



3-Day Conference, Exhibition & Networking Forum  
26-28 September 2017 | Novotel Amsterdam City, The Netherlands

### **Event Format**

- ✓ Case-study driven conference programme
- ✓ Pre-conference Fundamentals workshop
- ✓ Technology innovation panel discussions
- ✓ Roundtable breakout sessions
- ✓ Networking evening reception
- ✓ Exhibition area displaying 20+ companies
- ✓ Live demo labs of the latest tools and technologies

*For further information please contact:*

**Nicholas White, Business Development Director – Phoenix Forums**  
Tel: +44 (0)20 8349 6362 | [nicholas@phoenix-forums.com](mailto:nicholas@phoenix-forums.com)

## Comparison of Key Packages

Benefits	Platinum 1 available	Gold 1 available	Silver 4 available	Exhibitor 20 available	Live Demo Lab 2 available
Solo presentation	Day 1	Day 2	...	...	...
Panel presentation	...	...	Day 2	...	...
Logo on website homepage	✓	✓	✓	✓	✓
Logo on website sponsors page	✓	✓	✓	✓	✓
Logo on brochure PDF front cover	✓	✓	✓	...	...
Logo inside brochure PDF	✓	✓	✓	✓	✓
Logo on onsite programme guide cover	✓	✓	✓	...	...
Logo inside onsite programme guide	✓	✓	✓	✓	✓
Logo on stage backdrop	✓	✓	✓	...	...
Logo on speaker podium	✓	✓	✓	...	...
Logo on registration area signage	✓	✓	✓	✓	✓
Profile on website sponsors page	300 words	200 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
Solo email announcing your participation pre-event	✓	✓	...	...	✓
A4 colour advert in the onsite programme guide	✓	✓	...	...	✓
Table-top exhibition space	3m x 2m	3m x 2m	3m x 2m	3m x 2m	Meeting Room
Pre-arranged meetings	...	...	...	...	10
Full access conference pass	5	3	2	2	2
Access to the attendee list post-event	3 times	1 time	1 time	...	...
<b>Investment</b>	<b>€15,000</b>	<b>€10,000</b>	<b>€7,000</b>	<b>*€5,000 - €6,000</b>	<b>€7,000</b>

*\*Exhibitor prices increase in line with Early Bird deadlines of 30<sup>th</sup> June 2017 & 1<sup>st</sup> September 2017*

## Sponsorship Packages in Detail

<b>Platinum Sponsor</b>	<b>€15,000</b>
Positioning:	Sole platinum sponsor for the event
Thought Leadership:	1 x 30 minute presentation during conference day 1
Pre-Event Branding:	Logo on website homepage, sponsors page, brochure pdf cover and inside pages 300 word company profile on website sponsors page and inside brochure pdf Solo email to promo database announcing your participation
Onsite Branding:	Logo on stage backdrop, podium, registration area, onsite programme guide 300 word company profile inside onsite programme guide A4 advert in the onsite programme guide
Business Development:	3m x 2m table-top stand in the networking area with power sockets and Internet access
Networking:	5 x conference passes to the value of €7,975 (+VAT)
Post-Event:	3 x access to attendee list for promotional mailing

<b>Gold Sponsor</b>	<b>€10,000</b>
Positioning:	Sole gold sponsor for the event
Thought Leadership:	1 x 30 minute presentation during conference day 2
Pre-Event Branding:	Logo on website homepage, sponsors page, brochure pdf cover and inside pages 200 word company profile on website sponsors page and inside brochure pdf Solo email to promo database announcing your participation
Onsite Branding:	Logo on stage backdrop, podium, registration area, onsite programme guide 200 word company profile inside onsite programme guide A4 advert in the onsite programme guide
Business Development:	3m x 2m table-top stand in the networking area with power sockets and Internet access
Networking:	3 x conference passes to the value of €4,785 (+VAT)
Post-Event:	1 x access to attendee list for promotional mailing

**Silver Sponsor****€7,000**

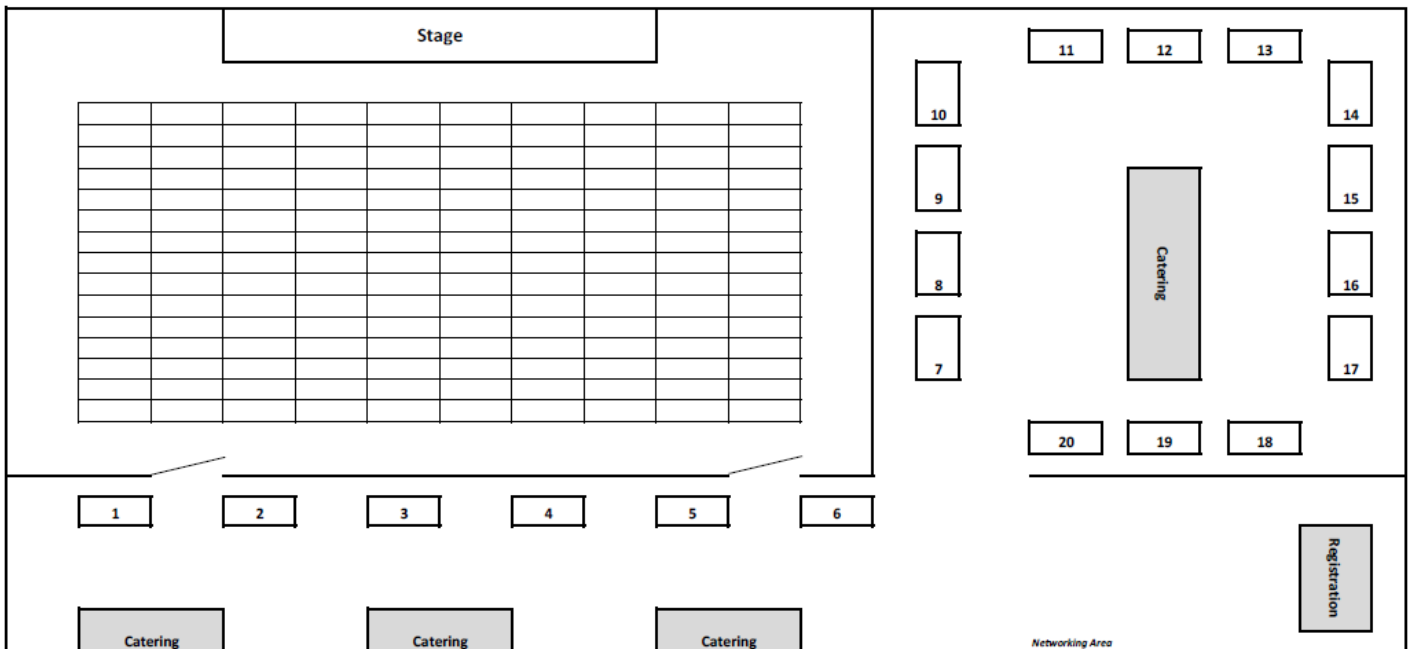
Positioning:	One of 4 Silver sponsors for the event
Thought Leadership:	1 x 15 minute panel presentation during conference day 2
Pre-Event Branding:	Logo on website homepage, sponsors page, brochure pdf cover and inside pages 100 word company profile on website sponsors page and inside brochure pdf
Onsite Branding:	Logo on stage backdrop, podium, registration area, onsite programme guide 100 word company profile inside 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 €3,190 (+VAT)
Post-Event:	1 x access to attendee list for promotional mailing

**Exhibitor****€5,000 - €6,000**

Positioning:	One of 20 Exhibitors for the event
Pre-Event Branding:	Logo on website homepage, sponsors page, inside pages of brochure pdf 100 word company profile on website sponsors page
Onsite Branding:	Logo on registration area signage, and inside pages of onsite programme guide 100 word company profile inside 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 €3,190 (+VAT)

**Live Demo Lab Sponsor****€7,000**

Positioning:	One of 2 Live Demo Lab sponsors for the event
Pre-Event Branding:	Logo on website homepage, sponsors page, inside pages of brochure pdf 100 word company profile on website sponsors page
Onsite Branding:	Logo on registration area signage, and inside pages of onsite programme guide 100 word company profile inside onsite programme guide
Business Development:	Private meeting room with 10 x pre-arranged meetings with the delegates of your choice
Networking:	2 x conference passes to the value of €3,190 (+VAT)

**Exhibition Floor Plan**

## Past Event Photos (IEC 61850 Europe 2016, Amsterdam)



## Past Sponsors & Exhibitors



## 2016 Event Attendee List

<b>Job Title</b>	<b>Company</b>
Consultant	Alliander
Senior Policy & Standardisation Manager	Alliander
Engineer	Amprion GmbH
Engineer	Amprion GmbH
SCADA Engineer	DONG Energy
SCADA Engineer	DONG Energy
Scada Package Manager	Dong Energy Wind Power
Team Leader Substation Automation	Eandis
Engineer	EDP
Tecnic	EDP
Electrical Engineer (Networks)	Electricity Authority of Cyprus
Electrical Engineer	Electricity Generating Authority of Thailand
Electrical Engineer	Electricity Generating Authority of Thailand
Head Specialist	Elektrilevi OÜ
Head of ICT Department	Elektro Gorenjska
Process Automation Engineer	Elektro Gorenjska
Specialist	Elering
Head of Secondary Systems	ELES d.o.o.
Head of Engineering Methods & Group IEC 61850 Convenor ENTSO-E	Elia
Asset Manager Secondary Systems	Elia
Engineer	Elia
Expert Manager	Elia Asset
Telecontrol Systems Project Director	Eneclis
Beleidsexpert	Enexis
Chief Engineer	Eskom
Expert, Substation Automation	Fingrid Oyj
Head of Secondary Systems	HOPS
Head of Power System Control Centres Section	HOPS
Head of Process IT	HOPS
Senior Engineer	Iberdrola
Plant Support Manager, Technical Support Department	IBN Zahr /SABIC
Consultant	Joulz
Senior Researcher	KEPCO
Principal Researcher	KEPCO
Project Manager	Landsnet hf
Relay Protection Engineer	Landsnet hf
Project Manager of SCADA and EE R&D Team	Maia Eolis
Researcher	R&D Nester
Research Engineer	R&D Nester
Technical Project Manager for IEC 61850	Red Eléctrica de España
R&D Engineer, Digital Substation Automation	RTE
Head of Telecommunication	RWE International SE
Distribution Systems Specialist	Scottish Power Energy Networks
Lead Engineer - Engineering Design & Standards	Scottish Power Energy Networks
Senior Project Manager	Scottish Power Energy Networks

Junior Grid Expert	Sibelga
Responsible Telecontrol	Sibelga
Division Chief for International Organization	State Grid Corporation of China
Engineer	Statnett SF
Ingeneer control and protection	Statnett SF
Senior Engineer	Statnett SF
Senior Engineer, Project Manager	Statnett SF
Specialist	Statnett SF
Specialist AssetManagemet Grid Strategy Substation Automation	Stedin
Project Manager, SAS	Swissgrid
Strategist	TenneT
Technologist, Protection, Control & Telecommunication	TenneT
Substation Standards Engineer	UK Power Networks
Substation Automation System Specialist	Vattenfall Distribution Nordic
Senior SA and IEC 61850 Expert	ABB
Cyber Security Manager	ABB Grid Systems
Senior Manager, Smart Grid Services	Accenture
CTO	AMA-SYSTEMS GmbH
Senior System Engineer	AMA-SYSTEMS GmbH
Controls Engineer	Brush Electrical Machines
Project Manager Automation & Power	BTC Business Technology Consulting
Solution Architect	Cisco
Industry Manager Energy	COPA-DATA
Technical Product Manager	COPA-DATA
Editor	Digital Substation Russia
Videographer	Digital Substation Russia
Consultant	DNV GL
Consultant Intelligent Networks and Communication	DNV GL
Engineer Intelligent Networks and Communication	DNV GL
Head of Section Intelligent Networks & Communications	DNV GL
Senior Consultant	DNV GL
Technical Professional Intelligent Networks and Communication	DNV GL
Director of Protection and Automation Technologies	Doble Engineering Company
Project Manager	Doble Engineering Company
Sr. Principal Engineer - Protection & Automation	Doble Engineering Company
R&D Coordinator	Eaton Industries (Netherlands) B.V
Senior Sales Engineer	ECI the elastic Network
Policy Officer	ECOS
Head of Marketing	EFACEC
R&D Engineer	EFACEC
M.Sc. Student (SENSE)	Eindhoven University of Technology
M.Sc. student (SENSE)	Eindhoven University of Technology
M.Sc. student (SENSE)	Eindhoven University of Technology
Advisor	Empower PN Oy
Senior Advisor	Empower PN Oy
Communication Engineer	ENSOTEST S.L
President & CEO	Grid Software
VP, Technical Director	Grid Software

Application Engineer	GridClone
CEO	GridClone
Product Manager	HMS Technology Center Ravensburg
Solution Consultant	Honeywell
Developer	IDS GmbH
International Key Account Manager Transportation & Energy	Infoteam
Operations director	Infoteam
Projet Engineer	Infoteam
Utility Sales Manager	Ingeteam
Engineer	Ingeteam power Technology SA
General Manager	IPCOMM GmbH
Software Engineer	IPCOMM GmbH
President	it4power
Scientific Officer	JRC of the European Commission
Head of Department	Končar-KET
Manager Sales and Business Development	Landis+Gyr
Assistant Research Engineer	LSIS
Research Engineer	LSIS
Senior Research Engineer	LSIS
Software Developer	Maschinenfabrik Reinhausen
Software Developer	Maschinenfabrik Reinhausen
Sales Manager	Megger
Sales Manager	Megger Sweden AB
Product Manager	NETCELER
Senior Solutions Engineer	Novabase
Business Development Power Utility Communication	OMICRON
Innovation Manager Power Utility Communication	OMICRON
Regional Application Specialist - Protection, Measurement & Reclosers	OMICRON Electronics France
Product/Solution Development	Ormazabal Corporate Technology
Industry Principal	OSISoft
Senior System Engineer	OSISoft Europe GmbH
Principal Engineer, OMICRON & Editor-in-Chief	PAC World Magazine
Managing Director	Paulou
Lead Firmware Engineer	PB Design & Developments
Managing Director	PB Design & Developments
Ingenieur Elektrotechnik	Phoenix Contact
Lead Systems Engineer	Powell UK
Sales Manager	Programma Bob
Deputy Head of Department	Prosoft-Systems LLC
Senior Engineer	Prosoft-Systems LLC
Senior Engineer	Prosoft-Systems LLC
R&D Engineer	Protecta Electronics LTD
R&D Engineer	Protecta Electronics LTD
Head of International Business Development	SAE IT Systems
Software Engineering	SAE IT Systems
IEC 61850 Product Manager	Schneider Electric
CTO Energy Automation	Schneider Electric GmbH
Application Engineer	Schweitzer Engineering Laboratories

Senior Automation Systems Engineer	Schweitzer Engineering Laboratories
Project Manager	SCLE SFE
R&D Manager	SCLE SFE
Engineer	SDEL Controle Commande
Product Manager	Siemens
Sales Engineer	Siemens
Product Development Manager	Siemens AG Österreich
Manager Product Business Development	Siemens/Ruggedcom
Senior Solutions Architect	SISCO
CEO	SoC-e
COO	SoC-e
Head of Development	Software Factory GmbH
Product Manager Cyber Security	Sprecher Automation
Managing Director	Sprecher Automation Nederland B.V.
Managing Director	STEVO Electric bvba
Chief Technology Officer	SUBNET
Regional Technical Director	Subnet Solutions
Managing Director	SystemCORP
Telecommunication Engineer	Tecnia Research & Innovation
Executive Director	TEKVEL
Technical Director	TEKVEL
Applications Engineer	Toshiba
Marketing Manager	Triangle MicroWorks
Senior Software Engineer	Triangle MicroWorks
Smart Grid Expert	TÜV Rheinland Industrie Service GmbH
Head of Smart Grid Services	TÜV SÜD
Product Specialist	TÜV SÜD
Head of Smart Technologies	TÜV SÜD Product Service GmbH
Professor	University of Applied Science of Fribourg
Marketing Director	Xelas Energy
Application Engineer	ZIV
Technology and R&D Head	ZIV

## 2016 Event Testimonials

***"Essential forum to enable free dissemination of industry progress along with the opportunity to feedback information between a diverse group of users/vendors."***

**Darren Griffin, Lead Engineer, Engineering Design & Standards - [SP Energy Networks](#)**

***"The conference has really expanded my knowledge of IEC 61850 which will allow me to inform my colleagues and assist our DNO/DSO based approach to outlining our smart network strategy."***

**Sean Stack, Substation Standard Engineer - [UK Power Networks](#)**

***"I feel that IEC 61850 Europe gave me a chance to step away from my daily work routine so I could improve my comprehension of the standard and get an update about projects being undertaken by utilities across Europe."***

**Mario Javorovic, Head of Process IT - [HOPS](#)**



**"The discussions and the use cases from this conference have provided me with a lot of new inspiring ideas."**

Michael Knuchel, Project Manager, SAS - [Swissgrid](#)

**"The conference gave revelation of what the next steps within IEC 61850 should be."**

Berkan Kapkac, Substation Automation System Specialist - [Vattenfall Distribution Nordic](#)

**"Just the right mixture of vendors and utilities."**

Blaž Traven, Head of Secondary Systems - [ELES](#)

**"A great chance to share experiences and solutions, and get a good overview of current & future developments."**

Allan Wales, Distribution Systems Specialist - [SP Energy Networks](#)

**"I was participating different conferences and IEC 61850 Europe is one of the best because you find speakers with good topics. You also find a good balance between standard, utilities & vendors."**

Luka Mocnik, Process Automation Engineer - [Elektro Gorenjska](#)

**"It's a right moment to say that IEC 61850 is no longer a 'dream' but a mature industrial reality shown by the conference."**

Peng Li, Project Manager of SCADA - [Maia Eolis](#)

**"Gathered a lot of new information about IEC 61850 and also exchanged with experts from different companies such as utility, vendor and system integrator."**

Chen Dehui, Division Chief for International Organization - [State Grid Corporation of China](#)

**"IEC 61850 Europe 2016 conference is a great opportunity to exchange experiences with other utilities, get up to date on possibilities of products, and exchange information with standardising bodies. The conference covered the topics of integration to ED 2 and compatibility with ED 1 which are important information to utilities, it also provided us with new ideas on how to get the best from IEC 61850."**

Ana Kekelj, Head of Power System Control Centres Section - [HOPS](#)

**"IEC 61850 Europe 2016 provided an ideal possibility to get a thorough all round overview of the latest developments and projects in the IEC 61850 domain. The conference is the best place to meet the most experienced engineers in the field, exchange opinions and find new and innovative solutions for application."**

Alexander Mazikas, Head Specialist - [Elektrilevi OÜ](#)

**"The 61850 Europe 2016 was really a nice event to share the latest experiences that both vendors and utilities are having in the IEC 61850 implementation. With a great panel of experts, great opportunity for networking, many interesting ideas during discussions, live demos, exhibition. It is also a great opportunity for the people that are involved in the standard production and improvement to get feedback from the ones that are missing 61850 and don't belong to any technical committees of IEC."**

Bruno Soares, Research Engineer - [R&D Nester](#)

**"The conference provides the most recent updates about the standardisation and the real implementations and experiences with IEC 61850. The level of expertise is quite exceptional. Next to being very useful, it is also well organised and it has a regular place in my agenda."**

Anton van der Burgt, Marketing Director - [Xelas Energy](#)

**"Great utility speakers from around the world shared their 61850 experiences approaches and expectations, this is the most complete overview and insight you can get on IEC 61850."**

Bas Kruimer, Senior Manager, Smart Grid Services - [Accenture](#)

**"This is a great channel to stay up to date to hear experiences from different implementations and to get answers and new ideas."**

Sami Lehtimäki, Advisor - [Empower](#)

**"The conference encourages taking a more positive attitude towards the new technology applications on the market, great discussions and a good range of exhibitors & speakers."**

Petri Koski, Senior Advisor - [Empower](#)

**"Very informative and valuable to help get up to date about the state of the OT products and solutions, excellent for networking."**

Frédéric Dunet, Regional Application Specialist, Protection, Measurement & Reclosers - **OMICRON**

**"IEC 61850 is the standard to extend beyond the substation level and it will become the common reference standard across the whole smart grid."**

Christos Koutsounis, Lead Systems Engineer - **Powell UK**

**"Nice experience, with the best experts, 3 days to make 61850 flow."**

Javier López Sarralde, Application Engineer - **ZIV**

**"Very good combination between experts, utilities, manufacturers & labs."**

Jose Miguel Yarza Narro, Technology and R&D Head – **ZIV**

**"Good to meet people outside the IEC 61850 WGs, meet with utility people."**

Klaus-Peter Brand, Senior SA and IEC 61850 Expert - **ABB**

**"Presentations were useful and informative, learning about experiences of all participants in the actual use and introduction of IEC 61850 was most valuable."**

Marcus Smith, Solution Architect - **Cisco**

**"One thing I have taken from IEC 61850 is that it is the right tools and processes that make IEC 61850 work."**

Paul Shiel, Control Engineer - **Brush Electrical Machines**

**"The networking moments were very productive specially Wednesday was very important for that, interesting debates after the presentations. The panel debates were also very useful to understand the difficulties that each participant must share as well as the answers and solutions of knowledge."**

Rui Lourinhã, Senior Solutions Engineer - **Novabase**

**"The conference attracts professionals and industry thought leaders from around the world"**

Anthony Eshpeter, CTO - **SUBNET**

**"Latest IEC 61850 news directly from the information sources."**

Stjepan Sučić, Head of Department - **Končar-KET**

**"Broad overview of the extent to which electrical utilities have implemented IEC 61850."**

Micael Hellquist, Sales Manager – **Megger**