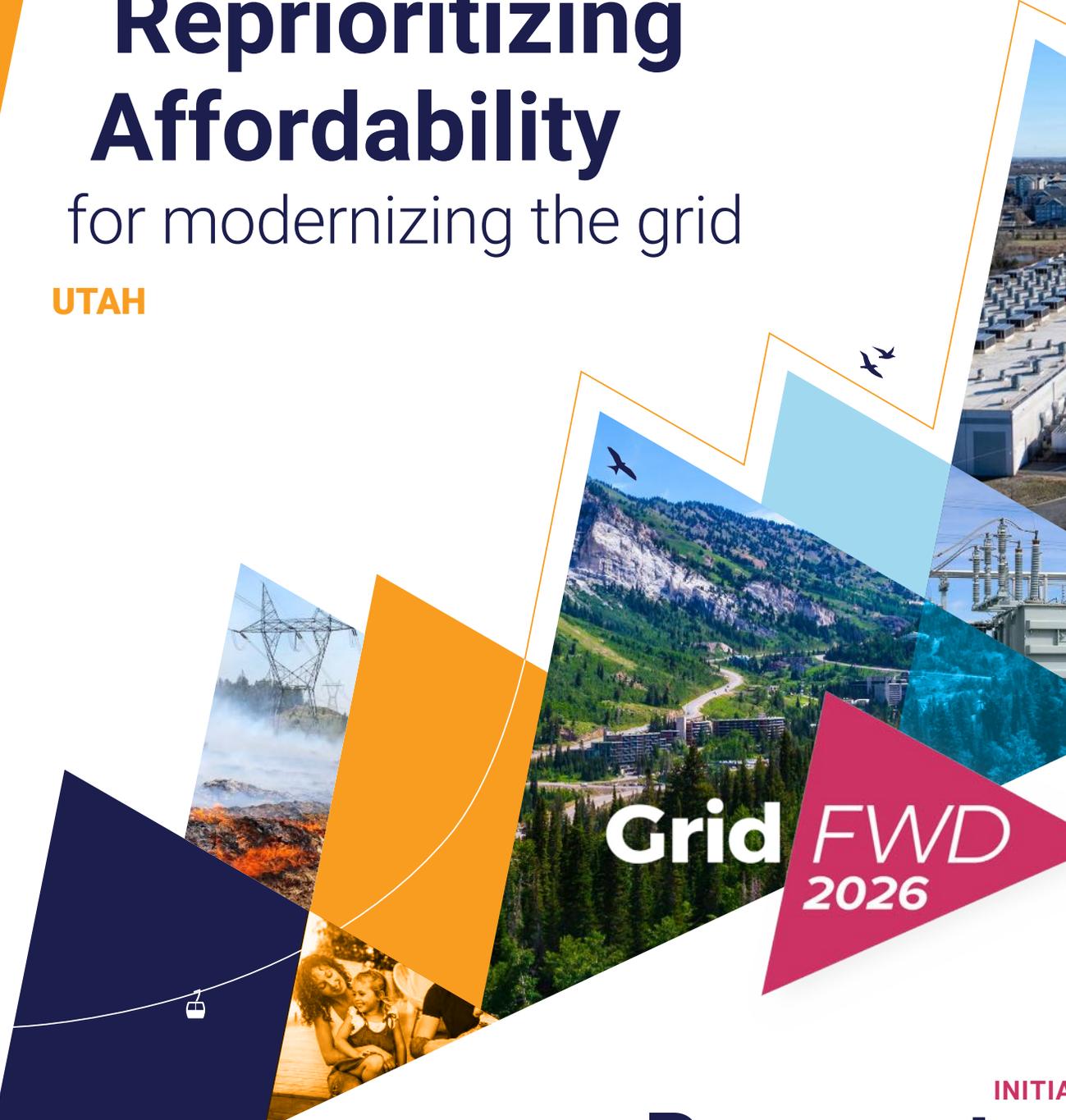


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# Reprioritizing Affordability

for modernizing the grid

UTAH



**Grid** FWD  
2026

INITIAL

# Prospectus

Now welcoming  
sponsors and  
partners



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Presented by:  **GridForward**

# Facing up to the pressures elevating energy costs

Shifting policies

Energy drives our economy and well-being. Now major forces are colliding to drive up the cost of energy.

Stretched supply chains

Increasing demand

Extreme events

Obsolescent infrastructure

## Reprioritizing Affordability for modernizing the grid

At GridFWD 2026, the full spectrum of grid stakeholders will delve into the factors pushing costs higher as well as technology, process, regulatory, policy and business measures we must take to keep energy affordable for all.



**Strategic Investments & Technology** from generation to the meter to contain costs and optimize grid utilization.



**Effective Grid Utilization** through energy orchestration and leveraging customer resources to drive down business costs.



**Rate Design & Pricing** to account for escalating loads and the true cost of using the grid.



**Cost Allocation & Causation** to clarify how much each beneficiary pays considering new load types, shared benefits and energy burden.



**Policy & Regulatory Frameworks** that support long-term affordability goals along with innovation.



**Customer Agency & Safeguards** empowering customers to manage power costs and ensuring safeguards to protect vulnerable populations.

# The electric grid ecosystem working together to ease the strain on energy prices

**At GridFWD 2026, all industry, tech and government stakeholders will convene to refocus on affordability and reliability as top priorities for grid modernization.**

## Utility and grid operators

Learn and share innovative technologies, emerging best practices and recent case studies for advancing the T&D grid in the direction of lower costs without sacrificing safety and reliability.

## Regulators and government officers

Help to craft new ways to work with utilities and grid operators to advance the best rules and policies for long-term energy affordability.

## NGOs and advocates

Expand your knowledge base and relationships to influence investments and programs that help to reduce price pressures while meeting your societal goals.

## Large-scale energy users

Collaborate with energy industry leaders to deploy rapidly increasing loads as assets that help to control energy price increases across all customers.

## Solution providers

Join your customers and other stakeholders to discuss and demonstrate how technology can solve tough challenges to delivering power reliably and affordably.

“As an energy provider to more than 4.3 million electric customers and end-users throughout the U.S., Berkshire Hathaway Energy remains committed to providing low-cost, safe and reliable service each day. Grid Forward plays a leading role as a voice for the industry and unifying forum for the many stakeholders working together to modernize and advance the grid.” — **Pat Reiten, Senior VP, Public Policy, Berkshire Hathaway Energy**



# Building on the energy and success of prior GridFWD events



GridFWD 2026 will continue and enhance 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 2024 Highlights

## GridFWD 2025 Highlights

**400+**  
Attendees



**475+**  
Attendees



Representatives from Federal and Provincial governments



Representatives from state and regulatory bodies

**46**

Net Promoter Score



**64**

Net Promoter Score

**100%**

of respondents said it was a good use of their time



**100%**

of respondents said it was a good use of their time

**70%**

of respondents said it was better than other energy events



**76%**

of respondents said it was better than other energy events

**91%**

of respondents met people who can help them better achieve job responsibilities



**95%**

of respondents met people who can help them better achieve job responsibilities



“ Thanks Bryce and the best panel of experts I have ever had the pleasure to moderate for/speak with. The session was super well attended and your notes and comments were candid, very thoughtful and relatable. Until the next GridFWD!”

– Ani Backa, VP of Virtual Power Plants, GoodLeap

# A dynamic balance of leading-edge information and personal interaction

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



## Expert Panels and Plenaries

GridFWD 2026 will gather experts from across the grid ecosystem to discuss and debate strategies for controlling costs and enhancing reliability.



## Interactive Huddle Discussions and Workshops

Our small-group huddle discussions and in-event workshops open opportunities for participants to ask questions and share their experiences.



## Case Studies and Intimate Demos

Sponsors will have insight and input to program development, including case study presentations and small-group, informal demos in our Innovation Pavilion.



## Grid Innovation Pitch Competition

Watch our annual Grid Innovation Pitch Competition and see emerging technology and business models for enhancing efficiency and reducing price pressures.



## In-Event Activities and Networking

Sponsors have opportunities to forge new connections through inspiring in-program activities and as well as planned and casual networking events. For specific opportunities, see page 7.

“ Thank you for hosting a fantastic event. I had very substantive discussions with folks throughout, and I look forward to the next one!” — **Christopher Ricciuti, Founder and CEO, Noteworthy AI**



# Putting affordability back on top from the heart of the Rocky Mountains

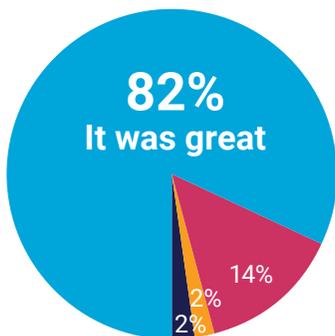
**GridFWD 2026 will take place in the Cliff Lodge event venue at the Snowbird resort near Salt Lake City.** We will use its wide range of ballrooms, meeting rooms and communal spaces to host our rich mix of sessions, discussions, socials and sponsored activities.

High up in Little Cottonwood Canyon, the Cliff Lodge at Snowbird offers around 500 rooms all with mountain views, three restaurants and a spa. The Snowbird pedestrian village with even more restaurants and shops as well as invigorating alpine activities are steps away.

The hotel is 45 minutes from the Salt Lake City International Airport, easily accessible by rental car, shuttle vans and ridesharing services.

## Attendees love destination venues

In GridFWD exit surveys, respondents were overwhelmingly positive about having the event in a destination location.



82% - It was great  
14% - It was good  
2% - It was OK  
2% - It was not good

Results from GridFWD 2025 attendee survey.



“Every year, GridFWD reminds me why community matters. This isn’t just an event—it’s a gathering of practitioners, trusted leaders, and innovators who come together for open dialogue and real impact. It’s where we share what’s working, what’s next, and how we can collectively move the grid forward.”

— **Hanna Grene, Global Operations & GTM Leader, Energy & Resources Industry, Microsoft.**

# Mountain-high events bring together your team and attendees



**One hallmark of GridFWD events is a menu of unique and locale-specific “Conference Connector” activities arranged for you by Grid Forward.**

They are scheduled during the event, so it’s easy for attendees to join in the fun and camaraderie with your team in your own branded experience. Below are the nearby adventures that you will have a chance to sponsor (on a first-come, first-served basis).

## Alpine Hiking

Sponsor a guided hike on Snowbird’s extensive network of trails that start right at the Cliff Lodge. Multiple levels of challenge are available to enjoy the alpine experience and seasonal wildflowers.

## Observation Point Trail

Less adventurous hikers can enjoy an easy half-mile, paved trail marked with interpretive signs. The walk ends at a deck with stunning down-canyon views of the Salt Lake Valley.

## Aerial Tram

Take your team and attendees to the top. The Aerial Tram whisks passengers up 2,900 vertical feet to the top of Hidden Peak. Enjoy breathtaking views as well as refreshments at The Summit.

## Mountain Coaster

For more thrills, the Mountain Coaster pulls sleds to the top of the track and then gravity takes over for 3,120 feet of exciting twists and turns.

## More Fun Ways to Engage

The area around the Cliff Lodge has other options for groups to enjoy the mountain environment. We’ll arrange other opportunities for sponsors to gather co-workers and attendees and enjoy the trails, nearby plaza and other attractions.

Grab your sponsorship package now and let us know which activities you are interested in.

# Choose your level of support

Being a sponsor is the best way to ensure you have the most access to the people, content and ideas at GridFWD 2026. Planning begins early, so now is the time to lock in your place. **CONTACT BRYCE AT [bryce@gridforward.org](mailto:bryce@gridforward.org).**



LEVEL	SUMMIT	PEAK	CREST	PLATEAU
Preliminary list of sponsor benefits	\$20,000	\$15,000	\$10,000	\$7,000
Max number of sponsors	8	12	15	20+
Registration passes	8	5	3	2
Recognition at event and in marketing materials	Top	Top	Yes	Yes
Discount for hosted activity (first come, first served)	75% discount	50% discount	25% discount	No discount
List of attendees (before and after event)	Yes	Yes	Yes	Yes
Display table and signage location	Preferred	Preferred	Available	No
Mention during plenary sessions	Yes	No	No	No
Prominent speaking opportunity	Yes	Negotiated	No	No
Invitation to VIP activity	Yes	Yes	No	No
Participation in event planning committee	Full	Huddle sessions	Feedback only	Feedback only
Guest registration passes	3	2	1	0
Discount for additional guests	Yes	Yes	No	No
Space for private meetings	Yes	Available	No	No
Co-marketing to registered attendees	Available	No	No	No

## Steps to supporting GridFWD 2026

1 Let us know which level of support you are planning.

3 Our call for topic submission will open in February. We'll be working on sessions, discussion topics, case studies and Innovation Pavilion demos.

2 If you know an "affordability expert" who would be a valuable contributor on our program team, please contact Bryce.

4 As always, we count on volunteers to help plan and execute the event. Let us know if you are interested.



With almost 1.5 million customers, NV Energy is dedicated to affordable, reliable and clean energy that supports all our communities and businesses. As the energy industry grapples with challenges and innovative solutions, the Grid Forward community and partners are critical to working together to identify better ways to control costs and encourage economic growth."

– Marie Steele, VP, Energy Management Systems, NV Energy.

## Thanks to past GridFWD sponsors

Join organizations like these to become part of the group that defines the topics and experiences and makes the event possible. We invite your organization to get involved now to include your insights and topics as part of GridFWD 2026.

### Recent Top-Level Sponsors



### More Organizations That Have Sponsored GridFWD Events

- |                        |                              |                           |
|------------------------|------------------------------|---------------------------|
| Accurant International | Esri                         | Seattle City Light        |
| Amazon Web Services    | Grid Transformation          | Sensus                    |
| Amperon                | Holy Cross Energy            | Sentient Energy           |
| Anterix                | Idaho Power                  | SMUD                      |
| Avista                 | Kraken                       | Snohomish County PUD      |
| Awesense               | Landis & Gyr                 | SPP                       |
| Baker Tilly            | LineVision                   | Tacoma Power              |
| Bidgely                | NextEra Energy               | TRC                       |
| Buzz Solutions         | North Highland               | United Power              |
| Clean Power Research   | Noteworthy AI                | UtilityAPI                |
| Colorado Energy Office | Oracle                       | Virtual Peaker            |
| Delphire               | Pano                         | WA State Dept of Commerce |
| EPRI                   | Platte River Power Authority | Weavegrid                 |
| EQUUS                  | Puget Sound Energy           |                           |

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The logo for Grid FWD 2026 is a pink triangle pointing right, containing the text "Grid FWD 2026" in white. The background of the entire page features a collage of images including a power plant, a mountain landscape, a ski lift, and a residential area, all framed by a stylized orange line graph that trends upwards from left to right.

## Why take part in GridFWD 2026?

### The time is now

Affordability is one of the most challenging aspects of a grid adapting to large loads, extreme events and more distributed assets.

### The place is here

GridFWD events are renowned for gathering the most informative topics, presenters and discussions on grid modernization and innovation.

### Collaborate with peers

GridFWD events overcome silos to bring all the stakeholders together to work on new ideas, best practices and the path forward.



Learn more

### Deep-dive small-group discussions

enhance knowledge and connections.

### Enjoy unique and rewarding networking opportunities.

### Help define an affordable energy future

in a very focused but relaxed and inspiring gathering.

### SPONSOR CONTACTS:

Overall event direction:  
[bryce@gridforward.org](mailto:bryce@gridforward.org)

Sponsor logistics:  
[maryjo@gridforward.org](mailto:maryjo@gridforward.org)

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](https://www.gridforward.org).