

# Utility Data Analytics Forum

January 24-25, 2023 • Chicago

*Generating insights for improved performance and customer service*

[www.smartgridobserver.com/analytics](http://www.smartgridobserver.com/analytics)

## Sponsorship and Exhibition Opportunities

In the drive toward energy decarbonization and decentralization, the role of analytics is of key importance to utilities. The need to coordinate distributed energy resources while optimizing the grid and controlling costs means continual network monitoring and flexibility - enabled by real-time analytics of operational data from an ever-growing array of endpoints. The ability to mine smart grid data for insights on how to maximize network performance, renewable energy integration and new customer offerings will be increasingly critical to utilities as they migrate toward the Grid of the Future.

Organized by the Smart Grid Observer, the **Utility Data Analytics Forum**, January 24-25, 2023 in Chicago is a two-day networking and educational conference focused on helping utilities translate Big Data into operational insights and bottom line success. Speakers will discuss the latest analytics tools, technologies, and strategies for reaching across internal IT/OT silos to achieve improved profitability, customer engagement, and network resiliency. The emphasis is on real-world case studies, best practices, and lessons learned to date for successfully implementing advanced analytics within a smart grid utility environment.

### Topics to be Addressed Include:

- Leveraging analytics to achieve superior customer insights and engagement
- Monetizing Big Data thru advanced analytics
- Artificial Intelligence for the utility industry
- Enhancing grid resiliency and reliability through analytics
- Utility infrastructure modeling and analytics
- Predictive analytics for integrating variable renewable energy resources
- Optimizing operations management by using AMI data across the enterprise
- Data mining, privacy and quality
- Role of IoT for the next-gen utility
- Utilizing advanced analytics to achieve superior cyber security for the grid
- Translating raw data to actionable information
- Utility data management, data governance and privacy issues
- GIS/Geospatial advances and applications
- IT/OT integration and the role of advanced analytics
- And more

Organized by



# Sponsorship Packages

## Gold Sponsor

Value: \$3,000

- Top-level logo recognition as Gold-Level Sponsor on website home page and in opening remarks
- Speaking slot (stand-alone or in panel)
- Top-level logo recognition during session introductions and coffee breaks
- Tabletop Exhibit booth on site
- Display page in Virtual Exhibit
- 4 complimentary conference passes
- Interview or webinar with executive featured in SGO's podcast, promoted via SGO media partners
- 20% off additional registrations
- Top-level logo positioning in email marketing communications
- White paper or press release posted on event website, and in Smart Grid Observer
- Corporate description with hyperlink on event website
- Attendee list
- Introductions & meetings facilitated by SGO
- Banner ad on SGO home page for 3 months

## Silver Sponsor

Value: \$2,000

- Logo recognition as Silver-Level Sponsor on website home page and in opening remarks
- Logo recognition as Silver sponsor during session introductions and coffee breaks
- Tabletop Exhibit booth on site
- Display page in Virtual Exhibit
- 3 complimentary conference passes
- 15% off additional registrations
- Logo positioning in email marketing communications
- Corporate description with hyperlink on event website
- Attendee list
- Introductions & meetings facilitated by SGO

## Bronze Sponsor

Value: \$1,000

- Logo recognition as Bronze-Level Sponsor
- Display page in Virtual Exhibit
- 2 complimentary conference passes
- 10% off additional registrations
- Logo positioning on event website and in email communications
- Corporate description with hyperlink on event website
- Attendee List

## About the Organizer



*The Smart Grid Observer* is an online information portal and weekly e-newsletter 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 driving the smart grid industry worldwide. Visit [www.smartgridobserver.com](http://www.smartgridobserver.com) to sign up for a complimentary subscription.

## Feedback on SGO's Recent Grid Modernization Forum



**"The virtual experience was good and the content was well delivered; topics were timely and well curated in terms of who and what was presented. A good mix of speakers and topics."**

*- Gary Brinkworth, Senior Advisor - Innovation & Research, TVA (Tennessee Valley Authority)*

**"The subjects and the subject matter experts were all highly informative. Very well organized and presented by SGO"**

*- Eric McDonald, Director - Infrastructure Development, NextEnergy*

**"Excellent conference, great presentations and Q&A. Great job holding a virtual conference in these difficult times!"**

*- Matt Haakenstad, Sr Director, Electric Services, World Kinect Energy Services*



**"Great new topics and new information from presentations. Well done!"**

*- Steffen Ziegler, Director - Signal Analysis and AI, IMCORP*

**"Excellent"**

*- Brian Patterson, Chairman, EMerge Alliance*

**"Great cross-section of qualified speakers discussing relevant topics"**

*- Margaret Jolly, Director - R&D, Con Edison*

**"Extremely effective in exposing the issues across technology, regulatory landscape, and business**

**plans for the grid of the future. I learned a great deal and look forward to more when you are ready to mount the next installment."**

*- George W. Crabtree, Senior Scientist, Argonne Distinguished Fellow, and Associate Division Director, Argonne National Laboratory*

## Organizations That Have Participated in Recent SGO Forums include:

ABB	Elevate Energy	Northern Power
ABB Enterprise Software	Elmar	NRG Energy
Accenture Strategy	eluminocity US Inc.	NRG Evgo
AECOM	Enbala Power Networks	Oil and Gas Investments Bulletin
AEP	EnergyHub	Oncor Electric Delivery
AES Corporation	Energyworx	Open Access Technology International, Inc.
Alliance for Rural Electrification	Enphase Energy	Pacific Northwest National Lab
Alliant Energy	Environmental Defense Fund	PG&E
AlphaStruxure	Eversource Energy	PJM Interconnection
Ameren	G&W Electric	POSCO Research Institute
American Renewable Energy	Gehrs Consulting	POWER Engineers
Argonne National Laboratory	Graycor	PowerRunner
Avangrid	Greenlots	Renewance
Baltimore Gas & Electric	GreenStruxure	Research Into Action, Inc.
BC Hydro	GrowthFuel	Ryn Hamilton Consulting
Black & Veatch	Guidehouse Insights	Salt River Project
Boice Dunham Group	Hammond Group, Inc.	San Diego Gas & Electric
Bourntec Solutions	Hendrix Aerial Cable Systems	S&C Electric Company
The Brattle Group	ICF International	Sargent & Lundy LLC
Burns & McDonnell	ICE Energy	Scale Energy Solutions
California Energy Commission	IEEE	Schneider Electric
California Public Utilities Commission	Illinois Commerce Commission	Schweitzer Engineering Labs
CB&I	Illinois Institute of Technology	Smart Grid Interoperability Panel (SGIP 2.0)
CEIVA Energy	Intelligent Generation	Sandia National Laboratory
Central Hudson Gas & Electric	IPERC	SMUD
Chicago Booth School of Business	Joule Assets	SoCal Gas
Cisco	Kisensum	Southern California Edison
Edison Electric Institute (EEI)	Korea Polytechnic University	Southern Company
ENGIE	Landis+Gyr	Sterling Energy Assets
EPRI	Leidos Engineering	Sunrun
Commonwealth Edison	LEM USA Inc.	Swift Current Advisors
Con Edison	Lockheed Martin Energy	The Blackstone Group, Inc.
CPS Energy	Market Strategies Intl.	Tennessee Valley Authority
Customized Energy Solutions	Michaels Energy	Union of Concerned Scientists
DataCapable	Microgrid Institute	U.S. Commercial Service - Chicago
DataInsights	Mitsubishi Electric	U.S. Department of Energy
DCPSC	Modern Grid Solutions	University of Illinois – Chicago
Deloitte Consulting	Midcontinent ISO (MISO)	University of Minnesota
Department of Energy and Environment, District of Columbia	Midwest Energy News	Utilidata
Columbia	Midwest Energy Research Consortium	UtiliWorks Consulting
DePaul University	National Grid	WECC
Duke Energy	Natural Resources Defense Council	West Monroe Partners
E9 Insight	NEMA	WindyCitySDR
Eaton	Network Perception	WIPRO
EDF Renewables	Nexant	Woolpert Inc.
Edison Electric Institute	NextEnergy	Xcel Energy
Electric Power Research Institute (EPRI)	New York State Smart Grid Consortium	XONA
	Nord Strategy Group	

## Conference Venue



### **TechNexus Conference Center**

20 N Upper Wacker Dr, 12th floor, Chicago, IL, USA 60606

Located in downtown Chicago's Loop, the TechNexus Conference Center is steps away from the city's magnificent lakefront with world-renowned Millennium and Grant Parks, marvelous museums, restaurants and retail shopping.

[>> Directions in Google Maps](#)

[>> Nearby Hotels](#)

## Contact

To arrange your sponsorship or exhibition participation in the 2023 program, contact:

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