearing last Fall. There will be cross-cutting conversations in areas including wildfire mitigation, cyber security, regional market developments and others.

## Stakeholders from across the region gather at GridFWD

- **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.



**“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**



# The Premier Regional Event on Driving the Grid Ahead

## Join us at Empower Field

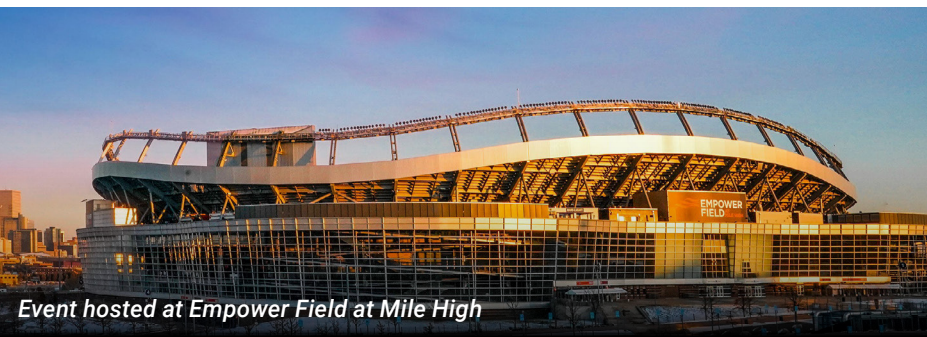
The location of the gathering this year is Empower Field at Mile High. This professional stadium has an gorgeous club level that looks back at Downtown Denver where we will take over half of that concourse. This space offers ample area for the main sessions and easy access to many discussion spaces where we can hold discussion sessions. The arena is close proximity to central downtown with easy travel options.

## Grid Modernization Site Tours

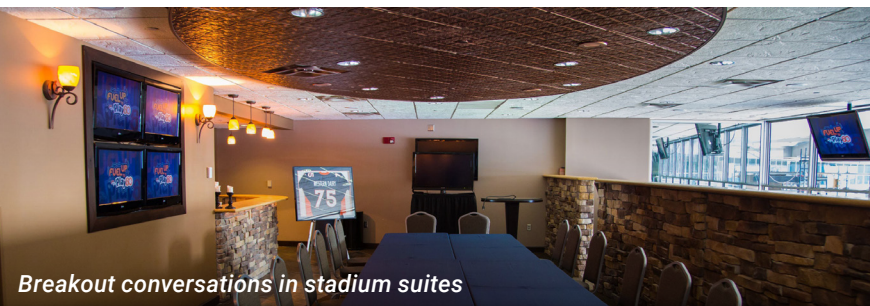
We are talking with partners in the community for a couple of site tour options that would be the day before the main event starts. Likely these will include energy systems integration and other capabilities at NREL, the Powerhouse at Colorado State University, and a microgrid at Panasonic. We will confirm pre-event options closer to the event and space will be limited.

## Things to Do in Town

As we get nearer to the October gathering we will provide additional resources and information for things to do while you are in the mile high city. Stay tuned.



Event hosted at Empower Field at Mile High



Breakout conversations in stadium suites



Site tour NREL facilities



Site tour CSU Powerhouse



Main sessions  
in the  
club level

## A New Model of GridFWD Capturing the Energy of Past Events

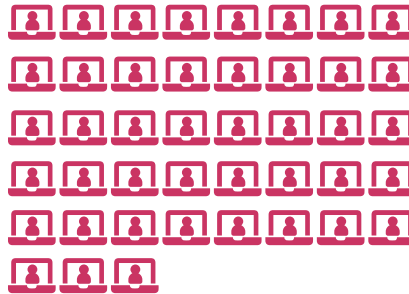
Nothing will be the same after COVID-19, not even our flagship event. Instead, GridFWD 2022 will build on the high quality content of our previous face-to-face events as well as the flexibility of recent virtual experiences. Attendees will have multiple ways to meet up with others, learn new ideas and best practices, and discuss important topics with peers.



## 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.

"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 Seattle

FACE-TO-FACE IN SEATTLE  
APRIL 2022 AND VIRTUAL



**17** utility CEOs and Sr. leaders presenting

**9** Sr. DOE or State Commissioners in agenda

**17** interactive huddle discussion sessions

**8** Speed pitch companies (and 6 investor judges)



**100%** of attendees in post event survey (over 90 people) said it was a good use of their time



**93%** of people said they learned something applicable to their job



**57%** of attendees said the event is better than other industry events they attend

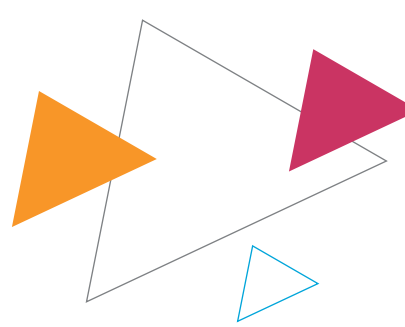


**91%** of attendees plan to or are considering attending the next event

GridFWD Seattle was entirely sold out with over 400 attendees.

# GridFWD 2022

## hosted by Colorado Public Power



## GridFWD 2022 initial supporters



"With today's pressures and threats, it is more critical than ever to advance the capabilities of a cleaner grid. National and regional resources are in motion to progress grid resiliency but the best minds need to come together to quickly accelerate these solutions. The GridFWD community brings these leading voices together and we would welcome them into the great state of Colorado for this meeting."

— ADRIAN TUCK, CEO Uplight



# 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 2022 in Denver 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 2022 will offer a wide range of small-group discussions for sharing best practices and answering questions.



## GRID INNOVATION PITCH CONTEST:

Hear exciting, fast-paced summaries on the solutions that are driving grid innovation ahead. Join to vote for the winner.



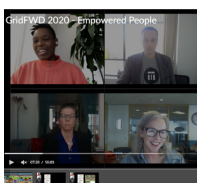
## EXTENDED BREAKS & SOCIAL:

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



## SITE TOURS:

While in Denver we will plan a few site tours to see innovative and interesting energy resources deployed in the local community.



## VIRTUAL SESSIONS:

We recognize that not everyone will be able to come to Denver for GridFWD 2022, so we will make select sessions available online as well.

## Moving Ahead While Staying Safe



It's hard to predict where we will be in the global pandemic this October. Grid Forward will continue to evaluate official guidelines from the State of CO and City of Denver and plan accordingly for a vibrant, interactive and safe event for all. We will post details and share information closer to the event date.

# Making Connections & Driving Grid Modernization Ahead

The GridFWD event held in Vancouver BC and most recently Seattle WA has become the central conversation for stakeholders who are driving the advancement of electric grid capabilities. The 2022 edition will focus on accelerating resiliency and the impact of the federal infrastructure resources. We anticipate over 500 attendees. Seattle sold out 2+ weeks before the event. Make your plans early to join this Oct.

## Why attend GridFWD 2022 in Denver?

- Connecting and reconnecting with industry leaders face-to-face
- Expert perspectives from across the U.S West and beyond
- Updates and discussion on federal opportunities for the regional grid
- Learn how peers are demonstrating and scaling grid resiliency solutions
- Deep-dive small-group discussions
- Facilitated networking opportunities
- Unique site tours

## Select Speakers from April GridFWD



**Speakers for Denver to be announced soon.**



## Event In-Person with Virtual Option

The event is planned as an in-person meeting with all the various aspects outlined here. We plan to record featured session and make those available. An event app helps attendees track event details, make connections, join discussions and more.

# Sponsor the Premier Regional Event Focused on Moving Grid Modernization Forward



Become a sponsor for the GridFWD 2022 event this Fall in Denver. You'll help us shape the agenda about how to reconnect with all the people, projects and technologies to advance modernization and energy resiliency for our region.

## Four 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](mailto:bryce@gridforward.org).

### LEAD – \$15,000 (MAX 6)

- 12 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
- Lunch (2), Dinner (2) or Social (2) 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)
- Co-Organized invitations to featured event participants
- Event space for private meetings

### PRESENTING – \$10,000 (MAX 9)

- 8 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
- Mutually determined speaking opportunity at event
- Co-planning of break-out discussion topic
- Breakfast (2), Break (4), or Tour (3) Host
- Invitation to VIP activity (Details TBD)
- Participation on core event steering committee
- 3 guest special registration passes and discount for additional invited guests
- List of attendees (before and after event)

### • PREMIER - \$7,500

- 4 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
- 2 guest special registration passes
- List of attendees (before and after event)

### SUPPORTING - \$5,000

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

**"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 INNOVATION AT THE EDGE, SCHNEIDER ELECTRIC



# Sponsors from GridFWD Seattle (Held April 2022)

Would you  
like to support  
GridFWD 2022?

Contact Bryce Yonker at  
[bryce@gridforward.org](mailto:bryce@gridforward.org)

## Lead



## Premier



## Supporting



"When it comes to bringing about the clean energy economy, the western grid is facing unprecedented challenges. We must concurrently decarbonize while reinforcing resiliency, honoring state-level policy goals and equitably allocating burdens. Fortunately, there are federal resources on the horizon, representing new opportunities for regional collaboration."

**Bill Ritter, CO 41st Governor and Director  
Center for New Energy Economy**

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21st Century  
Energy System

## GridFWD 2022 Oct 24-26 Denver, CO.



Confirm your place to be a part of the entire planning!

Presented by: **GridForward**

Grid Forward is a 501(c)(6) non-profit, member-driven trade association dedicated to promoting and accelerating innovation on the regional electric system. We deliver community, expertise and resources for leaders who are working to modernize the grid. Learn more and become a member at [GridForward.org](http://GridForward.org).

**Contact:**  
Bryce Yonker  
Executive Director &  
CEO Grid Forward  
Producer of GridFWD  
[bryce@gridforward.org](mailto:bryce@gridforward.org)  
503.522.6101