

2023 IEEE PES GRID EDGE TECHNOLOGIES CONFERENCE & EXPOSITION

April 10-13, 2023

San Diego Convention Center

IEEE PES Grid Edge Exhibits

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OUR VISION

Maximizing the potential of the grid edge requires effective partnership between different groups of people, policies, and technologies.

2023 HOST UTILITY

San Diego Gas & Electric will serve as the Host Utility for 2023, helping to produce an exceptional lineup of learning opportunities and experiences that offer value to professionals at every stage of their career.



ABOUT PES

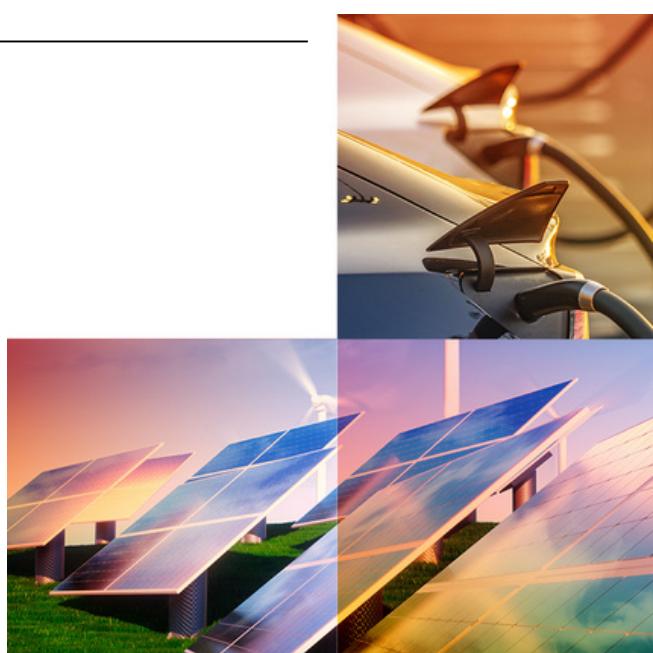
ABOUT IEEE PES

IEEE's Power & Energy Society (PES) provides the world's largest forum for sharing the latest in technological developments in the electric power industry, for developing standards that guide the development and construction of equipment and systems, and for educating members of the industry and the general public.



TABLE OF CONTENTS

What Sets IEEE PES Grid Edge Technologies Apart	4
Featured Speakers	5
Utility Saver Discount	6
Exhibit Information	7
Sponsorship Opportunities	8
Education	9
Impressions	11
Networking	12
Contact Information	13



What Sets Grid Edge Apart

The new IEEE PES Grid Edge Technologies event provides a platform for collaboration – bringing organizations, experts, policy makers, and technology providers together to deliver enhanced productivity, efficiency, and interoperability to the grid for communities around the world.

The future of the electric grid will not only integrate a high penetration of renewables but also accommodate the convergence of millions of diverse intelligent devices connected at the edge, making optimizing the grid essential for delivering on the potential of more sustainable environments.

Attendees

The convergence of technology and policy occurring ‘at the edge’ means attracting professionals from an array of disciplines. While electric utilities represent a core audience, the event looks to bring in different stakeholders who increasingly have an influential voice in grid edge projects, providing a platform and launching point for further collaboration. Includes Executives and Practitioners from:

- Electric Utilities
- Municipalities
- Big Tech
- Technology Startups
- Policy Makers
- Academics

Core Technology Solutions

The Exhibit Floor will feature rapidly evolving services and solutions impacting the grid edge, including:

- AI/Computing Solutions
- Business Intelligence & Data Management
- Cyber Security
- Distributed Generation
- Electric Vehicles
- Energy Management and Storage
- Metering, Monitoring, and Measurement Equipment
- Microgrids
- Telecommunications

Breadth of Attendees across Varied Industries

While electric utilities represent a core audience, the event looks to bring in different stakeholders who increasingly have an influential voice in grid edge projects, providing a platform and launching point for further collaboration

Featuring Grid Edge Solutions

Grid Edge will feature the latest technologies being deployed to improve productivity and efficiency in edge environments, including energy management and storage, AI Computing, Cyber Security, Smart Metering, and more.



Current Attendees, Speakers & Exhibitors

Honeywell SIEMENS EATON Itron ABB



Grid Solutions



California Public
Utilities Commission



Utility Saver Discount

Utilities, Municipalities, and Co-Ops

After the success of the Utility Saver package at T&D, IEEE PES is continuing the opportunity for utilities, municipalities and co-ops to have an extra incentive to attend by offering a significant discount opportunity.

:

Utility Saver Package

Utilities can send 10 employees to the upcoming Conference for only \$1,000. This bundle registration specifically geared to utility employees was designed so different departments and regions within a utility can buy their own package. There is no limit to the number of utility saver packages a utility can purchase to provide members of your staff with an opportunity to interact with other industry thought leaders and learn more about the latest changes in our industry.

How to purchase the utility saver package?

The individual from your organization signing up for the saver package should select the "utility saver package" option at checkout. After entering company information and completing checkout, a registration code will be provided to the individual completing the registration for up to 10 employees from the same organization to use. Those 10 employees can then register themselves via the website using the supplied code, and also sign up for additional events, tours and training classes at their own expense.

Why Attend

This MUST-ATTEND event will give you and your team access to an unprecedented combination of 100+ technical sessions featuring the hottest topics in our industry. Experience the massive exhibit floor with the most innovative product demonstrations, including the all-new and highly anticipated Smart Cities Pavilion. Participate in a multitude of invaluable networking opportunities—all designed to provide resources for practical workplace applications while allowing your employees to make new connections like never before.



EXHIBIT DETAILS

WHO YOU'LL MEET AT GRID EDGE 2023

The convergence of technology and policy occurring 'at the edge' means attracting executives and practitioners from an array of disciplines. An unmatched technical program featuring the brightest minds impacting the energy industry will attract your potential customers to San Diego.

A sample of current participants include:

- Chief Technology Officer (Startup)
- President (National Policy Maker)
- Senior Vice President (Big Tech)
- Chief Operating Officer (Utility)
- Global Power and Utilities Lead (Big Tech)

- Vice President (Startup)
- Senior Vice President (National Policy Maker)
- Global Director (Big Tech)
- Deputy Assistant Secretary (National Policy Maker)
- Vice President Asset Strategy (Utility)

SHOW SCHEDULE

MOVE-IN

Tuesday, April 11

8:00am – 5:00pm Exhibitor Move-In
(Monday move-in may be made available for larger booths)

SHOW DAYS

Wednesday, April 12

10:00am – 5:00pm Exhibits Floor Open

Thursday, April 13

10:00am – 3:00pm Exhibits Floor Open

MOVE-OUT

Thursday, April 13

3:00pm – 9:00pm Exhibitor Move-Out

Friday, April 14

8:00am – 10:00am Exhibitor Move-Out

\$32/ sf

\$3,200 per 10x10

\$6,400 per 10x20

\$12,800 per 20x20

WHY EXHIBIT:

Don't miss this new immersive experience bringing together key stakeholders from different industries in multiple ways.

- Technology Stages on the Show Floor
 - Start Up, Grid Modernization, Distributed Resources, Grid Modernization and Smart Cities
- Featured Show Floor Alleys
 - E-Mobility
 - Start Up
 - Green Hydrogen
- Dedicated Exhibit Hours
 - All education sessions will be held in the exhibit hall during exhibit hours.

WHAT'S INCLUDED:

- Product category listing in the official Final Program and IEEE Grid Edge website.
- Standard flameproof booth equipment for:
- Linear booths
 - 8' high back and 3' high side rails (pipe and drape)
 - 7" x 44" booth identification sign (company name and booth number)
- Management provides aisle carpeting. (Booth carpet/floor covering is required for all exhibits and must be provided at the exhibitor's expense.)
- General exhibit hall lighting, air-conditioning or heating (during show days only).
- 4 (or more) complimentary full conference exhibitor badges, which allow access to all conference sessions, tutorials and technical tours extra. Badge allotments are based on booth size.
- Booths do NOT include hardwall structures, furniture, carpet or electricity, the exhibitor manual is online for your convenience.

www.pes-gridedge.org/exhibit

Support the Future of the Grid Edge



Event Dates:
April 10 - 13, 2023



Location:
San Diego Convention Center



Anticipated Attendees:
2,000 - 2,500 Anticipated Registrants

Your name and logo side by side with the IEEE PES brand – it's a powerful way to build influence and get your message in front of key stakeholders and decision makers. Grid Edge sponsorship opportunities offer a variety of ways to extend your brand's presence beyond the booth. With traditional onsite branding and attendee amenities, there are multiple opportunities for exposure and engagement to drive attendees to your exhibit or showcase your company. We currently offer the following opportunities:



EDUCATION

IEEE's technical prestige is second to none. Demonstrate your thought leadership and position your solution as critical to delivering the next-generation energy grid. Opportunities are available to sponsor or present on five dedicated technology stages on the show floor.

NETWORKING

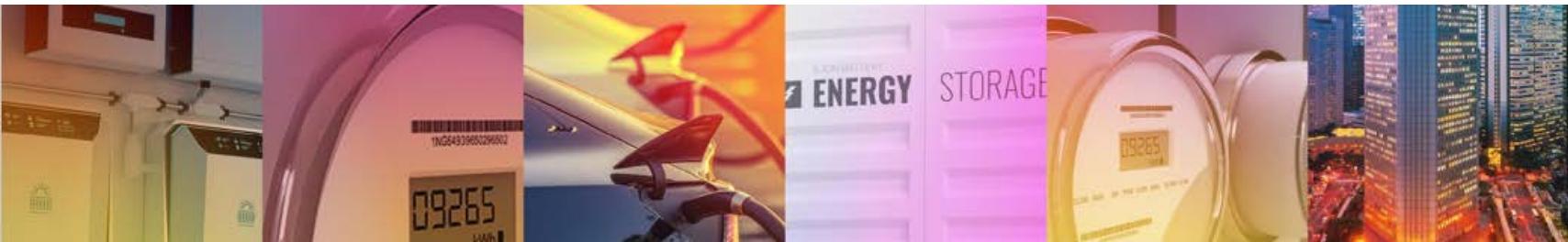


Make new connections and increase your visibility by sponsoring various high-traffic networking events, including breakfast, lunch, ice cream breaks or the Opening Reception.



IMPRESSIONS

Put your brand front and center onsite at Grid Edge with lanyards, mobile app and banner spaces in varying shapes and sizes. Each offers a different opportunity to make your mark.



EDUCATION

IEEE attendees value education in addition to networking and there is no better way to demonstrate your thought leadership than by sponsoring a stage that will focus on your company's area of expertise.

The premier educational offerings don't stop at the entrance to the exhibit hall! The 5 Technology Stages that offer educational content on the Expo Floor, including Grid Modernization, Grid Connectivity, Smart Cities, Distributed Resources and Start-Up.

Technology Stage Sponsorship includes:

- Opportunity to provide introduction to stage's highlighted invited speaker per day
- Includes (2) 30-min stage presentation (1 per day, content must be pre-approved by committee to limit commercialization). Topic must be relevant to applicable stage.
- Sponsor's logo to be prominently displayed on stage and included on the website/preshow promotions for the stage.
- Sponsor's logo to be on the sponsor board, sponsor page in program, on website and applicable onsite signage.
- Level 2 Enhancements (if exhibiting)

Grid Modernization Stage - EXCLUSIVE

\$15,000

1 AVAILABLE

Measure, analyze, predict, protect, and control the grid of the future to deliver resilient, reliable, flexible, secure, sustainable, and affordable electricity.

- System reliability and resiliency
 - Vegetation management
 - Weather events (prep and restoration)
 - DC systems/equipment
 - Asset Management & Systems
- Metering/ Monitoring / Measurement Equipment
 - Innovative sensing tech
 - AMI
 - Power measuring equipment
 - Infrared equipment
- Advanced Distribution System
 - Smart switches
 - Utility equipment
 - Load management
 - Transformer monitoring
 - Voltage reg
 - Indicators/detectors
 - Relays
 - System protection

Grid Connectivity Stage

\$15,000

1 AVAILABLE

Communication systems solutions addressing the diverse requirements of the intelligent electrical power grid.

- Telecommunications
 - Broadband solutions
 - Fiber
 - Private cellular
 - Mesh
 - Comm security
 - Comm management
 - Cyber
- Business Intelligence & Data Management
 - Data collection, mining
 - Storage
 - Cloud services providers
 - Data analytics
- AI/Computing solutions
 - Computational tech
 - AI/ML solutions
 - AR/VR solutions
 - Planning/modeling/simulations

Smart Cities Stage

\$15,000

1 AVAILABLE

Digital technologies, algorithms and analytics needed to bring new and significant value to urban areas and their residents.

- Building and home automation
- Smart appliances
- Intelligent lightning systems
- IoT
- Behind the meter solutions

Distributed Resources Stage

\$15,000

1 AVAILABLE

Small-scale electricity supply or demand resources that are interconnected to the electric grid.

- Microgrids
- Energy storage
- Energy management
 - DER management system
 - Demand response
 - Energy efficiency
- EV
 - Auto OEMS
 - EV charging infrastructure
 - EV fleet management
 - Telematics
- Distributed generation
 - Solar PV
 - Clean H2
 - Wind
 - Power electronics
 - Biomass

Technology Stage Presentations

\$3,500

2 AVAILABLE PER STAGE

Present a Ted Talk style presentation focuses on applicable stage.

Stage Presentation Details:

- All content must be pre-approved by the committee with limited commercialization. Submit presentation details online.

Stage Presentation Sponsorship includes:

- Includes (1) 30-min stage presentation (content must be pre-approved by committee to limit commercialization).
- Sponsor's logo to be displayed in stage area and included on the website/preshow promotions for the session schedule.

Start Up Stage - Premium

\$18,000

5 AVAILABLE

1 Sold

Want to be part of the next big thing? Support the Start Up Initiative

The Startup Showcase and Pitch Showcase will feature startups dedicated to advancing the next generation decentralized, distributed, and transactive power grid. Selected finalists will be invited to showcase their solution at the "startup alley" located at the Exhibition Floor and pitch from the Innovation Stage to hundreds of corporate, venture and policy thought leaders.

Premium Supporters Receive:

- 6 Complementary Full Conference Registrations
- Firm Name on conference Brochure & Website
- Access to **ALL** Startup Applications
- Firm Name & Logo on a Banner at Innovation Stage Area
- 30-min Stage Presentation
- Private Meeting Room w/coffee & refreshment provided (Wed. & Thurs.)
- 2 Invitations to VIP Dinner & Reception with Utility/Industry Executives (must be C-level)

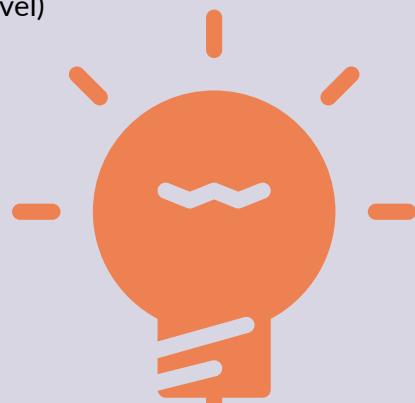
Start Up Stage - Basic

\$6,000

6 AVAILABLE

Basic Supporters Receive:

- 4 Complementary Full Conference Registrations
- Firm Name on conference Brochure & Website
- Access to ALL Startup Applications



IMPRESSIONS

Put your brand front and center onsite at Grid Edge with lanyards, mobile app and banner spaces in varying shapes and sizes. Each offers a different opportunity to make your mark.

Lanyards

\$18,000

1 AVAILABLE

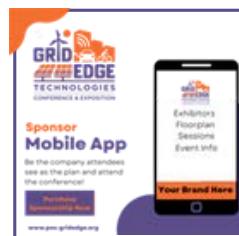


Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to approval. Logo must be single color only (no gradient).

Mobile App

\$15,000

1 AVAILABLE



Every attendee and exhibitor will have access to the mobile app. Be the exclusive sponsor of this great show resource. Attendees will have the official show Mobile App at their fingertips at all times. With them constantly referencing it for conference and exhibit details, you should be the exclusive sponsor of this great attendee resource.

Wi Fi



\$5,000

3 AVAILABLE

Additional Option:
Exclusive Sponsor at
\$12,000

Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to approval. Logo must be single color only (no gradient).

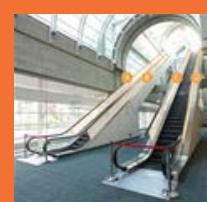
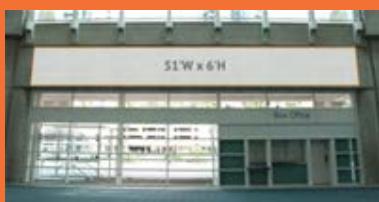
Onsite Banners & Branding

\$6,000 - \$8,500

MULTIPLE AVAILABLE

Put your brand front and center when attendees enter the convention center for 3 days of world class technical sessions and unrivaled super sessions along with an exhibit hall filled with technology stages, featured show floor alleys, new technology and leading industry providers. With opportunities in varying shapes and sizes you have many opportunities to make your mark!

www.pes-gridedge.org/onsitebranding



NETWORKING

Make new connections and increase your visibility by sponsoring various high-traffic networking events, including breakfast, lunch, ice cream breaks or the Opening Reception.

All Networking Sponsorships includes:

- Logo recognition at applicable event.
- Sponsor's logo to be on the sponsor board, sponsor page in program, on website and applicable onsite signage.

Tuesday	
Breakfast Buffet	\$7,500 (2)
Conference Lunch	\$10,000 (2)
Afternoon Refreshment Break	\$2,500
Opening Reception Bar	\$5,000

Wednesday	
Continental Breakfast	\$2,500 (SOLD)
Grand Opening Coffee Break	\$2,500 (2)
Wednesday Lunch w/ Exhibitors	\$10,000
Ice Cream Break w/ Exhibitors	\$5,500 (2)

Thursday	
Continental Breakfast	\$2,500 (2)
Coffee Break w/ Exhibitors	\$2,500 (2)
Lunch w/ Exhibitors	\$10,000
Ice Cream Break w/ Exhibitors	\$5,000



CONTACT US

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