

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

- REACH **250+** PUBLIC POWER LEADERS •

## Sponsor the Legal & Regulatory Conference

- IN-HOUSE AND GENERAL COUNSEL • OUTSIDE COUNSEL • REGULATORY AFFAIRS SPECIALISTS
- COMPLIANCE OFFICERS • SENIOR AND MID-LEVEL UTILITY MANAGERS • ELECTED AND APPOINTED OFFICIALS WHO OVERSEE UTILITY POLICY

October 17 – 20, 2021 ○ Savannah, Georgia

AMERICAN  
**PUBLIC POWER**  
ASSOCIATION  
Powering Strong  
Communities

AMERICAN PUBLIC  
POWER ASSOCIATION

October 17 - 20  
2021

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# Legal & Regulatory Conference

Savannah, Georgia



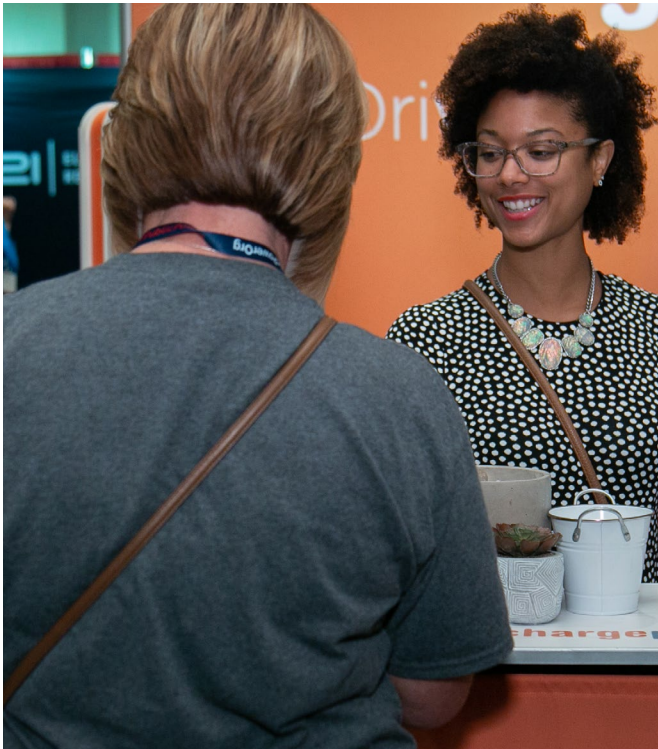
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## What is the American Public Power Association (APPA)?

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.

## Why should my company sponsor this event?

The Legal & Regulatory Conference provides unparalleled professional development and networking opportunities for energy attorneys and regulatory personnel. As a sponsor, you'll have access to and visibility with key public power decision-makers and decision-influencers. You'll enjoy many valuable branding and networking opportunities and have many opportunities to spread the word about your products and services.



## 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](https://PublicPower.org/Join).

## Questions on sponsorship & membership?

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



# Legal & Regulatory Conference Sponsor Opportunities

## Signature Sponsor

Elite Corporate Associate Member \$8,000

Corporate Associate Member \$9,000

Nonmember \$18,000

Five sponsor limit; one sponsor per general session. Must commit and provide video by September 10 to guarantee benefits.

- Two social posts on APPA's Twitter, Facebook, and LinkedIn feeds. One per platform one week before the conference and one per platform post-conference. Graphics, text, and click-through links provided by you (APPA will provide specs). You can include a one- to two-minute video or a static image.
- One-minute video (provided by you) shown at one general session
- Logo featured:
  - on conference website
  - in marketing emails (starting two weeks after your commitment)
  - in attendee logistics emails
  - in conference mobile app
  - in printed on-site program
  - on conference signage
- 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.
- Four conference registrations

## Networking Sponsor

Two sponsor limit. Must commit and provide speaker information by September 10 to guarantee benefits.

Elite Associate Member: \$7,000

Associate Member: \$8,000

Nonmember: \$16,000

- Logo featured prominently during two evening receptions
- Logo on cocktail napkins at receptions, breakfasts, and breaks
- Logo featured:
  - on conference website
  - in marketing emails (starting two weeks after your commitment)
  - in attendee logistics emails
  - in conference mobile app
  - in printed on-site program
- 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.
- Three conference registrations

## Health & Safety Sponsor

One sponsor limit. Must commit and provide speaker information by September 10 to guarantee benefits.

Elite Associate Member: \$5,000

Associate Member: \$6,000

Nonmember: \$12,000

- Logo featured on social distancing signage
- Logo feature on the onsite daily health screening app
- Logo also featured:
  - on conference website
  - in attendee logistics emails
  - in conference mobile app
  - in printed on-site program
- 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.
- Two conference registrations





## Public Power Advocate

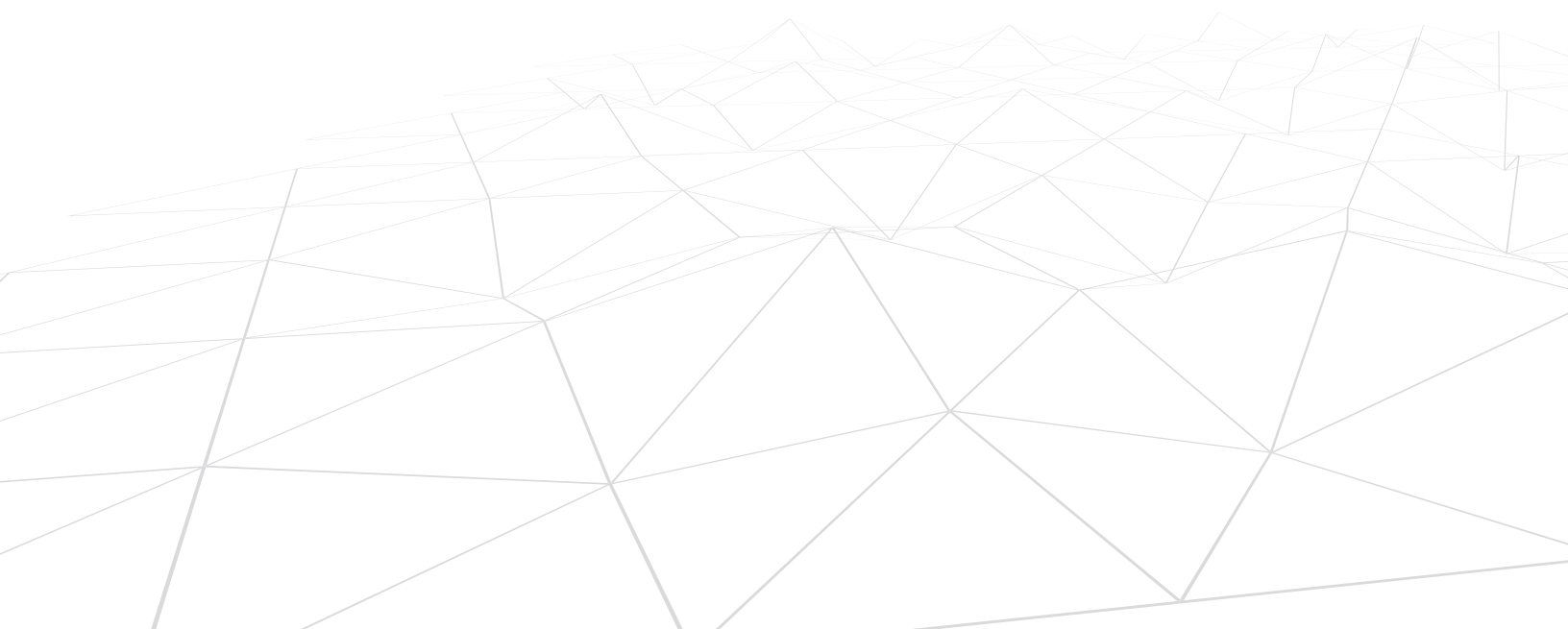
Thirteen sponsor limit. Must commit and provide speaker information by September 10 to guarantee benefits.

Elite Associate Member: \$4,000

Associate Member: \$5,000

Nonmember: \$10,000

- One mobile app push notification to conference attendees acknowledging your sponsorship
- Logo featured:
  - on conference website
  - in conference mobile app
  - in printed on-site program
- 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.
- Two conference registrations



## 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

	<b>Elite Corporate Associate</b>	<b>Corporate Associate</b>	<b>Nonmember</b>
<input type="checkbox"/> Signature Sponsor	\$8,000	\$9,000	\$18,000
<input type="checkbox"/> Networking Sponsor	\$7,000	\$8,000	\$16,000
<input type="checkbox"/> Health & Safety Sponsor	\$5,000	\$6,000	\$12,000
<input type="checkbox"/> Public Power Advocate	\$4,000	\$5,000	\$10,000

### 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

### Sponsorship Eligibility

Sponsorship of the 2021 Legal & Regulatory 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 this event.

### Sponsorship Cancellation

Once the American Public Power Association receives the sponsor commitment form, benefits will start. Cancellation must be emailed to [Membership@PublicPower.org](mailto:Membership@PublicPower.org). Sponsors who cancel by August 20 will be liable for 50% of the sponsorship fee. Sponsors who cancel after August 20 will be liable for 100% of the sponsorship fee. If payment has not been received at the time of cancellation, an invoice for the appropriate amount will be issued.

## Sponsor Commitment Form

### Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due September 24. 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 APPA 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](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