

# Grid *FWD*

2024

Evolved energy  
markets for a  
modern grid

October 1-2, 2024  
Banff, Alberta  
Canada

## Prospectus

Presented by:  **GridForward**

#GridFWD

# Innovative Grid Policies, Technology and Practices to Modernize Markets

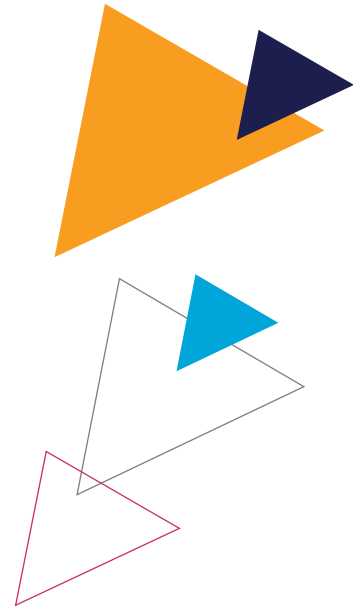
Market operators and participants alike are feeling it: current markets are not architected to meet the conflicting demands of progressive public policies, advancing energy technologies and unprecedented extremes in threats to the grid. The diverse commodity that is modernizing the grid across the western US and Canada needs to rally around new market models that can lower risk and uncertainty while improving resource adequacy, resiliency and equity.

Grid Forward invites market makers, participants and solution providers to a unique event tailored specifically to explore innovations in market models for states, regulators, TSOs and DSOs to build and operate the modern the grid. We'll paint the whole picture, from increasing market integration to community engagement, from drivers of resiliency and reliability to new ways to harness data for forecasting and planning.

## Stakeholders from our region and beyond gather at GridFWD

**At GridFWD 2024, we will come together to share new and expanding opportunities to refine market structures and supporting technology and techniques to foster modernization.** We invite all stakeholders to join us next fall:

- **Utility leaders and market operator experts**—Learn and share best practices for planning, building, and managing resilient, flexible and sustainable energy systems as markets evolve.
- **Executive and technical leaders of solution providers**—Join your customers and other stakeholders as we sketch out how technology makes modern markets more effective.
- **Regulators and government officers**—Share best practices from across North America and other advanced markets, and make connections with those on the front lines.
- **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.



“GridFWD 2024 is the premium utility event that brings together utilities, technology innovators, legislators and regulators in an intensive two-day discussion of the many issues facing the utility sector. GridFWD has been a must-attend event for me and anyone interested in exploring leading edge thinking about the electricity sector.”

— MARK KOLESAR, FORMER CHAIR,  
ALBERTA UTILITIES COMMISSION

## Building on the Energy and Success of Prior GridFWD Events

GridFWD 2024 will continue and enhance on the high quality content and energy of our well-known model - big enough to attract industry leaders and not too big for valuable face-face conversations. Attendees will have multiple ways to meet up with others, learn new ideas and best practices, and discuss important topics with peers.



“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 POTTER, DIRECTOR AT STRATEGEN, FORMER HI PUC COMMISSIONER

## GridFWD 2023 Highlights

370+

Attendees



Representatives from DOE and USDA

31

Net Promoter Score



of respondents said it was a good use of their time



of respondents said it was better than other energy events



of respondents said they would attend again

## GridFWD Seattle Highlights

350+

Attendees



Representatives from U.S. Congress and Department of Defense

37

Net Promoter Score



of respondents said GridFWD Seattle was a good use of their time

25+

Conference and Huddle Sessions



Grid Innovation Pitch Competitors



# 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.



## EXPERT PANELS AND TECH JAMS:

GridFWD 2024 will play host to some of the leading experts in market structures and modernization from the U.S. and Canada, plus our dynamic Tech Jam case studies.



## HUDDLE DISCUSSIONS:

With so many industry issues and opportunities, GridFWD 2024 will offer a wide range of small-group discussions for sharing best practices and answering questions.



## INNOVATION PITCH CONTEST:

We will once again host our Grid Innovation Pitch Competition, with a special focus on technology as the foundation for modern markets. Competitors will vie in front of our audience for substantial awards.



## HIGH-IMPACT ACTIVITIES AND TOURS:

Taking advantage of our unique location, GridFWD 2024 will feature numerous special activities to help forge stronger connections with event attendees.



## SOCIALS & NETWORKING:

GridFWD events are planned for the maximum amount of connections and conversations, providing value for all attendees and a change to relax and reflect on the intense amount of information available.

***Grid Forward is committed to once again combining timely, relevant content along with structured ways to meet with connections new and old to build relationships with people that can help in your work.***

# An Inspiring Locale for Insights and Relationships to Tackle Today's Most Urgent Market Challenges

Banff, the location for GridFWD 2024, will continue the intimate, distraction-free experience that made GridFWD 2023 so rewarding. Together, we'll explore the evolution of western markets toward a common trading structure that can help all parties embrace renewable power and overcome resiliency challenges from extreme events.

## Far Away From the Day-to-Day, But Easy to Get To

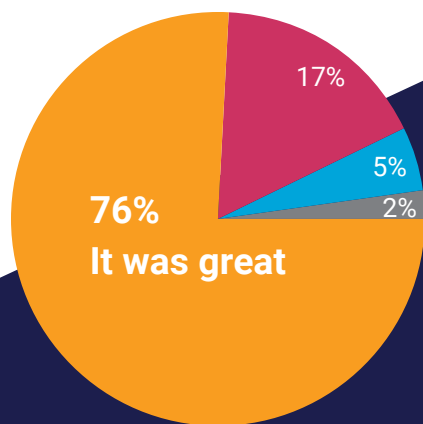
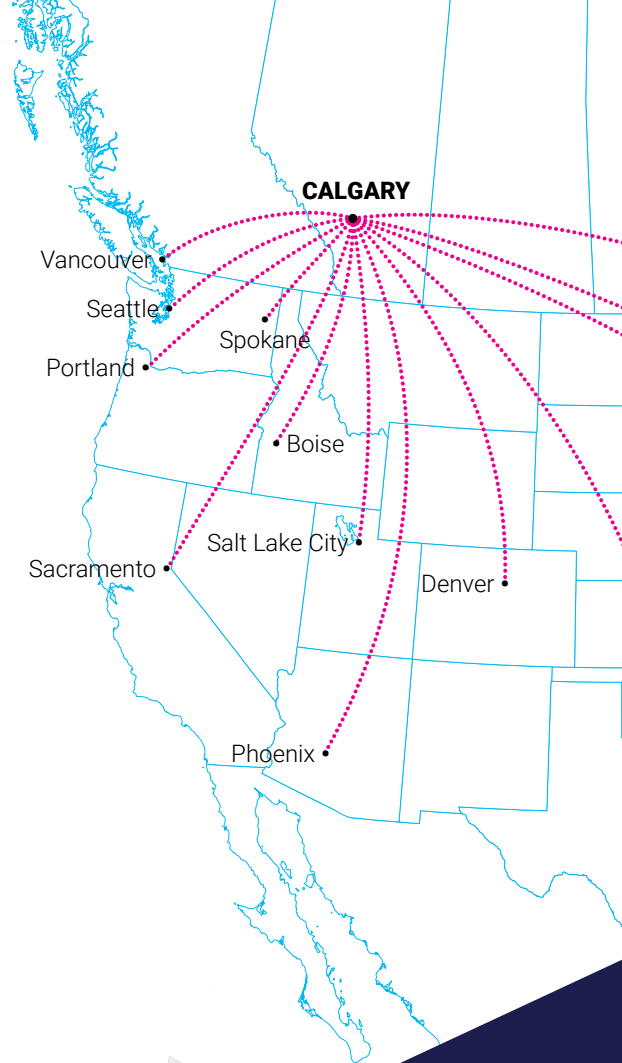
Calgary International Airport has regular flights from cities across Canada and U.S., just a couple of hours by air. Frequent shuttles navigate the 90-minute drive from the airport to Banff.

## Modern Hotels and Adventures High in the Rockies

GridFWD 2024 will come to the Kinnear Centre, Banff Centre's newest meeting facility. Steps away, Grid Forward will have a block of rooms at the Banff Centre Hotel. Other high-end hotels, restaurants and activities are minutes away.

## Attendees Love Destination Venues

GridFWD 2023 survey respondents overwhelmingly appreciated having the event in a destination location outside of an urban setting.



76% - It was great  
17% - It was good  
5% - It was OK  
2% - It was not great



# 'Conference Connector' Activities Bring Our Sponsors and Attendees Together

As we did in GridFWD 2023, Grid Forward is organizing sponsored activities during the course of the event that will inform, revitalize and connect our participants in ways unique to the region. We will open opportunities to sponsor these activities on a first-come, first-served according to sponsorship level.



## FIRST NATIONS CULTURAL CIRCLE: DRUM, DANCE AND SONG

**First nation cultural awareness and experience** — Participants will learn about the different songs and dances used for different occasions (pow wow, ceremony, prayer), ask questions about the regalia worn by dancers, and have the opportunity to participate in a round dance. Max 40 people.



## THE MOUNTAINS, THE PEOPLE, THE STORIES

**A walking history tour of the Banff region** — On this walk you will hear stories of First Nations People, the creators of Banff Park, early adventurers and more. Participants walk from Banff Centre and descend down the Hoodoo Trail to the Bow River, a 2.5 km round-trip with 100m elevation gain. Max 24 people.



## FORESTS, FIRE AND RESILIENCY STORIES

**A guided talk and tour of the Banff Centre surroundings** — The dynamic of how trees in Banff have co-evolved with fire provides insights into what resilience means to the forests, to society and to you. Participants will go on a short walk around the Banff Centre campus, exploring resiliency through the relationship of the trees and fire as well as their personal response to extreme events. Max 24 people.



## DRAWN TO NATURE

**Artist-facilitated drawing activity featuring Banff materials** — Join an established Banff Centre artist as they lead participants through a drawing activity, featuring the iconic beauty of Banff. Using prepared and pre-designed materials, all participants will be able to produce a memorable take-away, regardless of art experience. Max 24 people.



## TUNNEL MOUNTAIN HIKE

This shapely mountain whose Indigenous name translates to Sleeping Buffalo is a perfect all-season, introductory hike to the area. Take in the viewpoints and enjoy Mount Rundle's beauty along with the picture worthy sight of the Fairmont Banff Springs Golf Course and the Bow River. The hike is rated "moderately difficult," a 4.4 km round-trip with 261m of elevation gain. Max 30 people.



## E-BIKE TOUR OF TUNNEL MOUNTAIN TRAILS

This 90-minute tour starts at the Banff Centre and winds through the picturesque trails system around the Tunnel Mountain reservoir. The group will split into two to accommodate rider skill and fitness levels. The less ambitious group will have a ride around the Tunnel Mountain Reservoir, and the other will embark on a guided tour of the mountain bike trails. Max 30 people.

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



Become a sponsor for GridFWD 2024 next October. You'll help us share an agenda that covers new funding opportunities, technologies, case studies and best practices for modernizing markets and the grid. Raise the level of awareness for what your organization is planning and doing in demand side management, system flexibility, analytics, automation, equity and other energy initiatives 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).

*All prices are in US dollars*

### LEAD — \$15,000 (MAX 6)

- 10 registration passes to the event for staff
- Top recognition at event and in marketing materials (brochure, signage, website, emails, etc.)
- Choice of special activity to host (first come, first served)
- 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 10)

- 6 registration passes to the event for staff
- Top recognition at event and in marketing materials (brochure, signage, website, emails, etc.)
- 50% discount on sponsoring special activities (first come, first served)
- Preferred display table space/signage
- Mutually determined speaking opportunity at event
- Co-planning of break-out discussion topic
- Private sponsor meeting area
- 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 — \$8,000 (MAX 15)

- 3 event registration passes
- Recognition at event and in marketing materials
- 25% discount on sponsoring special activities (first come, first served)
- Display table space (Details TBD, 2nd position selection)
- Event structure feedback and support
- 2 guest special registration passes
- List of attendees (before and after event)

### SUPPORTING — \$6,000

- 2 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD, 3rd position selection)
- 1 guest special registration pass
- 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, SCHNEIDER ELECTRIC

# Thanks to GridFWD 2024 Sponsors

Your organization could join this group that defines the topics and experiences at GridFWD 2024.

Would you like to support GridFWD 2024?

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





## Why take part in GridFWD 2024?

- There's never been a more important time to examine critical market dynamics and the challenges and opportunities for our energy systems
- Expert perspectives and guided discussions with market makers in Canada, the U.S. and beyond
- Presentations and case studies on new techniques and technologies for enabling market modernization
- Learn how peers are continuing to scale grid modernization across western U.S. and Canada
- Deep-dive small-group discussions
- Unique and rewarding networking opportunities
- Revitalizing community gathering in one of North America's most beautiful locales

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 **Grid**Forward



### CONTACT:

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[www.GridForward.org](http://www.GridForward.org)