

AMERICAN
**PUBLIC
POWER**
ASSOCIATION
Powering Strong Communities

**RAISE YOUR
BRAND'S
PROFILE**
WITH OUR EXCLUSIVE
SPONSORSHIP PACKAGES
& EXHIBIT OPPORTUNITIES!



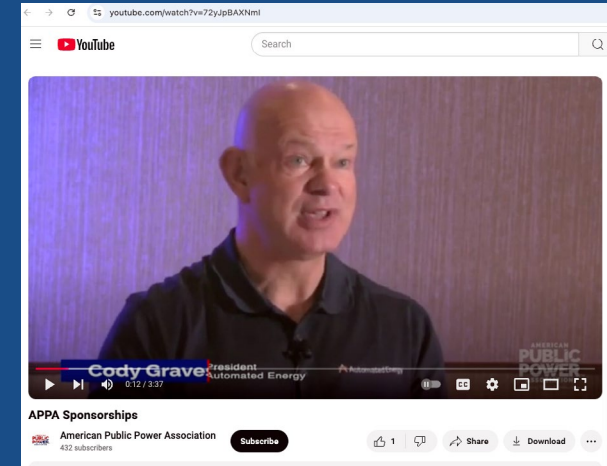
ABOUT APPA



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 54 million customers that public power utilities serve, and the 96,000 people

they employ. APPA 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.



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

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Powering Strong Communities

2025 APPA EVENTS

JOINT ACTION CONFERENCE

JANUARY 12 – 14, SCOTTSDALE, ARIZONA
125+ joint action agency CEOs and senior executives

LEGISLATIVE RALLY

FEBRUARY 24 – 26, WASHINGTON, DC
700+ public power CEOs, policy makers, senior executives, and government relations professionals

CEO ROUNDTABLE

MARCH 16 – 18, AMELIA ISLAND, FLORIDA
100+ public power CEOs

PUBLIC POWER LINEWORKERS RODEO

MARCH 28 - 29, ROSEVILLE, CALIFORNIA
500+ electric superintendents, lineworkers, and safety personnel

ENGINEERING & OPERATIONS CONFERENCE + SAFETY SUMMIT

**MARCH 30 – APRIL 2, SACRAMENTO,
CALIFORNIA**
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 22 – 23
100+ public power leaders in accounting, finance, and rate design

NATIONAL CONFERENCE

JUNE 6 – 11, NEW ORLEANS, LOUISIANA
1,200+ public power CEOs, senior executives, and policymakers

BUSINESS & FINANCIAL CONFERENCE + CYBERSECURITY & TECHNOLOGY SUMMIT

**SEPTEMBER 7 – 10, RALEIGH,
NORTH CAROLINA**
450+ accounting, finance, HR, IT, rates & pricing, and risk management & insurance professionals

LEGAL & REGULATORY CONFERENCE

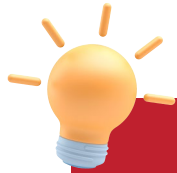
OCTOBER 12 – 15, SAN DIEGO, CALIFORNIA
250+ in-house and general counsel, outside counsel, regulatory affairs specialists, compliance officers, and senior- and mid-level utility managers

CUSTOMER CONNECTIONS CONFERENCE

NOVEMBER 2 – 5, SALT LAKE CITY, UTAH
400+ customer service, energy innovation, key accounts, and public communications professionals

**AMERICAN
PUBLIC
POWER[®]
ASSOCIATION**

Powering Strong Communities



**SAVE MONEY!
BECOME A CORPORATE
ASSOCIATE MEMBER.**

QUESTIONS?

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

[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

Joint Action Conference

JANUARY 12 – 14
SCOTTSDALE, ARIZONA

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 and marketing and attendee logistics emails
- 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
- Sponsor Showcase display space (6 ft table, two chairs, and a waste basket)
- 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



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 marketing and attendee logistics emails

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

PRE-EVENT:

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

DURING EVENT:

- Two conference registrations
- Sponsor Showcase display space (6 ft table, two chairs, and a waste basket)
- 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
- Sponsor Showcase display space (6 ft table, two chairs, and a waste basket)
- 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)

APPA ACADEMY

Legislative Rally

FEBRUARY 24 – 26
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 Rally 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 and marketing and attendee logistics emails

DURING EVENT:

- Five complimentary registrations (Note: Some meetings may be limited to public power utilities, joint action agencies, and state associations only)

- Three extra tickets to your sponsored event in addition to those already registered
- 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

NETWORKING LOUNGE SPONSOR

NEW!

One sponsor slot for the Lounge

Elite Corporate Associate Member: \$8,000

Corporate Associate Member: \$9,000

Nonmember: \$18,000



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 and attendee logistics email

DURING EVENT:

- Four complimentary registrations (Note: Some meetings may be limited to public power utilities, joint action agencies, and state associations only)
- Logo on signage in and around the lounge and on a sign at the registration desk, and in the printed program

- Opportunity to put out branded material in the lounge (pens, notepads, etc.)
- 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

PRE-EVENT:

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

DURING EVENT:

- Two complimentary registrations (Note: Some meetings may be limited to public power utilities, joint action agencies, and state associations only)
- 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)

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)

DURING EVENT:

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

POST-EVENT:

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

APPA ACADEMY

CEO & Utility Managers Roundtable

MARCH 16 – 18
AMELIA ISLAND, FLORIDA

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.



SPONSOR THE ANNUAL GOLF TOURNAMENT!

Visit the [CEO Roundtable sponsorship page](#) or email Sponsorship@publicpower.org to explore options.

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, 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 and marketing and attendee logistics emails
- 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 session
- Logo on all 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.

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 and marketing and attendee logistics emails

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)



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 RODEO EXPERIENCE WITH A SPONSORSHIP PACKAGE

All packages 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)

SIGNATURE SPONSOR

Three sponsor slots

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 retargeting campaign that serves your ads to the event audience wherever they go online. (Ads provided by you. APPA will provide specs)
- Logo on the event website and marketing and attendee logistics emails
- 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:

- Your digital ad served to participants on their mobile devices through geofencing while they are in and around the Rodeo venue
- Live, one-minute welcome at the Rodeo Competition Opening Ceremony
- Logo on competitor and judge shirts and bags, all Rodeo signage, and in the printed program
- Live, one-minute welcome at the Rodeo Awards Banquet
- Logo on all Rodeo signage at the grounds, on signs and cocktail napkins at the Rodeo Awards Banquet, and in the printed program
- Recognition on social posts on APPA's Twitter, Facebook, and LinkedIn feeds
- Inclusion in the sponsor and vendor guide in the Rodeo mobile app
- One mobile app push notification acknowledging your sponsorship
- Tent or trailer exhibit space at the Vendor Expo
- Eight Rodeo Awards Banquet tickets
- Opportunity to provide a gift to the winning Journeyman team and Apprentice



POST-EVENT:

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

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)

JOURNEYMAN OR APPRENTICE 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

Engineering & Operations Conference

MARCH 30 – APRIL 2
SACRAMENTO, CALIFORNIA

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.



ENHANCE YOUR CONFERENCE EXPERIENCE WITH A SPONSORSHIP PACKAGE

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

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 and exhibitor 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 and exhibitor guide

POST-EVENT:

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

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 and marketing and attendee logistics emails
- 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.



UTILITIES THAT BELONG TO APPA: Report an increased demand for distribution transformers.

- 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.

PUBLIC POWER CHAMPION

Six sponsor slots

Elite Associate Member: \$12,000

Associate Member: \$13,000

Nonmember: \$26,000



PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome and Tuesday Receptions

Elite Corporate Associate Member: \$11,000

Corporate Associate Member: \$12,000

Nonmember: \$24,000

PRE-EVENT:

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

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 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

PRE-EVENT:

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

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.



UTILITIES THAT BELONG TO APPA:
Report being more aware of potential impacts of distributed energy resources within their service territory.

- 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

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 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: \$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 and exhibitor guide

POST-EVENT:

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



APPA ACADEMY

Safety Summit

MARCH 30 – APRIL 2
SACRAMENTO, CALIFORNIA

Ensuring that employees make it home safely at the end of every day is the top priority for all public power utilities. APPA's Safety Summit brings together leading voices in utility safety and public power such as safety directors, training supervisors, safety compliance coordinators, and electric operations directors and managers to foster a culture that puts safety at the top of the priority list.

SIGNATURE SPONSOR

One sponsor slot each for the Monday and Tuesday Opening 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 summit registrations (also serve as Expo booth worker registrations)
- 10x10 or 10x20 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 the start of the day's program
- 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

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome Reception and Tuesday Reception

Elite Corporate Associate Member: \$9,000

Corporate Associate Member: \$10,000

Nonmember: \$20,000



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, marketing emails, and attendee logistics email

DURING EVENT:

- Three summit registrations (also serve as Expo 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 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

PRE-EVENT:

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

DURING EVENT:

- Three summit registrations (also serve as Expo 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 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 sponsors 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 summit registrations (also serve as Expo 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 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



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:

- Two summit registrations (also serve as Expo 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.
- Verbal recognition in the opening remarks of a summit 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)

PRE-EVENT:

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

DURING EVENT:

- One summit 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

Accounting & Finance Virtual Summit

APRIL 22 – 23

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 and marketing and attendee logistics emails
- 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 6 – 11
NEW ORLEANS,
LOUISIANA

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



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)

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)

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 and marketing and attendee logistics emails
- 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.

PUBLIC POWER CHAMPION

Five sponsor slots

Elite Associate Member: \$18,000

Associate Member: \$19,000

Nonmember: \$38,000

PRE-EVENT:

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

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 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

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: \$15,000

Corporate Associate Member: \$16,000

Nonmember: \$32,000

PRE-EVENT:

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

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

UTILITIES THAT BELONG TO APPA:



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

- 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

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

Business & Financial Conference

SEPTEMBER 7 – 10,
RALEIGH,
NORTH CAROLINA

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 and marketing and attendee logistics emails
- 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.

PUBLIC POWER CHAMPION

Six sponsor slots

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 and marketing and attendee logistics emails

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

PREMIER NETWORKING SPONSOR

One sponsor slot per the Welcome and Tuesday Receptions

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 and marketing and attendee logistics emails

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



UTILITIES THAT BELONG TO APPA: Are more likely to have a defined cybersecurity strategy and to be seeking cybersecurity solutions.

- 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: \$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 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

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.

- 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 \$2000

Corporate Associate Member \$3000

Nonmember \$6000

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

Cybersecurity & Technology Summit

SEPTEMBER 7 – 10

RALEIGH,
NORTH CAROLINA

Cybersecurity is among the top seven concerns that keep public power leaders up at night. The Cybersecurity Summit brings together the nation's leading experts and public power cybersecurity professionals, information technology and operations technology managers and directors, systems and network analysts, engineers, chief information officers, information security officers to tackle evolving threats.

SIGNATURE SPONSOR

One sponsor slot each for the Monday and Tuesday Opening 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 summit registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket).
- 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 start of the day's program
- 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

PREMIER NETWORKING SPONSOR

One sponsor slot each for the Welcome Reception and Tuesday Reception

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 summit registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket).
- 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: \$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 summit registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket).
- 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 sponsors 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 summit registrations (also serve as Sponsor Showcase worker registrations)
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket).
- 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 summit registrations (also serve as Sponsor Showcase worker registrations)

- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket).
- Verbal recognition in the opening remarks of a summit 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 summit 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

Legal & Regulatory Conference

OCTOBER 12 – 15
SAN DIEGO, CALIFORNIA

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 and marketing and attendee logistics emails
- 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

UTILITIES THAT BELONG TO APPA: 
Are more likely to engage a variety of business consultants.

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).

APPA ACADEMY

Customer Connections Conference

NOVEMBER 2 – 5
SALT LAKE CITY, UTAH

The Customer Connections Conference is the premier meeting for public power senior executives and managers in customer service, energy innovation & adoption, 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 and marketing and attendee logistics emails
- 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.



UTILITIES THAT BELONG TO APPA 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.

PUBLIC POWER CHAMPION

Six sponsor slots

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 and marketing and attendee logistics emails

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

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

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)



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