

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

• CONNECT WITH JOINT ACTION AGENCY EXECUTIVES •

Sponsor the Joint Action Conference

JANUARY 9 - 11, 2022 ◦ DESTIN, FLORIDA

AMERICAN
PUBLIC POWER
ASSOCIATION
Powering Strong Communities

AMERICAN PUBLIC
POWER ASSOCIATION

January 9 - 11
2022

THE ACADEMY

Joint Action Conference

Destin, Florida



What is the Joint Action 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.



Why should my company sponsor this event?

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

What is the American Public Power Association (APPA)?

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.

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?

Pamela Cowen, 202-467-2903

Sponsorship@PublicPower.org



Joint Action Conference Sponsor Opportunities

Signature Sponsor

Two sponsor limit. Must commit and provide speaker information/video or slides by Dec. 15 to guarantee benefits.

Elite Corporate Associate Member \$8,000

Corporate Associate Member \$9,000

Nonmember \$18,000

- 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.
- Two-minute presentation (live or video) at the beginning of a keynote address
- Opportunity to include a link to one piece of marketing collateral in the attendee logistics email. Item is subject to APPA approval.
- Logo featured:
 - on conference 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, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers without prior consent.
- Three conference registrations*

Public Power Advocate

Four sponsor limit. Must commit and provide speaker information/video or slides by Dec. 15 to guarantee benefits.

Elite Corporate Associate Member \$6,000

Corporate Associate Member \$7,000

Nonmember \$14,000

- One-minute presentation (live or video) at the beginning of a 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 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*

Networking Sponsor

Two sponsor limit. Must commit and provide speaker information/video or slides by December 15 to guarantee benefits.

Elite Corporate Associate Member \$2,500

Corporate Associate Member \$3,500

Nonmember \$7,000

- Logo on cocktail napkins and signage at all breakfasts and breaks
- Logo also featured:
 - on conference website
 - in attendee logistics emails
 - 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.
- One conference registration*

Public Power Supporter

Elite Corporate Associate Member \$1,500

Corporate Associate Member \$2,500

Nonmember \$5,000

- Logo featured on:
 - conference website
 - 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.
- One conference registration*

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

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

	Elite Corporate Associate	Corporate Associate	Nonmember
<input type="checkbox"/> Signature Sponsor	\$8,000	\$9,000	\$18,000
<input type="checkbox"/> Public Power Advocate	\$6,000	\$7,000	\$14,000
<input type="checkbox"/> Networking Sponsor	\$2,500	\$3,500	\$7,000
<input type="checkbox"/> Public Power Supporter	\$1,500	\$2,500	\$5,000

Sponsorship Eligibility

Sponsorship of the 2022 Joint Action 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 and payment, benefits will start. Cancellation must be made in writing to Sponsorship@PublicPower.org. Sponsors who cancel by November 19 will be liable for 50% of the sponsorship fee. Sponsors who cancel after November 19 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



Sponsor Commitment Form

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 November 26. 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.