

## EVENT SPONSORSHIP OPTIONS

# SMART GRID FORUMS

Driving Clean Energy

[www.smartgrid-forums.com](http://www.smartgrid-forums.com)

IEC CIM Week 2022 – 21-25 March 2022 - London UK  
[www.smartgrid-forums.com/iec-cim-week](http://www.smartgrid-forums.com/iec-cim-week)

IEC 62443 Week 2022 – 13-17 June 2022 - Edinburgh, UK  
[www.smartgrid-forums.com/iec-62443-week](http://www.smartgrid-forums.com/iec-62443-week)

IEC 61850 Week 2022 – 17-21 October 2022 – Cardiff, UK  
[www.smartgrid-forums.com/iec-61850-week](http://www.smartgrid-forums.com/iec-61850-week)



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## About Smart Grid Forums Events in 2022

In 2022, Smart Grid Forums will stage three 5-day conferences for the smart grid community, focused on key standards: CIM for Operational Systems, IEC 62443 for Cybersecurity, IEC 61850 for Substations. Each of these conferences will include a pre-conference training day, a 3-day utility driven conference and exhibition, and a post-conference deep-diving briefing on a futuristic aspect of the topic.

Each of these conferences will be extensively audience researched to ensure the timely, relevant, and unbiased treatment of the programme content. The speaker line-ups will be utility driven to ensure the end-user voice is heard loud and clear. And the audience generation process will be carefully managed to ensure the optimal ratio of utility to supplier participation. All participants pay a premium to attend, we operate a strict 'no-guesting' policy, to ensure that we filter in only the most relevant and motivated decision makers into the conversation.

This carefully curated approach ensures that as a sponsor you meet with a high calibre group of utility decision makers, minimising the time it takes to filter the right participants into your business development pipeline. The week-long programme provides an environment where you interact with the same individuals repeatedly in different sessions and through different formats, deepening your customer insights and strengthening your onsite relationship building. The facilitated networking sessions ensure that you are well supported in breaking the ice and getting to deeper levels of conversation and connection, significantly easing your post-event follow up process.

## In-person Programme Format

1-DAY WORKSHOP	3-DAY CASE-STUDY CONFERENCE & EXHIBITION			1-DAY BRIEFING
Monday	Tuesday	Wednesday	Thursday	Friday
10:00 – 17:30  Fundamentals Workshop	08:30 – 17:30  Implementations Case-Study Conference	08:30 – 17:30  Implementations Case-Study Conference	08:30 – 17:30  Implementations Case-Study Conference	08:30 – 16:00  Deep Diving Briefing
	EXHIBITION	EXHIBITION	EXHIBITION	
	17:30 – 19:00 Roundtable Discussions	17:30 – 19:00 Roundtable Discussions	17:30 – 19:00 Roundtable Discussions	
	19:30 – 21:00 Networking Evening Reception			

## New for 2022! Pre-Event Webinars

This package includes 3 x 90-min webinars held monthly in the 3 months before the main conference. As a webinar sponsor, you will get the opportunity to share your technical expertise through a 15-min presentation on the webinar programme, build your new business pipeline through 5 x pre-scheduled meetings with webinar participants (total of 15 meetings), and raise your brand profile through the webinar promo campaign.

# EVENT SPONSORSHIP OPTIONS

## Sponsorship Packages at a Glance

Benefit	Platinum Sponsor (1 available)	Gold Sponsor (2 available)	Silver Sponsor (8-12 available)	Live Demo Lab (2 available)	Exhibitor (9 available)	Webinar (1 available)
Solo presentation (45 mins)	Day 1	Day 2 or 3	...	...	...	...
Panel presentation (15 min)	...	...	Day 2 or 3	...	...	3 x webinars
Live Demo Lab with pre-arranged meetings	...	...	...	10 meetings	...	15 meetings
Hosting roundtable discussions end of day 1	√	√	...	√	...	...
Logo on event website homepage & sponsor page	√	√	√	√	√	√
Logo on event brochure pdf cover & inside pages	√	√	√	√	√	...
Logo on weekly event promo email html	√	√	√	√	√	√
Logo on onsite banners in conference & exhibition rooms	√	√	√	√	√	...
Logo on onsite programme guide cover and inside pages	√	√	√	√	√	...
Profile on event website sponsor page	300 words	200 words	100 words	100 words	100 words	100 words
Profile inside brochure pdf	300 words	200 words	100 words	100 words	100 words	...
Profile inside onsite programme guide	300 words	200 words	100 words	100 words	100 words	...
A4 colour advert in onsite programme guide	√	√	...	...	...	...
3x2m onsite table-top exhibition space	√	√	√	...	√	...
Private meeting room for main conference	...	...	...	√	...	...
Solo email announcing your participation pre-event	√	...	...	√	...	√
Solo email thanking participants post-event	√	√	√	√	...	√
3-day delegate pass for main conference and exhibition	5	3	2	1	2	...
90-min webinar passes for 90-min webinar	...	...	...	...	...	Unlimited
Investment (+VAT if applicable)	<b>£20,000</b>	<b>£15,000</b>	<b>£10,000</b>	<b>£10,000</b>	<b>*£5,000 - £7,000</b>	<b>£15,000</b>

*\*Exhibitor prices rise in line with Very Early Bird and Early Bird deadlines*

## Sponsorship Packages in Detail

<b>Platinum Sponsor</b>	<b>£20,000 + VAT</b>
Positioning:	Platinum Sponsor
Thought Leadership:	1 x 45-min presentation during conference day 1 Hosting roundtable discussions end of conference day 1
Pre-Event Branding:	Logo on event website, promo email html, brochure pdf, linking to your website 300-word company profile on the event website sponsor page and brochure pdf 1 x solo email to our promo database of 20,000 recipients announcing your participation
Onsite Branding:	Logo on stage backdrop, speaker lectern, registration area, onsite programme guide 300-word company profile in the printed onsite programme guide A4 advert in the printed onsite programme guide
Business Development:	Onsite 3x2m table-top in the networking area with power sockets and Internet access
Networking:	5 x conference passes to the value of £11,975 (+VAT)
Post-Event:	1 x solo email to the event participant database

<b>Gold Sponsor</b>	<b>£15,000 + VAT</b>
Positioning:	Gold Sponsor
Thought Leadership:	1 x 45 min presentation during conference day 2 or 3 Hosting roundtable discussions end of conference day 1
Pre-Event Branding:	Logo on event website, promo email html, brochure pdf, linking to your website 200-word company profile on the event website sponsor page and brochure pdf
Onsite Branding:	Logo on stage backdrop, speaker lectern, registration area, onsite programme guide 200-word company profile in the printed onsite programme guide A4 advert in the printed onsite programme guide
Business Development:	3x2m table-top in the networking area with power sockets and Internet access
Networking:	3 x conference passes to the value of £7,185 (+VAT)
Post-Event:	1 x solo email to the event participant database

# EVENT SPONSORSHIP OPTIONS

## Silver Sponsor

**£10,000 + VAT**

Positioning:	Silver Sponsor
Thought Leadership:	1 x 15 min panel presentation during conference day 2
Pre-Event Branding:	Logo on event website, promo email html, brochure pdf, linking to your website 100-word company profile on the event website sponsor page
Onsite Branding:	Logo on stage backdrop, speaker lectern, registration area, onsite programme guide 100-word company profile in the printed onsite programme guide
Business Development:	3x2m table-top in the networking area with power sockets and Internet access
Networking:	2 x conference passes to the value of £4,790 (+VAT)
Post-Event:	1 x solo email to the event participant database

## Live Demo Lab

**£10,000 + VAT**

Positioning:	Live Demo Lab Sponsor
Pre-Event Branding:	Logo on event website, promo email html, brochure pdf, linking to your website 100-word company profile on the event website sponsor page 1 x solo email to our promo database of 20,000 recipients announcing your participation
Onsite Branding:	Logo on stage backdrop, speaker lectern, registration area, onsite programme guide 100-word company profile in the printed onsite programme guide
Business Development:	Private meeting room with Screen, WiFi access, plug sockets for main conference 10 x meetings pre-scheduled by SGF, unlimited onsite meetings scheduled by sponsor company
Networking:	1 x conference pass to the value of £2,395 (+VAT)
Post-Event:	1 x solo email to the event participant database

## Exhibitor

**£5,000-£7,000 + VAT**

Positioning:	Exhibitor
Pre-Event Branding:	Logo on event website, promo email html, brochure pdf, linking to your website
Onsite Branding:	Logo on registration area banner and onsite programme guide 100-word company profile in the printed onsite programme guide
Business Development:	3m x 2m table-top stand in the networking area with power sockets and Internet access
Networking:	2 x conference passes to the value of £4,790 (+VAT)

## Webinar Sponsor

**£15,000 + VAT**

Positioning:	Webinar Sponsor
Thought Leadership:	15 min panel presentation on each of the 3 pre-event webinars
Pre-Event Branding:	Logo on event website and promo email html linking to your website 100-word company profile on the webinar website and promo email
Onsite Branding:	Logo on stage backdrop, speaker lectern, registration area, onsite programme guide 100-word company profile in the printed onsite programme guide
Business Development:	5 x pre-scheduled meetings per webinar (total of 15 meetings across the 3 webinars)
Networking:	2 x conference passes to the value of £4,790 (+VAT)
Post-Event:	1 x solo email to the event participant database

# EVENT SPONSORSHIP OPTIONS

## Some of our Past Sponsors & Exhibitors



# EVENT SPONSORSHIP OPTIONS

## Onsite Table-top Exhibition Format



## Some of our Past Sponsor Testimonials



“In my opinion this is the best industrial conference about smart grid and IEC 61850.”

**Andrea Bonetti**, Senior Specialist – [Megger Sweden AB](#)

“Great event that brings the IEC 61850 community together and allows us to share experiences and latest news.”

**Peter Kreutzer**, Product Manager - [Hitachi ABB Power Grids](#)



“The conference was a good chance for everyone using or investigating CIM, with a good mix of perspectives such as regulators, utilities, system integrators and vendors, with experienced subject domain experts.”

**Yang Feng**, Project Deployment Manager - [Siemens](#)



“The IEC 61850 Week 2021 event has shown the progress on IEC 61850 usage for specification and the benefits all along the system lifecycle”

**Camille Bloch**, IEC 61850 Expert – [Schneider Electric](#)



“This was a fast-paced conference that focused on real life implementations of the IEC 61850 standard. The sequence of the presentations flowed nicely together.”

**Lorenzo Childress**, Systems Integration Group Director – [SISCO](#)



“Great conference for keeping updated on the IEC 61850 standard and the experience of utilities in their projects from engineering, deployment, testing and maintenance.”

**Jun Verzosa**, Senior Principal Consultant – [Doble Engineering](#)



# EVENT SPONSORSHIP OPTIONS

## Some of our Past Participant Testimonials

Conferences	Webinars
<p>"The CIM Conference is a highly valuable forum in which to share experiences of using CIM in a wide range of applications. It is of value to those just starting with CIM as well as those who are more advanced."</p> <p><b>Neil Meredith</b>, Lead Solution Architect for Networks - <b>SSE</b></p>	<p>"Very informative to see how cyber-criminal activity is becoming very organised, which makes them even more dangerous."</p> <p><b>John Milor</b>, Cybersecurity Risk Consultant Expert <b>Pacific Gas &amp; Electric</b></p>
<p>"Smart Grid Forums have provided a great platform for virtual conferences with excellent presentations on CIM."</p> <p><b>Ivar Hrafn Agustsson</b>, Control Systems specialist - <b>Veitur ohf</b></p>	<p>"Smart Grid Forums is on the leading edge of grid security."</p> <p><b>Don Miller</b>, Chief Technology Evangelist <b>Network Perception</b></p>
<p>"I thoroughly enjoyed this conference, and learnt a lot from every talk, which I will be using to influence the business I work in."</p> <p><b>Harshil Sumaria</b>, Power Systems and Data Analytics Engineer <b>UK Power Networks</b></p>	<p>"A refreshing insight and different angle on cyberthreats and possible measures for the OT domain."</p> <p><b>Bas Mulder</b>, Technologist OT - <b>TenneT</b></p>
<p>"The IEC 61850 conference never fails to provide wise guidance, new ideas and a wealth of practical knowledge that can be transferred into optimal design, engineering and maintenance in the day job."</p> <p><b>David MacDonald</b>, System Monitoring Lead Engineer <b>Iberdrola</b></p>	<p>"Webinar was very well organised. The subject matter IEC 62443 is diverse and complex. But the presentation put forward was simple and flow was systematic and smooth. Hence it was easy to understand the main points of OT security"</p> <p><b>Sakshi Mishra</b>, Software Test Quality Specialist - <b>General Electric</b></p>
<p>"Extremely valuable to bring together relevant utilities and technology providers regarding IEC 61850 and to learn the current status quo with regards to top-down engineering and related activities."</p> <p><b>Bas Mulder</b>, Technologist OT – <b>TenneT</b></p>	<p>"This was the most informative and helpful Webinar that I have attended. The speakers were superb and the content was most helpful."</p> <p><b>Rishikesh Vishwakarma</b>, Senior Executive (Automation) <b>Noida Power Company Limited</b></p>
<p>"This setup and platform for Virtual Conferences is the best so far, next best to meeting in person."</p> <p><b>Birkir Heimisson</b>, Project manager for smart grid development <b>Landsnet</b></p>	<p>"This was a great opportunity to learn about the IEC 62443 concepts, controls and framework."</p> <p><b>Anja Ivanovska</b>, Info Sec Specialist - <b>EVN</b></p>
<p>"An excellent opportunity to look further than the end of your own nose and acknowledge that other people's solutions to shared problems may be far better than yours."</p> <p><b>Julio E. Dominguez</b>, SAS Designer – <b>UFD</b></p>	<p>"A platform where you can share many experiences without leaving your desk."</p> <p><b>Onur Sahin</b>, Manager (SCADA Systems) <b>Turkish Electricity Transmission Co.</b></p>
<p>"Great to see what the market trends and difficult needs of other utilities are and how they were addressed on the challenges facing IEC 61850."</p> <p><b>Gwennael Delhiere</b>, Asset Manager Secondary Systems - <b>Elia</b></p>	<p>"Highly valuable content for security professionals, delivered in a succinct and robust manner. Great job by all the presenters!"</p> <p><b>Jonathan Inwood</b>, Lead Security Assurance Specialist (SCADA) <b>Network Rail</b></p>
<p>"A very useful time, open exchange of ideas and information. Excellent real-world presentations."</p> <p><b>Allan Wales</b>, Distribution Systems Specialist <b>SP Energy Networks</b></p>	<p>"The overall presentation and subject matter discussed was awesome. I have enjoyed the in-depth insightful discussion of the presenters thoroughly."</p> <p><b>Aninda Chatterjee</b>, Project Engineer - <b>Siemens</b></p>
<p>"The discussions and the use cases from this conference have provided me with a lot of new inspiring ideas."</p> <p><b>Michael Knuchel</b>, Project Manager, SAS - <b>Swissgrid</b></p>	<p>"Really enjoyed this timely topic and the great panel of speakers covering the material."</p> <p><b>Jason Fields</b>, Security Manager - <b>Georgia Power Company</b></p>