

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

CONNECT WITH JOINT ACTION AGENCY EXECUTIVES

## Sponsor the Joint Action Virtual Conference



FEBRUARY 4-5, 2021



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## What is the Joint Action Virtual Conference?

It's public power's meeting for joint action agency CEOs and senior managers and their board and commission members to meet and discuss emerging policy, regulatory, and power supply issues, and other topics related to the governance and management of joint action agencies.

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## 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 sponsor this event?

As a sponsor, you'll enjoy exclusive networking and branding opportunities with decision-makers in cybersecurity, disaster preparedness, finance, governance and management, legislative and regulatory issues, power supply, reliability, and infrastructure.

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## Thank you, 2020 sponsors!





## Opening Keynote Session Sponsor

Elite Corporate Associate Member: \$7,500

Corporate Associate Member: \$8,500

Nonmember: \$17,000

*One sponsor limit. Must commit by January 15.*

- Four-minute speaking opportunity to welcome attendees to the keynote and to introduce them to your company
  - Opportunity to share one or two PowerPoint slides during your welcome
- Logo featured prominently:
  - on the conference homepage on PublicPower.org
  - in marketing emails
  - in attendee logistics and follow-up emails
  - on sponsor recognition slide during the conference
- 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 without prior consent. You will have the opportunity to request attendee email addresses via a polling question at the end of your remarks. After the event, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - Session attendance list in Excel (Names only), showing which conference registrants participated in the keynote session.
- Four complimentary conference registrations\*

## Closing Keynote Session Sponsor

Elite Corporate Associate Member: \$7,500

Corporate Associate Member: \$8,500

Nonmember: \$17,000

*One sponsor limit. Must commit by January 15.*

- Four-minute speaking opportunity to welcome attendees to the keynote and to introduce them to your company
  - Opportunity to share one or two PowerPoint slides during your welcome
- Logo featured prominently:
  - on the conference homepage on PublicPower.org
  - in marketing emails
  - in attendee logistics and follow-up emails
  - on sponsor recognition slide during the conference
- 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 without prior consent. You will have the opportunity to request attendee email addresses via a polling question at the end of your remarks. After the event, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - Session attendance list in Excel (Names only), showing which conference registrants participated in the keynote session.
- Four complimentary conference registrations\*

## Networking Event Sponsor

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

*One sponsor limit. Must commit by January 15.*

- Three-minute speaking opportunity to welcome attendees to the event and to introduce them to your company
  - Opportunity to share one or two PowerPoint slides during your welcome
- Logo featured prominently:
  - on the conference homepage on PublicPower.org
  - in marketing emails
  - in attendee logistics and follow-up emails
  - on sponsor recognition slide during the conference
- 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 without prior consent. You will have the opportunity to request attendee email addresses via a polling question at the end of your remarks. After the event, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - Session attendance list in Excel (Names only), showing which conference registrants participated in the keynote session.
- Three complimentary conference registrations\*

## Session Sponsor

Elite Corporate Associate Member: \$3,000  
Corporate Associate Member: \$4,000  
Nonmember: \$8,000

*Limit 6 session sponsors. Must commit by January 15.*

- Two-minute speaking opportunity to welcome attendees to the session and to introduce them to your company
  - Opportunity to share one or two PowerPoint slides during your welcome
- Logo featured prominently:
  - on the conference homepage on PublicPower.org
  - in attendee logistics and follow-up emails
  - on sponsor recognition slide during the conference
- 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 without prior consent. You will have the opportunity to request attendee email addresses via a polling question at the end of your remarks. After the event, APPA will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
  - Session attendance list in Excel (Names only), showing which conference registrants participated in the keynote session.
- Two complimentary conference registrations\*

## Supporting Sponsor

Elite Corporate Associate Member \$1,000

Corporate Associate Member \$2,000

Nonmember \$4,000

### Benefits

- Logo featured on:
  - the conference homepage on [PublicPower.org](http://PublicPower.org)
- 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 without prior consent.
- One complimentary conference registration\*

\* Some sessions are restricted to public power utility employees only. Sponsor registrants cannot participate in these sessions.

### 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 [www.PublicPower.org](http://www.PublicPower.org)>Join.

#### Questions on sponsorship & membership?

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

## 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 \_\_\_\_\_

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

	<b>Elite Corporate Associate</b>	<b>Corporate Associate</b>	<b>Nonmember</b>
<input type="checkbox"/> Opening Keynote Session Sponsor	\$7,500	\$8,500	\$17,000
<input type="checkbox"/> Closing Keynote Session Sponsor	\$7,500	\$8,500	\$17,000
<input type="checkbox"/> Networking Event Sponsor	\$5,000	\$6,000	\$12,000
<input type="checkbox"/> Session Sponsor	\$3,000	\$4,000	\$8,000
<input type="checkbox"/> Supporting Sponsor	\$1,000	\$2,000	\$4,000

# Sponsor Commitment Form

## Sponsorship Eligibility

Sponsorship of the 2021 Joint Action 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 December 24 will be liable for 50% of the sponsorship fee. Sponsors who cancel after December 24 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 January 7. 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.

## Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due January 7. 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





Powering Strong Communities

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