

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

REACH PUBLIC POWER DECISION-MAKERS

## Get noticed.

Sponsor the Customer Connections  
Virtual Conference.

**OCTOBER 27-28**

### Reach Public Power Decision-Makers

- Customer service
- Energy services
- Key accounts
- Communications
- Public relations

AMERICAN PUBLIC  
POWER ASSOCIATION

October 27 - 28  
2020

THE ACADEMY

# Customer Connections Virtual Conference



## What is the Customer Connections Virtual Conference?

While we can't meet in person this year, APPA is bringing together senior utility professionals in customer service, energy services, key accounts, communications, and public relations.





## What is the American Public Power Association?

We're the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million customers that public power utilities serve and the 93,000 people they employ. Our association advocates and advises on electricity policy, technology, trends, training, and operations. Our members strengthen their communities by providing superior service, engaging citizens, and instilling pride in community-owned power.

## Why should my company participate?

As a sponsor, you'll have access to and visibility with key public power decision makers and influencers. Conference sponsors receive many valuable branding and networking opportunities. From interactive breakout sessions to informal roundtables and networking hours, you'll have many opportunities to spread the word about your products and services.

## Reach Public Power Decision-Makers

- Customer service
- Energy services
- Key accounts
- Communications
- Public relations

## Questions on sponsorship & membership?

Pamela Cowen, 202-467-2903; [Membership@PublicPower.org](mailto:Membership@PublicPower.org)

## Save money on this event! Become a corporate associate member.

Corporate associate membership distinguishes your company as a lead supporter of public power and provides tangible benefits that get your company in front of the nation's 2,000 community-owned electric utilities. We offer 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 at [www.PublicPower.org/Join](http://www.PublicPower.org/Join).

Thank you 2019 sponsors!





## 2020 Customer Connections Virtual Conference Sponsorship Opportunities

### Premier Sponsor

Elite Corporate Associate Member \$5,000  
Corporate Associate Member \$6,000  
Nonmember \$12,000

*Limit 7 Premier Sponsors. Must sign up and provide topic and speaker information by October 2 to guarantee speaking slot.*

#### Benefits

- 45-minute Industry Spotlight session presentation on the topic of your choosing (topic requires APPA approval)
- An mp4 file of your presentation that you can share/distribute after the conference (Recording will be available approx. 2 weeks after the event)
- Logo featured prominently on the conference homepage on PublicPower.org
- Logo featured prominently in conference marketing emails
- Logo featured prominently in attendee logistics and follow-up emails
- Logo featured prominently on general and breakout sessions cover slides, which are visible prior to each session, during opening remarks, and while viewing session recordings
- Logo and company profile featured in the conference mobile app
- Pre- and post-meeting attendee lists in Excel (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers.
- Three complimentary conference registrations



## Session Sponsor

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

*Must sign up by October 9 to introduce a session.*

### Benefits

- Brief (2-3 minute) introduction of your company (including 1-2 PowerPoint slides) and session speakers during sponsored breakout session
- Logo featured on the conference homepage on PublicPower.org
- Logo featured in attendee logistics and follow-up emails
- Logo featured on general and breakout sessions cover slides, which are visible prior to each session, during opening remarks, and while viewing session recordings
- Logo and company profile featured in the conference mobile app
- Pre- and post-meeting attendee lists in Excel (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers.
- Two complimentary conference registrations

## Supporting Sponsor

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

### Benefits

- Logo featured on the conference homepage on PublicPower.org
- Logo featured on general session cover slides, which are visible prior to each session, during opening remarks, and while viewing session recordings
- Logo and company profile featured in the conference mobile app
- Pre- and post-meeting attendee lists in Excel (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers.
- One complimentary conference registration

## Sponsor Commitment Form

### Company Information

Please make sure your representative-in-charge handles all behind the scenes arrangements. All sponsor logistics information will be emailed to this person.

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Representative-in-charge

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Title

Company

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Address

---

City

State

Zip

---

Telephone

Email

---

Website

If possible, please do not locate my table near these companies: \_\_\_\_\_

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	Elite Corporate Associate	Corporate Associate	Nonmember
<input type="checkbox"/> Premier Sponsor	\$5,000	\$6,000	\$12,000
<input type="checkbox"/> Session Sponsor	\$4,000	\$5,000	\$10,000
<input type="checkbox"/> Supporting Sponsor	\$2,000	\$3,000	\$6,000

# Sponsor Commitment Form

## Sponsorship Eligibility

Sponsorship of the 2020 Customer Connections Virtual Conference is only for those entities that offer products and services to electric utilities. The Association shall have the sole right to determine the eligibility of sponsors at this event.

## Sponsorship Cancellation

Once the American Public Power Association receives the sponsor commitment form, benefits will start. Cancellation must be made in writing to [Membership@PublicPower.org](mailto:Membership@PublicPower.org). Sponsors who cancel by September 11 will be liable for 50% of the sponsorship fee. Sponsors who cancel after September 11 will be liable for 100% of the sponsorship fee. If full payment has not been received at the time of cancellation, an invoice for the appropriate amount will be issued.

## Agreement

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

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Representative-in-charge

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Title

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Signature

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Date

## Payment Information

Fifty percent of the sponsorship fee is due at upon commitment. Full payment is due September 25. All fees to be paid in U.S. funds. To qualify for the member rate, the sponsoring company must be a member. Individual members cannot receive the member discount on behalf of a sponsoring company that is not an Association member.

- ☐ Enclosed is a check payable to American Public Power Association.
- ☐ Please bill me for payment (Members only). PO# (optional) \_\_\_\_\_.
- ☐ I am paying via Wire/ACH payment. Please have an Association finance employee contact me.
- ☐ Please charge my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

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Card number

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Exp. date

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Amount to charge to card \$

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Name as it appears on card

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Cardholder signature

For Association use:

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Order ID/Event

**If you're paying via credit card, Wire/ACH payment, or electing to be billed, please email** ([Membership@PublicPower.org](mailto:Membership@PublicPower.org)) **the completed sponsor commitment form.**

**If you're paying via check, please email** ([Membership@PublicPower.org](mailto:Membership@PublicPower.org)) **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





Powering Strong Communities

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[www.PublicPower.org](http://www.PublicPower.org)