UNLOCK YOUR BRAND'S POTENTIAL

WITH OUR EXCLUSIVE SPONSORSHIP PACKAGES AND EXHIBIT OPPORTUNITIES!

AMERICAN
PUBLIC
POWER
ASSOCIATION
Powering Strong Communities

ABOUT APPA

WHAT IS THE AMERICAN PUBLIC POWER ASSOCIATION (APPA)?

APPA is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million customers that public power utilities serve, and the 96,000 people they employ. Our association advocates and advises on electricity policy, technology, trends, training, and operations. Our members strengthen their communities by providing superior service, engaging citizens, and instilling pride in community-owned power.

WHY SHOULD MY COMPANY SPONSOR AND EXHIBIT AT APPA EVENTS?

APPA brings together decision makers and influencers from more than 1,400 public power utilities throughout the United States.

As noted in the 2023 *Public Power Purchasing Outlook Report*, utilities that belong to APPA:

- Report already having an AMI system in place or have plans to invest in AMI or OMS solutions in the next one to three years.

- Are much more likely to have plans to invest in customer information systems (including interactive outage notifications), utility-scale renewable generation, and behind the meter storage – and for higher amounts.

- Report being more likely to go after federal funding opportunities under the Infrastructure Investment and Jobs Act.

- Report an increased demand for distribution transformers.

- Report being more aware of potential impacts of distributed energy resources within their service territory.

View this video to discover how public power professionals and industry partners derive value from APPA sponsorship packages and exhibit opportunities.

- Are more likely to have a defined cybersecurity strategy and to be seeking cybersecurity solutions.

- Are more likely to engage a variety of business consultants.

2024 APPA EVENTS

JOINT ACTION CONFERENCE
JANUARY 7 – 9, NAPLES, FLORIDA
125+ joint action agency CEOs and senior executives

LEGISLATIVE RALLY
FEBRUARY 26 – 28, WASHINGTON, DC
700+ public power CEOs, policy makers, senior executives, and government relations professionals

CEO ROUNDTABLE
MARCH 17 – 19, PASADENA, CALIFORNIA
100+ public power CEOs

PUBLIC POWER LINEWORKERS RODEO
APRIL 5 – 6, LAFAYETTE, LOUISIANA
500+ electric superintendents, lineworkers, and safety personnel

ENGINEERING & OPERATIONS CONFERENCE
APRIL 7 – 10, NEW ORLEANS, LOUISIANA
450+ distributed energy resources; environmental; grid modernization; reliability, safety, and mutual aid; security; system planning; forecasting and modeling; and transmission & distribution professionals

ACCOUNTING & FINANCE VIRTUAL SUMMIT
APRIL 24 – 25
100+ public power leaders in accounting, finance, and rate design

NATIONAL CONFERENCE
JUNE 7 – 12, SAN DIEGO, CALIFORNIA
1,200+ public power CEOs, senior executives, and policymakers

BUSINESS & FINANCIAL CONFERENCE
SEPTEMBER 8 – 11, CLEVELAND, OHIO
450+ accounting, finance, HR, IT, rates & pricing, and risk management & insurance professionals

LEGAL & REGULATORY CONFERENCE
OCTOBER 20 – 23, NASHVILLE, TENNESSEE
250+ in-house and general counsel, outside counsel, regulatory affairs specialists, compliance officers, and senior- and mid-level utility managers

CUSTOMER CONNECTIONS CONFERENCE
OCTOBER 27 – 30, LOUISVILLE, KENTUCKY
400+ customer service, energy innovation, key accounts, and public communications professionals

QUESTIONS?

Contact Sponsorship@PublicPower.org or visit PublicPower.org for event details, to reserve your exhibit space, and to purchase your sponsorships.

SAVE MONEY!
BECOME A CORPORATE ASSOCIATE MEMBER.

Corporate associate membership distinguishes your company as a lead supporter of public power and provides tangible benefits that get your name in front of decision makers at the nation's community-owned electric utilities. APPA offers two levels – standard and Elite – to fit your needs and budget. Both options provide your employees with significant benefits, but with an Elite membership you enjoy extensive branding and networking opportunities. Learn more in this brochure, view this video, or contact Membership@PublicPower.org.

APPA ACADEMY

JAC

CONFERENCE
JOINT ACTION

JANUARY 7 – 9
NAPLES, FLORIDA
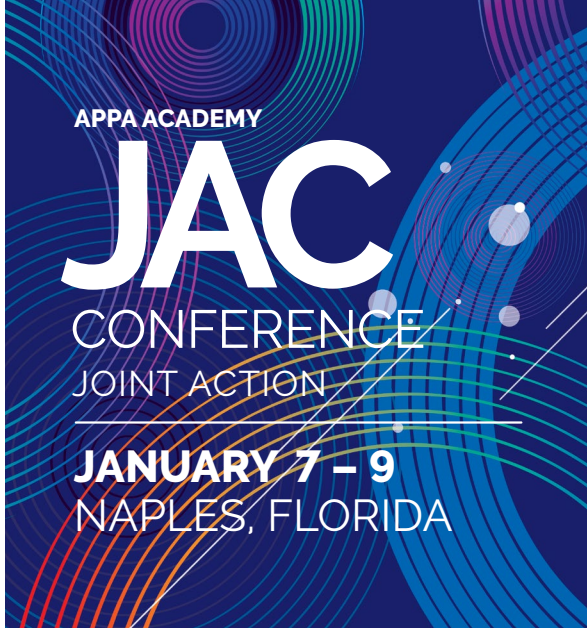
This is public power's meeting for joint action agency professionals to meet and discuss emerging policy, regulatory, and power supply issues, and other topics related to the governance and management of joint action agencies.

SIGNATURE SPONSOR

One sponsor slot each for the Opening and Lunch Keynotes.

Elite Corporate Associate Member $11,000

Corporate Associate Member $12,000

Nonmember $24,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Four-week digital campaign that serves your ads to the event audience wherever they go online through retargeting. Ads provided by you. (APPA will provide specs)

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Four conference registrations
- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the headquarters hotel

- One-minute video (provided by you) at the beginning of a keynote address

- Logo on all conference signage and in the printed program

POST-EVENT

- Final attendee list in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Monday Receptions and the Monday Lunch

Elite Corporate Associate Member $8,000

Corporate Associate Member $9,000

Nonmember $18,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT
- Three conference registrations
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

POST-EVENT
- Final attendee list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

SUSTAINING NETWORKING SPONSOR

One sponsor slot each for the Monday and Tuesday Breakfasts

Elite Corporate Associate Member $6,500

Corporate Associate Member $7,500

Nonmember $15,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- Two conference registrations
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

POST-EVENT
- Final attendee list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

PUBLIC POWER ADVOCATE

Elite Corporate Associate Member $5,500

Corporate Associate Member $6,500

Nonmember $13,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations
- Verbal recognition in the opening remarks of a breakout session of your choosing. Moderator will read a short paragraph about your company
- Logo on a sign at the registration desk and in the printed program

POST-EVENT
- Final attendee list in Excel (Name, title, organization, address)

NETWORKING SPONSOR

Four sponsor slots for Refreshment Breaks

Elite Corporate Associate Member $4,000

Corporate Associate Member $5,000

Nonmember $10,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One conference registration
- Logo on sign and cocktail napkins at breaks, on a sign at the registration desk, and in the printed program

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $2,000

Corporate Associate Member $3,000

Nonmember $6,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One conference registration
- Logo on a sign at the registration desk and in the printed program

POST-EVENT
- Final attendee list in Excel (Name, title, organization, address)

LEGISLATIVE Rally

FEBRUARY 26 - 28, 2024
WASHINGTON, DC

This event brings utility executives, policy experts, and locally elected and appointed officials to Washington, DC, to communicate public power's value, benefits, and needs to Congressional representatives. Please note: Due to the sensitive nature of the discussions at the Rally, investor-owned utilities may not sponsor or attend.

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome Reception, the Legislative & Regulatory Lunch, and the Legislative Rally Breakfast

Elite Corporate Associate Member $10,500

Corporate Associate Member $11,500

Nonmember $23,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT
- Eight Welcome Reception registrations for the reception sponsor and eight tickets for the lunch and breakfast sponsors
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide
- One mobile app push notification to Rally attendees acknowledging your sponsorship
- Verbal recognition at the lunch (reception and lunch sponsors) and at the breakfast (breakfast sponsor)

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on evaluation email

SUSTAINING NETWORKING SPONSOR

One sponsor slot for the Women in Public Power Reception

Elite Corporate Associate Member $5,500

Corporate Associate Member $6,500

Nonmember $13,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- Four registrations for the Women in Public Power Reception
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide
- One mobile app push notification to Rally attendees acknowledging your sponsorship

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on evaluation email

NETWORKING SPONSOR

Four sponsor slots for Refreshment Breaks

Elite Corporate Associate Member $2,500

Corporate Associate Member $3,500

Nonmember $7,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Logo on sign and cocktail napkins at breaks, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

APPA ACADEMY
CEO
ROUNDTABLE
CHIEF EXECUTIVE OFFICERS

MARCH 17 – 19, 2024
PASADENA, CALIFORNIA

This exclusive event brings public power's leading executives together to discuss hot topics, hear from visionary thinkers, and strategize how their organizations can thrive in today's challenging environment.

SIGNATURE SPONSOR

One sponsor slot each for the Opening, Monday Afternoon, and Closing General Sessions

Elite Corporate Associate Member $15,000

Corporate Associate Member $16,000

Nonmember $32,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization)

- Four-week digital campaign that serves ads to the attendees when they are online through retargeting. Ads provided by you. (APPA will provide specs)

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Four conference registrations

- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the headquarters hotel

- One-minute video (provided by you) shown at the beginning of a general session

- Logo on conference signage and in the printed program

POST EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

SOLD

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Monday Receptions and the Monday Networking Lunch

Elite Corporate Associate Member $10,000

Corporate Associate Member $11,000

Nonmember $22,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT
- Three conference registrations
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

SUSTAINING NETWORKING SPONSOR

Two sponsor slots each for the Monday and Tuesday Breakfasts

Elite Corporate Associate Member $5,500

Corporate Associate Member $6,500

Nonmember $13,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- Two conference registrations
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

NETWORKING SPONSOR

Three sponsor slots for Refreshment Breaks

Elite Corporate Associate Member $4,500

Corporate Associate Member $5,500

Nonmember $11,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One conference registration
- Logo on sign and cocktail napkins at breaks, on a sign at the registration desk, and in the printed program

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

2024 PUBLIC POWER LINEWORKERS RODEO

LAFAYETTE, LOUISIANA
APRIL 5-6, 2024

This is **THE** event for public power journeyman and apprentice lineworkers to compete for professional recognition and to learn about the latest safety products and services.

ENHANCE YOUR CONFERENCE EXPERIENCE WITH A SPONSORSHIP PACKAGE

(All packages except the Public Power Supporter include space in the Vendor Expo)

RODEO VENDOR EXPO

Elite Corporate Associate Member: $1,500

Corporate Associate Member: $2,000

Nonmember: $4,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)

DURING EVENT
- Inclusion in the sponsor and vendor guide in the Rodeo mobile app
- Tent or trailer exhibit space at the Vendor Expo

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

AWARDS BANQUET SOUVENIR CUP SPONSOR

Three sponsor slots

Elite Corporate Associate Member: $8,000

Corporate Associate Member: $9,000

Nonmember: $18,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Logo on souvenir cups at the awards banquet, bar signs, and in the printed program
- Inclusion in the sponsor and vendor guide in the Rodeo mobile app
- Tent or trailer exhibit space at the Vendor Expo
- Four Rodeo Awards Banquet tickets

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

RODEO EVENT SPONSOR

One sponsor slot for each event

Elite Corporate Associate Member: $3,500

Corporate Associate Member: $4,000

Nonmember: $8,000`

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Logo featured at your sponsored event and in the printed program
- Inclusion in the sponsor and vendor guide in the Rodeo mobile app
- Tent or trailer exhibit space at the Vendor Expo
- Two Rodeo Awards Banquet tickets

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

TRAINING COURSE SPONSOR

Two sponsor slots for each course

Elite Corporate Associate Member: $2,500

Corporate Associate Member: $3,000

Nonmember: $6,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Logo featured on sign at your sponsored course and in the printed program
- Verbal recognition at your sponsored course
- Inclusion in the sponsor and vendor guide in the Rodeo mobile app
- Tent or trailer exhibit space at the Vendor Expo
- Two Rodeo Awards Banquet tickets

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

FRIDAY FUN SPONSOR

Six sponsor slots

Elite Corporate Associate Member: $2,000

Corporate Associate Member: $2,500

Nonmember: $5,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address).
- Logo on the event website.

DURING EVENT
- Logo featured on signage at field games on the Rodeo grounds during Friday's food truck and trade event and in the printed program.
- Inclusion in the sponsor and vendor guide in the Rodeo mobile app
- Tent or trailer exhibit space at the Vendor Expo
- One Rodeo Awards Banquet ticket

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PLACE AN AD IN THE RODEO PROGRAM

OUTSIDE BACK COVER

Elite Corporate Associate Member: $1,000

Corporate Associate Member: $1,100

Nonmember: $2,200

FRONT INSIDE COVER

Elite Corporate Associate Member: $800

Corporate Associate Member: $900

Nonmember: $1,800

BACK INSIDE COVER

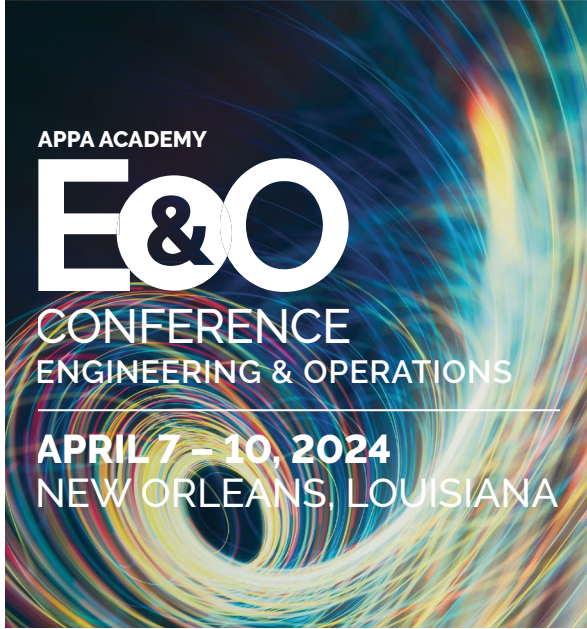Elite Corporate Associate Member: $800

Corporate Associate Member: $900

Nonmember: $1,800

FULL-PAGE INTERIOR

Elite Corporate Associate Member: $500

Corporate Associate Member: $600

Nonmember: $1,200

APPA ACADEMY

E&O

CONFERENCE
ENGINEERING & OPERATIONS

APRIL 7 – 10, 2024
NEW ORLEANS, LOUISIANA

This conference is for professionals who design, develop, and maintain a significant portion of the nation's electric system and provides education on the critical issues facing the people most responsible for keeping the lights on.

PUBLIC POWER NEXTTECH EXPO VENDOR (10X10 SPACE)

Elite Corporate Associate Member $2,500
Corporate Associate Member $3,000
Nonmember $6,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address).

DURING EVENT
- Two booth worker registrations
- 10x10 booth in the Public Power NextTech Expo
- Logo in the printed program
- Logo and company description in the mobile app sponsor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER NEXTTECH EXPO VENDOR (10X20 SPACE)

Elite Corporate Associate Member $3,500

Corporate Associate Member $4,000

Nonmember $8,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)

DURING EVENT
- Three booth worker registrations
- 10x20 booth in the Public Power NextTech Expo
- Logo in the printed program
- Logo and company description in the mobile app sponsor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

ENHANCE YOUR CONFERENCE EXPERIENCE WITH A SPONSORSHIP PACKAGE

(All packages except the Public Power Supporter include space in the Public Power NextTech Expo)

SIGNATURE SPONSOR

One sponsor slot each for the Opening, Tuesday, and Closing General Sessions

Elite Corporate Associate Member $15,000

Corporate Associate Member $16,000

Nonmember $32,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Four-week digital campaign that serves your ads to the event audience wherever they go online through retargeting. Ads provided by you. (APPA will provide specs).

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Four conference registrations

- Two booth worker registrations

- 10x20 or 10x10 booth in the Public Power NextTech Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.

- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the headquarters hotel.

- One-minute video (provided by you) shown at one general session.

- One mobile app push notification acknowledging your sponsorship

- Logo on all conference signage, on sign at the registration desk, and in the printed program.

- Logo and company description in the mobile app sponsor and exhibitor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Tuesday Receptions

Elite Corporate Associate Member $12,000

Corporate Associate Member $13,000

Nonmember $26,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- Three conference registrations
- Two booth worker registrations
- 10x20 or 10x10 booth in the Public Power NextTech Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program.
- One mobile app push notification acknowledging your sponsorship.

- Logo and company description in the mobile app and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

PUBLIC POWER CHAMPION

Six sponsor slots

Elite Associate Member: $11,000

Associate Member: $12,000

Nonmember: $24,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- 60-minute breakout session presentation on the topic of your choosing (topic requires APPA approval)

- Three conference registrations
- Two booth worker registrations
- 10x20 or 10x10 booth in the Public Power NextTech Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- One mobile app push notification acknowledging your sponsorship
- Logo on a sign at your session, on a sign at the registration desk, and in the printed program.
- Logo and company description in the mobile app and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)
- Logo on the conference evaluation email

SUSTAINING NETWORKING SPONSOR

Two sponsor slots each for Monday, Tuesday, and Wednesday Breakfasts

Elite Corporate Associate Member $7,000

Corporate Associate Member $8,000

Nonmember $16,000

PRE-EVENT
- Logo on the event website and attendee logistics email
- Registrants lists in Excel (Name, title, organization, address)

DURING EVENT
- Three conference registrations
- Two booth worker registrations
- 10x10 booth in the Public Power NextTech Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program
- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

NETWORKING SPONSOR

Three sponsor each for Monday and Tuesday Refreshment Breaks

Elite Corporate Associate Member $5,500

Corporate Associate Member $6,500

Nonmember $13,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations
- Two booth worker registrations
- 10x10 booth in the Public Power NextTech Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- Logo on signage and cocktail napkins at your sponsored event and in the printed program.
- Logo and company description in the mobile app sponsor and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER ADVOCATE

Elite Associate Member: $5,000

Associate Member: $6,000

Nonmember: $12,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations
- Two booth worker registrations
- Verbal recognition in the opening remarks of a breakout session of your choosing. Moderator will read a short paragraph about your company.
- 10x10 booth in the Public Power NextTech Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- Logo on signage at your sponsored session, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $1,500

Corporate Associate Member $2,500

Nonmember $5,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)

DURING EVENT
- One conference registration
- Logo in the printed program
- Logo and company description in the mobile app sponsor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

APPA ACADEMY

ACCOUNTING &FINANCE

VIRTUAL SUMMIT

APRIL 24 – 25

This event provides public power professionals with opportunities to learn, network, and discuss current trends and issues with peers from around the country.

SIGNATURE SPONSOR

One sponsor slot for the Opening Session

Elite Corporate Associate Member $2,500

Corporate Associate Member $3,000

Nonmember $6,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website, marketing emails, and attendee logistics email.
- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT
- Two summit registrations
- One-minute video (provided by you) shown at the opening session

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on the summit evaluation email
- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PUBLIC POWER ADVOCATE

Elite Corporate Associate Member $1,500

Corporate Associate Member $2,000

Nonmember $4,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- One summit registration
- Verbal recognition in the opening remarks of a session of your choosing (excluding the opening session). Moderator will read a short paragraph about your company.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on the summit evaluation email

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $1,000

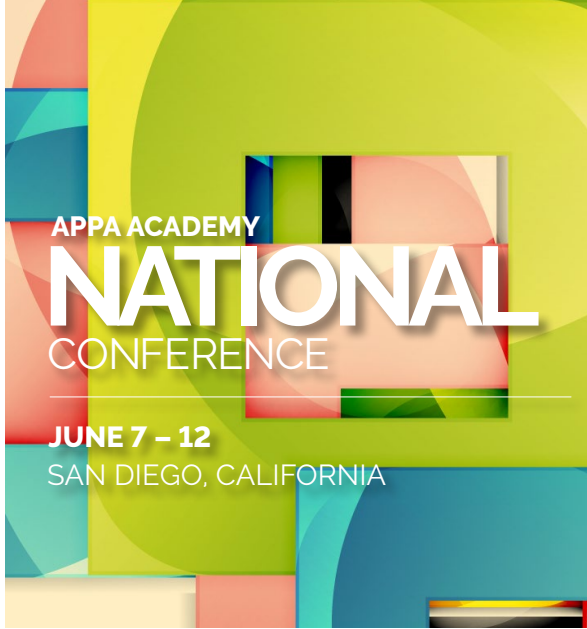Corporate Associate Member $1,500

Nonmember $3,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One summit registration

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

APPA ACADEMY
NATIONAL
CONFERENCE

JUNE 7 – 12
SAN DIEGO, CALIFORNIA

This is public power's largest meeting and THE place for industry suppliers to gain exposure with public power CEOs, senior executives, and policymakers.

INDUSTRY INNOVATIONS EXPO VENDOR (10X10 SPACE)

Elite Corporate Associate Member $3,000

Corporate Associate Member $3,500

Nonmember $7,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)

DURING EVENT
- Two booth worker registrations
- 10x10 booth in the Industry Innovations Expo
- Logo in the printed program
- Logo and company description in the mobile app sponsor and exhibitor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

INDUSTRY INNOVATION EXPO VENDOR (10X20 SPACE)

Elite Corporate Associate Member $4,000

Corporate Associate Member $4,500

Nonmember $8,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address).

DURING EVENT
- Three booth worker registrations
- 10x20 booth in the Industry Innovations Expo
- Logo in the printed program
- Logo and company description in the mobile app sponsor and exhibitor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

ENHANCE YOUR CONFERENCE EXPERIENCE WITH A SPONSORSHIP PACKAGE

(All packages except the Public Power Supporter and the Day of Giving Partner include space in the Industry Innovations Expo)

SIGNATURE SPONSOR

One sponsor slot each for the Opening, Tuesday Morning, Tuesday Afternoon, and Closing General Sessions

Elite Corporate Associate Member $25,000

Corporate Associate Member $26,000

Nonmember $52,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Four-week digital campaign that serves your ads to the event audience wherever they go online through retargeting. Ads provided by you. (APPA will provide specs).

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Five conference registrations

- Two booth worker registrations

- 10x20 or 10x10 booth in the Industry Innovations Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.

- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the headquarters hotel

- One-minute video (provided by you) shown at one general session

- One mobile app push notification acknowledging your sponsorship

- Logo on all conference signage, on sign at the registration desk, and in the printed program.

- Logo and company description in the mobile app sponsor and exhibitor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Industry Innovations Expo Receptions, Industry Innovations Expo Lunch, Tuesday Evening Event, and Chair's Breakfast

Elite Corporate Associate Member $18,000

Corporate Associate Member $19,000

Nonmember $38,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- Four conference registrations

- 10x20 or 10x10 booth in the Industry Innovations Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.

- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on conference evaluation email

PUBLIC POWER CHAMPION

Five sponsor slots

Elite Associate Member: $15,000

Associate Member: $16,000

Nonmember: $32,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- 60-minute breakout session presentation on the topic of your choosing (topic requires APPA approval)

- Three conference registrations

- Two booth worker registrations

- 10x20 or 10x10 booth in the Industry Innovations Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.

- One mobile app push notification acknowledging your sponsorship

- Logo on a sign at your session, on a sign at the registration desk, and in the printed program

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

SUSTAINING NETWORKING SPONSOR

One sponsor slot each for the Women in Public Power and Chair's Receptions

Elite Corporate Associate Member $10,000

Corporate Associate Member $11,000

Nonmember $22, 000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- Three conference registrations
- Two booth worker registrations
- 10x10 booth in the Industry Innovations Expo. If you do not want to participate in the expo, you can opt for an additional registration instead of the booth.
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program
- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

NETWORKING SPONSOR

Two sponsor slots each for the Monday and Tuesday Morning Conversations Breakfasts and Monday and Tuesday Refreshment Breaks

Elite Associate Member: $7,000

Associate Member: $8,000

Nonmember: $16,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Three conference registrations
- Two booth worker registrations
- 10x10 booth in the Industry Innovations Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- Logo on signage and cocktail napkins at your sponsored event and in the printed program.
- Logo and company description in the mobile app sponsor and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER ADVOCATE

Elite Associate Member: $5,000

Associate Member: $6,000

Nonmember: $12,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations
- Two booth worker registrations
- Verbal recognition in the opening remarks of a breakout session of your choosing. Moderator will read a short paragraph about your company
- 10x10 booth in the Industry Innovations Expo. If you do not want to participate in the expo, you can opt for an additional conference registration.
- Logo on signage at your sponsored session, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor and exhibitor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $2,000

Corporate Associate Member $3,000

Nonmember $6,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)

DURING EVENT
- One conference registration
- Logo in the printed program
- Logo and company description in the mobile app sponsor and exhibitor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER DAY OF GIVING PARTNER

Conference Sponsor & Elite Corporate Associate Member $1,000

Conference Sponsor & Corporate Associate Member $1,250

Conference Sponsor & Nonmember $2,500

Help APPA make a difference by supporting the Public Power Day of Giving. Public power executives attending the National Conference will share their time and talent with organizations making a difference in the community where the conference takes place. Your support will defray the costs associated with this event (transportation, lunch, supplies, etc.)

PRE-EVENT
- Volunteer lists in Excel (Name, title, organization, address)

DURING EVENT
- Logo on the volunteer t-shirts, at the Public Power Day of Giving volunteer registration desk and reception, and in the printed program
- Logo and company description in the mobile app sponsor and exhibitor guide

POST-EVENT
- Final volunteer list in Excel (Name, title, organization, address)

APPA ACADEMY

B&F

CONFERENCE
BUSINESS & FINANCE

SEPTEMBER 8 – 11
CLEVELAND, OHIO

This is the premier meeting for public power senior executives and managers in utility accounting and finance, human resources, information technology and cybersecurity, rates, risk management, and insurance.

SIGNATURE SPONSOR

One sponsor slot each for the Opening, Tuesday, and Closing General Sessions

Elite Corporate Associate Member $10,000

Corporate Associate Member $11,000

Nonmember $22,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Four-week digital campaign that serves your ads to the event audience wherever they go online through retargeting. Ads provided by you. (APPA will provide specs)

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Four conference registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table

- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the headquarters hotel

- One-minute video (provided by you) shown at one general session

- One mobile app push notification acknowledging your sponsorship

- Logo on all conference signage, on sign at the registration desk, and in the printed program

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PREMIER NETWORKING SPONSOR

One sponsor slot per the Welcome and Tuesday Receptions

Elite Corporate Associate Member $9,000

Corporate Associate Member $10,000

Nonmember $20,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address).

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- Three conference registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table

- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on conference evaluation email

PUBLIC POWER CHAMPION

Six sponsor slots

Elite Corporate Associate Member: $8,000

Corporate Associate Member: $9,000

Nonmember: $18,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- 60-minute breakout session presentation on the topic of your choosing (topic requires APPA approval)

- Three conference registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.

- One mobile app push notification acknowledging your sponsorship

- Logo on a sign at your session, on a sign at the registration desk, and in the printed program

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on the conference evaluation email

SUSTAINING NETWORKING SPONSOR

Two sponsor slots each for the Monday, Tuesday, and Wednesday Breakfasts

Elite Corporate Associate Member $6,000

Corporate Associate Member $7,000

Nonmember $14,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- Three conference registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program
- One mobile app push notification acknowledging your sponsorship
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

NETWORKING SPONSOR

Three slots each for the Monday and Tuesday Breaks

Elite Corporate Associate Member: $4,000

Corporate Associate Member: $5,000

Nonmember: $10,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Logo on signage and cocktail napkins at your sponsored event and in the printed program
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER ADVOCATE

Elite Corporate Associate Member: $3,000

Corporate Associate Member: $4,000

Nonmember: $8,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Verbal recognition in the opening remarks of a breakout session of your choosing. Moderator will read a short paragraph about your company
- Logo on signage at your sponsored session, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $1,500

Corporate Associate Member $2,500

Nonmember $5,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One conference registration
- Logo on a sign at the registration desk and in the printed program
- Logo and company description in the mobile app sponsor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

APPA ACADEMY

L&R

CONFERENCE
LEGAL & REGULATORY

OCTOBER 20 – 23
NASHVILLE, TENNESSEE

The Legal & Regulatory Conference provides unparalleled professional development and networking opportunities for energy attorneys and regulatory personnel.

SIGNATURE SPONSOR

One sponsor slot each for the Opening and Second General Sessions and the Federal Regulatory Update and Legislative Updates

Elite Corporate Associate Member $9,000

Corporate Associate Member $10,000

Nonmember $20,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address).

- Four-week digital campaign that serves your ads to the event audience wherever they go online through retargeting. Ads provided by you. (APPA will provide specs).

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Three conference registrations

- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the headquarters hotel.

- One-minute video (provided by you) shown at one general session

- One mobile app push notification acknowledging your sponsorship

- Logo on all conference signage, on sign at the registration desk, and in the printed program

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Tuesday Receptions

Elite Corporate Associate Member $6,000

Corporate Associate Member $7,000

Nonmember $14,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- Three conference registrations

- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on conference evaluation email

SUSTAINING NETWORKING SPONSOR

Two sponsor slots each for the Monday, Tuesday, and Wednesday Breakfasts

Elite Corporate Associate Member $5,000

Corporate Associate Member $6,000

Nonmember $12,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website and attendee logistics email

DURING EVENT

- Two conference registrations

- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address).

- Logo on conference evaluation email.

NETWORKING SPONSOR

Three sponsor slots each for the Monday and Tuesday Breaks

Elite Associate Member: $4,000

Corporate Associate Member: $5,000

Nonmember: $10,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations
- Logo on signage and cocktail napkins at your sponsored event and in the printed program.
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER ADVOCATE

Elite Corporate Associate Member: $3,000

Corporate Associate Member: $4,000

Nonmember: $8,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One conference registration
- Verbal recognition in the opening remarks of a breakout session of your choosing. Moderator will read a short paragraph about your company
- Logo on signage at your sponsored session, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address).

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $1,500

Corporate Associate Member $2,500

Nonmember $5,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address).
- Logo on the event website.

DURING EVENT
- One conference registration.
- Logo in the printed program.
- Logo and company description in the mobile app sponsor guide.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address).

CCC

CONFERENCE
CUSTOMER CONNECTIONS

OCTOBER 27 – 30
LOUISVILLE, KENTUCKY

The Customer Connections Conference is the premier meeting for public power senior executives and managers in customer service, energy innovation, key accounts, and public communications.

SIGNATURE SPONSOR

One sponsor slot each for the Opening, Tuesday, and Closing General Sessions

Elite Corporate Associate Member $10,000

Corporate Associate Member $11,000

Nonmember $22,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Four-week digital campaign that serves your ads to the event audience wherever they go online through retargeting. Ads provided by you. (APPA will provide specs)

- Logo on the event website, marketing emails, and attendee logistics email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week before the conference. Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

DURING EVENT

- Four conference registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.

- Your digital ad served to participants on their mobile devices through geofencing while they're in and around the headquarters hotel

- One-minute video (provided by you) shown at one general session

- One mobile app push notification acknowledging your sponsorship

- Logo on all conference signage, on a sign at the registration desk, and in the printed program

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the conference evaluation email

- Social post on APPA's Twitter, Facebook, and LinkedIn feeds one week after the conference Graphics, text, and click-through links provided by you. You can include a one- to two-minute video or a static image.

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Tuesday Receptions

Elite Corporate Associate Member $9,000

Corporate Associate Member $10,000

Nonmember $20,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- Three conference registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table

- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program

- One mobile app push notification acknowledging your sponsorship

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT

- Final attendees list in Excel (Name, title, organization, address)

- Logo on conference evaluation email

PUBLIC POWER CHAMPION

Six sponsor slots

Elite Corporate Associate Member: $8,000

Corporate Associate Member: $9,000

Nonmember: $18,000

PRE-EVENT

- Registrants lists in Excel (Name, title, organization, address)

- Logo on the event website, marketing emails, and attendee logistics email

DURING EVENT

- 60-minute breakout session presentation on the topic of your choosing (topic requires APPA approval)

- Three conference registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table

- One mobile app push notification acknowledging your sponsorship

- Logo on a sign at your session, on a sign at the registration desk, and in the printed program

- Logo and company description in the mobile app sponsor guide

- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on the conference evaluation email

SUSTAINING NETWORKING SPONSOR

Two sponsor slots each for the Monday, Tuesday, and Wednesday Breakfasts

Elite Corporate Associate Member $6,000

Corporate Associate Member $7,000

Nonmember $14,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website and attendee logistics email

DURING EVENT
- Three conference registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table
- Logo on signage and cocktail napkins at your sponsored event, on a sign at the registration desk, and in the printed program
- One mobile app push notification acknowledging your sponsorship
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)
- Logo on conference evaluation email

NETWORKING SPONSOR

Three sponsor slots each for Monday and Tuesday Breaks

Elite Corporate Associate Member: $4,000
Corporate Associate Member: $5,000
Nonmember: $10,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations (also serve as Sponsor Showcase worker registrations).
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Logo on signage and cocktail napkins at your sponsored event and in the printed program
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER ADVOCATE

Elite Corporate Associate Member: $3,000

Corporate Associate Member: $4,000

Nonmember: $8,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- Two conference registrations (also serve as Sponsor Showcase worker registrations).
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Verbal recognition in the opening remarks of a breakout session of your choosing. Moderator will read a short paragraph about your company.
- Logo on signage at your sponsored session, on a sign at the registration desk, and in the printed program
- Logo and company description in the mobile app sponsor guide
- Opportunity to host a hospitality event in the conference headquarters hotel. Event may not conflict with official conference functions. You are responsible for all arrangements, promotion, and costs associated with your event.

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

PUBLIC POWER SUPPORTER

Elite Corporate Associate Member $1,500

Corporate Associate Member $2,500

Nonmember $5,000

PRE-EVENT
- Registrants lists in Excel (Name, title, organization, address)
- Logo on the event website

DURING EVENT
- One conference registration
- Logo on a sign at the registration desk and in the printed program
- Logo and company description in the mobile app sponsor guide

POST-EVENT
- Final attendees list in Excel (Name, title, organization, address)

AMERICAN PUBLIC POWER ASSOCIATION
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