



OCTOBER 7-9, 2019
BENAROYA HALL
SEATTLE, WA

Grid FWD 2019

Accelerating the path for
solutions that transform the
regional energy system

GRIDFWD PROSPECTUS

#GridFWD

WWW.GRIDFWD.COM

Bringing Together the Community of Leaders who are Reshaping the Regional Electrical Grid

Radical changes in energy sources, distribution systems and usage are surging through the electrical infrastructure of the region. To help all stakeholders move forward on modernizing our regional grid, Smart Grid Northwest is proud to continue the GridFWD event in the fall of 2019 after a successful event in Oct 2018 in Vancouver BC. Join leaders from regional utilities (and other leaders across the country), solution providers, regulatory agencies and governments, and other stakeholders who are working together to effectively progress the region's energy systems.

2018 Attendees Who Will Come Again in 2019

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.



“GridFWD has brought together the right people to engage on the right critical topics at exactly the right time.

Participating in 2018 helped our team meet a great cross-section of industry leaders and it is exciting to see everyone come together to push these important initiatives forward.”

– JAMIE STAPLES, GOOGLE

Building on the Success from 2018 in Vancouver BC

More than 250 leaders from around the energy modernization ecosystem joined for the inaugural gridFWD event Oct 10-11, 2018 in Vancouver BC. Diverse stakeholders included utilities, technology providers, regulators, government agencies, higher education, and other stakeholders.

GridFWD 2019 will attract a similar set of stakeholders, and we expect higher overall attendance.

High Quality Content

Our attendees confirmed the value of the 2018 event through an exit survey:



88% of respondents said they **learned information** about energy solutions directly applicable to their jobs.



100% of respondents said the Summit was a **good use of their time**.



97% of respondents said they met people who can help them **better achieve their job responsibilities**.

Focused Networking

Our 2018 event welcomed:

REGIONAL UTILITIES

Avista • BC Hydro • Duke Energy • ENMAX • Eugene Water and Electric Board • Exelon Utilities • FortisBC • Holy Cross Energy • Idaho Power • National Grid • Portland General Electric • PacifiCorp • Puget Sound Energy • Orcas Power & Light • Seattle City Light • Snohomish County PUD • Toronto Hydro

TECHNOLOGY COMPANIES

AECOM • AutoGrid • Awesense • CLEAResult • Copperleaf • DVI • Ecobee • ENGIE • Enbala • GE • Google • Greenlots • Honeywell • Itron • Mitsubishi • Opus One • Oracle • PingThings • Sensus • Spark Power • Sunverge • Tendril • TROVE • UtilityAPI • Varentec

REGULATORS, GOVERNMENTS, NGOS AND CONSULTANTS

BCUC • CA ISO • Chrysalix • City of Vancouver • EDF • EPRI • EY • HI PUC • Mission:Data • MN PUC • MT PSC • Navigant • Ontario Energy Board • Oregon PUC • PNNL • Powertech Labs • Regulatory Assistance Project • SFU • University of WA • Vancouver Economic Commission

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“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



Exploring Key Topics

Highlights from the 2018 Program in Vancouver

Moving our Grid Forward – Opening Remarks by BC Hydro

Making the Most from Grid Modernization Efforts with Enbala, Itron, Montana PSC, Powertech Labs and PJM

Grid Innovation Speed Pitches – Avalon, PingThings, Proxxi, Rainforest Automation, ReWatt and SWITCH

Keeping up with the Pace of Change – SEPA, MN PUC and HI PUC

Consumer Driven AI Technologies and Implications on the Grid – Google

Grid Modernization Impacts at Scale and Analytics in Practice – OSI Digital, GE, and Exelon

Expanding Regional Markets and Its Impact on our Grid – RAP, CallISO, PGP, and Powerex

Tackling Major Decarbonization Targets – Portland General Electric



Multiple 2018 Tracks Presented Practical Insight from the Front Lines

Flexibility

The regional energy system is facing pressures like never before. It's imperative to take a fresh look at how grid operators should procure, integrate and manage a wide array of solutions in order to manage the system's dynamic conditions while accommodating customers' needs.

Resiliency

Based on top areas of concern and emerging best practices in hardening energy systems, we'll look at technologies and designs for damage prevention, efficient recovery when disturbances do occur, and survivability for catastrophic issues.

Policy & Markets

How do policy goals need to evolve to help our region pursue newly defined opportunities and build the smarter energy system that benefits us all?

Efficient Grid Ops

Let's examine the new opportunities to improve operations and optimize distribution system investments through deeper analytics, improved monitoring, more sophisticated planning, and better use of available techniques and resources.

Electrification & Decarbonization

What new possibilities lie in the convergence of the electrification of transportation, building and industrial sectors, and major renewable energy commitments? Explore how to get the most from the increasing mix of renewables in the regional.

Policy & Markets

Part 2 of this track provides an exclusive focus on the market forces and opportunities that are changing the way regional utilities plan for, invest in, and manage resources to meet evolving expectations of their customers.

Some of our 2018 Speakers

JP Batmale OR PUC

Chad Brady Duke Energy

Ryan Fedie BPA

Julia Hamm SEPA

Mark Hormann Opus One

Graham Horn Enbala

Darcy Immerman AECOM

Michael Jung Varentec

Rahul Kar Autogrid

Josh Keeling Portland General

Carl Linville RAP

Tom Martin Trove

Robin Maslowski Navigant

Jaе Mather Clean Energy BC

Katie McPherson City of Vancouver

Michael Murray Mission Data

Dain Nestel ecobee

Ann Perreault Honeywell

Maria Pope Portland General

Ronny Sandoval EDF

Sarah Scafidi Cadmus

Ken Seiden Navigant

Mischa Steiner Awesense

Fiona Taylor BC Hydro

Steve Vanagas Translink

Paul Wieringa BC Ministry of Energy

Brad Williams Oracle

Yeye Zhang Google

Preliminary Conference Themes and Topics for 2019

Track 1 - Deploying and scaling the best solutions

This track focuses on best practices and case studies of grid modernization technology deployments. Speakers and panelists will explore how to replicate and scale best practices. Borrowing on some themes from GridFWD 2018, day one would focus on efforts that bring system flexibility, decarbonization, and electrification. Day two could focus on efficient grid ops and synergies with IT&OT. Possible topics:

- Aggregating and managing DERs
- Cybersecurity
- Locational value of storage
- Acceleration of electrified transportation
- Making use of vast data



Track 2 - Evolved markets, models and financing

Based on the success and positive feedback from GridFWD 2018, we are planning a track focused on how the external factors in the market impact progress for grid modernization and how these dynamics are leading to developments in the ways that business is conducted. Likely the sessions related to market developments will be on day one and day two will focus on evolved business practices. Possible topics:

- Get started in the EIM
- Planning a grid for 100% renewables
- State opportunities and barriers for grid mod
- Funding the cloud
- Non-wires, the new infrastructure

“GridFWD is the event to join where forward thinkers are working to accelerate an efficient economy powered by a clean and modern grid.”

– ENGINEERING MANAGER,
BONNEVILLE POWER
ADMINISTRATION

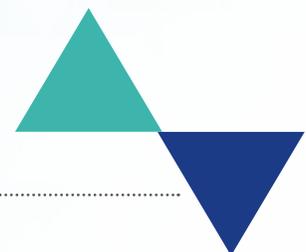
Track 3 - Speeding change, adopting innovation and shifting culture

New to 2019 is this 3rd track that will foster discussion on how to embrace change and shift culture to the new realities of the modern energy marketplace. This track will start with sessions on how to develop culture and atmosphere that can adapt, then dig into ways to actually fund and do innovative deployments, and end on session or two about ways to bring things that work from early successful demos to much larger full scale deployments.

- Aligning planning and ops
- Beyond the IRP
- How to shape the right team and skills
- Expanding early success to full deployment
- Embracing the voice of the customer

Agenda Planning Team

The conference agenda for GridFWD 2018 is currently being developed by grid modernization experts from companies like these: [Amazon](#), [AutoGrid](#), [Awesense](#), [BPA](#), [GE](#), [Portland General](#), [Seattle City Light](#), [Smart Grid Northwest](#), [Stratagen](#) and [TROVE](#). Contact Bryce Yonker if your organization wants to play a foundational role.





Sponsor the Premier Regional Event Focused on Moving Grid Modernization Forward

Become a sponsor for the 2019 GridFWD event Oct 2019 in Seattle. 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 by@smartgridnw.org.

LEAD – \$10,000

- 6 registration passes to the event
- Top recognition at event and in marketing materials (brochure, signage, website, emails, etc.)
- Preferred display table space/signage (Details TBD)
- Mention during introduction, lunch and plenary sessions
- Mutually determined prominent speaking opportunity at event
- Invitation to VIP activity (Details TBD)
- Invitation to core event steering committee
- List of attendees (before and after event)

PREMIER - \$6,500

- 4 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD)
- Opportunity for speaking position on event session
- Invitation to VIP activity (Details TBD)
- List of attendees (before and after event)

SUPPORTING - \$4,000

- 2 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD)
- List of attendees (after event)

Lock in your sponsorship today

Contact Bryce Yonker at by@smartgridnw.org

“Many utilities in the region are going through similar efforts right now. Its very useful to come together to share lessons and think about creative solutions. Smart Grid NW has done an excellent job with its convened activities in recent years and we have gained a lot by being involved. GridFWD has taken the conversation to the next level.”

– JOSH KEELING, PGE

Would you like to support GridFWD 2019?

Contact Bryce Yonker at by@smartgridnw.org

Join Our 2019 Supporters

These industry leaders have committed to supporting GridFWD 2019. Make sure your organization is among them.

Amazon	Ecobee	Honeywell	PNNL
AutoGrid	Energy Northwest	Itron	Research into Action
Avista	Enbala	Navigant	Seattle City Light
Awesense	Enel	Opus One	Sensus
Cadmus	EnergyHub	OSI Digital	Tendril
Clean Power Research	GE	Puget Sound Energy	Trove
Clearesult	Google	Portland General	WA Dept of Commerce

Additional sponsorship opportunities are available for the networking reception, lunches, breakfasts, the VIP Dinner and more.

Thank You to Our 2018 Sponsors

Lead



Premier



Supporting



“ Seattle is pleased to host the 2019 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 2019?

- Training on industry-specific topics
- Grid modernization tours around Seattle
- Noteworthy keynote speakers
- Deep-dive presentations on best practices
- Interactive discussions
- Facilitated networking opportunities

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Smart Grid Northwest™

Go Forward

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Benaroya: Source: Andrew A Smith

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