



Washington DC October 18-21, 2010

What is GridWeek?

GridWeek is widely recognized by industry leaders worldwide as the most important Smart Grid events of the year. Now in its fourth year, the annual GridWeek event is the largest dedicated Smart Grid event with projected attendance of 2,000 delegates. Hosted in Washington D.C., GridWeek is a high profile event that attracts leading Smart Grid experts from industry, government, energy and IT organizations.

The four-day conference includes 40 sessions, workshops, panels and keynotes, including a one-day International Smart Grid Summit. The complete GridWeek conference program will address the following important topics:

- The international Smart Grid landscape
- Successfully engaging energy consumers
- Collaborating beyond interoperability
- The changing Smart Grid workforce
- Communicating Smart Grid benefits
- Connecting renewable generation
- Accelerating board and rapid deployment
- Cyber security, information privacy and reliability

Why You Should Attend GridWeek

- Meet with key Smart Grid suppliers, US government officials, utility executives, as well as technology organizations.
- Leverage numerous networking and meeting opportunities with event sponsors and attendees.
- Learn about latest Smart Grid developments involving emerging technology, deployment strategies, and policy and regulatory changes.
- Unique opportunity to be in the midst of Smart Grid evolution in the US.

Conference Registration

ITA delegates receive a 50% discount.

Daily conference passes are available for only **\$400** (normally \$800).

Full four-day conference pass for complete conference access only **\$950** (normally \$1,900).

See web-site for travel and accommodation information.

Meeting Opportunities

The four-day GridWeek event provides an ideal forum to meet with representatives from key U.S. suppliers of Smart Grid products and services, including Cisco, Elster, Itron, New Energy and Industrial Technology Development Organization, Siemens, Silver Spring Networks, Control4, EMC, Honeywell, Landis + Gyr, OSIsoft, Smart Synch, Telvent, Tendril, Trilliant, Aclara, BPL Global, Bridge Energy Group, International Electrotechnical Commission, Southern California Edison, and Tropos Networks (as at 1/Jun/2010).

Washington DC

The Washington D.C. venue provides an excellent opportunity to meet with high-level government officials from The White House, Congress and a variety of government agencies and energy organizations, such as the Department of Commerce (International Trade Administration and the National Institute of Standards and Technology), Department of Energy, National Association of Regulatory Utility Commissioners, Edison Electric Institute, American Public Power Association, National Rural Electric Cooperative Association, National Electrical Manufacturers Association, Utilities Telecom Council, Electric Power Research Institute, and Galvin Initiative.

	Early Morning	Late Morning	Lunch	Early Afternoon	Late Afternoon	Evening
Monday	Opening Keynotes & Roundtable	International Smart Grid Summit			Welcome Reception	
		Collaborating Beyond Interoperability				
		Smart Grid Primer				
Tuesday	Consumer Focused Keynotes & Roundtable	Communicating Smart Grid Benefits			Off-site Reception	
		Smart Grid and ICT				
		Smart Grid and Consumer Buy-In				
Wednesday	Deployment Focused Keynotes & Roundtable	The Many Faces of Smart Grid			Sponsors Reception and GridWeek Dinner	
		The Impact of Standards on Utility Operations and Infrastructure				
		The Consumer Side of the Meter				
Thursday	Accelerating Broad and Rapid Deployment				Call To Action Closing Plenary	
	Accelerating Standards – Putting Smart Grid on the Fast Track					
	Broadening the Smart Grid Landscape					

Schedule and agenda subject to change without notice. Please refer to web site www.GridWeek.com. All activities of GridWeek are held at the Washington Convention Center unless otherwise noted.

Contact Your Local U.S. Foreign Commercial Services Office for More Information.

www.GridWeek.com/2010/#ITA