

APPA ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

Connect with public power utility,
joint action agency, and state &
regional association executives

Sponsor the CEO Roundtable

February 13 - 15, 2022 ◦ San Diego, California

AMERICAN
PUBLIC POWER
ASSOCIATION
Powering Strong Communities



February 13 – 15

2022

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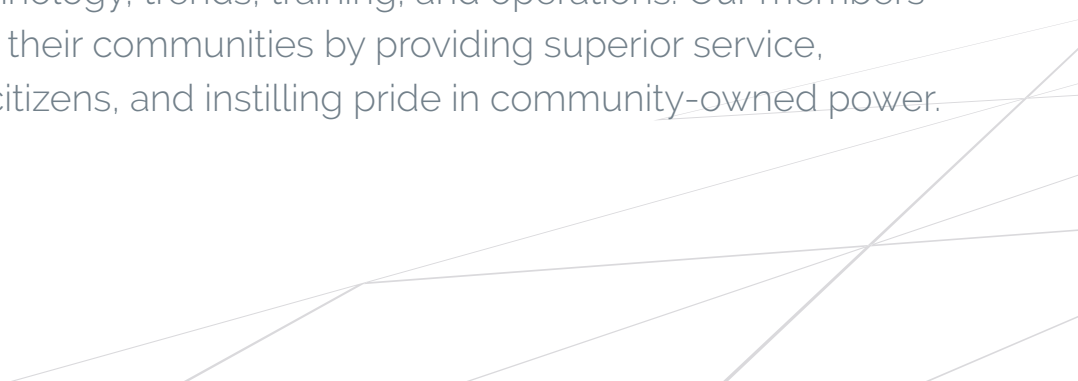
CEO

Roundtable

San Diego, California

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 96,000 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.



What is the CEO Roundtable?

It's an exclusive event that brings public power's leading executives together to discuss hot topics, hear from visionary thinkers, and strategize how their organizations can thrive in today's challenging environment.

Why sponsor this event?

As a sponsor, you'll enjoy premium speaking, networking, and branding opportunities with top public power decision-makers.

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/Join.



Questions?

Sponsorship@PublicPower.org



CEO Roundtable Sponsor Opportunities

Signature Sponsor

Three sponsor limit. Must commit and provide video or speaker information/slides by Jan. 14.

Elite Corporate Associate Member \$15,000

Corporate Associate Member \$16,000

Nonmember \$32,000

- Your custom ad served to roundtable participants on their mobile devices through geofencing while they're in and around the Park Hyatt Aviara hotel
- One-minute presentation (live or video) at the beginning of a session
- Invitation to exclusive dinner with APPA CEO and select public power executives
- Opportunity to include a link to your company's marketing collateral in the attendee pre-event logistics email. Item is subject to APPA approval.
- Logo on all onsite signage and:
 - on CEO Roundtable website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in printed program
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, postal address, email address)
- Three registrations



Networking Sponsor – Welcome Reception

Two sponsor limit. Must commit by Jan. 14 to guarantee benefits.

Elite Corporate Associate Member \$10,000

Corporate Associate Member \$11,000

Nonmember \$22,000

- Two social posts on APPA's Twitter, Facebook, and LinkedIn feeds. One per platform one week pre-roundtable and one per platform post-roundtable. 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.
- Logo on cocktail napkins and signage at the reception and:
 - on CEO Roundtable website
 - in attendee logistics emails
 - in printed program
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, postal address).
- Two registrations



Networking Sponsor – Monday Reception

Two sponsor limit. Must commit by Jan. 15 to guarantee benefits.

Elite Corporate Associate Member \$10,000

Corporate Associate Member \$11,000

Nonmember \$22,000

- Two social posts on APPA's Twitter, Facebook, and LinkedIn feeds. One per platform one week pre-roundtable and one per platform post-roundtable. 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.
- Logo on cocktail napkins and signage at the reception and:
 - on CEO Roundtable website
 - in attendee logistics emails
 - in printed program
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, postal address).
- Two registrations





Networking Sponsor – Monday Lunch

Two sponsor limit. Must commit by Jan. 14 to guarantee benefits.

Elite Corporate Associate Member \$10,000

Corporate Associate Member \$11,000

Nonmember \$22,000

- Two social posts on APPA's Twitter, Facebook, and LinkedIn feeds. One per platform one week pre-roundtable and one per platform post-roundtable. 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.
- Logo on napkins and signage at the lunch and:
 - on CEO Roundtable website
 - in attendee logistics emails
 - in printed program
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, postal address).
- Two registrations



Networking Sponsor – Continental Breakfasts

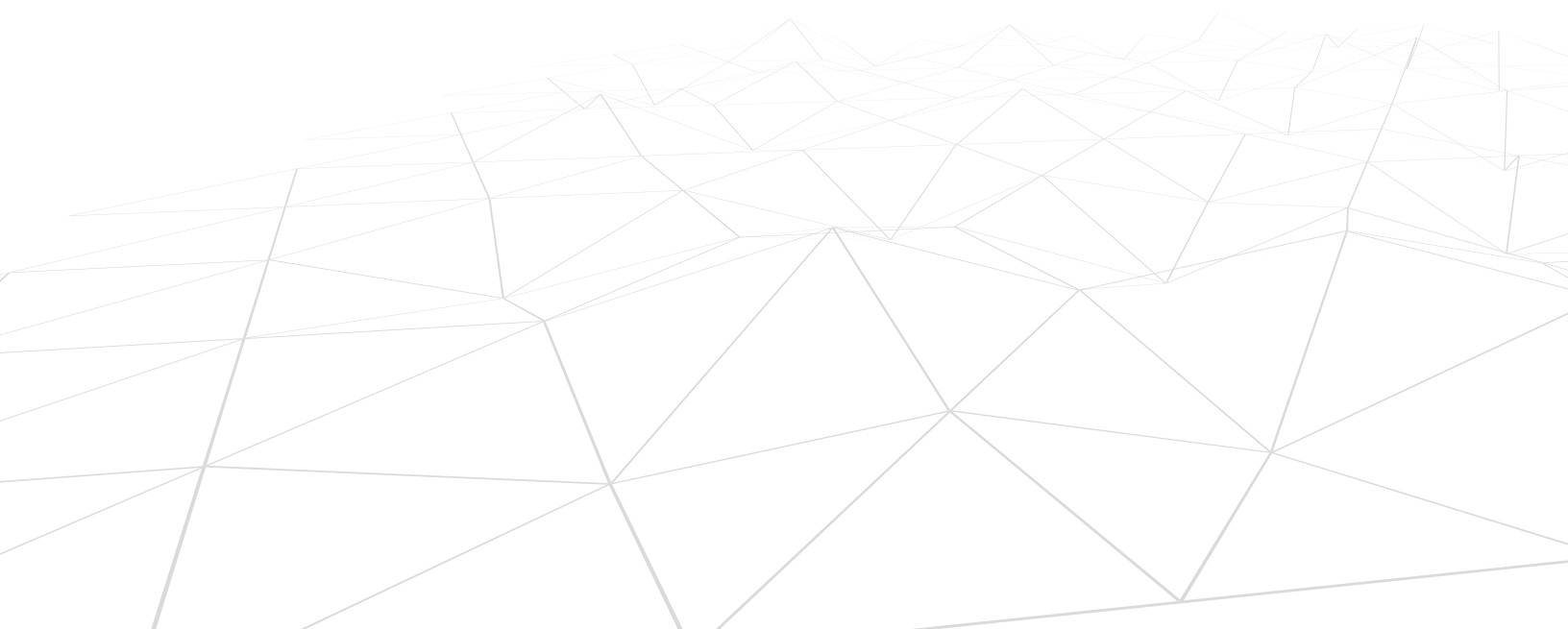
Two sponsor limit. Must commit by Jan. 14 to guarantee benefits.

Elite Corporate Associate Member \$5,000

Corporate Associate Member \$6,000

Nonmember \$12,000

- Logo on napkins and signage at two continental breakfasts and:
 - on CEO Roundtable website
 - in printed program
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, postal address).
- One registration



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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 address

Web address

	Elite Corporate Associate	Corporate Associate	Nonmember
<input type="checkbox"/> Signature Sponsor	\$15,000	\$16,000	\$32,000
<input type="checkbox"/> Networking Sponsor – Welcome Reception	\$10,000	\$11,000	\$22,000
<input type="checkbox"/> Networking Sponsor – Monday Reception	\$10,000	\$11,000	\$22,000
<input type="checkbox"/> Networking Sponsor – Monday Lunch	\$10,000	\$11,000	\$22,000
<input type="checkbox"/> Networking Sponsor – Continental Breakfasts	\$5,000	\$6,000	\$12,000

Sponsorship Eligibility

Sponsorship of the 2022 CEO Roundtable 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.

Payment Information

Please return the commitment form to Sponsorship@PublicPower.org. APPA will email you an invoice and the details you need for the event. 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 APPA member.

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Sponsor Commitment Form

Sponsorship Cancellation

Once APPA receives the sponsor commitment form and payment, benefits will start. Cancellation must be made in writing to Sponsorship@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.

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