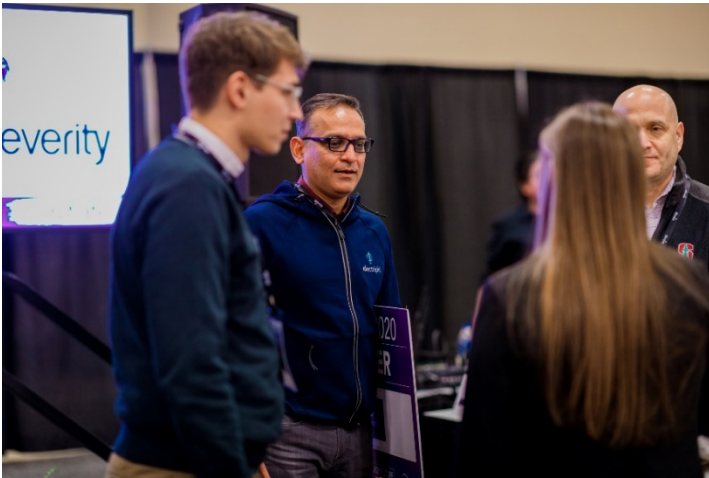


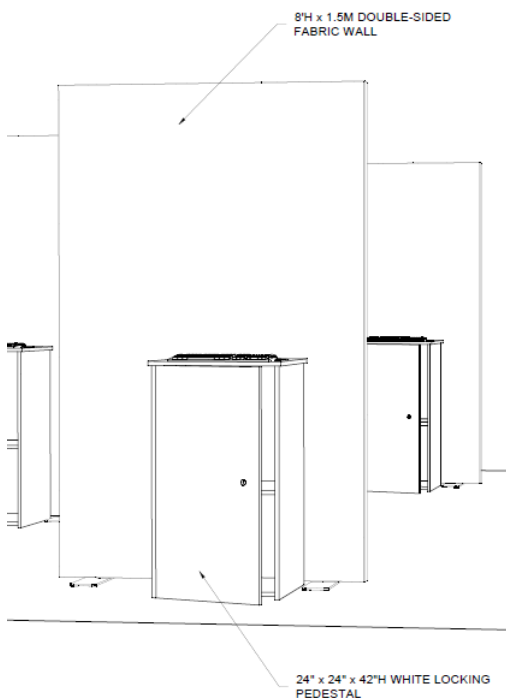
Startup Company Manual

POWERGEN International & DISTRIBUTECH International

January 26-28, 2022



Initiate Kiosks:



The exact specs of the kiosk are in the rendering above- 8'H x 1.5M.

Instead of a shelf, you will have a 24" x 24" x 42"H locking cabinet.



Each company will have a kiosk. These kiosks are double sided so there will be another company on the other side. Your logo will be printed on the top of the kiosk. This leaves a space for a monitor, poster, etc. You can rent a monitor from Freeman (see contactor section below) or you can carry one in. If you choose to carry in a monitor, you **MUST** bring a standing bracket so your monitor can be hung.

Stools will not be provided. I would recommend carrying in a stool or renting one from Freeman. To rent one, see the section below on "General Contractors."

Technically, you are exhibiting at POWERGEN/ DISTRIBUTECH International. You will receive regular emails from our exhibitors' services team, from Breanna Pitts. Participating in Initiate is different than a normal exhibitor so many of the things that apply to our exhibitors will not apply to the Initiate companies. For example, you will not need to purchase insurance or carpeting.

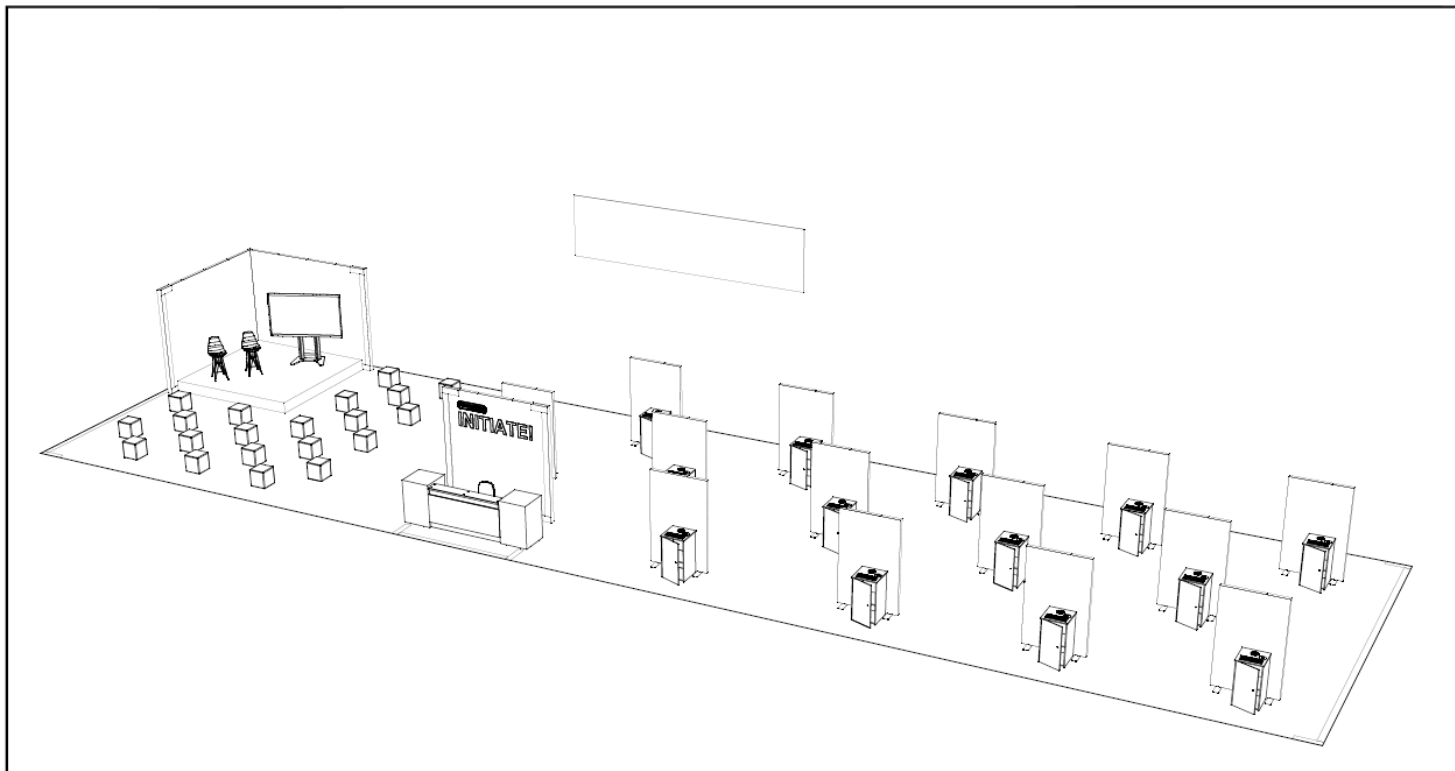
Someone needs to "man" the kiosk Wednesday-Friday. As long as someone is manning the booth, feel free to attend the Knowledge Hub sessions and walk the exhibit hall.

You will be placed in a kiosk by our exhibitors' services team. Unfortunately, we are unable to take requests of which kiosk you prefer.

Prizes:

While there is not a cash prize, the top three startups will receive a physical award to display and an interview with one of Clarion's content directors. There will also be 1-3 startups that are selected by Duke Energy as the winner(s) of the Duke Energy Award. One of these startups will gain access into Joules Accelerator's 2022 Cohort.



Initiate Hub:

The Initiate hub is technically on the POWERGEN side of the floorplan, but it is very close to the DISTRIBUTECH side. It is almost in between the two. To see the location of the Initiate hub on the floorplan, please see the links below.

<https://events.clarionevents.com/pgi2022/Public/eventmap.aspx?ID=76606&shMode=E>

<https://events.clarionevents.com/dtech2022/Public/eventmap.aspx?shmode=E>

Pitch:

Each company will have 5 minutes to pitch to our panel of judges. After the pitch each company will have 5-8 minutes of Q&A with the judges, then 2 minutes to transition.

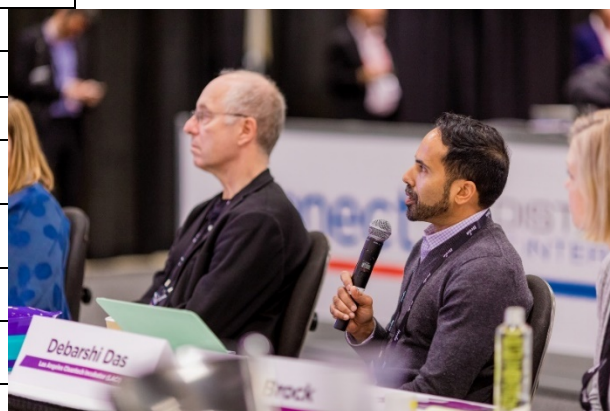
Presentation:

Most startups have a 5-minute pitch down. You can use whichever template you would like, but just be aware that you only have 5 minutes. Your presentation will be due on **Wednesday, January 12, 2022**. You can make changes up to your pitch, just make AV aware that you would like to use your latest version. You must bring your presentation on a flash drive as a backup.

Judges:

Our committee of judges include the following people. Not all of them will be on-site.

Jason Handley	General Manager, Distributed Energy Group	Duke Energy
Joe Zerdin	Manager, Large Customer Accounts Distribution	Hydro One
Raj Chudgar	Chief Executive Officer	Demand Power Group, Inc.
Michael Danziger	Managing Director	Deloitte Consulting LLP
JoJo Hubbard	CEO & Co-Founder	Electron
Dan Gabaldon	Partner	Roland Berger LLC
Daniel White	Director of Business Development	National Grid Partners
Roberto Aiello	Managing Director, Itron Idea Labs	Itron Inc.
Debarshi Das	Founder	Arkasa
Carlos Cordova	Retired from Austin Energy	
Jill Feblowitz	President	Feblowitz Energy Consulting
John Powers	CEO	Extensible Energy
Andy Roehr	Managing Partner	Mill River Advisors
John McDonald	SmartGrid Business Dev. Leader	GE
Scott Affelt	President	XEMPLR Energy
Sumesh Arora	Director of Energy and Natural Resources Division	Mississippi Development Authority
Karen Bertram	President	Integrated Energy LLC
Sanjeev Jolly	Vice President of Engineering	Enviro Ambient
Tom McDonnell	Power Generation Industry Leader, North America	Rockwell Automation
Chris Mieczkowski	Director, Global Solutions Marketing	Siemens Energy
Jack Whittier	President	Enon Management
George Yeboah	Principal Engineer, Public Service of Oklahoma	American Electric Power
Jason Graham	Senior Thermal Generation Engineer	Avista
Jeff Hatfield	Sr. Client Service Leader	CDM Smith
Abdullah Habib	Sr. Controls Development Engineer	Solar Turbines
Matt Dorogi	President	AI Renewables, LLC



After the event, I will ask all the judges if they would like their contact information to be shared. I will send this out to all startups 2 weeks after the event. If there is a particular judge you would like to contact after the show, I suggest getting a business card at the event.

\$300 Participation Fee, Terms and Conditions:

The \$300 fee and terms & conditions are due on **Friday, November 5, 2021**. These forms must go through our sales team as well as our billing department. This will take these departments several weeks. A receipt will be sent to each company as soon as the payment is processed.

Company Logo and Short Bio:

Your company logo will be placed on the website as well as printed on your kiosk at the event. I can take your logo from your application or you may send it to me. Your logo is due on Wednesday, October 6, 2021. Your company bio will be used to introduce your company at the event. Feel free to be creative. **This can be no longer than 5 sentences.** Your company bio is due on **Friday, October 29, 2021**.

General Contractors:

If you would like to order stools, please contact the Expo Group:

The Expo Group

Contact: Chris Balak

Email: cbalak@theexpogroup.com

Phone: 972.751.9159

You have the capability to rent iPads, badge scanners, monitors, etc. from Freeman.

Audio Visual & Computer Rental

Freeman AV

Phone: 800.868.6886

Email: EventTechServices@freeman.com

Website: www.freemanco.com

Internet Access:

There is free Wi-Fi in the public areas (registration, lobby). For full building access, Wi-Fi connections can be purchased on-site. Please contact Smart City Networks if you would like to order internet.

Internet & Telephone

Smart City Networks

Phone: 888-446-6911

Fax: 702-943-6001

Email : customerservice@smartcitynetworks.com

Website: www.smartcity.com

Registration:

Three complementary passes to DISTRIBUTECH & POWERGEN are included in your Initiate participation. Each company will receive one complementary full summit pass and two complementary exhibition passes. You can find more information on these registration types [here](#). You will receive an email explaining how to register for the event 6 weeks prior to the event.

Program/ Speakers:

Several speakers/panelists will be presenting throughout the day in the Initiate hub. These speakers are from national labs, incubators, accelerators, and utilities. Check out the schedule on the [Initiate page](#) (when available) to see if there is a session you want to make sure you attend. Most of these presentations will be available on the website 2 weeks after the event.



Powerful Young Professionals Reception:

The Powerful Young Professionals Reception will take place on Thursday, January 27th from 4:00 pm – 5:00 pm in the Initiate hub. This networking event is open to everyone. Feel free to invite people and network over a beer or a glass of wine!

What to bring:

- Any additional signage you would like to have at your kiosk (optional). This can be a poster to place on the locking cabinet. This can also be a free-standing banner. If you choose to bring a free-standing banner, please ensure that it is no larger than 2.5 feet wide. Please remember to be courteous to your neighbors.
- Your final pitch presentation on a flash drive
- A demo of your product (optional)
- A monitor AND standing bracket (optional)
- HDMI, display port, VGA, USB, or similar cord to be able to display videos/slides on monitor (optional)
- Brochures, handouts, business cards (optional)
- A stool (optional)

Important Dates:

Wednesday, October 6- logo due to Gabriella Cecere (gabriella.cecere@clarionevents.com) if different than logo provided in application

Friday, October 29- send short company bio to Sarah Toews. This will be read as your company is introduced when giving your pitch.

Friday, November 5- send forms for \$300 fee, signed terms & conditions to Sarah Toews (sarah.toews@clarionevents.com).

Wednesday, January 12, 2022- send final presentation to Sarah Toews (also bring it on a flash drive as a backup)

January 25, 2022- arrive in Dallas to get set up (exhibit hall open for set up 8:00 am – 5:00 pm)

January 26-27, 2022- “man” kiosk, network, present your pitch at assigned time, walk the exhibit floor, attend conference sessions, etc.

January 28, 2022- Awards given out by judges on Initiate stage, 10:00 am