

BROUGHT TO YOU BY POWER-GEN & DISTRIBUTECH

electrify europe

19-21
JUNE
2018

MESSE WIEN
VIENNA | AUSTRIA



INVITATION TO
PARTICIPATE

WWW.ELECTRIFY-EUROPE.COM



Owned and Produced by: **PennWell**

Presented by: **PEI** **POWERGRID**

LEADING THE EVOLUTION
OF ELECTRICITY





EXPERIENCE

Electrify Europe, provides attendees with three action packed days of networking and information exchange. Whether it's on the exhibition floor, the presentation arenas, the keynote and plenary sessions or the thought provoking conference sessions, you are sure to come away inspired and energized.

Electrify Europe offers:

- Free access to the Exhibition halls, showcasing the leading suppliers, developers and manufacturers across the entire Electricity value network
- A seat at the scene setting Keynote session featuring leading industry and political luminaries
- The joint plenary panel session where an expert panel discuss a key issue
- Informative free presentations at our presentation arenas
- Business Matchmaking - meet your key players and maximise your visit to Electrify Europe
- Networking events
- A comprehensive conference programme devised by expert industry practitioners that reflect key issues, technologies and solutions
- Technical Tours to experience first hand innovations in electricity in the Vienna area

WHAT IS ELECTRIFY EUROPE?

Electrify Europe is a new event with an unrivaled pedigree, that addresses the needs of today's power industry, designed to serve the whole of the electricity value network from the point of power generation right through to its eventual consumption.

RESPONDING TO CHANGE

The changes taking place in the sector mean that industry professionals from right across that spectrum know that the future will be about convergence and collaboration, getting out of the silos and integrating businesses and technologies. It's an exciting prospect!

A MEETING PLACE FOR DECISION MAKERS AND THOUGHT LEADERS

Electrify Europe will create that meeting place, where decision makers and thought leaders will signpost the future direction and where the latest technologies and IT solutions will be presented and collaborations with IOT, telecoms and big data will be forged.

SHOWCASE

As an exhibitor or sponsor at Electrify Europe, you'll reach thousands of buyers, specifiers and decision makers across every segment of the electricity value chain to exchange information, build new networks and grow your business.

If your marketing objectives include lead generation, brand awareness, and long-term results, this is the place for you.

Accelerate your bottom-line objectives and benefit from:

- A qualified audience from across the globe
- Three days of exhibit time to network with customers and prospects
- An innovative peer-reviewed conference programme attracting the brightest minds and thought leaders in the industry
- Networking events designed to bring your customers and prospects to the exhibit floor
- Sponsorship opportunities guaranteed to enhance your visibility to attendees and drive traffic to your booth
- Knowledge arenas on the exhibit floor for live demonstrations and new product launches
- Business matchmaking opportunities across the electricity value chain

Full details on your showcasing opportunities and exhibiting investment at Electrify Europe are available at www.electrify-europe.com



LEARN

Building on the enviable reputation for conference quality of POWER-GEN and DistribuTECH, Electrify Europe provides more innovative, forward-thinking information on the latest in technologies, trends and market developments than any other electricity event. Featuring three information-packed days of conference sessions, show floor presentations, scene setting Keynote sessions and a lively plenary session, expect to walk away with an abundance of new ideas, insights and connections vital to maximizing your job performance.

Electrify Europe's multi-track conference programme is designed to create a strong narrative on the contemporary and anticipated developments and trends in the fast-integrating power industry as it experiences its digital transformation. Electrify Europe provides the lens through which to examine the power sector's rapidly expanding ecosystem in which economic ideas, technical solutions and political visions co-exist, co-operate, collaborate, and co-create to take the electricity industry in Europe into a new, exciting future.

Electrify Europe will address such topics as

1. Transforming power economics & management
2. Advances in power generation technology
3. Operations & maintenance in a digital age
4. Sustainability & environmental protection
5. Energy storage & e-mobility
6. Intelligent infrastructure & cybersecurity
7. Empowering the customer
8. Distributed energy & systems



Electrify Europe Will Attract:

Thought & Business Leaders

- Independent power producers
- Industry associations
- Energy co-operatives
- Multilateral organizations, national and international institutions
- Municipal, federal, national and European policymakers and regulators
- Municipal power generators
- Original equipment manufacturers
- Think tanks and research institutions
- Utilities

Disruptors

- Municipal and private e-mobility providers - vehicles and infrastructure
- R & D and training institutions
- Energy storage solution providers
- Automation & robotics

IoT /ICT Innovators

- Cloud platform & service providers
- Cyber security solution providers
- Energy focused tech start ups
- IoT technology providers
- System developers & data scientists
- Sensor technology and predictive analytics providers
- Software/application developers
- Training platform providers

Integrators

- Architects, project developers & constructors
- Energy Service Companies (ESCOs)
- Energy storage providers
- Energy traders
- Grid edge technology providers
- Grid operators - TSOs & DNOs
- Standardization, measurement & verification entities
- System architects, engineers and analysts

Facilitators

- Engineering service providers, EPCs
- Financial, securities and FinTech service providers
- Industry press
- Legal, advisory & business consultancies

Prosumers

- Co-generators
- Decentralized power generators
- Energy intensive industries and businesses
- Facilities & energy managers
- Heating and cooling solution providers
- Industrial grid operators
- Small-scale renewables and energy storage providers

KEYNOTE SESSIONS

Featuring leaders from the industry, political and regulatory sectors, Electrify Europe's Keynote sessions set the scene for the entire event. The opening keynote is free to attend and is not to be missed. Delegate-only keynote sessions offer access to industry leaders on each day of the conference.

PLENARY SESSION

Our popular plenary session will provide and provoke lively discussion among a moderated panel of industry experts. Expect the unexpected at this no-hold barred session open to all registered conference delegates.

PRESENTATION ARENAS

Throughout the show days, four Presentation Arenas will showcase thought-leaders, technical experts and panel discussions on a wide range of topical industry themes, that provide all attendees with a conference experience on the show floor. Open to all registered attendees the Presentation Arenas promise to be a lively, entertaining and interactive experience for both the presenters and audience alike.

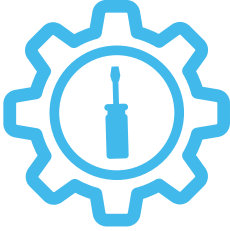


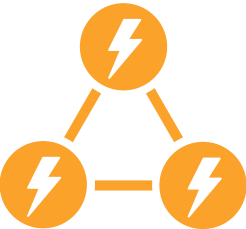
THE ENERGY INNOVATION CHALLENGE


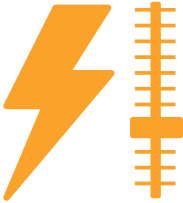
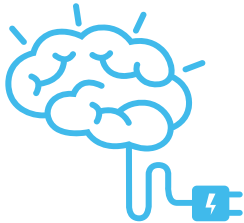

The Energy Innovation Challenge offers Energy Start-ups, Entrepreneurs and Intrapreneurs a golden opportunity to pitch their ideas to an international panel of energy professionals who can help elevate a vision into a business success. Is your business idea ready for this challenge? Does your idea have what it takes?



For further information on the Energy Innovation Challenge please contact: Mathilde Sueur
Mathildes@Pennwell.com

Electrify Europe 2018 - Theme areas and sub-topics

| KEY THEMES | TOPICS |
|--|---|
| <p>OPERATIONS & MAINTENANCE IN A DIGITAL AGE</p>  | <ul style="list-style-type: none"> · Asset Optimization · Data driven O & M strategies · Life Extension and Refurbishments · Asset Operations, Maintenance and Servicing · Decommissioning and Re-purposing · Steam Plant Improvements · Workforce Management & Optimization · Digitalization of Assets (Conventional, Renewables & Grid) · Plant Digitalization, Automation & Controls · IT/OT convergence · 3-D Printing/Additive Manufacturing · Grid architecture reinforcement · Resilience and Disaster Planning · AI based management automation |
| <p>EMPOWERING THE CUSTOMER</p>  | <ul style="list-style-type: none"> · Data-driven Insights and Actions (customized customer offerings) · Energy Efficiency Programmes · Smart Meters and Tariffs · Transactive Energy - Advanced Customer Portals, Billing and Settlement Systems, i.e. Blockchain · Internet of Things · Prosumers · Products and energy services · Domestic energy storage · C&I Energy Management · Smart Buildings and Smart Cities · Behind-the –Meter Strategies · Customer Engagement and Management · Community Energy · Demand Response/DSM |
| <p>ENERGY STORAGE & E-MOBILITY</p>  | <ul style="list-style-type: none"> · Energy Storage policy & regulation · Roles for energy storage · Energy storage technologies · Energy storage economics · Storage deployment and applications · Electrification of mobility · Electric vehicle technology · Integration of electric vehicles · Charging infrastructure & management · EV battery storage systems and capability · Smart grid and EVs · Battery lifecycle management |
| <p>DISTRIBUTED ENERGY & SYSTEMS</p>  | <ul style="list-style-type: none"> · Electricity Generators' and Distributors' role in Smart Cities · Virtual Power Plants · Solar PV Grid Integration & the Prosumer · Renewable Energy Technologies · Renewable energy projects · Renewable Energy Grid Integration · Heating, Cooling and CHP Integration · Small Scale Renewables · Microgrids · Distributed Energy Resources Management Systems (DERMS) |

| KEY THEMES | TOPICS |
|---|--|
| <p>SUSTAINABILITY & ENVIRONMENTAL PROTECTION</p>  | <ul style="list-style-type: none"> Decarbonization of electricity Tariffs and Incentives for Renewable Energy Development Green Grid Electricity's Role in Decarbonizing Heat & Transport NOx, SOx and PM Emissions Control Strategies and Technologies Other Air Pollution Control Advances Strategies and Technologies to Reduce Water Usage Policy and Regulatory Issues (Winter Package, 2030 Climate & Energy Framework, Energy Roadmap 2050) Carbon Capture & Storage Weather & Climate issues |
| <p>ADVANCES IN POWER GENERATION TECHNOLOGY</p>  | <ul style="list-style-type: none"> Flexible Operation Gas Turbines Reciprocating Engines Biomass Waste to Energy HRSs & BOP Project Development Hybrid Solutions Grid and Generation Flexibility Capacity Markets and other Mechanisms Large scale energy storage |
| <p>INTELLIGENT INFRASTRUCTURE & CYBERSECURITY</p>  | <ul style="list-style-type: none"> Operating the Green Grid Communication and Network Technologies Integrating Centralized and Decentralized Energy into the Grid Grid's Role in Security of Supply Advanced Distribution Management Systems Energy Storage and the Grid Grid Planning Strategies – Real-Life Examples HV infrastructure and Interconnectors Cybersecurity Big Data and Advanced Analytics Artificial Intelligence (AI) Real time data technology Grid Management Automation Solutions |
| <p>TRANSFORMING POWER ECONOMICS & MANAGEMENT</p>  | <ul style="list-style-type: none"> Electric Transportation/Mobility with Green Grid Electric Heating and Cooling with Green Grid (power to heat conversion) Future Utility Sector Coupling Financing infrastructure investments Power Generation Portfolio Transformation Change Management Mergers and Acquisitions Data as a Revenue Stream Energy Cloud - Monetary, Electric and Data Flows Internet of Energy Open Application Programming Interface (API) Platforms Standards & Regulation (Compatibility, Performance, Development, Governance) |

SPONSOR

Electrify Europe Sponsorship & Branding Opportunities

Make sure you take the opportunity to get involved at Electrify Europe. Whether you are interested in brand recognition, thought leadership or networking, we can help tailor your sponsorship package to meet your needs and budget.

Why sponsor at Electrify Europe 2018?

Still not sure whether sponsorship at Electrify Europe is right for you? Take a look at the 6 most important reasons why YOU should consider our branding opportunities:



1. PUT YOUR BUSINESS FRONT AND CENTRE



2. GET IN FRONT OF YOUR TARGET MARKET



3. BRAND AWARENESS & MEDIA EXPOSURE



4. INCREASE YOUR REACH AND EXPOSURE TO NEW CLIENTS, CUSTOMERS AND BUSINESSES



5. GENERATE BOOTH TRAFFIC AND STRONG LEADS



6. DELIVER GREATER ROI



STRATEGISE

Electrify Europe invites you to become an exclusive 2018 Partner, offering you important exposure and inherently linking you to the partnership area of your choosing. Partnerships available are below and include a Platinum Listing in our online Exhibitor List and Official Event Guide:

- DIGITALIZATION PARTNER
- SUSTAINABILITY PARTNER
- CARBON NEUTRAL PARTNER

Marketing Services

Whether you are looking to launch a new product, company or revitalize an existing brand, PennWell's Marketing Solutions team stands ready to partner with you to achieve your marketing objectives. From database marketing or marketing strategy, to custom research or design/development services, PennWell's Marketing Solutions team offers extensive experience and superior capabilities to build your brand and grow your business.

To begin a consultation, please contact your relevant Sales Manager or visit www.electrify-europe.com



CONTACT

EXHIBIT & SPONSORSHIP SALES

Power Generation



Leon Stone

Croatia, Czech Republic, Germany, Italy, Lithuania, Poland & Romania

T: +44 (0) 1992 656 671

E: leons@pennwell.com



Kelvin Marlow

Australia, China, India, Ireland, Israel, Korea, Netherlands, Oman, Qatar, UAE & UK

T: +44 (0) 1992 656 610

E: kelvinm@pennwell.com



Sophia Perry

Austria, Belgium, Denmark, Finland, France, Spain, Sweden & Switzerland

T: +44 (0) 1992 656 641

E: sophiap@pennwell.com



Jared Auld

US & Canada

T: +1 (918) 831-9440

E: jareda@pennwell.com



Feraye Parcali Gurel

Turkey

T: + 90 (0) 532 612 77 17

E: ferayeg@pennwell.com



Anna Ivantsova

Russia

T: +7 985 153 86 14

E: aivantsova@pennwell.com

CONFERENCE DELEGATE SALES

Power Generation



Samantha Malcolm

Worldwide

T: +44 (0) 1992 656 619

E: samantham@pennwell.com



#ELECTRIFY EUROPE

EXHIBITOR SERVICES



Claudette Hultzer

Senior Exhibit Services Manager
T: +44 (0) 1992 656 637
F: +44 (0)1992 656 700
E: claudetteh@pennwell.com

Electrify Europe Floor Plan Help Desk:
E: eventmap@a2zinc.net

CONFERENCE



Amy Nash

Senior Conference Manager
T: +44 (0) 1992 656 621
E: amyn@pennwell.com



Nigel Blackaby

Director of Conferences
T: +44 1992 656 607
E: nigelb@pennwell.com

EVENT OPERATIONS



Richard Logan

Senior Event Operations Manager
T: +44 (0) 1992 656 656
E: rlogan@pennwell.com

MARKETING



Crispin Coulson

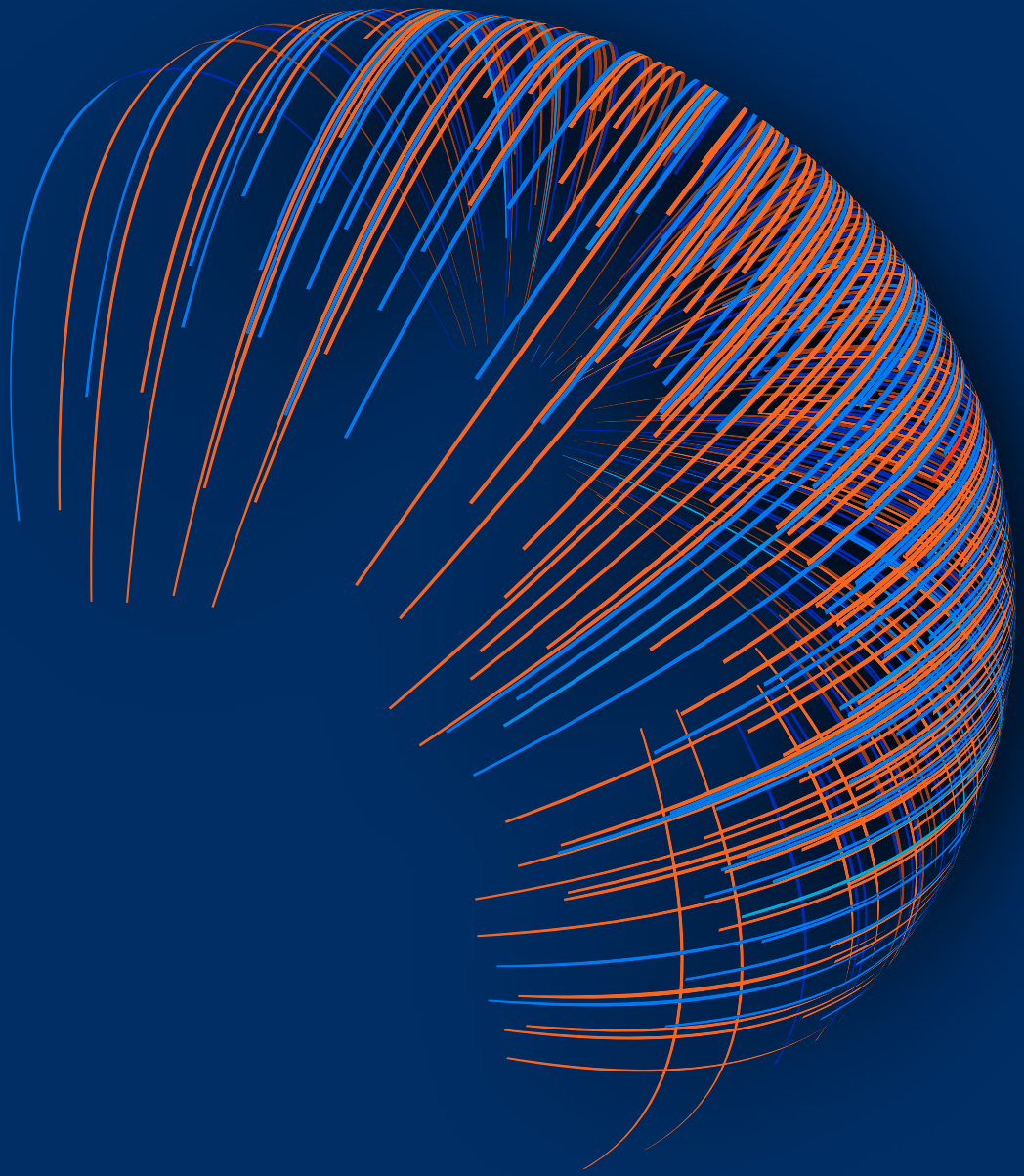
Marketing Team Lead
T: +44 (0) 1992 656 646
E: crispinc@pennwell.com

REGISTRATION DEPARTMENT

Direct: +1 918 831 9160
Toll-Free: +1 888 299 8016
UK: +44 1992 656 717
F: +1 918 831 9181
E: registration@pennwell.com

PENNWELL INTERNATIONAL

PennWell Corporation,
The Water Tower
Gunpowder Mill
Powdermill Lane
Waltham Abbey
Essex EN9 1BN
United Kingdom
T: +44 (0) 1992 656 600



www.electrify-europe.com