



FACT SHEET

PURPOSE | Forum for electric utilities to gather and exchange ideas, collaborate and form support communities around clean energy, distributed energy resources, grid innovation, consumer issues and program design.

WHERE | The Westin Charlotte | Charlotte, North Carolina

WHEN | May 4 - 6, 2020

WHO ATTENDS | Registration is limited to employees of regulated investor owned utilities, municipal utilities, electric cooperatives, federal power authorities, regional transmission operators and independent system operators who are responsible for the management of renewable energy and distributed energy assets. We also host a small number of industry solution providers who support the event and share their experience and expertise in collaborative thought leadership exercises, not sales pitches.

FREQUENCY | Annually; since 2009

ATTENDANCE | 350+ attendees representing 80+ companies

TECHNICAL PRESENTATIONS | 65+ Speakers and thought leaders = 40+ hours of educational content

2019 ATTENDEE IMPRESSIONS

- **94%** of attendees would recommend the conference to a friend or colleague
- **89%** of attendees agreed the knowledge gained is relevant and applicable to their work
- **95%** of attendees said the conference was worth the expense

ABOUT SEPA UTILITY CONFERENCE

Since 2009, the SEPA Utility Conference has been an industry leading peer-to-peer learning and networking conference for utility professionals responsible for managing renewable and distributed energy programs, projects, and technologies. Whether a utility is tackling electrification of transportation, grid resilience, regulatory innovation or new business models, the Utility Conference provides the tools, experience, and expertise needed to improve performance, innovation, and collaboration to transition toward a carbon-free energy future.

ATTENDEE EXPENSE SHEET

Registration Rates

Early Access Sale

(until Dec. 12, 2019)

\$815 Member

\$1,325 Non-Member

Early Bird

(Dec. 13, 2019 – Mar. 13, 2020)

\$915 Member

\$1,425 Non-Member

Regular

(Mar. 14 – April 26, 2020)

\$1,225 Member

\$1,730 Non-Member

Expense	Description	Cost
Education	Featuring 2 days of intimate, high-value, utility specific education convening experienced thought leaders and showcasing best practice based learning that leverage the combined expertise of our members and staff to deliver the most current, specific, and interactive content.	Included
Build Your Network	UC features a suite of engaging, thoughtfully designed, and fun networking events, including an offsite reception at the NASCAR Hall of Fame, an opening meet and greet and educational learning labs in the conference program, while allowing sufficient free time and space to have a conversation on the sidelines with a speaker, SEPA subject matter expert, or a peer facing a similar problem.	Included
Technology Tour	This additional hands-on educational opportunity includes a half-day at local technology sites.	Member: \$295 Non-Member: \$395
Meals	We've included many meals in the program design, including breakfast, lunch, and our reception at the NASCAR Hall of Fame.	Varies
Lodging	Book a room at the conference hotel and be at the center of the event. Staying in the conference block helps us keep your registration rates low, guarantees that you'll secure the best rate in a hotel that meets SEPA's high standards, and we'll be able to help solve any issues that arise with your room and reservation. Reserve your room at The Westin Charlotte by April 12, 2020.	Room Rate: \$215
Transportation	The Charlotte Douglass International Airport is only 8 miles or approximately a 15 minute ride to The Westin Charlotte. Flat Taxi fare from the airport to the city center is \$25. Planning on driving in: self parking \$25 per day plus tax and service charges, valet parking \$30 per day plus tax and service charges.	Varies



CONTENT & SESSION HIGHLIGHTS



UTILITY BUSINESS MODELS

5 1/2 HOURS

- Carbon Reduction Strategies and ESG
- Enlisting Third Parties and Customers to Develop Win-Win Microgrid Solutions
- Energy Storage Business Models for Investor Owned Utilities
- Energy Storage Business Models for Public Power
- Local Generation: Update on Community Solar throughout the Northeast



GRID INTEGRATION

8 HOURS

- Evaluating DERs as Non-Wires Alternatives in Distribution System Planning
- Difficulty Connecting: The Bumpy Road for Smart Home Technology and What Utilities Can Do to Smooth the Way
- Integrated System Planning, Modeling and Powerflow
- Human Factors: Utility Services for Customer-Controlled Home Energy Solutions
- Billing System of the 'Future' for the 'Utility of the Future'
- DER Integration: Challenges, Opportunities, and the Future Grid Design
- Innovation: To Transactive Energy and Beyond!



REGULATORY INNOVATION

3 HOURS

- Performance Based Regulation: Metrics to Maximize your Market
- Rate Design for a DER-based World
- Engaging Stakeholders in Developing Utility Grid Modernization Plans



TRANSPORTATION ELECTRIFICATION

3 HOURS

- EV Education of Utility Customers
- Fleet Electrification and Load Optimization
- EV Rate Design