



10th Annual

# Demand Response & Grid Edge Technologies Forum

September 24-25, 2024 • Oakland

## Sponsorship Opportunities

[www.smartgridobserver.com/DR-Grid-Edge](http://www.smartgridobserver.com/DR-Grid-Edge)

Utilities around the world are under increasing pressure to accommodate energy efficiency, control load, and integrate distributed energy resources such as renewables. These factors plus an urgent need to control greenhouse gasses are driving new requirements for energy resiliency, sustainability, and power quality -- all of which impact the traditional utility business case. For utilities to thrive in this changing market, they must embrace greater network agility and work with customers to maximize value for all stakeholders in the value chain.

Organized by the Smart Grid Observer, the **10th Demand Response & Grid Edge Technologies Forum**, September 24-25, 2024 in Oakland, CA and business strategies for optimizing demand response, energy efficiency, DER integration and control, and demand side management programs. Now in its tenth year, the Forum is designed to help utilities realize the full economic benefits of incorporating these capabilities into the grid and leveraging the next-generation smart grid to optimize performance.

Topics to be covered include:

- Adapting DR portfolios to the evolving utility business model in the 21st century
- Integrating and controlling grid edge technologies to effectively manage DERs
- Technology infrastructure for price-based grid coordination
- Regulatory and policy trends impacting grid edge evolution
- Energy storage advances and implications for DER deployment
- New technologies and strategies for maximizing demand response performance
- Managing the challenges and opportunities of EVs on the grid
- Standards advances, trends and developments
- Electrifying everything: the role of grid edge technologies
- Next-generation load management strategies
- Cloud-Optimized smart buildings: Technologies, challenges and benefits
- Valuation of PV and DER within distribution networks
- Working together across stakeholder groups to make DER work
- Preparing the grid edge to accommodate massive forecasted load growth
- Using grid edge technologies to address distribution network challenges
- Customer interaction and achieving new levels of end user engagement
- And more

### Sponsors



### Organized by



## Sample Attendee Feedback



"Excellent dialog and exchange of thought. I liked the forward thinking and discussion of future directions."

- *Jack Peterson, Manager-Energy Operations Support, Southern California Edison*

"Rich content with a good mix of policy/regulatory with technology and analysis."

- *Lois Gordon, Chief Executive Officer, ASWB Engineering*

Good, well-organized event. Gave a good picture of today and tomorrow, and the issues and challenges. Good, relevant presentations with little or no advertorial presentation.

- *Terry Casey, CEO Europe, Intellistar*

"Great learning and networking experience! It was great to get in touch with professionals with a large experience in DR."

- *Gabriel de Oliveira, Market & Regulation Engineer, Engie Brasil Energia*



"Very good selection of topics and speakers from different backgrounds and stakeholders. Excellent organization. Thank you!"

- *Dr. Toni Goeller, General Manager, MINcom Smart Solutions*

"Great contacts, presentations and information. Very useful!"

- *Charles (Ted) Witham, West Region Sales Director, Enpoint Automation, Cooper Power Systems by Eaton*

"Great overall -- awesome networking, good panels"

-- *Rachel Marcus, Demand Response Program Manager, GridPoint*

"High quality speakers and diverse topics"

-- *Russell Vare, Head of U.S. Automotive Partnerships, Kaluza*



## Previous Attendees Include:

- 127 Energy
- A.G. Global Capital
- Accenture Strategy
- Adaptive Microgrids
- Advanced Energy Centre
- Akin Gump LLP
- Alstom Grid
- Ameren
- American Honda Motor Co.
- Austin Energy
- AutoGrid Systems
- Azbil North America R&D, Inc.
- BC Hydro
- Bidgely
- BluWave-ai
- Boice Dunham Group
- Bonneville Power Administration
- Bourntec Solutions Inc
- Bowen Advisors
- Braeburn Systems LLC
- The Brattle Group
- BRIDGE Energy Group
- Bright Footprint
- BuildingIQ
- Business Development Executive
- Cal ISO
- California Energy Commission
- California Public Utilities Commission
- CEIVA Energy
- Chaing Mai University
- ChargePoint
- City of Anaheim
- CleanSpark
- CleanTech OC
- Clearesult
- CLP Power Hong Kong Limited
- CMEEC
- Comcast
- Comfort Analytics
- Converge
- Consolidated Edison
- Cooper Power Systems by Eaton
- County of Los Angeles
- Customized Energy Solutions
- cyberGRID GmbH
- DataCapable
- DE Solutions, Inc.
- DEFG
- Digital lumens
- Doosan GridTech
- DTE Energy
- Duke Energy
- Eaton
- E9 Insight• ecobee
- EcoFactor
- Ecova
- Energy Code Ace
- Electricity Consumers Resource Council
- Emerson Electric
- Enbala Power Networks
- Encored Technologies
- Energate
- Energy Solutions
- EnergyHub
- Enerliance
- EnerNEX
- EnerNOC
- Enertech Search Partners
- Energy
- EnTouch Controls
- Environmental Defense Fund
- EPRI
- ERCOT
- Eversource Energy
- Exponent
- FERC
- Flex Power Control
- Fort Collins Utilities
- Franklin Energy
- Galvin Electricity Initiative
- Go Electric
- Greenlots
- GridBeyond
- GridPoint
- HDR Consulting LLC
- Hitachi
- Honeywell
- Hydro-Quebec
- Idaho Power Company
- Industrial Technology Research Institute (ITRI)
- Inergy Systems
- Intellastar US
- Ishtiaq Chisti Consultants
- JGC corporation
- Johnson Controls
- Joule Assets
- Kisensum
- Kitu Systems
- Koch Engineered Solutions
- KS-SOLUTIONS
- Landis+Gyr
- LADWP
- Lavastorm
- Lawrence Berkeley National Lab
- Lockheed Martin Energy
- Louisiana State University
- Malme Energy Consulting
- MelRok
- Midwest ISO
- MINcom Smart Solutions GmbH
- Mitsui USA
- National Grid
- Navigant
- NEDO
- Network Thermostat
- Nexant
- Northwestern University
- NRG
- NV Energy
- OMNETRIC Group
- Open Access Technology International
- Open Energi
- OpenADR Alliance
- PA Consulting Group
- Pacific Gas & Electric Company
- Pacific Northwest National Laboratory
- PECO
- Pepco Holdings
- PXiSE Energy Solutions
- PJM Interconnection
- PlugShare
- Powerit Solutions
- Puget Sound Energy
- QualityLogic
- REGEN Energy
- Reliant (NRG)
- Rodan Energy Solutions
- Sacramento Municipal Utility District
- SAIL Capital Partners
- San Diego Gas & Electric
- Santa Clara University
- Schneider Electric
- SDG&E
- Siemens
- Skipping Stone
- SMUD
- SoCalGas
- Southeast University
- Southern California Edison
- Sterling Energy Assets
- Sumitomo Electric
- Sweco Energuide
- Swell Energy
- Swisscom Energy Solutions AG
- Target Corp.
- Teal Systems
- Tendril
- Tensile Capital Management LLC
- Thayer School of Engineering at Dartmouth
- The University of Kitakyushu
- THG Energy Solutions
- Threshold
- Tokyo Electric Power Company
- U.S. Department of Commerce
- Utiligent
- Universal Devices
- University of California-Irvine
- University of California-San Diego
- Veloce Energy
- Verizon
- Virtual Peaker Inc.
- Voltus
- Walmart
- WattzOn
- WeatherBug Home
- WeaveGrid
- West Monroe
- WIPRO Technologies
- Xtensible Solutions
- Zonoff

## About the Organizer



The Smart Grid Observer is an online information resource serving the global smart energy industry. SGO delivers the latest news and information on a daily basis concerning key technology developments, deployment updates, standards work, business issues, and market trends. SGO serves a global constituency of executives and practitioners in the electric power generation, transmission, and distribution industry. SGO produces several conferences each year on topics such as microgrids, EV charging, utility cyber security, grid modernization, energy storage, V2G and more. For a free subscription to our weekly newsletter, visit [www.smartgridobserver.com](http://www.smartgridobserver.com)

### SGO Sponsors Include:



## Speaking Opportunities

Industry practitioners, technology end users, researchers, and executives who are interested in delivering a presentation at the Forum, serving as session moderator, or participating on a panel discussion are welcome to submit a speaking proposal.

### Guidelines for Submitting a Proposal

Stand-alone presentations are 30 minutes in length. Seminar sessions are 75-90 minutes and typically feature 3-4 speakers, each presenting for approximately 15-20 minutes. Speaking proposals should be sent to [info@smartgridobserver.com](mailto:info@smartgridobserver.com) by **Friday, May 10, 2024** with the following information:

1. Speaker name, title, company, and contact information
2. Session title
3. Session type (stand-alone presentation or panel)
4. Session abstract (150 - 200 words)
5. Speaker biography and photo (list of speakers if panel is proposed)
6. Bullet list of 4-5 Key Takeaways

We ask that proposals be non-commercial in nature. Sessions that emphasize case studies, best practices, and real-world results are encouraged. To discuss a possible panel or speaking submission, feel free to [contact us](#).



## Previous Speakers Include:

- Dr. Ammi Amarnath, Sr Technical Executive, Energy Efficiency & Demand Response, **EPRI**
- Robert Anderson, CTO, **Olivine**
- Peter Asmus, Executive Director, **Alaska Microgrid Group**
- Andrew Bennett, Chief Executive Officer, **mPrest**
- Rolf Bienert, Technical Director, **OpenADR Alliance**
- Bill Blevins, Director, Grid Coordination, **ERCOT**
- Pablo Bauleo, Ph.D., Senior Energy Services Engineer, **Fort Collins Utilities**
- Michael Brown, Manager, DSM Services (DR & DER), **NV Energy**
- Jennifer Chamberlin, Executive Director Market Development, **CPower Energy Management**
- Albert Chiu, Lead Product Manager, IDSM, **Pacific Gas and Electric**
- John Clint, Director, Distributed Energy Resources, **AESC Inc.**
- Clay Collier, Vice President, Energy Solutions, **ChargePoint**
- Tristan de Frondeville, Founder and President, **SkyCentrics**
- Paul DeCotis, Senior Partner, Energy & Utilities, **West Monroe**
- Dan Delurey, Senior Fellow for Energy and Climate, **Vermont Law School**
- Tanuj Deora, Vice President, Market Innovation, **Uplight**
- Dr. Jorge Elizondo, Chief Technology Officer, Co-founder, **Heila Technologies**
- Clayton Engel, Manager, Energy & Utilities, **West Monroe**
- Patti Garibay, Energy Manager, **City of Lancaster, CA**
- Kyle Garton, Director of Client Solutions, **Weave Grid**
- Dotty Hage, PMP, CSM, Energy Manager, **Pomona College**
- John Hall, Associate Vice President, Clean Energy, **Environmental Defense Fund**
- Dana Harmon, Executive Director, **Texas Energy Poverty Research Institute**
- Karen Herter, Energy Commission Specialist III, **California Energy Commission**
- Denver Hinds, R&D Project Manager, **Sacramento Municipal Utility District (SMUD)**
- David Jacot, P.E., Director of Efficiency Solutions, **Los Angeles Department of Water & Power**
- Michel Kamel, CEO, **MelRok**
- Scott Koehler, VP, Global Strategy, Innovation & Marketing - Digital Grid, **Schneider Electric**
- Rick Kornfeld, CEO, **Kitu Systems**
- Ross Malme, Senior Advisor, **Bowen Advisors**
- Mark Martinez, Sr Portfolio Manager Emerging Markets and Technologies, **Southern California Edison**
- James Mater, General Manager-Smart Grid, **QualityLogic**
- J. Andrew McAllister, Ph.D., Commissioner, **California Energy Commission**
- Joshua McDonald, Consulting Engineer, **Southern California Edison**
- Mary Ann Piette, Ph.D., Associate Laboratory Director: Energy Technologies Area, **Lawrence Berkeley National Laboratory**
- John Powers, Founder and CEO, **Extensible Energy**
- Carter J. Prescott, Principal Manager- eMobility, **Southern California Edison**
- Greg Puschnigg, Chief Executive Officer, **BOSS Controls**
- Josen Rossi, Managing Partner & Chairman, **Aireko Companies**
- Javier Rúa-Jovet, Counsel, **Solar + Energy Storage Association of Puerto Rico**
- Suzanne Russo, Chief Executive Officer, **Pecan Street**
- Ruth Santiago, Board to Trustees, **Earthjustice**
- David Schatz, Director, Utility of the Future, **Pepco Holdings**
- Sanem Sergici, Ph.D., Principal, **The Brattle Group**
- Brien J. Sheahan, Former Chairman and CEO, **Illinois Commerce Commission**
- Alok Singhania, Partner, **Gridscape Solutions**
- David W. South, Principal, **South Ventures LLC**
- Damien Tholomier, Executive Vice President, Product Management & Project Delivery, **Varentec**
- Jason Tucker, P.E., Manager - Project Execution, Smart Grid Technology, **Pepco Holdings**
- Jackson Wang, President, **e-Radio Inc.**
- Kitty Wang, Technical Director, **Energy Solutions**

# Sponsorship Options

## Platinum Level Sponsor

Value \$5,000

- Participation within a conference session as a speaker or session chair
- Tabletop exhibit in networking break / luncheon area
- 3 complimentary conference passes
- 20% off additional registrations
- Display page within Virtual Exhibit with company profile, videos, white papers, contact info, etc.
- Top-level logo positioning in Official Program Guide, event website, and email communications
- White paper posted on event Website
- Corporate description with hyperlink on event website
- Top-level logo recognition in on-site banners and signage, and during opening welcome remarks
- Company information or brochure distributed to attendees at check-in table
- Attendee List with contact information (provided one week prior and one week following the event)

## Gold Level Sponsor

Value \$4,000

- Tabletop exhibit in networking break / luncheon area
- 2 complimentary conference passes
- 20% off additional registrations
- Display page within Virtual Exhibit with company profile, videos, white papers, contact info, etc.
- Logo positioning in Official Program Guide, event website, and email communications
- Corporate description with hyperlink on event website
- Prominent logo recognition in on-site banners and signage
- Company information or brochure distributed to attendees at check-in table
- Attendee List with contact information (provided one week prior and one week following the event)

## Silver Level Sponsor

Value \$3,000

- Tabletop exhibit in networking break / luncheon area
- 1 complimentary conference passes
- 15% off additional registrations
- Display page within Virtual Exhibit with company profile, videos, white papers, contact info, etc.
- Logo positioning in Official Program Guide, event website, and email communications
- Corporate description with hyperlink on event website
- Prominent logo recognition in on-site banners and signage
- Attendee List with contact information (provided one week prior and one week following the event)

## Bronze Level Sponsor

Value \$2,000

- 1 complimentary conference passes
- 10% off additional registrations
- Display page within Virtual Exhibit with company profile, videos, white papers, contact info, etc.
- Logo positioning in Official Program Guide, event website, and email communications
- Corporate description with hyperlink on event website
- Prominent logo recognition in on-site banners and signage
- Attendee List with contact information (provided one week prior and one week following the event)

To arrange your participation, please contact:

Daniel R. Coran, Program Manager, [info@smartgridobserver.com](mailto:info@smartgridobserver.com) | +1-815-310-3343



## Event Partners



**Skipping Stone** is an energy consulting and technology services firm that assists natural gas and electricity utilities, deregulated market participants and technology clients globally navigate market changes, capitalize on opportunities and manage business risks. From innovation through strategy development, market research and assessment to implementation of business plans and technologies, Skipping Stone has delivered measurable bottom-line results for over 270 clients globally. Headquartered in Boston, the firm has offices in Atlanta, Houston, Los Angeles, Tokyo, Singapore and London. Visit [www.skippingstone.com](http://www.skippingstone.com)



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**OpenADR Alliance** fosters the development, adoption, and compliance of the Open Automated Demand Response (OpenADR) standard through collaboration, education, training, testing, and certification. The OpenADR Alliance is open to all interested stakeholders interested in accelerating the adoption of the OpenADR standard for price- and reliability-based demand response. More information can be obtained at [www.openadr.org](http://www.openadr.org).



Articles, White Papers, Presentations and Reports

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YOUNG PROFESSIONALS IN ENERGY

calendar of events in 40 chapters around the world.

**Young Professionals in Energy (YPE)** is a non-profit organization with more than 40,000 members worldwide. By providing a forum for networking and career development through social, educational and civic service opportunities, YPE aims to facilitate the advancement of young professionals in the global energy industry. YPE runs a year-round



AIR & WASTE MANAGEMENT ASSOCIATION

West Coast Section

Founded in 1907, the **Air & Waste Management Association (AWMA)** is a nonprofit, nonpartisan professional organization enhancing knowledge and expertise by providing a neutral forum for information exchange, professional development, networking opportunities, public education, and outreach to more than 5,000 environmental professionals in 65 countries. AWMA promotes global environmental responsibility and increases the effectiveness of organizations to make critical decisions that benefit society. Visit [www.awma.org](http://www.awma.org)



Local Government SUSTAINABLE ENERGY Coalition

The **Local Government Sustainable Energy Coalition (LGSEC)** catalyzes local government leadership and innovation through ongoing dialogue and action to enhance current and develop new roles for local governments in California's sustainable energy future.

## ENERGY NEWS NETWORK

The **Energy News Network** is a nonprofit news site dedicated to keeping stakeholders, policymakers, and citizens informed of the important changes taking place in the transition to a clean energy system. Launched in 2010 as *Midwest Energy News*, the Energy News Network now offers four regional services. *Southeast Energy News* began in 2015, and *Western* (formerly *Southwest*) and *Northeast Energy News* were added in 2018.



**Guidehouse Insights**, the dedicated market intelligence arm of Guidehouse, provides research, data, and benchmarking services for today's rapidly changing and highly regulated industries. Our insights are built on in-depth analysis of global clean technology markets. The team's research methodology combines supply-side industry analysis, end-user primary research, and demand assessment, paired with a deep examination of technology trends, to provide a comprehensive view of emerging resilient infrastructure systems. Additional information about Guidehouse Insights can be found at [www.guidehouseinsights.com](http://www.guidehouseinsights.com).

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The **Power Association of Northern California** is a non-profit trade organization dedicated to promoting a greater understanding of the power industry and all of its component parts. PANC sponsors luncheon meetings and educational seminars to help professionals better understand the challenges confronting the power industry. Monthly luncheon meetings are typically held on the second Wednesday of each month in San Francisco.



**Cleantech San Diego** is a member-based trade organization that positions the greater San Diego region, including Imperial County, as a global leader in the cleantech economy. As a nonprofit organization, we are uniquely suited to support the cleantech industry by fostering collaborations across the private-public-academic landscape, leading advocacy efforts to promote cleantech priorities, and encouraging investment in the San Diego region.

## Event Venue



### **The Oakland Center**

In the Transpacific Centre  
1000 Broadway  
Oakland, CA 94607

## Registration

Includes access to all sessions, lunches and networking coffee breaks, as well as presentation PDFs, attendee list, and drink reception

Early Bird Equipment and software providers, consultants, and services providers                      \$895.00  
*(Valid until August 23, 2024, \$995.00 afterward)*

Early Bird Utilities, Academic, Government and Non-Profit Organizations                      \$795.00  
*(Valid until August 23, 2024, \$895.00 afterward)*

**To register securely online, visit:**

**[www.smartgridobserver.com/ DR-Grid-Edge/register.htm](http://www.smartgridobserver.com/DR-Grid-Edge/register.htm)**