

The New York Independent System Operator presents:

Price-Responsive Load Management: A New Opportunity in New York State Electricity Markets

MARCH 22 - 23, 2001 CROWNE PLAZA, ALBANY, NY

Building additional generating capacity answers the longer-term needs for electricity in New York State. Implementing price-responsive mechanisms for interruptible loads will result in many of the same system benefits, will increase participation in the energy markets, and can provide relief in time for the summer of 2001. There is a broad agreement among all stakeholders that increased participation by interruptible loads is essential to a fully competitive market.

The New York Independent System Operator (NYISO) and its market participants, in collaboration with the New York State Energy Research and Development Authority (NYSERDA), are sponsoring a 1½ day conference on increased demand response initiatives for Summer 2001.

At this conference, customers will learn about:

- ◆ Load response programs being offered by the NYISO for the wholesale electricity market;
- ◆ NYSERDA load management programs and initiatives;
- ◆ Programs in place or under consideration in other ISOs;
- ◆ Retail price-responsive load programs being offered by load serving entities; and
- ◆ New technologies for increasing demand response.

Need help in becoming more price-responsive? Tour exhibits where new technologies for managing loads will be on display. Visit with NYSERDA representatives to learn about programs for this summer to defray some of the cost of installing and operating equipment. Join us for one-stop shopping for this summer's participation in New York State price-responsive load programs.

CONFERENCE HIGHLIGHTS

- ◆ *Learn about new retail programs for the summer of 2001 from the NYISO and other electric service providers*
- ◆ *Learn about load management technology projects from NYSERDA*
- ◆ *Hear load management case studies from retail customers in the residential, commercial, and industrial sectors*
- ◆ *Meet with hardware and software solution providers*

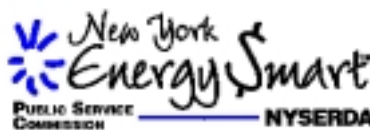
See conference schedule on back

WHO SHOULD ATTEND?

- ◆ End-use customers interested in learning how to participate in new market access programs
- ◆ Facility and property managers looking for options to control costs of purchasing electricity in New York State
- ◆ Everyone interested in emergency/on-site generation technologies and environmental issues
- ◆ Program managers and executives from electric service companies and competitive electric service providers
- ◆ Policy makers and technology providers



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Sponsored by the New York Independent System Operator

DAY 1 - THURSDAY, MARCH 22

GENERAL SESSIONS AND BREAKOUT SESSIONS*

7:30 - 8:30 am	Registration and Continental Breakfast
8:30 - 8:45 am	Conference Opening
8:45 - 9:30 am	Keynote Address: NYISO
9:30 - 10:15 am	Invited Speaker: NYSERDA
10:15 - 10:30 am	Break
10:30 - 11:25 am	NYISO Summer 2001 Program Overview
11:25 am - 12:15 pm	Breakout Sessions #1 - #4
12:15 - 1:15 pm	Lunch
1:15 - 3:00 pm	Vendor Exhibits
3:00 - 3:55 pm	Breakout Sessions #5 - #8
3:55 - 4:45 pm	Breakout Sessions #9 - #12
4:45 - 6:00 pm	Reception

DAY 2 - FRIDAY, MARCH 23

GENERAL SESSION AND PANEL DISCUSSION*

7:30 - 8:30 am	Continental Breakfast
8:30 - 9:15 am	Invited Speaker: Public Service Commission
9:15 - 10:15 am	Panel Discussion - LSE-sponsored price-responsive load programs for summer 2001
10:15 - 10:30 am	Break
10:30 - 11:30 am	Panel Discussion - Emergency Generation: Opportunities, Challenges, and Environmental Policies
11:30 am - 12:00 pm	Conference Wrap-up
Noon	Conference Adjourns

CONFERENCE REGISTRATION

Registration forms and updated conference information will be available on the NYISO website (www.nyiso.com/services/calendar.html).

Conference registration fee: \$50 per person (Register by 2/28/01 and receive a \$10 discount)

Vendors interested in exhibiting may register online through the NYISO website (www.nyiso.com) or contact Donna Pratt for more details.
Phone: 315-478-9981 or e-mail: dpratt@bneenan.com

DAY 1 BREAKOUT SESSIONS

Here's a sample of the topics that will be presented in small group sessions tailored to your concerns:

- *Overview of deregulation and price responsive load programs in the U.S.*
- *Strategies for Price Responsive Load: Commercial, Industrial and Residential*
- *NYSERDA case studies, ongoing projects and programs*
- *Panel Discussions*

... and more!

HOTEL INFORMATION

Crowne Plaza 1-518-462-6611
State & Lodge Streets
Albany, NY 12207

Accommodations: A group rate of \$119 single/double per night is available for reservations at the Crowne Plaza for this conference by 2/28/01. Please call the hotel directly at 1-518-462-6611 and use *NYISO* as the group name.

Parking and Shuttle Service:
Free parking in the hotel garage for all attendees.

Free shuttle service to and from the Albany International Airport and Amtrak Train Station.