SUBMISSION GUIDE

April 16 – 18, 2019

Phoenix Convention Center

Phoenix, Arizona

Important Dates

January 8, 2019   Deadline for completed submissions

February 6, 2019   Final decisions out to submitters

February 13, 2019   Speakers must accept or decline speaking opportunity,
                                   sign speaker agreement and register for the conference

February 20, 2019   Final deadline for speakers to register for the conference
                                   and book hotel rooms

April 5, 2019   Presentations must be uploaded into the Presenter Center

April 16 – 18, 2019   Annual Conference in Phoenix

Speakers who do not register for the conference or delay registering will be removed from the program.

Submission Policies

1. All speaker information must be provided at the time of submission.

2. A speaker may not participate as a moderator and/or presenter in more than two sessions throughout the conference.

3. One organization/company may not be featured in more than three sessions on the conference agenda.

4. Sessions that are based upon advertisement or promotion of products or services will NOT be accepted into the program.

5. The presenter must accept full responsibility for the submission and presentation of the abstract. By submitting an abstract, the submitter consents and authorizes the Energy Storage Association (ESA) to publish the presenter's photo, biography and abstract information in any conference publications, online and in the ESA Events app. Speaker grants ESA a perpetual, non-exclusive, royalty-free, worldwide license to: (1) record and tape the Work for audio and/or video tape purposes, (2) copy, reproduce, publish, and distribute the Work in all print and other formats, including but not limited to online publication via ESA's Website and distribution at future programs, (3) reprint the Work for distribution, (4) make the proceedings available for purchase and distribution on a non-discriminatory basis during and after the event, and (5) grant copyright-only releases to reprint excerpts of the presentations for no additional fee.

6. Once your abstract has been submitted, you may continue to revise it up to the submission deadline on January 8, 2019 at 11:59 p.m. PT. You will have the option to save and return to your abstract; however, saved, draft abstracts will not be reviewed unless the abstract has been submitted by the deadline.

7. 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.

8. ESA reserves the right to accept your session proposal with modifications to the proposed session format, speaker list or content focus.

9. By submitting a proposal, you understand that your proposal may be combined with complementary topics to form a session.

Applicant Responsibilities

1. Notify event organizers at 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, 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. All speakers must be registered for the conference by February 20, 2019. Registration is free for confirmed speakers, but speakers who are not registered by this date risk being removed from the program.

5. All presentations must be uploaded to the Presenter Center by April 5, 2019. 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 by 11:59 p.m. PT on April 5, 2019.*

Submission Details and Descriptions

Presenters must suggest at least one of the following session formats when submitting an abstract: (1) master session; (2) panel discussion; or (3) quick talks. Final session format is determined by ESA. Note that ESA will only designate four sessions of each format type; thus, content submitted for one format category may be accepted, combined with complementary content and converted into one of the other available session formats as appropriate.

- Master Session
  - Master sessions are intended to provide highly-detailed content on complex issues and emerging topics that will appeal to a targeted audience
  - Speakers should be experts on the topic and have extensive experience and training on the subject matter
  - Speakers will be required to use slides and must submit them by April 5, 2019 so that ESA may make them available to attendees through the conference mobile app ahead of time
  - Speakers should plan 45 minutes of lecture-style content and 15 minutes of Q&A
  - Maximum number of speakers per session: two (2)

- Panel Discussion
  - Panel discussions cover high-level themes with panelists offering perspectives on different subject matters related to the overall theme
  - Proposals for panel discussions should have broad appeal for the audience
  - Panel proposals may suggest specific people and/or companies for the panelists and moderator roles; however, final speaker roster is determined through the abstract review process
  - The moderator is responsible for coordinating content across the panelists
  - Slides are discouraged for this format unless a visual depiction of a specific point would be helpful to the audience
  - Panelists should plan 45 minutes of discussion and 15 minutes of audience Q&A
  - Maximum number of speakers per panel: one (1) moderator + three (3) panelists

- Quick Talk
  - Quick talk sessions will be organized by theme (e.g., microgrids, supply chain, etc.) and will feature four presenters, each giving 10-minute standalone presentations in a TED Talk style
  - Ideal proposals will focus on short case studies, unique research, or other highly-engaging material
  - Proposals may be submitted for a single presenter, and will be organized into one session with similarly-themed presentations during the abstract review process; or, proposals may suggest a comprehensive four-person slate for the quick talk session
  - Visually engaging slides are required for each speaker, to be submitted by April 5, 2019
  - Speakers should plan for an aggregate 40 minutes of presentation (four 10-minute talks) and 20 minutes of audience Q&A
  - Maximum speakers per quick talk session: four (4)

Desired Track

Submitters must select a desired track:
- Finance
- State, Regional, and Federal Policy Developments
- Grid Modernization & Innovation

Themes

Submitters must select a desired theme:

Field Experience
Finance & Warranties
Operational Data and Impacts
System Design & Integration
Software Platforms
Demonstrated Applications
Integrated Resource Planning and Valuation
Procurement Strategies
Utility-Customer Partnerships
Utility Ownership & Operations
Emerging Business Models
Muni/Co-Op Deployment Experience
Hydropower & Thermal Storage
Customer-sited Values/Applications
Residential Installations
Solar+Storage Systems
Thermal Energy Storage

Commercial & Industrial Systems
Aggregation and Virtual Power Plants
T&D Infrastructure
System Reliability
Microgrid Design and Operation
Government & Military Applications
Cybersecurity
Grid Resilience
US Market Forecasts
Policy and Regulatory Strategies
Successful Business Models and Financing
Strategies for State Markets
FERC & ISO/RTO Market Evolution
Market Forecasts
Emerging Market Strategies
Comparative Strategies
International Delegation Dialogues

Rules, Tips & Suggestions

- Develop a well-written, concise summary of your proposed session 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.

- Abstracts that include all requested information are viewed favorably. Please be sure to include all requested information (suggested speakers, learning outcomes, detailed description, etc.)

- 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 & 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.

- 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.

Abstract Submission Information & Steps

Step 1: Read Guidelines & Gather Information
- Read the submission guidelines thoroughly.
- Read suggested formats and topics thoroughly and note which will best fit your abstract.
- Gather the following required information for all speakers:
  - Full title
  - Company name
  - Company address
  - Email address (Include assistant or additional POC email address if applicable)
  - Biography
  - Presentation history
  - Headshot

Step 2: Getting Started
- **Click here** to access the abstract submission page
- 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
- 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 – Choose Quick Talk, Master Session, or Panel Discussion 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 (see page 5 for more detail)
- Secondary Theme (Optional): Select an additional theme (see page 5 for more detail)
- 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 **#ESACon19** marketing materials (note: do not include promotional materials or advertising language)
- 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 covering the costs of travel, accommodations and incidentals.
   - You are responsible for registering for the conference by February 20, 2019. There will be no cost associated with your registration, but you must register.
- 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, January 8, 2019 at 11:59 p.m. PT.