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# Join the American Public Power Association

Discover how APPA can connect you with industry leaders  
at 59 percent of the nation's electricity providers

AMERICAN  
**PUBLIC  
POWER**  
ASSOCIATION

Powering Strong Communities



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# **Public power executives view companies that belong to APPA as thought leaders and supporters of their industry.**

The American Public Power Association (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 54 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.



# Connect with leaders who make critical purchasing decisions for their utilities

To increase sales and revenue, you need to know the right people. As an Elite Corporate Associate or a Corporate Associate member, we'll connect you with decision-makers at utilities who:



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





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## Enjoy exclusive benefits

You can choose from two levels of membership — Elite Corporate Associate and Corporate Associate — designed to fit your budget and needs. Membership extends to all your employees, so everyone can access APPA benefits and services.



**ELITE CORPORATE  
ASSOCIATE**

**CORPORATE  
ASSOCIATE**

**NETWORKING BENEFITS**

|   |   |   |
|---|---|---|
| Invitations to networking events at APPA Academy events                               | ● |   |
| Opportunity to nominate a representative to serve on conference planning committees   | ● |   |
| Opportunity to participate in APPA Engage, public power's virtual networking platform | ● | ● |

**MARKETING & ADVERTISING BENEFITS**

|   |   |   |
|---|---|---|
| Triannual emails to targeted utility leader (small business members get semi-annual emails)                           | ● |   |
| Annual email distribution of a white paper to targeted utility leaders and inclusion of the paper in the online store | ● |   |
| Logo rotated throughout all PublicPower.org pages in footer   | ● |   |
| Annual company spotlight in <i>Public Power Current</i> newsletter  | ● |   |
| Premier listing in the printed <i>Public Power Buyers Guide</i>   | ● |   |
| Standard listing in the printed <i>Public Power Buyers Guide</i>  |   | ● |
| Premier listing in the online <i>Public Power Suppliers Guide</i>   | ● |   |
| Standard listing in the online <i>Public Power Suppliers Guide</i>  |   | ● |
| Opportunities to share press releases and white papers on the online <i>Public Power Suppliers Guide</i>              | ● | ● |
| Opportunities to share innovative partnership project ideas with 900+ utilities participating in APPA's R&D program   | ● | ● |

## ELITE CORPORATE ASSOCIATE

## CORPORATE ASSOCIATE

### MARKETING & ADVERTISING BENEFITS

|   |   |   |
|---|---|---|
| Use of the Elite Associate or Corporate Associate logo to show your support of public power | ● | ● |
| Lowest rate on sponsorship, expos, and hosted webinars and podcasts                         | ● |   |
| Discounted rate on sponsorship, expos, and hosted webinars and podcasts                     |   | ● |
| 25% discount on print and digital advertising   | ● |   |
| 10% discount on print and digital advertising   |   | ● |

### INFORMATIONAL BENEFITS

|  |   |   |
|--|---|---|
| High-level access for all employees to members-only online resources, including the <i>Public Power Membership Directory</i> | ● |   |
| Monthly edition of the <i>Washington Report</i> providing legislative and regulatory updates                                 | ● | ● |
| Access for all employees to members-only online resources, including the <i>Public Power Membership Directory</i>            | ● | ● |
| Subscriptions for all employees to APPA periodicals  | ● | ● |
| Monthly membership mailing list in Excel (primary utility contact, title, U.S. postal address)                               | ● | ● |

## Fees

### Elite Corporate Associate

\$11,500 annually; \$7,500 annually if you're a small business under federal Small Business Administration guidelines

### Corporate Associate

\$3,500 annually; \$1,875 annually if you're a small business under federal Small Business Administration guidelines



# Check out these additional ways to reach public power decision-makers!

## SPONSOR OR EXHIBIT AT AN APPA ACADEMY EVENT

Enjoy exclusive networking and branding opportunities.


## HOST A HOST A PUBLICPOWERX WEBINAR AND PODCAST

Showcase your company as an industry expert.

## ADVERTISE IN APPA PERIODICALS AND ON OUR WEBSITE OR SOCIAL MEDIA CHANNELS

Get in front of public power's 93,000 employees

Contact [Membership@PublicPower.org](mailto:Membership@PublicPower.org)  
for details.





# APPA Elite/Corporate Associate Membership Application

## Primary contact information

The primary contact should be the person to whom APPA communicates information about membership benefits, updates, invoices, etc.

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Name

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Title

Company

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Address

---

City

State

Zip

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Telephone

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Email

Website

## Sign us up for

### Elite Corporate Associate Membership

- \$11,500/year
- \$7,500/year if your company is defined as a small business under federal Small Business Administration guidelines.

Please provide your NAISC or SIC code: \_\_\_\_\_.

### Corporate Associate Membership

- \$3,500/year
- \$1,875/year if your company is defined as a small business under federal Small Business Administration guidelines.

Please provide your NAISC or SIC code: \_\_\_\_\_.



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## APPA Elite/Corporate Associate Membership Application

### Tell us about your company

- a minority-owned business.  U.S.-based.
- a women-owned business.  Provides grant services

### Directory contact information

The directory contact should be the person whom public power buyers contact about your products and services.

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Name

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Title

Company

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Address

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City

State

Zip

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Telephone

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Email

Website

### Agreement

I confirm that my organization supports the rights of communities to establish and operate local, government-owned electric utilities and recognizes the significant and positive role public power plays in the electric utility industry today and in the future. I understand that by providing my contact information, I am authorizing APPA to send notices to me about programs and services.

Except specifically noted in this agreement and for the limited purpose of performing the obligations under this agreement, neither party shall use other party's logo or name for marketing or any other purposes without obtaining prior written approval of that party.

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Primary contact signature

Date



ELITE CORPORATE ASSOCIATE



CORPORATE ASSOCIATE

## APPA Elite/Corporate Associate Membership Application

### APPA Online Suppliers Guide

#### Corporate Associate Applicants:

Select one category to be listed under in the guide. Contact [Membership@PublicPower.org](mailto:Membership@PublicPower.org) for information on purchasing an upgraded listing with multiple categories.

#### Elite Corporate Associate Applicants:

Select up to three categories to be listed under in the guide.

- Advertising & Marketing
- Broadband/Communications
- Billing/Customer Information Systems
- Community & Economic Development
- Customer Satisfaction Research & Benchmarking
- Cybersecurity
- Data Management
- Distributed Energy Resources
- Energy Efficiency
- Energy Storage
- Engineering Services
- Environmental Services
- Electric Vehicles & Charging
- Financial Services
- Grid Modernization
- Human Resources
- Insurance & Risk Management
- Interactive Voice Response
- IT Services
- Legal Services
- Government Relations
- Lighting & Accessories
- Lineworker Tools & Equipment
- Management Consulting
- Manufacturers/Equipment Distributor
- Mapping/GIS
- Metering
- Mobile Workforce Management
- NERC Compliance
- Nonprofit Organization
- Outage Management
- Physical Security
- Power Generation Equipment & Services
- Power Marketing
- Power Supply
- Public Outreach & Consumer Education
- Recruiting & Talent Management
- Reliability
- Renewable Energy
- Safety
- SCADA
- Substation Equipment & Maintenance
- System Planning
- Test Equipment
- Training
- Transformer Equipment & Maintenance
- Transmission & Distribution
- Transmission Design & Construction
- Transmission Joint Ownership
- U.S. Based
- Utility Construction
- Utility Equipment Sales & Rentals
- Vegetation Management
- Vehicles

### Payment

Once you submit the application, we will send you the invoice and link to pay online via credit card. Membership starts the day payment is received.

### Questions?

Contact [Membership@PublicPower.org](mailto:Membership@PublicPower.org) or 202.467.2926.





Powering Strong Communities

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