ENERGY STORAGE IS TRANSFORMING ELECTRIC SERVICE.

Help guide its evolution.

There has never been a more exciting time to be part of the energy storage industry. The way we deliver and consume electricity is rapidly changing, and the need for flexible and dynamic resources that can enable a more resilient and responsive electric grid has never been more apparent. This demand will create an opportunity to innovate and drive the deployment of more than 35 gigawatts (GW) of new energy storage systems in the U.S. by 2025.

Learn how membership with the Energy Storage Association can help you find success in this expanding market.
WHO WE ARE

The Energy Storage Association (ESA) is the leading national voice of our industry—representing stakeholders from every facet of the energy sector, ensuring the widespread use of competitive and reliable energy storage systems in North America.

ESA is the only national member-led, independent association focusing exclusively on the commercialization and deployment of energy storage technologies at both the national and state level.

OUR MEMBER COMPANIES INCLUDE:

- Manufacturers
- Investor owned, municipal and cooperative utilities
- Project developers and independent power producers
- System integrators
- Renewable energy companies
- Grid operators
- Government agencies
- Universities
- Financial and legal experts
- Research organizations
- Non-profits

OUR VISION

ESA advocates and advances the energy storage industry to realize its 35 GW by 2025 goal, resulting in a better world through a more resilient, efficient, sustainable, and affordable electricity grid.

OUR MISSION

ESA’s mission is to accelerate the widespread use of competitive and reliable energy storage systems in North America. To achieve this mission, ESA will educate stakeholders, advocate for public policies, accelerate market growth, and deliver direct member value.
ACCELERATE: Bringing about change for the benefit of the entire industry.

ADVOCACY

ESA represents its members’ interests directly with centers of influence in Washington, D.C. and in state capitals around the country. With your support, the Energy Storage Association continues to:

• Work closely with regulators at the federal and state levels to open fair, competitive markets for the adoption of energy storage technologies.
• Ensure that regulatory policies reflect the value provided by energy storage technologies, and that barriers to the integration of energy storage are removed.
• Promote energy storage technology in both federal and state energy legislation.
• Develop best practices at the state level that affirm the positive economic impact of energy storage projects for ratepayers.

WORKING GROUPS

Even as we continue to educate regulators and legislators on the unique characteristics of energy storage, public policy conversations around storage are maturing. Join us in developing policy positions that will accelerate the deployment of competitive and reliable energy storage.

In 2018, two inaugural working groups were established to consider the subjects of:

• Ownership and Competitive Provision of Storage: Who can own and operate energy storage, and what means are there to ensure competition?
• C&I Customer Rate Design: What electric rate structures are optimal for customer-sited energy storage?

Working groups on other matters of interest to the energy storage industry will be announced and publicized to the entire ESA membership in 2019 and beyond.

CONNECT: Facilitating business and enhancing members’ brand recognition

CONFERENCES AND MEETINGS

Members meet throughout the year and at the annual members’ meeting to learn about ESA’s activities, provide guidance, and network. Members also receive conference discounts at ESA’s three keystone events.

• ESA Annual Conference & Expo: Join decision makers, leaders, and other stakeholders from around the industry who understand that energy storage is the integral hub of the energy ecosystem.
• ESA Policy Forum: Understand what’s happening in rapidly-evolving regulatory and legislative policy frameworks across the U.S.
• Energy Storage STUDIO: Storage Uses, Deployment, Implementation, and Operations. Focus on the latest practical developments in implementing and deploying energy storage projects.

SPEAKERS BUREAU

ESA invites its members to participate in our Speakers Bureau, connecting your company directly with media outlets inquiring about newsworthy developments in the energy storage industry. This represents a perfect opportunity to highlight your industry expertise and demonstrate your thought leadership.

EDUCATE: Keeping members apprised of the latest in policy, technology, and markets

INTERACTIVE WEBINARS

At ESA, members collaborate through our interactive webinars to discern, understand, and address industry-wide trends that have the greatest impact on energy storage operations.

• Policy: Engage with us as we work with FERC, DOE, EPA, Congress, and state legislatures to progress our platform of issues and initiatives.
• Technical: Put forth recommendations with a clear and consistent voice on codes, safety standards, and translating technical information for the public, customers, and regulators.
• Markets and Models: Gain emerging market insights, market opportunity analysis, and information regarding the valuation of energy storage.

INDUSTRY RESEARCH

Energystorage.org is a central resource for industry news, data and other resources. Through our Member Portal, you can access exclusive critical industry research, ESA policy and public filings, archived webinars, newsletters, and conference presentations. In addition, ESA members have access to deeply discounted rates on the annual and quarterly reports produced in partnership with GTM Research.

MEMBER NEWSLETTERS

Our suite of monthly newsletters keeps you abreast of breaking news, policy alerts, educational opportunities, and real-time access to RFPs and other energy storage procurement announcements.
WHY CHOOSE ESA?

As an Energy Storage Association member, you enjoy the considerable benefits of access to key decision makers and expert analysis, as well as exposure to timely and critical issues to help your business or organization succeed in the fast-growing energy economy.

Access more opportunities for engagement and networking, and experience more value for your investment than ever before.

What Lies Ahead

The energy storage industry is evolving rapidly. Advancing the energy storage industry toward realizing its full potential of achieving 35 GW by 2025 is going to take the collaborative effort of all stakeholders. ESA looks forward to working with members from all facets of the value chain to promote open and fair competition among all market participants, and to ensure the recognition of the full value provided by energy storage in markets and regulatory constructs.

Be a part of shaping the energy storage industry by becoming a member of ESA. Contact us today to learn more about benefits and member levels.

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2018 Membership Prospectus