



Virtual Power Plant Forum

November 19-20, 2024 • San Francisco

www.smartgridobserver.com/VPP

According to the U.S. Department of Energy, coincident peak demand on the grid will rise approximately 60 GW over the next six years, from roughly 740 GW to 800 GW. At the same time, fossil assets are retiring. Roughly 200 GW of peak-coincident demand must be served with new resources coming online by 2030. Tripling the current scale of Virtual Power Plants (VPPs) could address 10-20% of this expanding demand. This could avoid about \$10B in annual grid costs, and much of the money that is spent on VPPs would flow back to participating consumers.



To help utilities and other industry stakeholders capitalize on this trend, the **Virtual Power Plant Forum**, November 19-20, 2024 in San Francisco, examines the latest technology advances, VPP deployments, and lessons learned to date from real-world case studies. The emphasis is on key enabling technologies, business models and policy developments that allow energy providers to capitalize on the VPP model. The Forum is a focused networking and information-sharing opportunity in which industry executives can envision, develop and refine their VPP strategy going forward.

Topics to be Addressed Include:

- Role of VPPs in a long-term strategy for energy resiliency
- The state of enabling technologies and business models for all stakeholders
- Accommodating electrification load growth and more intermittent renewable energy on the grid
- Evolution of VPP implementations and projects
- Real-world case studies of VPP success - lessons learned to date
- VPP strategies for meeting reliability needs and reducing energy costs
- Re-envisioning the customer relationship and empowering the energy end user
- Leveraging VPPs to deliver cost savings, grid resiliency, flexibility and climate benefits
- The process for solar companies to become VPP co-developers
- Going beyond solar Net Metering and backup power: Actively orchestrating grid edge and customer-owned BTM assets
- Satisfying changing requirements for resource adequacy
- Regulatory and policy issues affecting VPPs, including FERC Order 2222
- Cooperation between utilities and aggregators for effective VPP implementations
- Providing cost-effective ancillary services to RTOs/ISOs
- Going beyond DERMS to fully orchestrated, system-wide control platforms
- Integration with existing infrastructure and systems
- Control and communication methods between grid operators, VPP operators and DERs
- Utilizing DER aggregations to promote decarbonization of the power sector
- Standards issues and progress: ensuring device interoperability
- Best practices and roadmaps for future growth and success

Organized by:



Speaking Opportunities



The lineup of speakers and sessions for the November 2024 Forum is currently in development.

Industry professionals who are interested in delivering a stand-alone, 30-minute presentation or organizing and moderating a 60-90 minute panel session are encouraged to submit a proposal.

Guidelines for Submitting a Speaking Proposal

Individuals who wish to deliver a stand-alone presentation or organize a panel session with multiple speakers should submit the following:

1. Speaker name, title, company, and contact information
2. Presentation title (or title of panel session)
3. Abstract of presentation or panel session (150 words)
4. Speaker biography and photo
5. Bullet list of 4-5 Key Learning Points from the presentation or panel session

Proposals should be emailed to: speak@smartgridobserver.com by **Friday, August 23, 2024**.

- We ask that proposals be non-commercial in nature. Submissions will be carefully reviewed by the Program Advisory Group to ensure depth and relevance to the program.
- Presentations that emphasize case studies, best practices, and real-world results are encouraged.
- See above for list of topics to be addressed.



Sponsorship Packages

Platinum Level Sponsor

Value: \$6,000

- Top-level logo recognition as Platinum-Level Sponsor
- Speaking slot on panel session or stand-alone
- Tabletop exhibit in networking break and reception area
- Booth in Virtual Exhibit – available 24/7/365
- 4 complimentary conference passes
- 25% off additional registrations
- Top logo positioning in Official Program Guide, event website, and email communications
- White paper or press release posted on event website, and in Smart Grid Observer
- Corporate description with hyperlink on event website
- Banner ad on SGO website for three months
- Top positioning of logo in on-site banners and signage
- Dedicated floor-standing banner (provided by sponsor)
- Company information or insert included in registration portfolios distributed to all attendees
- Attendee List provided one week prior to, and following the event

Gold Level Sponsor

Value: \$5,000

- Logo recognition as Gold-Level Sponsor
- Tabletop exhibit in networking break and reception area
- Booth in Virtual Exhibit – available 24/7/365
- 3 complimentary conference passes
- 20% off additional registrations
- Top logo positioning in Official Program Guide, event website, and email communications
- Corporate description with hyperlink on event website
- Logo in on-site banners and signage
- Dedicated floor-standing banner (provided by sponsor)
- Company information or insert included in registration portfolios distributed to all attendees
- Attendee List provided one week prior to, and following the event

Silver-Level Sponsor

Value: \$4,000

- Logo recognition as Silver-Level Sponsor
- Tabletop exhibit in networking break and reception area
- Booth in Virtual Exhibit – available 24/7/365
- 2 complimentary conference pass
- 15% off additional registrations
- Logo positioning in Official Program Guide, event website, and email communications
- Corporate description with hyperlink on event website
- Logo positioning in on-site banners and signage
- Dedicated floor-standing banner (provided by sponsor)
- Attendee List provided one week prior to, and following the event

Bronze-Level Sponsor

Value: \$3,000

- Logo recognition as Bronze-Level Sponsor
- 1 complimentary conference pass
- 10% off additional registrations
- Logo positioning in Official Program Guide and event website
- Corporate description with hyperlink on event website
- Logo recognition in on-site banners and signage

Exhibition Opportunities



Exhibiting at the VPP Forum is a great way for organizations to showcase their thought leadership and technology innovations to the electric utility professionals who will be in attendance.

Ample time is reserved throughout the two-day Forum in which attendees can visit the exhibits and network one-on-one with exhibitors -- making this a unique opportunity to connect with VPP innovators, implementors and industry leaders in a focused, discussion-centered venue.

Exhibitors receive the following deliverables:

- Logo recognition in Official Program Guide, event website, marketing email communications
- Tabletop exhibit in networking coffee break area
- Display page in Virtual Exhibit - available 24/7/365
- 2 complimentary conference pass
- 15% off additional registrations
- Corporate description with link on event website
- Logo positioning in all on-site banners and signage
- Dedicated floor-standing banner (provided by sponsor)
- Attendee list provided one week prior to, and following the event

Media Partners



Guidehouse Insights is a premier market intelligence and advisory firm covering the global energy transformation with a focus on emerging resilient infrastructure systems. Our goal is to present an objective, unbiased view of market opportunities across dozens of industry verticals. Guidehouse Insights is not beholden to any special interests and is thus able to offer clear, actionable advice to help clients manage transformation, unfettered by technology hype, political agendas, or financial influences that are inherent in emerging technology markets. Visit www.guidehouseinsights.com



Published in Fremont, California, CIOReview (www.cioreview.com) is one of the leading print magazines in the US. It is the knowledge platform where C-suite executives deliberate on critical market challenges and current technological trends across industries. We are a unique magazine because all of our contributors are senior executives from the industry. Visit www.cioreview.com



Skipping Stone is an energy consulting and technology services firm that assists a wide variety of market participants to navigate market changes, capitalize on opportunities and manage business risks. 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

ABIresearch[®] [ABI Research](http://www.abiresearch.com), established in 1990, is a market intelligence company specializing in global technology markets. Our unique blend of quantitative forecasting and trend analysis helps us to quantify the important markets of today, define the strategic technologies of tomorrow, and provide insight on how technology is adopted into vertical markets. Our clients rely on our services to uncover key market metrics and trends that are compiled through a combination of hundreds of comprehensive stakeholder interviews per year, technical intelligence from teardowns, years of collective market experience, vendor contributed data and end user research. Visit www.abiresearch.com.



AltEnergyMag.com is a dedicated online B2B publication featuring minute by minute news, daily hot stories, along with weekly articles, interviews and case studies featuring key issues about various Alternative Energy Technologies ... always at the cutting edge.

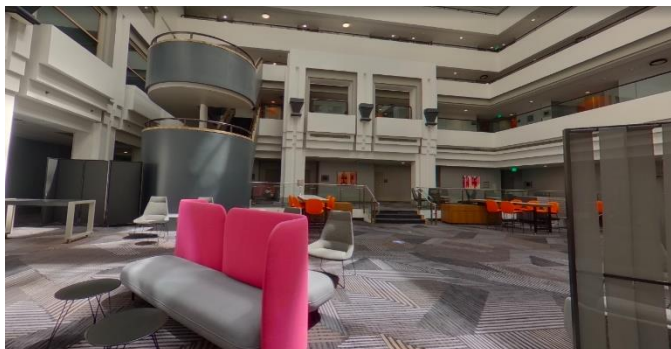


[Energy XPRT](http://EnergyXPRT) is a global marketplace with solutions and suppliers for the energy sector, with product catalogs, articles, industry events, publications & more.

Event Venue:

San Francisco Marriott Marquis 55 4th Street, San Francisco

|
Special discounted room rate available at the Marriott Marquis for conference attendees



Registration

	Early Bird	After October 11
Equipment and software vendors, consultants, and services providers	\$995.00	\$1,195.00
Utilities and C&I end user customers	\$895.00	\$1,095.00
Early Bird Non-Profit Organizations, Academic, Government	\$795.00	\$995.00

Note: .edu, .gov, or .org email address required

Visit www.smartgridobserver.com/VPP/register.htm to register securely online

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 worldwide. SGO produces several conferences each year on topics such as EV charging, V2G, utility cyber security, distributed energy resources, and more. Visit www.smartgridobserver.com

Sponsors of SGO programs include:

