

**Price-Responsive Load Management: A New Opportunity in New York State**  
**March 22 – 23, 2001 Crowne Plaza, Albany, NY**

Dear Exhibitor:

The New York Independent System Operator (NYISO) and its market participants, in collaboration with the New York State Energy Research and Development Authority are sponsoring a 1 ½ day conference on price-responsive load programs and supporting solutions on March 22 – 23, 2001 at the Crowne Plaza in Albany, NY. Attendees will include end-use customers from residential, commercial and industrial sectors, load-serving entities including transmission owners and retail service companies, policy makers and representatives from state agencies.

Companies that provide software, hardware or service solutions, including retail programs, that facilitate participation in emergency or price-responsive load management programs are invited to exhibit. This conference is an excellent opportunity for vendors interested providing solutions to innovative price-responsive and emergency programs in New York State to effectively reach a wide audience of potential customers. And, it is the only major conference planned for the New York State electricity market before this summer, when most new price-responsive programs will begin.

The conference program was designed to incorporate a dedicated exhibit session on the first day so vendors will not need to compete with business sessions for attendees' attention. Exhibitors interested in presenting to prospective customers in a more personal atmosphere are encouraged to consider hospitality suites on the first evening. Details on suite types are included in this packet.

The enclosed materials describe the fees, exhibit times, and other pertinent information for exhibiting at the Price-Responsive Load Management conference on March 22, 2001. Exhibit space is limited and available on a first-come, first-served basis. To reserve a space, please complete the Exhibitor Registration Form and fax it to Donna Pratt at 315-234-5145 by Friday, March 9, 2001 or register online. The registration form and exhibitor materials are also available on the NYISO website (<http://www.nyiso.com/services/calendar.html>).

If you have any questions, please contact Donna Pratt at 315-478-9981 or via e-mail at [dpratt@bneenan.com](mailto:dpratt@bneenan.com).

We look forward to seeing you next month!

Regards,

David Lawrence  
Senior Engineer  
NYISO

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[www.nyiso.com](http://www.nyiso.com)



[www.nyserda.org](http://www.nyserda.org)

## **Exhibitor Information Packet**

### **Exhibit Space**

Each exhibit space is 10' x 10' and includes electrical service, a draped table and two chairs. Exhibitors who will be bringing a booth or other display items should indicate the details in the space provided on the registration form.

### **Exhibit Time**

#### Exhibit Time

Exhibits will be open only on the first day of the conference, Thursday, March 22, beginning at 12:15. This will allow for attendees to visit exhibits during:

- lunch time (12:15 – 1:15 pm);
- the dedicated exhibit time (1:15 – 3:00 pm); and
- as an option to attending afternoon breakout sessions (3:00 - 4:45 pm).
- Exhibitors may also leave displays up through the evening reception immediately following the first day's sessions (4:45 – 6:00 pm).

#### Setup

Display exhibits may be set up beginning at 11:00 am on March 22.

All exhibits should be completely set up by 12:15 pm on Thursday, March 22.

Exhibitors requiring additional setup time should indicate the minimum setup time required on the exhibitor registration form so that arrangements may be made to accommodate your exhibit.

#### Tear-down

Exhibits may be dismantled at one of the following times:

- a.) Between 3:15 pm and 4:30 pm when attendees will return to breakout sessions; or
- b.) After 6:30 pm for exhibitors who wish to continue to display through the reception.

All display materials must be removed by 8:00 pm on March 22.

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**Exhibit Materials**

The Crowne Plaza will accept packages containing exhibit materials up to 4 days prior to the conference. Please address the package to an exhibitor holding a room reservation for the conference, in care of the Crowne Plaza:

Example: room reserved on 3/21/01 for exhibitor/hotel guest - J. Smith

Package address: **J. Smith, Hotel Guest 3/21/01**  
Crowne Plaza 518-462-6611  
State & Lodge Streets  
Albany, NY 12207

**Hospitality Suites**

The Crowne Plaza has a limited number of suite rooms available for exhibitors interested in providing a more personal atmosphere for presenting to prospective clients. Four options are available:

- Alcove Suite: An oversized single room with a counter area and refrigerator, and a sleeping area. Living room area holds approximately 12 – 15 guests for a reception.
- Loft Suite: 2 level room with a separate living room area. Reception space for approximately 12 –15 guests. No bar or refrigerator.
- Deluxe Suite: Large 2-room suite with separate living room capable of holding approximately 40 guests for a reception; no bar or refrigerator.
- Meeting Room: Several dedicated meeting rooms are available to reserve as hospitality suites. Rooms are 24'L x 13'W and can hold 15 to 30 people, depending on seating arrangements. Please contact Chris Melito in Group Sales (518-427-3013) for details and availability.

Exhibitors interested in reserving a suite for this conference should contact Joan Sandwick at the Crowne Plaza at 518-427-3012. Catering is available; contact Chris Melito in Group Sales (518-427-3013) for menus and pricing.

Exhibitors are asked not to open hospitality suites before 6:00pm, the end of the first day's sessions and reception.

**Insurance**

All exhibitors are required to carry their own insurance. The NYISO and the Crowne Plaza are not responsible for losses or damages resulting from exhibiting at this conference.

**NYSERDA Exhibitors**

Please mark the appropriate box on the registration form.



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### **Registration Fee**

Registration fee for this conference is \$500 per space. The fee includes the exhibit space as described above and 2 conference registrations. Conference registration includes continental breakfast both days, and lunch and the reception on Thursday, March 22.

Registration may be made online via the NYISO website or via fax (315-234-5145) to reserve an exhibit space. Payment by check is required by **Friday, March 9, 2001** to secure the exhibit space. Any remaining exhibit spaces will be available on a first-come, first-served basis. Please call Donna Pratt (315-478-9981) if you have any questions.

Please make checks payable to the **NYISO** and mail to:

Attention: Ms. Leigh Bullock  
NYISO  
290 Washington Avenue Extension  
Albany, NY 12203

### **Registration Form**

There are 3 ways to register to exhibit at this conference:

1. **Fax** the registration form to Donna Pratt at **315-234-5145**;
2. **E-mail** the registration form to [dpratt@bneenan.com](mailto:dpratt@bneenan.com); or
3. **Online** via the NYISO website: <http://www.nyiso.com/services/calendar.html>

