

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION



Sponsor APPA's 2021 National Conference

Meet with public power's top decision-makers
in-person and virtually!



In-Person

Hyatt Regency Orlando
Orlando, Florida
June 20-23

Virtual Event

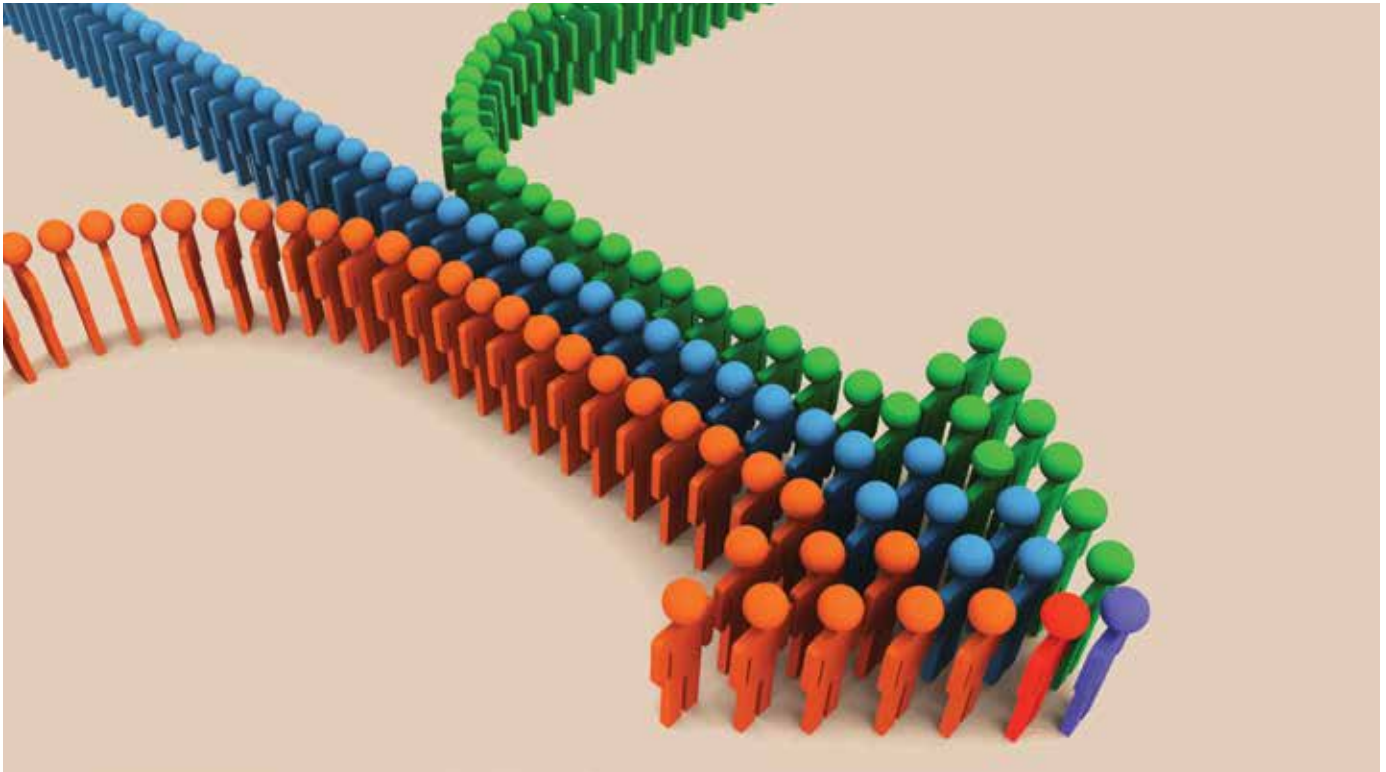
July 13-14

THE ACADEMY

National Conference

Orlando, Florida
June 20-23

Virtual Event
July 13-14



What is the National Conference?

It's public power's largest meeting and THE place for industry suppliers to gain exposure with municipal utility CEOs, senior executives, and policymakers. This year's conference will take place in-person (June 20-23 in Orlando) and virtually (July 13-14), giving you twice as many opportunities to network with public power leaders.



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?

There's no better place to interact with executives who determine investments in customer service, cyber and physical security, disaster preparedness, energy efficiency, distributed energy resources, renewable energy, finance, governance/management, legislative/regulatory issues, power supply, reliability/infrastructure, and more.

With in-person and virtual National Conference sponsorship packages, you control how and when you meet with public power leaders. Choose the Signature Sponsor package for maximum exposure at both events or create a customized experience by selecting the in-person or virtual sponsorships that work for you. Contact Membership@PublicPower.org to learn about discounts when you sponsor both events (excludes Signature Sponsorship).

How can we participate in the Industry Innovations Expo?

The only way to secure expo space at the in-person and virtual events is through sponsorship.

At the in-person expo in Orlando, you'll receive table-top space right in the middle of the conference activity, giving you maximum exposure and opportunities to meet with attendees. The expo will be open during concurrent sessions and breaks for you to schedule live demos, individual appointments, or engage drop-in visitors. In the evening, you'll enjoy dedicated expo time with public power leaders.

Sunday, June 20 • Expo set-up: 2 – 6 p.m.


Monday, June 21 • Expo open: 8:30 a.m. – 6 p.m.
Dedicated expo hours: 4:30 – 6 p.m.

Tuesday, June 22 • Expo open 8:30 a.m. – 6 p.m.
Dedicated expo hours: 4:30 – 6 p.m.
Tear-down: 6 – 7:30 p.m.

During the **virtual event**, the expo will be open throughout the day for you to educate attendees about your company, schedule one-on-one virtual meetings, and engage drop-in visitors through video chats and live demos.

Tuesday, July 13 • Expo open: 11 a.m. – 6 p.m. ET
Scheduled breaks: Noon – 12:15 p.m. ET
1:15 – 1:30 p.m. ET
2:30 – 2:45 p.m. ET
3:45 – 4 p.m. ET

Wednesday July 14 • Expo open: 10 a.m. – 5 p.m. ET
Scheduled breaks: 10 - 11 a.m. Networking
Noon – 12:15 p.m. ET
1:15 – 1:30 p.m. ET
2:30 – 2:45 p.m. ET
3:45 – 4 p.m. ET

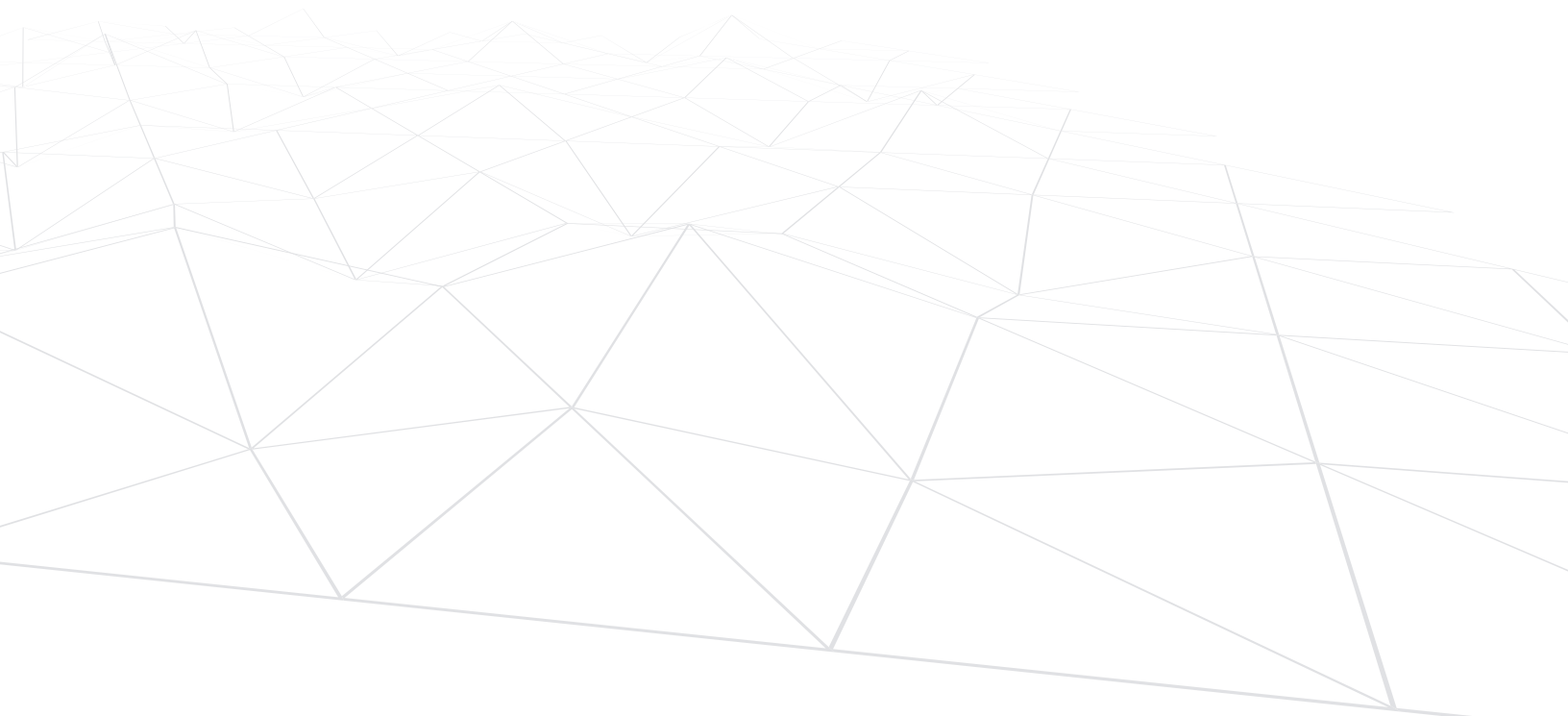


Save money on this event! Become a corporate associate member.

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.



In-Person & Virtual Event Sponsorship Package

Signature Sponsor

Four sponsor limit; one sponsor per general session. Must commit and provide video by May 14 to guarantee benefits.

Elite Corporate Associate Member \$20,000

Corporate Associate Member \$21,000

Nonmember \$40,000

In-Person Conference Benefits

- One-minute video (provided by you) shown at one of four general sessions.
- Premium Expo Package:
 - Private meeting room where you can conduct one-on-one appointments, display items, etc. Room will include a 72' round table, two chairs, and a wastebasket.
 - Industry Innovations Expo display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the in-person conference headquarters facility. Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo featured:
 - on conference website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in conference mobile app
 - in printed 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 in-person conference registrations

Virtual Event Benefits - Videos, presentations, and logos will be seen by participants in the live virtual event and by those who purchase the recording

- Your video from the in-person event will be shown at one general session.
- Premium Virtual Expo Booth:
 - Your company will be listed in the first four spots on the Virtual Expo page of the event portal
 - 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:
 - on conference website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in these areas of the conference event portal:
 - the main welcome page
 - next to the link where attendees will join your sponsored session
 - on general session cover slides
- 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. We will ask permission to share session attendee email addresses with you via a polling question after your video in the session. When the virtual event is over, we will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
- Five virtual event registrations

In-Person Conference Sponsorship Packages

Public Power Champion

Four sponsor limit. Must commit and provide topic/speaker information by May 14 to guarantee benefits.

Elite Associate Member: \$10,000

Associate Member: \$11,000

Nonmember: \$20,000

- 60-minute Industry Spotlight concurrent session presentation on the topic of your choosing (topic requires APPA approval).
- Premium Expo Package:
 - Private meeting room where you can conduct one-on-one appointments, display items, etc. Room will include a 72' round table, two chairs, and a wastebasket.
 - Industry Innovations Expo display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the in-person conference headquarters facility. Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo featured:
 - on conference website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in conference mobile app
 - in printed program
 - on sign at your session
- 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 in-person conference registrations

Health & Safety Sponsor

One sponsor limit. Must commit by May 14 to guarantee benefits.

Elite Associate Member: \$10,000

Associate Member: \$11,000

Nonmember: \$20,000

- Logo featured on the health and safety participant giveaway
- Logo featured on social distancing signage
- Logo feature on the onsite health screening app
- Premium Expo Package:
 - Private meeting room where you can conduct one-on-one appointments, display items, etc. Room will include a 72' round table, two chairs, and a wastebasket.
 - Industry Innovations Expo display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the in-person conference headquarters facility. Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo featured:
 - on conference website
 - in marketing emails in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in conference mobile app
 - in printed 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.
- Four in-person conference registrations



In-Person Conference Sponsorship Packages

Networking Sponsor

Two sponsor limit. Must commit and provide topic/speaker information by May 14 to guarantee benefits.

Elite Associate Member: \$8,000

Associate Member: \$9,000

Nonmember: \$16,000

- Logo featured prominently during the Sunday reception, Tuesday special event, and the Monday, Tuesday, and Wednesday Morning Conversations
- Two-minute opportunity to introduce your company to attendees at the beginning of a concurrent session
- Premium Expo Package:
 - Private meeting room where you can conduct one-on-one appointments, display items, etc. Room will include a 72' round table, two chairs, and a wastebasket.
 - Industry Innovations Expo display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the in-person conference headquarters facility. Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo featured:
 - on conference website
 - in attendee logistics emails
 - in conference mobile app
 - in printed program
 - on sign at your sponsored session
- 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 in-person conference registrations

Public Power Advocate

Fourteen sponsor limit. Must commit and provide topic/speaker information by May 14 to guarantee benefits.

Elite Associate Member: \$5,000

Associate Member: \$6,000

Nonmember: \$10,000

- Two-minute opportunity to introduce your company to attendees at the beginning of a concurrent session
- Industry Innovations Expo display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the in-person conference headquarters facility. Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo featured:
 - on conference website
 - in conference mobile app
 - in printed program
 - on sign at your sponsored session
- 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 in-person conference registrations



In-Person Conference Sponsorship Packages

Industry Innovations Expo Sponsor

Must sign up by May 14 to guarantee spot.

Elite Corporate Associate Member \$2,500

Corporate Associate Member \$3,500

Nonmember \$5,000

- Logo featured:
 - on conference website
 - in conference mobile app
 - in printed program
- Industry Innovations Expo display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- 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 in-person conference registration





Virtual Event Sponsorship Packages

Videos, presentations, and logos will be seen by participants in the live virtual conference and by those who purchase the recording

Public Power Champion

Four sponsor limit. Must commit and provide topic/speaker information by June 11 to guarantee benefits.

Elite Corporate Associate Member \$6,000

Corporate Associate Member \$7,000

Nonmember \$12,000

- 60-minute Industry Spotlight concurrent session presentation on the topic of your choosing (topic requires APPA approval). An mp4 file of your virtual presentation will be sent to you approximately two weeks after the conference.
- Premium Virtual Expo Booth:
 - Your company will be listed in the first eight spots on the Virtual Expo page of the event portal
 - 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:
 - on conference website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in these areas of the conference event portal:
 - the main welcome page
 - next to the link where attendees will join your session
- 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. We will ask permission to share session attendee email addresses with you via a polling question at the end of the session. When the virtual event is over, we will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
- Four virtual event registrations



Virtual Event Sponsorship Packages

Networking Sponsor

One sponsor limit. Must commit and provide topic/speaker information by June 18 to guarantee benefits.

Elite Corporate Associate Member \$5,000

Corporate Associate Member \$6,000

Nonmember \$10,000

- One-minute opportunity to welcome attendees to the networking event
- Two-minute opportunity to introduce your company to attendees at the beginning of a concurrent session
- Premium Virtual Expo Booth:
 - Your company will be listed on the Virtual Expo page of the event portal
 - 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:
 - on conference website
 - in attendee logistics emails
 - in these areas of the conference event portal:
 - the main welcome page
 - next to the links where attendees will join the networking event and your sponsored concurrent session
- 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. We will ask permission to share session attendee email addresses with you via a polling question after your remarks. When the virtual event is over, we will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
- Three virtual event registrations



Virtual Event Sponsorship Packages

Public Power Advocate

Fifteen sponsor limit. Must commit and provide topic/speaker information by June 18 to guarantee benefits.

Elite Corporate Associate Member \$4,000

Corporate Associate Member \$5,000

Nonmember \$8,000

- Two-minute opportunity to introduce your company at the beginning of a concurrent session
- Premium Virtual Expo Booth:
 - Your company will be listed on the Virtual Expo page of the event portal
 - 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:
 - on conference website
 - in attendee logistics emails
 - in these areas of the event portal:
 - the main welcome page
 - next to the link where attendees will join your session
- 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. We will ask permission to share session attendee email addresses with you via a polling question after your remarks in the session. When the virtual event is over, we will provide an Excel list of the names and email addresses of individuals who consented to share their email addresses.
- Two virtual event registrations

Industry Innovations Expo Booth Sponsor

Must sign up July 2 to guarantee spot.

Elite Corporate Associate Member \$1,500

Corporate Associate Member \$2,000

Nonmember \$3,000

- Virtual Expo Booth
 - Your company will be listed in the Virtual Expo page of the event portal
 - Your virtual expo booth is a dedicated page within the 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 the conference website
 - Pre- and post-conference attendee lists in Excel. (Name, title, organization, U.S. postal address.) Association policy prevents the sharing of emails and phone numbers without prior consent.
- Two virtual event registrations



Virtual Event Sponsorship Packages

Public Power Supporter

Elite Corporate Associate Member \$1,000

Corporate Associate Member \$1,500

Nonmember \$2,000

- Logo featured on the conference website
- Pre- and post-conference attendee lists in Excel. (Name, title, organization, U.S. postal address.) Association policy prevents the sharing of emails and phone numbers without prior consent.
- One virtual event registration

2021 APPA National Conference Sponsor Commitment Form

In-Person • Orlando, Florida • June 20 - 23

Virtual Event • July 13 - 14

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

Want to sponsor the in-person & virtual events? Contact Membership@PublicPower.org to discuss discounts (excludes Signature Sponsorship).

	Elite	Corporate	Nonmember
<input type="checkbox"/> Signature Sponsor (In-Person & Virtual Sponsorship) Do you want the private meeting room included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$20,000	\$21,000	\$40,000

<input type="checkbox"/> Public Power Champion (In-Person Sponsorship) Do you want the private meeting room included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$10,000	\$11,000	\$20,000

<input type="checkbox"/> Public Power Champion (Virtual Sponsorship) Do you want the private meeting room included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$6,000	\$7,000	\$12,000
<input type="checkbox"/> Health & Safety Sponsor (In-Person Sponsorship) Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$10,000	\$11,000	\$20,000

<input type="checkbox"/> Networking Sponsor (In-Person Sponsorship) Do you want the private meeting room included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$8,000	\$9,000	\$16,000

<input type="checkbox"/> Networking Sponsor (Virtual Sponsorship) Do you want the private meeting room included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$5,000	\$6,000	\$10,000
<input type="checkbox"/> Public Power Advocate (In-Person Sponsorship) Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$5,000	\$6,000	\$10,000

<input type="checkbox"/> Public Power Advocate (Virtual Sponsorship) Do you want the private meeting room included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> Do you want the Industry Innovations Expo spot included with your sponsorship? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please list competitors and we'll do our best to keep you separated:	\$4,000	\$5,000	\$8,000
<input type="checkbox"/> Industry Innovations Expo Sponsor (In-Person Sponsorship) Please list competitors and we'll do our best to keep you separated:	\$2,500	\$3,500	\$5,000

<input type="checkbox"/> Industry Innovations Expo Sponsor (Virtual Sponsorship) Please list competitors and we'll do our best to keep you separated:	\$1,500	\$2,000	\$3,000
<input type="checkbox"/> Public Power Supporter (Virtual Sponsorship) Please list competitors and we'll do our best to keep you separated:	\$1,000	\$1,500	\$2,000

Sponsor Commitment Form

Sponsorship Eligibility

Sponsorship of the 2021 National 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 APPA receives the sponsor commitment form, benefits will start. Cancellation must be made in writing to Membership@PublicPower.org. **In-person Event:** Sponsors who cancel by May 7 will be liable for 50% of the sponsorship fee. Sponsors who cancel after May 7 will be liable for 100% of the sponsorship fee. **Virtual Event:** Sponsors who cancel by June 1 will be liable for 50% of the sponsorship fee. Sponsors who cancel after June 1 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.

Representative-in-charge

Title

Signature

Date

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment must be received by May 21 for the in-person event and June 15 for the virtual event. 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.

- 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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www.PublicPower.org