



## SUBMISSION GUIDE

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April 18-20, 2018  
Hynes Convention Center  
Boston

## Important Dates

October 23, 2017	Deadline for Completed Submissions
January 8, 2018	Final Decisions out to Submitters
January 16, 2018	Speakers must accept or decline speaking opportunity, agree to pay the \$600 conference registration fee and register for the conference.*
February 1, 2018	Final deadline for speakers to register for the Conference and book hotel rooms. *
April 2, 2018	Presentations must be uploaded into the Presenter Center
April 18-20, 2018	Annual Conference in Boston

\* Unless specifically notified in writing by the ESA Chief Executive Officer, Vice President or Director of Programs & Education, all speakers must pay the \$600 registration fee. This fee is more than half the full conference price and allows speakers the same full access to the conference.

Speakers who do not pay the registration fee or delay registering will be removed from the program.

## Submission Policies

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1. All speaker information must be provided at the time of submission. Please see page 5 for details on the appropriate number of speakers and information needed for each submission type.
2. An organization may not participate as moderator and/or presenter in more than two sessions, including the poster session, throughout the conference.
3. No sessions that are based upon advertisement, products or services will be accepted into the program.
4. The presenter must accept full responsibility for the submission and presentation of the abstract, and retain full copyright of their abstract, presentation and/or full paper. By submitting an abstract, the submitter consents and authorizes the Energy Storage Association (ESA) to publish photo, biography and abstract information in any conference publications. The ESA will seek the presenter's permission separately for authorizing the publication of the presentation online and in the ESA Events app.
5. Once your abstract has been submitted, you may continue to revise it up to the submission **deadline on Monday, October 23**. You will have the option to save and return to your abstract, but those saved abstracts will not be reviewed unless the abstract has been submitted by the deadline.
6. Late submissions will not be considered. ESA reserves the right to reject any abstracts for failure to comply with submission guidelines. Due to the large number of abstracts received for this conference, ESA is unable to provide feedback on abstracts not accepted for the program.

## Applicant Responsibilities

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1. Notify event organizers at [events@energystorage.org](mailto:events@energystorage.org) of any changes, additions and/or corrections in presenter, presentation title, or availability of presenters to give a presentation at the appointed date and time.
2. Accepted speakers and/or presenters who are not able to attend must notify staff immediately. Replacement presenters may be suggested; however, the ESA reserves the right to modify or cancel any session based on a change in presenter.
3. Failure to meet these requirements will jeopardize your participation as a presenter at any future ESA event or program.

4. Unless otherwise informed in writing by the ESA Chief Executive Officer, Vice President or Programs and Education Director, all speakers are required to pay the \$600 registration fee and register for the conference by the deadline noted.
5. All speakers must be registered for the conference by **February 1, 2018**. Speakers who are not registered by this date risk being removed from the program.
6. All presentations must be uploaded to the Presenter Center by **April 2, 2018**. Failure to do so may result in cancellation of the presentation. *Please note: ESA staff and on-site audiovisual staff will not accept presentations brought to session rooms at any time. All presentations must be submitted in the abstract management platform or in the Speaker Ready Room onsite at least two hours prior to the start of your session.*

## Submission Details and Descriptions

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Presenters must choose at least one of the following submission types:

- Quick Talk
  - 20-minutes of content
  - Appropriate for one speaker
  - Appropriate for highly engaging, innovative, easily-digestible content
  - Must include visually engaging slide deck or video
- Poster
  - Approximately 1.5 hours of poster discussions/networking in dedicated room with reception
  - Appropriate for one speaker
  - Poster only; no slides will be allowed in this content type
  - Good forum for dissemination of research results, innovations, problem/solution analysis and/or best practice recommendations
- Panel
  - Approximately 45-60 minutes of discussion
  - Appropriate for three to four people with one person designated as the moderator
  - The moderator and at least two panelists must be identified on the submitted abstract
  - The moderator is responsible for identifying panelists and coordinating content
  - Slides are not encouraged; however, if the content must be supported by slides, the moderator will be responsible for combining the slides into one slide deck. Individual presentations for each panelist will not be accepted.
- Individual Presentation
  - Approximately 30 – 60 minutes of presentation and questions
  - Appropriate for one person or two in interview-style format
  - High-level, general interest content
  - Must include visually engaging slides

## Desired Session Topics

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Submitters must select at least one topic category.

### Topic 1: Proven in the Field

This topic is focused on real-world, demonstrated energy storage systems in the field covering the procurement, applications, operation, and realized benefits of ESS. This track of content will provide attendees with tangible takeaways that they can learn from successful ESS projects around the globe, and highlight broadly applicable strategies that can be embraced by other companies throughout the industry.

Example of Ideal Session within this Topic – Project Lifecycle Panel: From initial concept, to design, financing, installation and operation.

Secondary/Supporting Topics - *Field Experience, Finance & Warranties, Operational Data and Impacts, System Design & Integration, Software Platforms, Demonstrated Applications*

## Topic 2: Strategies for Utility Energy Storage

Utilities are a driving force of the continued growth of the energy storage industry, and within this track of content participants will share their experience as utilities - and third-parties working with utilities – on energy storage procurement, deployment, and operations. This track will include investor-owned utility strategies, as well as the experience of municipal and electric cooperatives across the country.

Example of Ideal Session within this Topic – Valuing Storage in IRP's: Roundtable discussion from utilities that have worked energy storage systems into IRP planning methods.

*Secondary/Supporting Topics - Integrated Resource Planning and Valuation, Procurement Strategies, Utility-Customer Partnerships, Utility Ownership & Operations, Emerging Business Models, Muni/Co-Op Deployment Experience, Hydropower & Thermal Storage*

## Topic 3: Storage Empowering Customers

This track of content is built from the experience of collaboration between companies and customers, and will explore the role of customer-sited energy storage systems in C&I and residential installations. Companies will share a better understanding of the market opportunities, value drivers, and business strategies that are propelling this segment forward.

Example of Ideal Session within this Topic – Customers in Control: Discussion by customers and system owners on multiple values of ESS systems.

*Secondary/Supporting Topics - Customer-sited Values/Applications, Residential Installations, Solar+Storage Systems, Thermal Energy Storage, Commercial & Industrial Systems, Aggregation and Virtual Power Plants*

## Topic 4: Microgrids & Resilient Grid Infrastructure

Energy storage systems are a critical asset when it comes to improving grid reliability and resiliency. Within this track, customers and companies will share their experience in applying energy storage systems to strengthen the electric grid. Participants will share their experience with microgrids, islanded systems, and leveraging energy storage systems to augment and even replace traditional grid infrastructure, redefining what a reliable and affordable electric system.

Example of Ideal Session within this Topic – Resilient Microgrids: Gathering of military, university, and other campus microgrids that have endured challenges mitigated by ESS.

*Secondary/Supporting Topics - T&D Infrastructure, System Reliability, Microgrid Design and Operation, Government & Military Applications, Cybersecurity, Grid Resilience*

## Topic 5: Opening U.S. Markets: 35 GW by 2025

The energy storage industry is poised to deploy more than 35 gigawatts of new energy storage systems in the US by 2025. While thousands of energy storage systems are deployed across the US, there are many markets that are currently inaccessible or very limited for energy storage system owners and operators. Achieving our vision for industry growth will mean modernizing regulations and markets, implementing new policy strategies, and properly rewarding the on-site and systemic values of greater energy storage system deployment.

Example of Ideal Session within this Topic – Market Drivers for Storage: A mix of policy and market forecasts, building on current drivers and helping define a pathway forward and emerging opportunities.

*Secondary/Supporting Topics – US Market Forecasts, Policy and Regulatory Strategies, Successful Business Models and Financing, Strategies for State Markets, FERC & ISO/RTO Market Evolution*

## Topic 6: Global Pathways to Energy Storage

Energy storage is a global industry, and each year ESA’s Annual Conference & Expo brings delegations from around the globe to share their challenges and experiences and be the spark for the continued transformation of the power sector. Participants will share their experiences solving some of the toughest energy challenges from around the globe, dive into multinational market information and resources, and provide best practice insights into how and why energy storage is serving as a catalyst for both developed nations and emerging markets.

Example of Ideal Session within this Topic – Discussions of country market forecasts and outlook, and comparative panel discussing shared drivers for different countries.

*Secondary/Supporting Topics - Market Forecasts, Emerging Market Strategies, Comparative Strategies, International Delegation Dialogues*

## Tips & Suggestions

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- Develop a well-written, concise summary of your proposed presentation in a Word document, and save a copy for your reference.
- Include three to five concise learning objectives.
- Proofread your abstract several times so you submit your best work.
- Know your audience and target your abstract accordingly.
- Do not include marketing materials. Presenters may provide submissions of a non-commercial nature, but all obvious commercial sales pitches will be rejected. Being selected to present at the Energy Storage Association Annual Conference and Expo is a privilege, and recognizes you as a top industry expert. We frequently hear from attendees objecting to the commercial nature of some presentations. Including a sales pitch will only diminish your reputation in the eyes of conference attendees.
- Once your abstract has been submitted you may continue to revise it up until the submission deadline.
- When you submit an abstract, you will receive a confirmation email. Please save this confirmation email as it includes your Abstract ID number, login, and password. This login information is for the Presenter Center only and cannot be used during the registration process.

If you have any questions, please [contact us](#).

## 2018 Abstract Submission Information & Steps

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### Step 1: Read Guidelines & Gather Information

- Read the submission guidelines thoroughly.
- Read submission topics thoroughly.
- Gather the following required information for all speakers:
  - Full title
  - Company name
  - Company address
  - Email address (Assistant or additional POC email address if applicable)
  - Biography
  - Presentation history
  - Headshot

### Step 2: Getting Started

- Review introduction message and click **START**

### Step 3: New Author or Returning Submitter

- If this is your **first time visiting** the submission system, under New Submitter on the right side, select New Author then proceed to Step 5 for instructions as a new author.
- If you are a **returning visitor**, under Returning Submitter, enter the First Name, Last Name or Email and click Search. Proceed to Step 4 for instructions as a returning submitter.

### Step 4: Returning Submitter

- If you see your name listed, select it and click **SEARCH**. The information you already provided should pre-populate. Simply proceed to the applicable step to complete your submission.
- If you do not see your name, click **START** and proceed to Step 5 to provide the necessary speaker information.
- If you'd like to search again, click **NEW SEARCH**.

### Step 5: New Author/Speaker Information

- Select your Role Type: Select Submitter Only or Submitter/Author to complete the contact information.
- If you are a "Submitter Only" provide your own contact information in this step. You will have the opportunity to add authors in the Review step.
- Submitters/Authors need to select an Author Role: Speaker, Moderator, Panelist, Poster Presenter
- Enter Contact Information – Items in **Red** are required
- Enter Biography (120 words) – In the required bio section, "Submitters Only" can enter the word SUBMITTER instead of a full bio.
- Presentation History – Provide Speaker Presentation History (100 Words)
- Upload a Photo – Photos should be front facing, head-and-shoulders, portrait setting. Photos are required of selected speakers so providing one at this stage is strongly recommended.
- Click **CONTINUE** or **SAVE & EDIT LATER**

### Step 5: Abstract Information

- Select Submission Type – Select Quick talk, poster, panel, individual presentation from the drop-down menu



- Title of Abstract (25 Words) – Develop a simple, catchy abstract title
- Primary Topic (Must select one): Select a primary topic for your abstract. Detailed descriptions of each topic can be found on page 5.
- Secondary Topic (Optional): Select an additional secondary topic if you'd like.
- Presentation History: If you've given this presentation in the past, select yes and specify when and where you have given this presentation.
- Abstract Description (300 words): Provide a summary of your abstract. Be sure to include information you'd like the review committee to consider.
- Marketing Description (120 words): Provide a short description for use in marketing materials.
- Educational Objectives: Provide three to four concise learning objectives that will demonstrate what you would like attendees to take away from your session.
- Click **CONTINUE** or **SAVE & EDIT LATER**

#### Step 6: Responsibility Survey

- Please acknowledge your understanding that, if chosen as speaker:
  - You are responsible for paying the \$600 speaker registration fee. The speaker registration price allows full access to the conference
  - You are responsible for covering the costs of travel, accommodations and incidentals.
  - You are responsible for registering for the conference by February 1.
- Click **CONTINUE** or **SAVE & EDIT LATER**

#### Step 7: Review

- Click the icons noted on the top of the page to either:
  - Edit Submitter Information
  - Edit Abstract Information or
  - Add an Additional Author (Use this option to add the other presenters if necessary)
- Click **CONTINUE** or **SAVE & EDIT LATER**

#### Step 8: Preview

- To Preview the submission, click **PRINT FOR YOUR RECORDS**.
- Review and edit any incorrect information.
- Save as a PDF or print the submission for your records.

#### Step 9: Complete submission

- Choose **SAVE AND EDIT LATER** or **SUBMIT** if you have provided all information about your submission.
- All abstracts must be completed and SUBMITTED by Monday, October 23 at 11PM CST.