THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

Make Connections at the Engineering & Operations Virtual Conference

MARCH 23-24, 2021

Sponsor the conference to enjoy networking and branding opportunities with public power decision-makers in:

- Distributed energy resources
- Environmental issues
- Grid modernization
- Innovation
- Reliability, safety, and mutual aid
- Security
- Supply management, warehouse, and procurement
- System planning, forecasting and modeling
- Transmission & distribution

AMERICAN PUBLIC POWER ASSOCIATION

March 23 - 24

2021

THE ACADEMY

Engineering
& Operations
Virtual Conference

What is the Engineering & Operations Virtual Conference?

It's public power's conference for professionals who design, develop, and maintain a significant portion of the nation's electric system. The conference provides education on the critical issues facing the people most responsible for keeping the lights on.

What is the American Public Power Association?

The American Public Power Association 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 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 support this event?

You'll enjoy exclusive branding and networking opportunities with people who make and influence purchasing decisions for grid modernization, environmental services, physical and cyber security, system planning, supply management, and transmission and distribution.

Sponsorship Opportunities

Networking Event Sponsor

Elite Associate Member: $10,000
Associate Member: $11,000
Nonmember: $22,000

1 sponsor limit. Must commit and provide topic and speaker information by February 19 to guarantee speaking slot
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- Three-minute speaking opportunity to welcome attendees to the networking event and to introduce them to your company:
  o Opportunity to share one or two PowerPoint slides during your welcome
- 60-minute Industry Spotlight session presentation on the topic of your choosing (topic requires APPA approval).
  o An mp4 file of your presentation that you can share/ distribute after the conference (Recording will be available approx. 2 weeks after the event)
- Premium Virtual Expo Booth
  o Your company will be listed first on the Virtual Expo page of the conference event portal
  o Your premium virtual expo booth is a dedicated page within the conference event portal, featuring:
    • Chat networking feature to help you connect with attendees
    • Video conference tool, so you can set up one-on-one or group video calls with attendees
    • Schedule-a-call option, to allow attendees to set up a one-on-one meeting with you based on your availability
    • Check-in button on your booth page, to allow you to collect attendee information
    • Ability to upload 1 video to your virtual booth
    • Up to 6 resource links (web pages, PDFs, or other documents) on your virtual booth
    • Company name, logo, web site, and contact information (name, email, and phone number)
    • Company description
    • Social media links (Facebook, Twitter, Instagram, and/ or LinkedIn)
- Logo featured prominently on:
  o the conference homepage on PublicPower.org
  o the conference event portal:
    • the footer of the conference event portal
    • on the main agenda, next to the networking event listing
    • the log-in page for attendees to join the networking event

- on the main agenda, next to your Industry Spotlight session
- the log-in page for attendees to join your Industry Spotlight session
  o conference marketing emails
  o attendee logistics and follow-up emails
  o general and concurrent session cover slides, which are viewable during the live and recorded versions of the conference
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address.)
  o Association policy prevents the sharing of attendee emails and phone numbers without prior consent. You will have the opportunity to request attendee email addresses via a polling question during the networking event and your Industry Spotlight session. After the conference, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  o Attendance list in Excel (Names only), showing which conference registrants participated in the networking event and your Industry Spotlight session.
- Five complimentary conference registrations

The only way to secure expo space is to become a virtual conference sponsor. The expo will be open during concurrent sessions and breaks for you to schedule live demos, individual appointments, or meet with anyone who wants to stop by without an appointment.

The expo will be open during these times:

Tuesday, March 23: Noon – 5:30 PM Eastern
- 12 – 12:15 PM   Break
- 12:15 – 1:15 PM   Concurrent sessions
- 1:15 – 1:45 PM   Break
- 1:45 – 2:45 PM   Concurrent sessions
- 2:45 – 3 PM   Break
- 3 – 4 PM   Concurrent sessions
- 4 – 4:30 PM   Break
- 4:30 – 5:30 PM   Concurrent sessions

Wednesday, March 24: 11:30 AM – 4 PM Eastern
- 11:30 – 11:45 AM   Break
- 11:45 AM – 12:45 PM   Concurrent sessions
- 12:45 – 1:15 PM   Break
- 1:15 – 2:15 PM   Concurrent sessions
- 2:15 – 2:30 PM   Break
- 2:30 – 3:30 PM   Concurrent sessions
- 3:30 – 4 PM   Break

Sponsorship Opportunities

Tuesday Keynote Sponsor: Presenter- Joy Ditto, President & CEO, APPA*

Elite Corporate Associate Member: $7,000
Corporate Associate Member: $8,000
Nonmember: $16,000

*APPA will not/does not endorse the sponsor's products/services. Joy Ditto and her participation are not related in any way to the sponsor

1 sponsor limit. Must commit and provide topic and speaker information by March 5 to guarantee speaking slot.

● Three-minute speaking opportunity to welcome attendees to the session and to introduce them to your company
  o Opportunity to share one or two PowerPoint slides during your welcome
● Premium Virtual Expo Booth
  o Your company will be listed in one of the top three spots on the Virtual Expo page of the conference event portal
  o Your premium virtual expo booth is a dedicated page within the conference event portal, featuring:
    • Chat networking feature to help you connect with attendees
    • Video conference tool, so you can set up one-on-one or group video calls with attendees
    • Schedule-a-call option, to allow attendees to set up a one-on-one meeting with you based on your availability
    • Check-in button on your booth page, to allow you to collect attendee information
    • Ability to upload 1 video to your virtual booth
    • Up to 6 resource links (web pages, PDFs, or other documents) on your virtual booth
    • Company name, logo, web site, and contact information (name, email, and phone number)
    • Company description
    • Social media links (Facebook, Twitter, Instagram, and/ or LinkedIn)

● Logo featured prominently on:
  o the conference homepage on PublicPower.org
  o the conference event portal:
    • the footer of the conference event portal
    • on the main agenda, next to your sponsored keynote
    • the log-in page for attendees to join your sponsored keynote
  o conference marketing emails
  o attendee logistics and follow-up emails
  o general and concurrent session cover slides, which are viewable during the live and recorded versions of the conference
• Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address.)
  o Association policy prevents the sharing of attendee emails and phone numbers without prior consent. You will have the opportunity to request attendee email addresses via a polling question during your sponsored keynote. After the conference, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  o Attendance list in Excel (Names only), showing which conference registrants participated in your sponsored keynote.
● Four complimentary conference registrations

The only way to secure expo space is to become a virtual conference sponsor. The expo will be open during concurrent sessions and breaks for you to schedule live demos, individual appointments, or meet with anyone who wants to stop by without an appointment.

The expo will be open during these times:
Tuesday, March 23: Noon – 5:30 PM Eastern
• 12 – 12:15 PM   Break
• 12:15 – 1:15 PM   Concurrent sessions
• 1:15 – 1:45 PM   Break
• 1:45 – 2:45 PM   Concurrent sessions
• 2:45 – 3 PM   Break
• 3 – 4 PM   Concurrent sessions
• 4 – 4:30 PM   Break
• 4:30 – 5:30 PM   Concurrent sessions

Wednesday, March 24: 11:30 AM – 4 PM Eastern
• 11:30 – 11:45 AM   Break
• 11:45 AM – 12:45 PM   Concurrent sessions
• 12:45 – 1:15 PM   Break
• 1:15 – 2:15 PM   Concurrent sessions
• 2:15 – 2:30 PM   Break
• 2:30 – 3:30 PM   Concurrent sessions
• 3:30 – 4 PM   Break

Sponsorship Opportunities

Wednesday Keynote Sponsor: Presenter- Jolene Thompson, President & CEO, American Municipal Power, Inc.*

Elite Corporate Associate Member: $7,000
Corporate Associate Member: $8,000
Nonmember: $16,000

*American Municipal Power, Inc., will not/does not endorse the sponsor's products/services. Jolene Thompson and her participation are not related in any way to the sponsor.

1 sponsor limit. Must commit and provide topic and speaker information by March 5 to guarantee speaking slot

- Three-minute speaking opportunity to welcome attendees to the session and to introduce them to your company
  - o Opportunity to share one or two PowerPoint slides during your welcome
- Premium Virtual Expo Booth
  - o Your company will be listed in one of the top three spots on the Virtual Expo page of the conference event portal
  - o Your premium virtual expo booth is a dedicated page within the conference event portal, featuring:
    - Chat networking feature to help you connect with attendees
    - Video conference tool, so you can set up one-on-one or group video calls with attendees
    - Schedule-a-call option, to allow attendees to set up a one-on-one meeting with you based on your availability
    - Check-in button on your booth page, to allow you to collect attendee information
    - Ability to upload 1 video to your virtual booth
    - Up to 6 resource links (web pages, PDFs, or other documents) on your virtual booth
    - Company name, logo, web site, and contact information (name, email, and phone number)
    - Company description

- Social media links (Facebook, Twitter, Instagram, and/or LinkedIn)
- Logo featured prominently on:
  - o the conference homepage on PublicPower.org
  - o the conference event portal:
    - the footer of the conference event portal
    - on the main agenda, next to your sponsored keynote
    - the log-in page for attendees to join your sponsored keynote
  - o conference marketing emails
  - o attendee logistics and follow-up emails
  - o general and concurrent session cover slides, which are viewable during the live and recorded versions of the conference
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address.)
  - o Association policy prevents the sharing of attendee emails and phone numbers without prior consent. You will have the opportunity to request attendee email addresses via a polling question during your sponsored keynote. After the conference, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - o Session attendance list in Excel (Names only), showing which conference registrants participated in your sponsored keynote.
- Four complimentary conference registrations

The only way to secure expo space is to become a virtual conference sponsor. The expo will be open during concurrent sessions and breaks for you to schedule live demos, individual appointments, or meet with anyone who wants to stop by without an appointment.

The expo will be open during these times:

Tuesday, March 23: Noon – 5:30 PM Eastern
- 12 – 12:15 PM   Break
- 12:15 – 1:15 PM   Concurrent sessions
- 1:15 – 1:45 PM   Break
- 1:45 – 2:45 PM   Concurrent sessions
- 2:45 – 3 PM   Break
- 3 – 4 PM   Concurrent sessions
- 4 – 4:30 PM   Break
- 4:30 – 5:30 PM   Concurrent sessions

Wednesday, March 24: 11:30 AM – 4 PM Eastern
- 11:30 – 11:45 AM   Break
- 11:45 AM – 12:45 PM   Concurrent sessions
- 12:45 – 1:15 PM   Break
- 1:15 – 2:15 PM   Concurrent sessions
- 2:15 – 2:30 PM   Break
- 2:30 – 3:30 PM   Concurrent sessions
- 3:30 – 4 PM   Break

Sponsorship Opportunities

Premier Sponsor

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

Limit 6 Premier Sponsors. Must sign up and provide topic and speaker information by February 26 to guarantee speaking slot.

Benefits

- 60-minute Industry Spotlight session presentation on the topic of your choosing (topic requires APPA approval).
  - o An mp4 file of your presentation that you can share/distribute after the conference (Recording will be available approx. 2 weeks after the event)
- Premium Virtual Expo Booth
  - o Your company will be listed on the Virtual Expo page of the conference event portal
  - o Your premium virtual expo booth is a dedicated page within the conference event portal, featuring:
    - Chat networking feature to help you connect with attendees
    - Video conference tool, so you can set up one-on-one or group video calls with attendees
    - Schedule-a-call option, to allow attendees to set up a one-on-one meeting with you based on your availability
    - Check-in button on your booth page, to allow you to collect attendee information
    - Ability to upload 1 video to your virtual booth
    - Up to 6 resource links (web pages, PDFs, or other documents) on your virtual booth
    - Company name, logo, web site, and contact information (name, email, and phone number)
    - Company description
    - Social media links (Facebook, Twitter, Instagram, and/or LinkedIn)
- Logo featured prominently on:
  - o the conference homepage on PublicPower.org
  - o the conference event portal:
    - on the main agenda, next to your session
    - the log-in page for attendees to join your session
  - o conference marketing emails
  - o attendee logistics and follow-up emails
  - o general and concurrent session cover slides, which are viewable during the live and recorded versions of the conference

- Pre- and post-conference attendee lists in Excel. (Name, title, organization, U.S. postal address.)
  - o Association policy prevents the sharing of attendee emails and phone numbers without prior consent. You will have the opportunity to request attendee email addresses via a polling question during your sponsored session. After the conference, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - o Session attendance list in Excel (Names only), showing which conference registrants participated in your sponsored session.
- Three complimentary conference registrations

The only way to secure expo space is to become a virtual conference sponsor. The expo will be open during concurrent sessions and breaks for you to schedule live demos, individual appointments, or meet with anyone who wants to stop by without an appointment.

The expo will be open during these times:

Tuesday, March 23: Noon – 5:30 PM Eastern
- 12 – 12:15 PM   Break
- 12:15 – 1:15 PM   Concurrent sessions
- 1:15 – 1:45 PM   Break
- 1:45 – 2:45 PM   Concurrent sessions
- 2:45 – 3 PM   Break
- 3 – 4 PM   Concurrent sessions
- 4 – 4:30 PM   Break
- 4:30 – 5:30 PM   Concurrent sessions

Wednesday, March 24: 11:30 AM – 4 PM Eastern
- 11:30 – 11:45 AM   Break
- 11:45 AM – 12:45 PM   Concurrent sessions
- 12:45 – 1:15 PM   Break
- 1:15 – 2:15 PM   Concurrent sessions
- 2:15 – 2:30 PM   Break
- 2:30 – 3:30 PM   Concurrent sessions
- 3:30 – 4 PM   Break

Sponsorship Opportunities

Concurrent Session Sponsor

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

Must sign up and provide topic and speaker information by March 5 to guarantee speaking slot.

- Two-minute introduction of your company prior to a concurrent session
  - o Opportunity to share one or two PowerPoint slides during your remarks
- Virtual Expo Booth
  - o Your company will be listed in the Virtual Expo page of the conference event portal
  - o Your virtual expo booth is a dedicated page within the conference event portal, featuring:
    - Chat networking feature to help you connect with attendees
    - Video conference tool, so you can set up one-on-one or group video calls with attendees
    - Schedule-a-call option, to allow attendees to set up a one-on-one meeting with you based on your availability
    - Up to 2 resource links (web pages, PDFs or other documents) on your virtual booth
    - Company name, logo, web site, and contact information (name, email, and phone number)
    - Company description
- Logo featured on:
  - o the conference homepage on PublicPower.org
  - o the conference event portal:
    - on the main agenda, next to your sponsored session
    - the log-in page for attendees to join your sponsored session
  - o concurrent session cover slides, which are viewable during the live and recorded versions of the conference

- Pre- and post-conference attendee lists in Excel. (Name, title, organization, U.S. postal address.)
  - o Association policy prevents the sharing of attendee emails and phone numbers without prior consent. You will have the opportunity to request attendee email addresses via a polling question during your sponsored session. After the conference, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - o Session attendance list in Excel (Names only), showing which conference registrants participated in your sponsored session.
- Two complimentary conference registrations

The only way to secure expo space is to become a virtual conference sponsor. The expo will be open during concurrent sessions and breaks for you to schedule live demos, individual appointments, or meet with anyone who wants to stop by without an appointment.

The expo will be open during these times:

Tuesday, March 23: Noon – 5:30 PM Eastern
- 12 – 12:15 PM   Break
- 12:15 – 1:15 PM   Concurrent sessions
- 1:15 – 1:45 PM   Break
- 1:45 – 2:45 PM   Concurrent sessions
- 2:45 – 3 PM   Break
- 3 – 4 PM   Concurrent sessions
- 4 – 4:30 PM   Break
- 4:30 – 5:30 PM   Concurrent sessions

Wednesday, March 24: 11:30 AM – 4 PM Eastern
- 11:30 – 11:45 AM   Break
- 11:45 AM – 12:45 PM   Concurrent sessions
- 12:45 – 1:15 PM   Break
- 1:15 – 2:15 PM   Concurrent sessions
- 2:15 – 2:30 PM   Break
- 2:30 – 3:30 PM   Concurrent sessions
- 3:30 – 4 PM   Break

Sponsorship Opportunities

Virtual Expo Booth Sponsor

Elite Corporate Associate Member $1,500
Corporate Associate Member $2,500
Nonmember $5,000

Must sign up by March 12.

Benefits

- Virtual Expo Booth
  - o Your company will be listed in the Virtual Expo page of the conference event portal
  - o Your virtual expo booth is a dedicated page within the conference event portal, featuring:
    - Chat networking feature to help you connect with attendees
    - Video conference tool, so you can set up one-on-one or group video calls with attendees
    - Schedule a call option, to allow attendees to set up a one-on-one meeting with you based on your availability
    - Up to 2 resource links (web pages, PDFs or other documents) on your virtual booth
    - Company name, logo, web site, and contact information (name, email, and phone number)
    - Company description
- Logo featured on:
  - o the conference homepage on PublicPower.org
- Pre- and post-conference attendee lists in Excel. (Name, title, organization, U.S. postal address.)
  - o Association policy prevents the sharing of emails and phone numbers unless registrants provide approval to do so.
- Two complimentary conference registrations

Supporting Sponsor

Elite Corporate Associate Member $1,000
Corporate Associate Member $2,000
Nonmember $4,000

Benefits

- Logo featured on:
  - o the conference homepage on PublicPower.org
- One complimentary conference registration

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 name 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 are given extensive branding and networking opportunities. Learn more at PublicPower.org>Join.

Questions on sponsorship & membership?
Pamela Cowen, 202-467-2903; Membership@PublicPower.org

AMERICAN PUBLIC POWER ASSOCIATION

March 23 - 24
2021

THE ACADEMY
Engineering
& Operations
Virtual Conference

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.

Representative-in-charge

Title	Company

Address

City	State	Zip

Telephone	Email

Website

	Elite Corporate Associate	Corporate Associate	Nonmember
☐ Networking Event Sponsor	$10,000	$11,000	$22,000
☐ Tuesday Keynote Sponsor	$7,000	$8,000	$16,000
☐ Wednesday Keynote Sponsor	$7,000	$8,000	$16,000
☐ Premier Sponsor	$5,000	$6,000	$12,000
☐ Concurrent Session Sponsor	$4,000	$5,000	$10,000
☐ Virtual Expo Booth Sponsor	$1,500	$2,500	$5,000
☐ Supporting Sponsor	$1,000	$2,000	$4,000

Sponsor Commitment Form

Sponsorship Eligibility

Sponsorship of the 2021 Engineering & Operations Virtual Conference is only for those entities that offer products and services to electric utilities. The American Public Power Association shall have the sole right to determine the eligibility of sponsors at these events.

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. Sponsors who cancel by February 9 will be liable for 50% of the sponsorship fee. Sponsors who cancel after February 9 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.

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment must be received by February 23. All fees to be paid in U.S. funds. To qualify for the member rate on sponsorships, the sponsoring company must be an associate member. Individual associate members cannot receive the member discount on behalf of a sponsoring company that is not an Association member.

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.

_____
Representative-in-charge

_____
Title

_____
Signature   Date

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due February 23. 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

_____   _____
Card number   Exp. date

_____   _____
Amount to charge to card $ Name as it appears on card   Cardholder signature

For Association use:

_____
Order ID/Event

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

If you're paying via check, please email (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

AMERICAN
PUBLIC
POWER
ASSOCIATION ™
Powering Strong Communities

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www.PublicPower.org