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# Join the American Public Power Association

Discover how APPA can connect you with industry leaders  
at 59 percent of the nation's electricity providers

AMERICAN  
**PUBLIC  
POWER**  
ASSOCIATION

Powering Strong Communities



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# **Public power executives view companies that belong to APPA as thought leaders and supporters of their industry.**

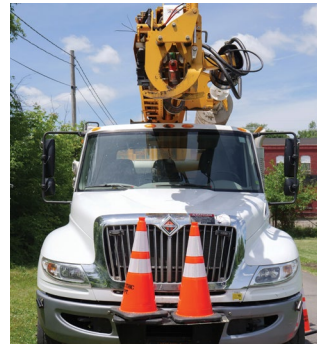
The American Public Power Association (APPA) is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million customers that public power utilities serve 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.



# Connect with leaders who make critical purchasing decisions for their utilities

To increase sales and revenue, you need to know the right people. As an Elite Corporate Associate or a Corporate Associate member, we'll connect you with decision-makers at utilities who:

- are more informed about AMI solutions
- 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
- are more aware of potential impacts of distributed energy resources within their service territory
- are more likely to have a defined cybersecurity strategy and to be seeking cybersecurity solutions
- are likely to engage business consultants
- are more likely to have a continuity of operations plan





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## Enjoy exclusive benefits

You can choose from two levels of membership — Elite Corporate Associate and Corporate Associate — designed to fit your budget and needs. Membership extends to all your employees, so everyone can access APPA benefits and services.

	ELITE CORPORATE ASSOCIATE	CORPORATE ASSOCIATE
<b>NETWORKING BENEFITS</b>		
Invitations to networking events at APPA conferences	●	
Opportunity to nominate a representative to serve on conference planning committees	●	
Opportunity to nominate a representative to serve on the Corporate Associate Council	●	●
Opportunity to serve as Corporate Associate Council chair	●	
Opportunity to participate in the Corporate Associate listserv	●	●
<b>MARKETING &amp; ADVERTISING BENEFITS</b>		
Triannual emails to targeted utility leader (small business members get semi-annual emails)	●	
Annual email distribution of a white paper to targeted utility leaders and inclusion of the paper in the online store	●	
Company profile page on PublicPower.org	●	
Logo rotated throughout all PublicPower.org pages in footer	●	
Annual company spotlight in <i>Public Power Current</i> newsletter	●	
Premier listing in the printed <i>Public Power Buyers Guide</i>	●	
Standard listing in the printed <i>Public Power Buyers Guide</i>		●
Premier listing in the online <i>Public Power Suppliers Guide</i>	●	
Standard listing in the online <i>Public Power Suppliers Guide</i>		●
Opportunities to share press releases and white papers on the online <i>Public Power Suppliers Guide</i>	●	●
Opportunities to share innovative partnership project ideas with 900+ utilities participating in APPA's R&D program	●	●



	ELITE CORPORATE ASSOCIATE	CORPORATE ASSOCIATE
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MARKETING & ADVERTISING BENEFITS

Use of the Elite Associate or Corporate Associate logo to show your support of public power	●	●
Lowest rate on sponsorship, expos, hosted webinars/podcasts, and ad retargeting	●	
Discounted rate on sponsorship, expos, hosted webinars/podcasts, and ad retargeting		●
25% discount on print and digital advertising	●	
10% discount on print and digital advertising		●

INFORMATIONAL BENEFITS

Complimentary access to the <i>Public Power Utility Purchasing Outlook Survey Report</i>	●	
High-level access for all employees to members-only online resources, including the <i>Public Power Membership Directory</i>	●	
Access for all employees to members-only online resources, including the <i>Public Power Membership Directory</i>		●
Subscriptions for all employees to APPA periodicals	●	●
Monthly membership mailing list in Excel (primary utility contact, title, U.S. postal address)	●	●

Fees

Elite Corporate Associate

\$11,500 annually; \$7,500 annually if you're a small business under federal Small Business Administration guidelines

Corporate Associate

\$3,500 annually; \$1,875 annually if you're a small business under federal Small Business Administration guidelines



# Check out these additional ways to reach public power decision-makers!

## MAKE OUR ONLINE AUDIENCE YOUR AUDIENCE

Market your products and services directly to APPA members and prospects wherever they go online. Leveraging best-in-class tools and methodology, we will execute and optimize digital ad retargeting campaigns on your behalf to make sure your message stands out and your brand stays top-of-mind with our highly qualified audience.

## SPONSOR OR EXHIBIT AT AN APPA EVENT

Enjoy face-to-face with public power leaders

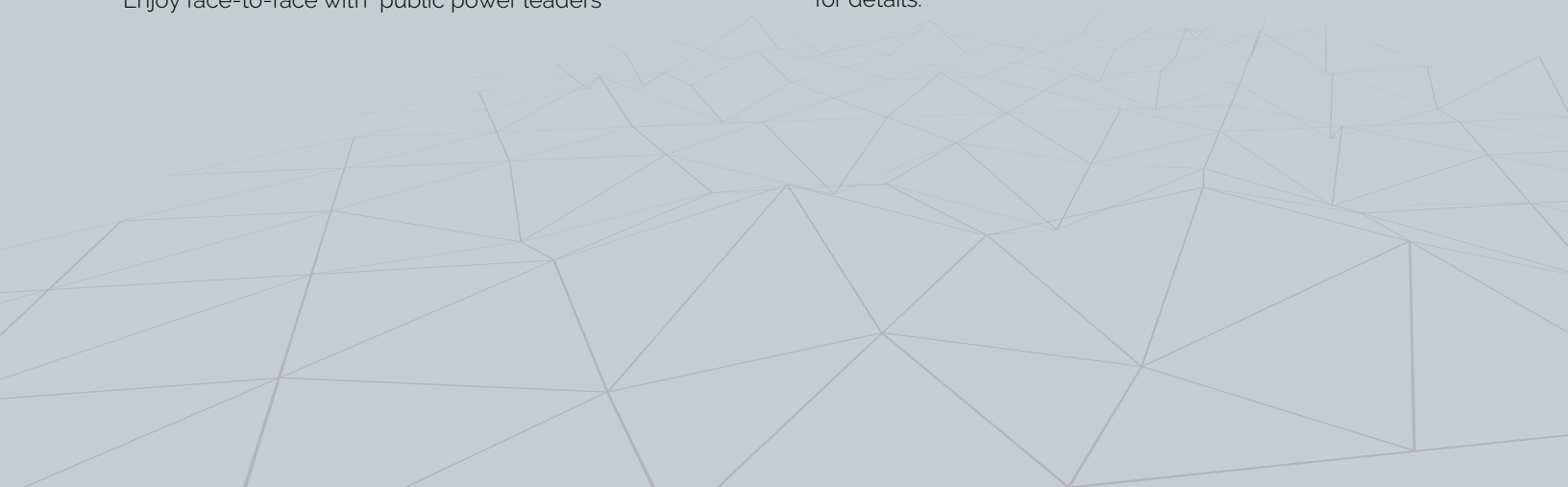
## HOST A PUBLICPOWERX WEBINAR OR A PUBLICPOWERX PODCAST

Showcase your company as an industry expert.

## ADVERTISE IN APPA PERIODICALS AND ON OUR WEBSITE OR SOCIAL MEDIA CHANNELS

Get in front of public power's 93,000 employees

Contact [Membership@PublicPower.org](mailto:Membership@PublicPower.org)  
for details.





# APPA Corporate Associate Membership Application

## Primary contact information

The primary contact should be the person to whom APPA communicates information about membership benefits, updates, invoices, etc.

Name

Title

Company

Address

City

State

Zip

Telephone

Email

Website

## Sign us up for

### Elite Corporate Associate Membership

- ☐ \$11,500/year
- ☐ \$7,500/year if your company is defined as a small business under federal Small Business Administration guidelines.

Please provide your NAISC or SIC code: \_\_\_\_\_ .

### Corporate Associate Membership

- ☐ \$3,500/year
- ☐ \$1,875/year if your company is defined as a small business under federal Small Business Administration guidelines.

Please provide your NAISC or SIC code: \_\_\_\_\_ .

## My company is

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| <input type="checkbox"/> a minority-owned business. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> a women-owned business.    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> U.S.-based.                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |



ELITE CORPORATE ASSOCIATE



CORPORATE ASSOCIATE





# APPA Corporate Associate Membership Application

## Directory contact information

The directory contact should be the person whom public power buyers contact about your products and services.

Name			
Title		Company	
Address			
City	State	Zip	
Telephone			
Email		Website	

## Agreement

I confirm that my organization supports the rights of communities to establish and operate local, government-owned electric utilities and recognizes the significant and positive role public power plays in the electric utility industry today and in the future. I understand that by providing my contact information, I am authorizing the Association to send notices to me about programs and services.

Except specifically noted in this agreement and for the limited purpose of performing the obligations under this agreement, neither party shall use other party's logo or name for marketing or any other purposes without obtaining prior written approval of that party.

Primary contact signature		Date
<div><b>Directory category</b> Please select one category to be listed under in APPA's online suppliers guide. Contact <a href="mailto:Membership@PublicPower.org">Membership@PublicPower.org</a> for information on upgraded listings with multiple categories.</div>	<div><input type="checkbox"/> Advertising / Marketing</div> <div><input type="checkbox"/> Alternative Fuel Vehicles, Infrastructure &amp; Services</div> <div><input type="checkbox"/> Broadband / Communications Equipment &amp; Services</div> <div><input type="checkbox"/> CIS / Billing Equipment &amp; Services</div> <div><input type="checkbox"/> Communication Equipment &amp; Services</div> <div><input type="checkbox"/> Community / Economic Development Services</div> <div><input type="checkbox"/> Computer Services</div>	

**Directory category**

- ☐ Engineering Services
- ☐ Environmental Compliance Products & Services
- ☐ Financial Services
- ☐ Fleet / Asset Management & Tracking
- ☐ GIS
- ☐ Human Resources
- ☐ Insurance & Risk Management
- ☐ Interactive Voice Response (IVR)
- ☐ IT Services
- ☐ Law Firms / Legal / Government Relations Services
- ☐ Lighting & Accessories
- ☐ Lineworker Tools & Equipment
- ☐ Management Consulting
- ☐ Manufacturers / Equipment Distributors
- ☐ Mapping
- ☐ Metering Equipment & Services
- ☐ Mobile Workforce Management
- ☐ NERC Compliance
- ☐ Nonprofit Organization
- ☐ Outage Management Equipment & Services
- ☐ Power Generation Equipment & Services
- ☐ Power Marketing
- ☐ Power Quality
- ☐ Power Supply
- ☐ Public Outreach & Consumer Education

- ☐ Reliability Products & Services
- ☐ Renewable Energy Products & Services
- ☐ Safety Equipment & Services
- ☐ SCADA
- ☐ Security Equipment & Services, Cyber
- ☐ Security Equipment & Services, Physical
- ☐ Signs / Tags / Markers
- ☐ Smart Grid Solutions
- ☐ Substation Equipment & Services

- ☐ Test Equipment
- ☐ Training
- ☐ Transformer Equipment & Maintenance
- ☐ Transmission & Distribution Equipment & Services
- ☐ Transmission Joint Ownership
- ☐ Utility Construction
- ☐ Utility Equipment Sales & Rentals
- ☐ Vegetation Management

**Payment information**

All fees to be paid in U.S. funds. Membership starts the first day of the month following receipt of payment and lasts for one year.

- ☐ I am paying via Wire/ACH payment. Please have an Association finance employee contact me. I will email (Membership@PublicPower.org) my application form.
- ☐ I am paying via check. I will mail the application form and a check payable to American Public Power Association to: American Public Power Association · P.O. 418617 · Boston, MA 02241-8617
- ☐ I am paying via credit card, I will email (Membership@PublicPower.org) my application form.
  - ☐ Visa      ☐ MasterCard      ☐ American Express      ☐ Discover

Card number	Expiration Date
\$ Amount to charge to card	Name as it appears on card
Cardholder signature	

**Questions?**

Contact Membership@PublicPower.org or 202.467.2926.







Powering Strong Communities

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