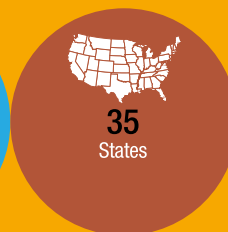


Grow your share of the municipal electric utility market. Sponsor the 2016 APPA Legal & Regulatory Conference.

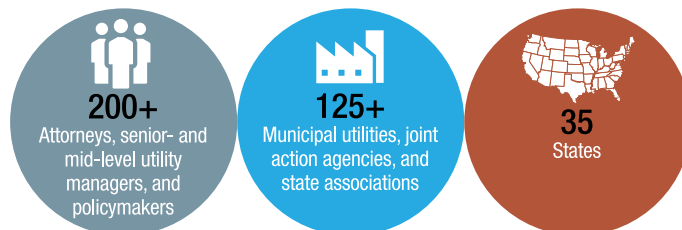
HYATT REGENCY LONG BEACH • LONG BEACH, CALIFORNIA • OCT. 16-19, 2016



Attendee Snapshot



Attendee Snapshot



What is APPA?

The American Public Power Association (APPA) represents not-for-profit, community-owned electric utilities that power homes, businesses, and streets for 48 million Americans in nearly 2,000 towns and cities by buying or generating electricity from diverse sources. With no divided loyalties, these utilities focus on a single mission — providing reliable electricity at a reasonable price, while protecting the environment.

What is the APPA Legal & Regulatory Conference?

APPA's Legal & Regulatory Conference attracts more than 200 attorneys (both in-house and outside counsel) who represent municipal electric utilities, as well as senior and middle utility managers, and elected and appointed officials who oversee utility policy. It covers various legal issues in addition to assisting utilities with navigating the regulations handed down by regulatory commissions.

Why should my company participate?

By sponsoring the 2016 APPA Legal & Regulatory Conference, your company will have access to and visibility with key decision-makers and decision-influencers in the public power industry. Sponsorship of this event is an excellent marketing opportunity for law and consulting firms.

Special thanks to the industry partners who supported this conference last year.



Want to Save Money on Your Sponsorship Fee? Become an APPA Corporate Associate Member!

APPA corporate associate membership distinguishes your company as a supporter of public power and provides tangible benefits that get your name in front of the nation's 2,000 community-owned electric utilities, including:

- Exclusive opportunities to submit your content for potential use in APPA's Experts Blog, Public Power Daily/Weekly e-newsletters, and Public Power magazine
- Opportunities to share innovative partnership project ideas with nearly 900 utilities that participate in APPA's Demonstration of Energy & Efficiency Developments (DEED) research and grant program
- Complimentary basic listing in the APPA Online Suppliers Guide, the gateway to products and services that public power utilities need
- Opportunities to post content-rich articles on APPA Suppliers NewsCentral on the APPA Online Suppliers Guide
- Opportunities to post press releases and white papers on APPA Suppliers NewsCentral, featured on the APPA Online Suppliers Guide
- Complimentary listing in the Business Resource Section of APPA's Annual Directory & Statistical Report.
- Discounts on advertising in Public Power Daily and Public Power Weekly e-newsletters, Public Power magazine, and PublicPower.org
- Discounts on sponsorship and vendor expo fees at APPA Academy events
- Use of the APPA corporate associate logo
- One complimentary electronic APPA mailing list (primary utility contact, U.S. postal address) per year

Questions?

Sponsorship & Membership
Matthew Konjoian - 202.467.2926
MKonjoian@PublicPower.org

Speaking Opportunities
LeAnne Sinclair - 202.467.2973
LSinclair@PublicPower.org



2016 APPA Legal & Regulatory Conference Sponsorship Opportunities

Partner Sponsor

- Sole sponsor of a breakfast for all conference attendees on Monday, Tuesday, or Wednesday
- Limit of one sponsor per breakfast
- APPA Member: \$8,000
- Nonmember: \$11,000

Benefits

1. Logo with hyperlink on the conference and sponsor homepages on PublicPower.org
2. Logo on the cover of the conference direct-mail piece
Must commit by May 20, 2016 to ensure inclusion.
3. Logo on the cover of the conference on-site program
Must commit by Sept. 2, 2016 to ensure inclusion.
4. Additional logo in text of conference direct-mail piece and on-site program next to your sponsored breakfast
Must commit by above deadlines to ensure inclusion.
5. Logo on sign at the registration desk throughout the conference
6. Logo on sign near food station during your sponsored breakfast
7. Verbal recognition and logo on PowerPoint slide during morning announcements on the day of your breakfast
8. Logo on the conference mobile app splash screen
9. Logo and company description in conference mobile app
10. Opportunity to host a hospitality event in the conference headquarters hotel
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
11. Electronic pre- and post- conference attendee lists
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee emails and phone numbers.
12. Identifying sponsor ribbon on your representatives' nametags
13. Four complimentary registrations, which enable your representatives to attend all conference sessions and social events
14. Opportunity for one (1) representative to attend a VIP dinner on Sunday night including conference officers, high level APPA staff, and others.
15. First right of refusal for 2017 Legal & Regulatory Conference Partner sponsorship.

Upon receiving your sponsor commitment form, APPA will email the person listed as your representative-in-charge a confirmation containing all the information you need about the benefits of your sponsorship. Please make sure the person you designate as the representative-in-charge is the person who will be handling all behind-the-scenes arrangements.



2016 APPA Legal & Regulatory Conference Sponsorship Opportunities

Associate Sponsor

- Unlimited number of sponsors.
- APPA Member: \$3,000
- Nonmember: \$6,000

Benefits

1. Logo with hyperlink on the sponsor homepage on PublicPower.org
2. Logo in the conference direct-mail piece
Must commit by May 20, 2016 to ensure inclusion.
3. Logo in the conference onsite program
Must commit by Sept. 2, 2016 to ensure inclusion.
4. Logo on table tents during Monday's reception
5. Logo on sign at the registration desk throughout the conference
6. Logo and company description in conference mobile app
7. Opportunity to host a hospitality event in the conference headquarters hotel
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
8. Two complimentary registrations, which enable your representatives to attend all conference sessions and social events
9. Electronic pre- and post- conference attendee lists
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee emails and phone numbers.
10. Identifying sponsor ribbon on your representatives' nametags
11. Two (2) complimentary registrations, which enable your representatives to attend all conference sessions and social events
12. First right of refusal for 2017 Legal & Regulatory Conference Associate sponsorship.

Upon receiving your sponsor commitment form, APPA will email the person listed as your representative-in-charge a confirmation containing all the information you need about the benefits of your sponsorship. Please make sure the person you designate as the representative-in-charge is the person who will be handling all behind-the-scenes arrangements.

Sponsor Commitment Form

2016 APPA Legal & Regulatory Conference • October 16-19 • Long Beach, California

	<u>Member</u>	<u>Nonmember</u>
<input type="checkbox"/> PARTNER SPONSOR (ID 6512)	\$8,000	\$ 11,000
<input type="checkbox"/> ASSOCIATE SPONSOR (ID 6320)	\$ 3,000	\$ 6,000

COMPANY INFORMATION

Please make sure that the representative-in-charge handles all behind-the-scenes arrangements, as all information regarding sponsorship will be emailed to this person.

Representative in charge _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

URL for hyperlink _____

SPONSORSHIP ELIGIBILITY Sponsorship at the 2016 APPA Legal & Regulatory Conference is only for those entities that offer products and services to the electric and telecommunications utility industries. APPA shall have the sole right to determine the eligibility of sponsors at this event.

CANCELLATION OF SPONSORSHIP Once APPA receives the sponsor commitment form, benefits will begin. Cancellation must be made in writing to Matthew Konjoian, Membership & Marketing Specialist, mkonjoian@publicpower.org; 202.495-7466 (fax). Sponsors who cancel by August 28, 2016, will be liable for 50% of the sponsorship amount. Sponsors who cancel after August 28, 2016, will be liable for 100% of the sponsorship amount. If payment has not been received at the time of cancellation, an invoice for the appropriate amount will be issued. Full payment for sponsorship must be received by September 8, 2016.

AGREEMENT I understand that by providing my email address and contact information I am authorizing the American Public Power Association to send information to my organization about upcoming events, programs, and services via these means. I also understand that contributions or gifts made to this association are not deductible as charitable contributions for federal income tax purposes.

Representative-in-charge _____

Signature _____ Date _____

PAYMENT INFORMATION All fees to be paid in U.S. funds. To qualify for the member rate on sponsorships, the sponsoring company must be an APPA associate member. Individual associate members cannot receive the member discount on behalf of a sponsoring company that is not an APPA member.

- Enclosed is a check payable to American Public Power Association.
- Please bill me for payment (APPA members only). PO# (optional) _____.
- Please charge my: Visa MasterCard American Express Discover

Card number _____ Exp. date _____/_____/_____

Amount to charge to card \$ _____

Name as it appears on card _____

Cardholder signature _____

For APPA use: Order ID/Event: _____

If you're paying via credit card or electing to be billed, please email (mkonjoian@PublicPower.org) or fax (202.495.7466) the completed sponsor commitment form. If you're paying via check, please email (mkonjoian@PublicPower.org) or fax (202.495.7466) the completed sponsor commitment form and then mail a copy of it with your payment to American Public Power Association · P.O. Box 418617 · Boston, MA 02241-8617.