

Make the Most of Your APPA Sponsorship

APPA ACADEMY
**Joint Action
Conference**

JANUARY 12 – 14
SCOTTSDALE, ARIZONA

Thank you for sponsoring APPA's Joint Action Conference! We appreciate your support of APPA and public power.

We've put together these tips for maximizing your sponsorship experience. It's important to remember that the public power sales cycle is a journey and requires time and commitment to developing relationships with decision-makers.

Please contact Sponsorship@PublicPower.org if you have questions or we can do anything to assist you.

Joint Action Conference

CONNECTING PUBLIC POWER, ACHIEVING MORE

Pre-Event

PROMOTE YOUR SPONSORSHIP

- Link to the event on your website.
- Share the social media graphics we provided to encourage your customers to register and to let them know you're supporting the event.
- Contact registrants with the lists we provide to you (a postcard is a cost-effective option) to let them know you're looking forward to seeing them at the conference. Consider hosting an event and invite customers and prospects.

DEVELOP YOUR ON-SITE STRATEGY

- Determine your onsite representatives. Make sure that they understand public power and are comfortable engaging current and prospective customers.

During the Event

ENGAGE ATTENDEES DURING THE SPONSOR SHOWCASE

- Designate a greeter to welcome people to your table and create a positive first impression. Your greeter should be approachable and engaging.
- Give attendees a reason to stop by. Play a video or slide show. Host a drawing. Display interesting giveaways. Hold a fun activity or play a trivia game. Serve food and drinks.
- Be proactive. Leave your table and approach attendees in the hall if you're not getting the traffic you want.

- Position yourself as a subject matter expert rather than a salesperson. Ask attendees what they're seeing at their utilities, then offer insight and ideas, not just a sales pitch.
- Enhance your conference experience with the APPA Engage mobile app. From the app, you can set your schedule, find meeting rooms, learn about speakers and sponsors, and chat with fellow conference attendees. Simply search for "APPA Engage" in the App Store or Android Market to download this free app onto your iOS or Android-powered device. If you need assistance, please stop by the APPA registration desk.

Post-Event

FOLLOW-UP WITH ATTENDEES

- Connect with prospects, thank them for meeting with you, and reinforce the ways your company can help them.
- Thank your current customers for their business and let them know how much you enjoyed seeing them.
- Consider offering a post-conference discount to attract or retain customers.