

THE SMART GRID: FROM CONCEPT TO REALITY

A Conference for
Utilities, Consumers, and Technology Providers



June 10th, 2010

The Winnipeg Convention Centre
Winnipeg, Manitoba, Canada

Supported by

Manitoba Hydro, University of Manitoba, IEEE - PES Winnipeg Chapter, and the Province of Manitoba



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This conference will be a platform for participants to explore and discuss the most significant changes to the power industry being driven by the march towards a Smarter Grid. Participants would:

- Learn from the executives involved in pilot smart grid programs
- Stay on the cutting edge of technologies enabling the Smart Grid
- Take away a roadmap of near and long term changes

The Conference will be of special interest to:

- All Canadian and American Utilities in the Mid-West ISO Region
- Renewable Energy technology providers
- Equipment and technology providers
- AMI, Smart metering solution providers
- IT and Communication backbone providers
- Officials from provincial and federal government and Regulatory organizations
- Consumer groups

Speakers who have confirmed their participation include:

- Ahmad Faruqui, Principal, The Brattle Group
- Andrew Roehr, Vice President, Smart Energy Services, Capgemini
- Bob Zavadil, Executive Vice President & Co-founder, EnerNex Corporation
- Bradley Williams, Vice President, Oracle Utilities Global Business Unit
- Dale Pennington, Managing Director, Utiliworks Consulting
- David Beauvais, Smart Grid Project Leader, CanmetENERGY, Natural Resources Canada
- Detlef Lange, CTO, Advantis Group
- Eric Mewhinney, Manager, Innovation and Sustainability, Smart Grid Development Program, BC Hydro
- Gary Rackliffe, Vice President, Smart Grid Development, ABB
- John D. Setala, Managing Principal, United Services Group, Great River Energy
- Krish Narendra, General Manager, Technology and Quality, ERL Phase Power Technologies
- Mike Irvin, GE Energy Smart Grid
- Nigel Wills, Managing Director, Manitoba Hydro International Ltd.
- Richard Kalisch, Senior Director, Technology Initiatives, Midwest ISO
- Tom Molinski, Emerging Energy Systems, Manitoba Hydro
- Tony Weekes, System Performance, Manitoba Hydro

Gary Doer, Canada's Ambassador to the US and former Premier of Manitoba has been invited to be the Guest Speaker at Dinner.

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CONFERENCE OVERVIEW

The electric power grid as it is configured today is set to witness large scale transformations driven by the need to be more efficient, green and cost effective. The successful evolution to a smarter, greener and more efficient grid depends on how well several challenges are met.

This conference will address the immediate and long-term challenges and opportunities for utilities, technology providers and the consumer in transitioning to a smarter grid. It will discuss the technologies enabling this change and the learning from pilot smart grid programs.

The goal is to provide participants a clear vision of what the grid of the future could look like, the benefits to all stakeholders and the road map for moving towards this smart grid.

To facilitate the sharing of ideas, this conference has been designed around three panel discussions. The panel discussions will feature presentations followed by a free flowing discussion of the topic.

- Panel 1 - "Integrating Smart Grid Technologies into Transmission Networks"

This panel will discuss how instrumentation and intelligence can be added to the existing bulk power transmission infrastructure to optimize power flows and make the system more flexible, resilient and efficient. It will also address the challenges of integrating the abundant renewable energy resources of this region to the grid.

- Panel 2 - "Smart Grid and the Consumer"

The focus of discussions will be on how the Smart Grid will be able to increase consumer choice and respond efficiently to these choices benefitting both utilities and the consumer. The two way flow of energy between the utility and the consumer enabled by plug-in electric vehicles will also be discussed.

- Panel 3 - "Smart Grid and Stakeholders Benefits"

While the benefits of a smart grid are driving change, upfront investments will add costs to the utility and the customer. This discussion centers on what these costs and benefits could be for the various stakeholders.

Two way flow of information across the grid will form the backbone of a smart grid. The conference will feature a presentation of how IT and communications are needed to integrate the grid.

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AGENDA

7:45 a.m. - 8:30 a.m.	<i>Registration and Welcome</i>
8:30 a.m. - 8:45 a.m.	Ministers address
8:45 a.m. - 9:00 a.m.	Keynote address
9:00 a.m. - 10:00 a.m.	Panel Discussion #1 - "Integrating Smart Grid Technologies into Transmission Networks" Chair's address and introductions The MISO view of Smart Grid challenges NASPI – Looking at the future Presentation on Smart Grid Project by Xcel energy
10:00 a.m. - 10:30 a.m.	<i>Coffee Break</i>
10:30 a.m. - 11:30 a.m.	Panel Discussion #1 Continues Synchrophasors in WAMS Integrating Renewables Substation Digitization Instrumentation for the Grid
11:30 a.m. - 12:00 p.m.	Q&A and Panel Discussions
12:00 p.m. - 1:00 p.m.	<i>Lunch</i>
1:00 p.m. – 2:15 p.m.	Panel Discussion #2 - "Smart Grid and the Consumer" Chairs address and introduction BC Hydro presentation on Smart Grid Rollout AMI in Smart Grid City PHEV's and the Grid The Smart Home
2:15 p.m. - 2:45 p.m.	Q&A and Panel Discussions
2:45 p.m. - 3:15 p.m.	<i>Coffee Break</i>
3:15 p.m. - 3:40 p.m.	"Integrating the Grid - The Role of Communications and IT"
3:40 p.m. - 4:40 p.m.	Panel Discussion #3 – "Smart Grid and Stakeholder Benefits"
4:40 p.m. - 4:55 p.m.	ESAM Presentation
4:55 p.m. - 5:00 p.m.	Vote of Thanks
5:00 p.m. - 6:30 p.m.	<i>Cash Bar</i>
6:30 p.m. onwards	Dinner with Guest Speaker

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SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES

Gold (1 spot available) - \$8000

- One 8' X 10' booth with table, 2 chairs
- Receive recognition in show advertising and all pre-show communication
- Company name on front page of program guide
- Recognition on the conference page on the ESAM website
- Signage on the back of kit folder
- Complimentary banner in the conference hall and banquet hall
- Complimentary conference tickets - 4
- Acknowledgment at the closing session

Silver (2 spots available) - \$5000

- One 8' X 10' booth with table, 2 chairs
- Recognition in show advertising and all pre-show communication
- Complimentary banner in the conference hall
- Recognition on the ESAM conference website
- Link to website home page from the ESAM conference website
- Complimentary conference tickets – 2 per sponsor
- Acknowledgment at the closing session

Registration Desk (open all day) - \$2500

- Registration tag signage
- Handout and/or giveaways upon registration
- Signage and banner display at the desk
- Complimentary conference tickets - 2

Kit Sponsor - \$2500

- Signage on front of the Kit folder
- Invitation cover page from company on Kit
- Company giveaways/CD in Kit
- Complimentary conference tickets - 2

Cash Bar, Luncheon and Dinner Sponsor – \$1500 each

- Signage and banners at the event
- Will receive recognition in show advertising and all pre-show communication
- Complimentary conference ticket - 1

Coffee Station Sponsors; 10 a.m. and 3 p.m. - \$1000 each

- Display banners/signage at the coffee station
- Will receive recognition in show advertising and all pre-show communication
- Complimentary conference ticket - 1

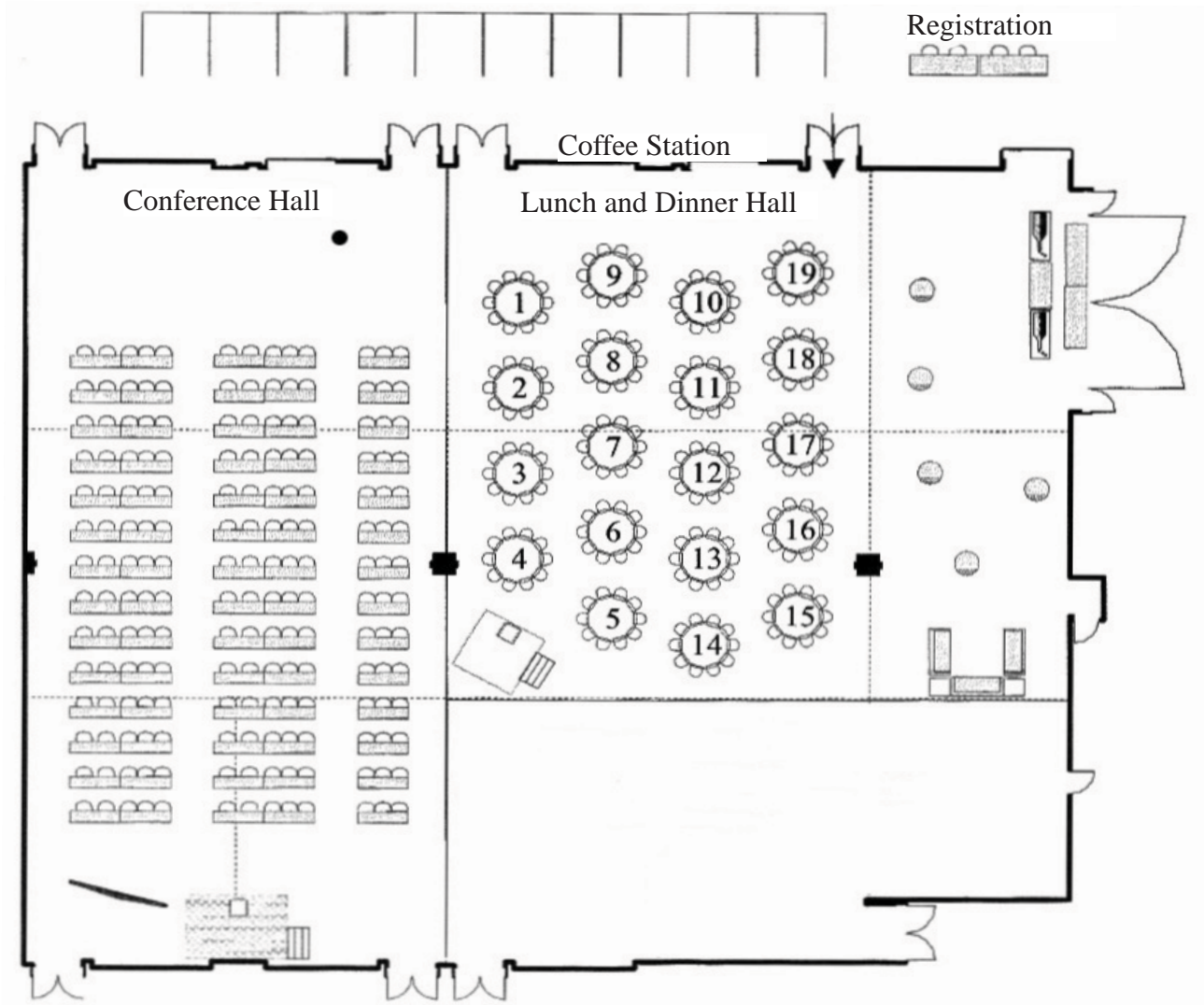
8 x 10 Exhibitor Booths –\$1200 each

- Restricted to 10 booths to get maximum leverage
- Complimentary conference ticket - 1

One-page company inserts in participant kits - \$400 each

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FLOOR PLAN



CONTACT INFORMATION

For further information on Conference Registration, Exhibition Booths and Sponsorship Opportunities, please contact:

ESAM - The Energy Services Alliance of Manitoba

info@esamworldwide.com, info@hvdc.ca

Kim Laing: +1 (204) 989-1266