

SMART  
GRID  
FORUMS

SGTech  
Week 2023  
20-24 March | The Netherlands



## Smart Grid Technical Forum

Driving smart grid innovation under increased regulatory pressures, intense cybersecurity threats, and rising demand for renewables integration

Monday 20th March 2023: Workshops: IEC 61850, IEC CIM, IEC 62443

Tuesday 21st to Thursday 23rd March 2023: Conference & Exhibition – Implementation Case-Studies of Digital Substations, SCADA & Control Centers, Utility Telecoms

Friday 24th March 2023: Briefing – Smart Grid Cybersecurity

**For more information please contact:**

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## ABOUT SGTECH WEEK 2022

The 4th annual SGTech Week 2023, is a week-long event designed to meet the techno-commercial information needs of smart grid professionals from Substation Automation, SCADA and Control Room, Utility Telecom, and Cybersecurity backgrounds.

The event begins on Monday 20<sup>th</sup> March with a choice of introductory workshops on key IEC standards: IEC 61850 for Substations, CIM for Operational Systems, IEC 62443 for OT Cybersecurity. The main conference and exhibition take place on Tuesday 21<sup>st</sup> to Thursday 23<sup>rd</sup> March and opens with a morning of plenary sessions addressing the big macro issues driving the need for change in the sector. The week concludes on Friday 24<sup>th</sup> March with a deep-diving briefing on OT cybersecurity threats, strategies, and solutions.

Drawing together 150+ participants, the audience is comprised of engineering middle-managers and specialists, with a 50/50 split between utilities and suppliers. The geographical focus of the programme and the audience is 80% Europe, 10% USA, 10% ROW.

The programme is extensively audience researched to ensure timeliness, relevance and objectivity of the discussions. The speaker line-up is utility heavy to ensure the end-user voice is heard loud and clear and drives innovation and implementation priorities. Our audience generation process is carefully managed to ensure the optimal ratio of utility to supplier participants. All participants pay a premium ticket fee to attend, we have a strict 'no-guesting' policy to ensure that we filter in only the most relevant and motivated technical decision makers.

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

## PROGRAMME FORMAT

1-Day Workshops			3-Day Main Conference & Exhibition						1-Day Briefing			
Monday 10:00 – 17:30			Tuesday 08:30 – 17:30	Wednesday 08:30 – 17:30			Thursday 08:30 – 17:30	Friday 08:30 – 16:30				
IEC 61850 Workshop	CIM Workshop	IEC 62443 Workshop	Plenary Sessions Strategy Regulation Workforce			Digital Substation technical track	SCADA & Control Room technical track	Utility Telecom technical track	Digital Substation technical track	SCADA & Control Room technical track	Utility Telecom Technical track	OT Cybersecurity Briefing
			EXHIBITION			EXHIBITION			EXHIBITION			
			Digital Substation Technical track	SCADA & Control Room technical track	Utility Telecom Technical track	Digital Substation technical track	SCADA & Control Room technical track	Utility Telecom technical track	Digital Substation technical track	SCADA & Control Room technical track	Utility Telecom technical track	
			17:30 – 19:00 Roundtable Discussions									
			19:30 – 22:00 Networking Reception									

## SPONSORSHIP PACKAGES AT A GLANCE

Package Benefits	Platinum Sponsor (1 available)	Gold Sponsor (3 available)	Silver Sponsor (12 available)	Live Demo Lab (2 available)	Networking Reception (1 available)	Exhibitor (14 available)
Solo presentation (45 mins)	Day 1 am	Day 1 pm	...	...	...	...
Panel presentation (15 min)	...	...	Day 2	...	...	...
Welcome address (5 min)	...	...	...	...	Day 1 eve	...
Live Demo Lab with pre-arranged meetings	...	...	...	10 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	100 words
Profile inside onsite programme guide	300 words	200 words	100 words	100 words	100 words	100 words
A4 colour advert in onsite programme guide	√	√	...	...	...	...
3x2m onsite table-top exhibition space	√	√	√	...	...	√
Private meeting room alongside 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	2	2	2
<b>Investment (+VAT if applicable)</b>	<b>€20,000</b>	<b>€15,000</b>	<b>€10,000</b>	<b>€10,000</b>	<b>€10,000</b>	<b>*€5,000 - €7,000</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 plenary sessions on 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:	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 the technical tracks on 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 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

**Silver Sponsor****€10,000 + VAT**

Positioning:	Silver Sponsor
Thought Leadership:	1 x 15 min panel presentation during the technical tracks on 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:	2 x conference pass to the value of €4,790 (+VAT)
Post-Event:	1 x solo email to the event participant database

**Networking Reception Host****€10,000 + VAT**

Positioning:	Networking Reception Host
Pre-Event Branding:	Logo on event website, promo email html, brochure pdf, linking to your website
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:	3m x 2m table-top stand at the Networking Reception taking place at the end of Conference day 1, with power sockets and Internet access. Roll-up banner and pose table in the Exhibition room running alongside the main 3-day conference.
Networking:	2 x conference passes to the value of €4,790 (+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 connection
Networking:	2 x conference passes to the value of €4,790 (+VAT)

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

PAST SGTECH SPONSORS & EXHIBITORS

			
			
			
			
			
			
			

PAST SGTECH TESTIMONIALS

<p>Great event providing a single opportunity to discuss with peers and industry the most critical topics in the strategy agenda of a digital DSO; digital substations, telecommunications, cybersecurity, and SCADA challenges.  <b>Aurelio Blanquet</b>, Director for Networks Digital Platform – <a href="#">EDP</a></p>
<p>Good mixture of already modified projects in the field of digital substation and future challenges. Great opportunity to Network with the most relevant people and companies.  <b>Fredi Belavic</b>, Asset Manager – <a href="#">Austrian Power Grid</a></p>
<p>Great mix of participants with insights about challenges that utilities are facing now and in the future. The conference is well organised and structured with relevant topics.  <b>Oleg Gulich</b>, Smart Grid Project Manager – <a href="#">Caruna</a></p>
<p>A lot of innovation and knowledge showed in the presentations, also thank you for the round tables organised on day one of the conference.  <b>Lievan Degroote</b>, Head of Distribution Operating Center – <a href="#">Fluvius</a></p>

## TABLE-TOP EXHIBITION FORMAT



Each exhibitor is provided with a table, 2 chairs, power sockets, WiFi access. Additional equipment such as screens, brochure stands, stools can be rented from the hotel or the event Audio-Visual supplier.

## LIVE DEMO LAB ROOM



The Live Demo Labs take place in a board room situated within 2-3 minutes' walk of the main conference room. Each room is equipped with a boardroom table, 4-6 chairs, a TV screen, power point sockets, and Internet access.

Lunch and refreshments can be served in the Live Demo room or taken in the conference networking area with the other conference participants.

You will be provided with a schedule of pre-arranged meetings with the participants of your choice, who will be escorted to the room by SGF staff at the scheduled time, allowing you to stay in the room and focus on running the meetings without distraction.

## PROVISIONAL FLOOR PLAN

	Stand 1	Stand 2	Stand 3	Stand 4	Stand 5	Stand 6	Stand 7	Stand 8	
Stand 30	Digital Substations Stands								Stand 9
Stand 29									Stand 10
Stand 28	Utility Telecom Stands	Catering Station						Cybersecurity Stands	Stand 11
Stand 27									Entrance
Stand 26									
Stand 25									Stand 12
Stand 24	SCADA & Control Room Stands								Stand 13
Stand 23									Stand 14
	Stand 22	Stand 21	Stand 20	Stand 19	Stand 18	Stand 17	Stand 16	Stand 15	

*Not to scale*

PAST PARTICIPANTS SGTECH 2019

Job title	Company
Department Manager Substations	Agder Energi Nett
Information Manager	Alliander
Information Security Architect	Alliander
Lead Architect	Alliander
Lead Architect	Alliander
Lead IT Consultant	Alliander
System Engineer	Alliander
System Engineer	Alliander
Team Manager	Alliander
Team Manager, IT Asset Management	Alliander
Group Cyber & Information Security Officer	Alpiq
Engineer, Foundation and Research Department	Amprion
Asset Management	Austrian Power Grid
Engineer	Austrian Power Grid
Expert Transmission Grid Analysis	Austrian Power Grid
Head of National Control Center	Austrian Power Grid
Specialist of New Technologies	CEZ Distribuce
Telecom & IoT Expert	EDF
Head of R&D	EDF & IEC TC57
Administrator for personnel and corporate services	EDM
Director of Information & Communication Technology	EDM
Director operations and systems	EDM
Associate Director, Digital Grid, Networks Digital Platform	EDP Distribuição
Director of Networks Digital Platforms	EDP Distribuição
Director of Networks Digital Platforms	EDP Distribuição & EUTC
Leader IT Infrastructure	Eidsiva
CISO	Elektrilevi OÜ
Project Manager	Elektrilevi OÜ
SCADA Architect	Elektrilevi OÜ
SCADA Specialist	Elektrilevi OÜ
Asset Management Digitalisation Project Manager	Elering AS
Automation Coordinator	Elering AS
Head of the Digital Supervision and Substation Automation	Eletrosul Brazil
Strategy Director	Enedis
SCADA Product Manager	Energinet DK
Senior DSO Security Officer	Enexis
SCADA Engineer	ESB Networks
Telecommunications Engineer	ESB Networks
Telecom Services	ESB Networks
ICT Manager	Fingrid
SCADA Engineer	Fingrid Oyj
Technologist	Fluvius
System Manager, Electric Power Systems	Helen Electricity Network
System Monitoring Lead Engineer	Iberdrola
Head of Cyber Security Resilience	innogy
Head of Telecoms	innogy
Senior Consultant, Energy Consulting	Liandon
Energy Intelligence Manager	National Grid
CTO	Orkufjarskipti
SCADA Engineer	Ørsted A/S
Senior Protection Specialist	Ørsted Wind Power
Head of Electrical Power Grids	Salzburg Netz
Electrical Power Grids	Salzburg Netz GmbH
Protection & Control Engineering Manager	Scottish & Southern Electricity Networks
Head of Department	SO UPS
Deputy Director, Automated Control Systems	SO UPS, JSC
Leading expert, SCADA Research and Development	SO UPS, JSC
Engineer	Statnett
Consultant	Stedin
CTO	Stedin
EMS Specialist	Stedin
EMS Specialist	Stedin
EMS Specialist	Stedin
Grid Strategist	Stedin
PhD Student Digital Substation	Stromnetz Hamburg GmbH
Research Coordinator Integration E-Mobility	Stromnetz Hamburg GmbH

Head of Substation Automation	Swissgrid
Engineer	Tenaga Nasional Berhad
Engineer	Tenaga Nasional Berhad
Business Development, Customers & Markets	Tennet
Technologist, Protection, Control & Telecommunication	TenneT
Director	TEPCO IEC
Innovation Workstream Lead – Information Systems	UK Power Networks
Asset Development & Innovation Portfolio Manager	Vattenfall Distribution Sweden
Global Sales Support Manager	ABB
Global Service Manager	ABB
Product Manager	ABB
Product Manager HVDC C&P Base solutions	ABB
Cyber Security Manager	ABB Power Grids - Grid Integration
Business Development Manager	ADVANTECH Europe BV
Company BDM Telco IoT	ADVANTECH Europe BV
Manager	CONSULTING INFORMÁTICO DE CANTABRIA S.L
Sales Management	CONSULTING INFORMÁTICO DE CANTABRIA S.L
Technical Product Manager	COPA-DATA
Technical Product Manager	COPA-DATA
Regional Director, Northern Europe	Cyberbit
Account Manager	Darktrace Industrial
Business Development Director	DEPSYS SA
Operations & Systems Engineering	EFACEC
SCADA Software Product Manager	EFACEC
Head of Sales and Marketing	Fundamentals Ltd
Director-Digital Sales	GE Power
Executive - Business Operations	GE Power
Global WAMS Product Manager	GE Power
Marketing Director	GE Power
Product Manager	GE Power
Solution Consultant Sr Manager	GE Power
Sr Manager - Solution Architecture	GE Power
Product Manager	Indegy
Partner	Infiniot
Key account Manager	Ing. Punzenberger COPA-DATA GmbH
Senior Security Advisor	McAfee
Director of Software Development	Monitor Electric, JSC
First Deputy Director General	Monitor Electric, JSC
Global Account Sales Manager	NOKIA
Energy, Utility, Communication Technology Sales	Nokia
Global Energy Team Lead - CX Idea to Innovation	Nokia
Senior Manager, GRC & IoT/OT	NTT Security
Sales Development Manager PUC	Omicron
Business Development Power Utility Communication	OMICRON
Project Engineer	Open Systems International, Inc.
Senior Director, Europe	Open Systems International, Inc.
Solutions Engineer	Open Systems International, Inc.
Vice President, European & Latin American Operations	Open Systems International, Inc.
Research Engineer	Ormazabal
Business Development Manager	OTN Systems
Marketing Assistant	OTN Systems
Sales Director West and Central Europe and Maghreb	OTN Systems
Transmission and Distribution Technologies Department	RSE
Application Engineer II - Automation	Schweitzer Engineering Laboratories
International Technical Director	Schweitzer Engineering Laboratories
Sales Manager	Schweitzer Engineering Laboratories
Key Account Manager	Siemens
Product Manager	Siemens Nederland NV
Business Development Manager	Synaptec
CTO	Synsoft LTD. DOO
Secretary General	T&D Europe
EMEA Regional Manager	Tekron
ICT Architect	Telco Pro Services
Engineer	Toyota Motor Europe
Market Director - Energy Networks	Westermo Network Technologies AB
OT Control System Cybersecurity in Energy	Accenture
Senior Manager	Accenture Security
Director Institute for Security and Safety	Brandenburg University of Applied Sciences
Controls Technician	CERN



Senior Software Engineer	<b>CERN</b>
Electrical Engineer	<b>CHESF</b>
Business Development Manager	<b>DNV GL</b>
Consultant	<b>DNV GL</b>
Engineer	<b>DNV GL</b>
Intelligent Network and Communication Consultant	<b>DNV GL</b>
Product Director, Data Products	<b>DNV GL</b>
Team Leader Cyber-Physical Energy Systems	<b>E.ON Energy Research Center</b>
Director of Institute for Automation	<b>E.ON Energy Research Centre</b>
Managing Director	<b>ENCS</b>
Business Developer, Project Manager	<b>European Space Agency</b>
Policy and Communications Manager	<b>EUTC</b>
Technical Advisor	<b>EUTC</b>
Group Leader Security Audits	<b>Gai NetConsult</b>
Researcher / Project Manager	<b>ITTI</b>
Representative	<b>OSGP</b>
Managing Director and Founder	<b>PONTON</b>
Research Fellow	<b>University of Strathclyde</b>