




Join the American Public Power Association

Discover how APPA can connect you with industry leaders
at 59 percent of the nation's electricity providers

AMERICAN
**PUBLIC
POWER**
ASSOCIATION

Powering Strong Communities



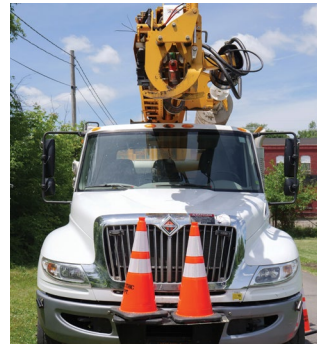
Public power executives view companies that belong to APPA as thought leaders and supporters of their industry.

The American Public Power Association (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.

Connect with leaders who make critical purchasing decisions for their utilities

To increase sales and revenue, you need to know the right people. As an Elite Corporate Associate or a Corporate Associate member, we'll connect you with decision-makers at utilities who:

- are more informed about AMI solutions
- are much more likely to have plans to invest in customer information systems (including interactive outage notifications), utility-scale renewable generation, and behind-the-meter storage
- are more aware of potential impacts of distributed energy resources within their service territory
- are more likely to have a defined cybersecurity strategy and to be seeking cybersecurity solutions
- are likely to engage business consultants
- are more likely to have a continuity of operations plan





Enjoy exclusive benefits

You can choose from two levels of membership — Elite Corporate Associate and Corporate Associate — designed to fit your budget and needs. Membership extends to all your employees, so everyone can access APPA benefits and services.

	ELITE CORPORATE ASSOCIATE	CORPORATE ASSOCIATE
NETWORKING BENEFITS		
Invitations to networking events at APPA Academy events	●	
Opportunity to nominate a representative to serve on conference planning committees	●	
Opportunity to participate in the Corporate Associate listserv	●	●
MARKETING & ADVERTISING BENEFITS		
Triannual emails to targeted utility leader (small business members get semi-annual emails)	●	
Annual email distribution of a white paper to targeted utility leaders and inclusion of the paper in the online store	●	
Logo rotated throughout all PublicPower.org pages in footer	●	
Annual company spotlight in <i>Public Power Current</i> newsletter	●	
Premier listing in the printed <i>Public Power Buyers Guide</i>	●	
Standard listing in the printed <i>Public Power Buyers Guide</i>		●
Premier listing in the online <i>Public Power Suppliers Guide</i>	●	
Standard listing in the online <i>Public Power Suppliers Guide</i>		●
Opportunities to share press releases and white papers on the online <i>Public Power Suppliers Guide</i>	●	●
Opportunities to share innovative partnership project ideas with 900+ utilities participating in APPA's R&D program	●	●



	ELITE CORPORATE ASSOCIATE	CORPORATE ASSOCIATE
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MARKETING & ADVERTISING BENEFITS

Use of the Elite Associate or Corporate Associate logo to show your support of public power	●	●
Lowest rate on sponsorship, expos, hosted webinars/podcasts, and ad retargeting	●	
Discounted rate on sponsorship, expos, hosted webinars/podcasts, and ad retargeting		●
25% discount on print and digital advertising	●	
10% discount on print and digital advertising		●

INFORMATIONAL BENEFITS

Complimentary access to the <i>Public Power Utility Purchasing Outlook Survey Report</i>	●	
High-level access for all employees to members-only online resources, including the <i>Public Power Membership Directory</i>	●	
Monthly edition of the <i>Washington Report</i> providing legislative and regulatory updates from the capital	●	●
Access for all employees to members-only online resources, including the <i>Public Power Membership Directory</i>		●
Subscriptions for all employees to APPA periodicals	●	●
Monthly membership mailing list in Excel (primary utility contact, title, U.S. postal address)	●	●

Fees

Elite Corporate Associate

\$11,500 annually; \$7,500 annually if you're a small business under federal Small Business Administration guidelines

Corporate Associate

\$3,500 annually; \$1,875 annually if you're a small business under federal Small Business Administration guidelines



Check out these additional ways to reach public power decision-makers!

MAKE OUR ONLINE AUDIENCE YOUR AUDIENCE

Market your products and services directly to APPA members and prospects wherever they go online. Leveraging best-in-class tools and methodology, we will execute and optimize digital ad retargeting campaigns on your behalf to make sure your message stands out and your brand stays top-of-mind with our highly qualified audience.

SPONSOR OR EXHIBIT AT AN APPA EVENT

Enjoy exclusive networking and branding opportunities.

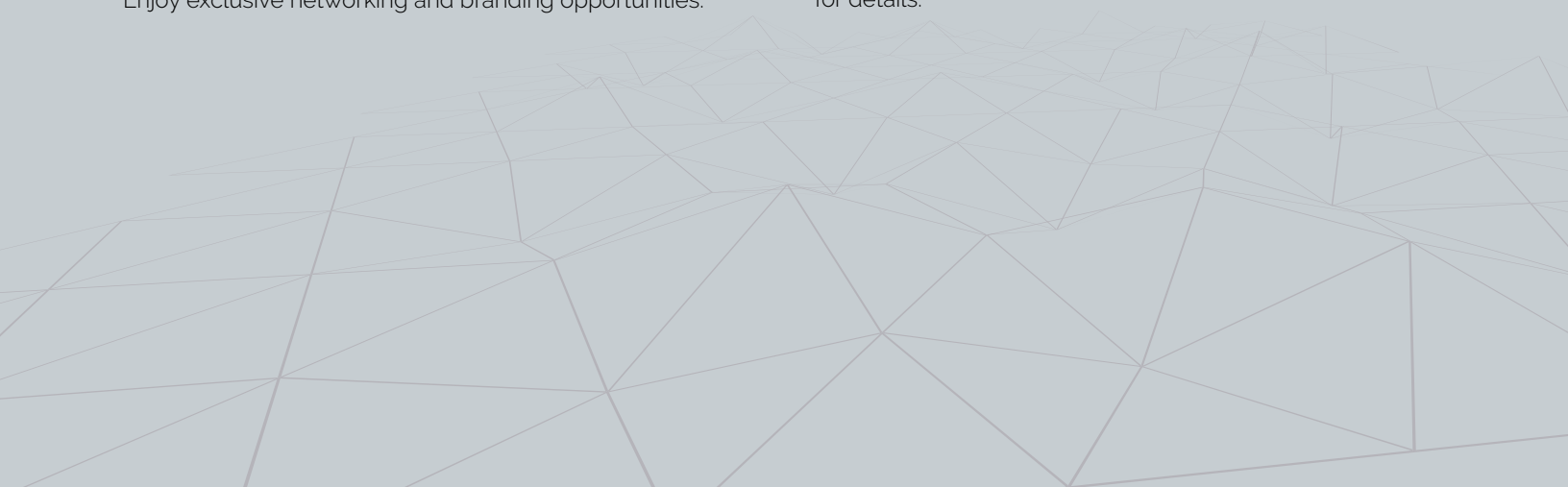
HOST A HOST A PUBLICPOWERX WEBINAR AND PODCAST

Showcase your company as an industry expert.

ADVERTISE IN APPA PERIODICALS AND ON OUR WEBSITE OR SOCIAL MEDIA CHANNELS

Get in front of public power's 93,000 employees

Contact Membership@PublicPower.org
for details.





APPA Elite/Corporate Associate Membership Application

Primary contact information

The primary contact should be the person to whom APPA communicates information about membership benefits, updates, invoices, etc.

Name		
Title	Company	
Address		
City	State	Zip
Telephone		
Email	Website	

Sign us up for

Elite Corporate Associate Membership

- ☐ \$11,500/year
- ☐ \$7,500/year if your company is defined as a small business under federal Small Business Administration guidelines.

Please provide your NAISC or SIC code: _____.

Corporate Associate Membership

- ☐ \$3,500/year
- ☐ \$1,875/year if your company is defined as a small business under federal Small Business Administration guidelines.

Please provide your NAISC or SIC code: _____.



APPA Elite/Corporate Associate Membership Application

My company is

- ☐ a minority-owned business.
- ☐ U.S.-based.
- ☐ a women-owned business.
- ☐ Grant Services

Directory contact information

The directory contact should be the person whom public power buyers contact about your products and services.

Name		
Title	Company	
Address		
City	State	Zip
Telephone		
Email	Website	

Agreement

I confirm that my organization supports the rights of communities to establish and operate local, government-owned electric utilities and recognizes the significant and positive role public power plays in the electric utility industry today and in the future. I understand that by providing my contact information, I am authorizing APPA to send notices to me about programs and services.

Except specifically noted in this agreement and for the limited purpose of performing the obligations under this agreement, neither party shall use other party's logo or name for marketing or any other purposes without obtaining prior written approval of that party.

Primary contact signature	Date
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APPA Elite/Corporate Associate Membership Application

APPA Online Suppliers Guide

Corporate Associate Applicants:

Select one category to be listed under in the guide. Contact Membership@PublicPower.org for information on purchasing an upgraded listing with multiple categories.

Elite Corporate Associate Applicants:

Select up to three categories to be listed under in the guide.

- ☐ Advertising & Marketing
- ☐ Broadband/Communications
- ☐ Billing/Customer Information Systems
- ☐ Community & Economic Development
- ☐ Customer Satisfaction Research & Benchmarking
- ☐ Cybersecurity
- ☐ Data Management
- ☐ Distributed Energy Resources
- ☐ Energy Efficiency
- ☐ Energy Storage
- ☐ Engineering Services
- ☐ Environmental Services
- ☐ Electric Vehicles & Charging
- ☐ Financial Services
- ☐ Grid Modernization
- ☐ Human Resources
- ☐ Insurance & Risk Management

- ☐ Interactive Voice Response
- ☐ IT Services
- ☐ Legal Services
- ☐ Government Relations
- ☐ Lighting & Accessories
- ☐ Lineworker Tools & Equipment
- ☐ Management Consulting
- ☐ Manufacturers/Equipment Distributor
- ☐ Mapping/GIS
- ☐ Metering
- ☐ Mobile Workforce Management
- ☐ NERC Compliance
- ☐ Nonprofit Organization
- ☐ Outage Management
- ☐ Physical Security
- ☐ Power Generation Equipment & Services
- ☐ Power Marketing
- ☐ Power Supply
- ☐ Public Outreach & Consumer Education

- ☐ Recruiting & Talent Management
- ☐ Reliability
- ☐ Renewable Energy
- ☐ Safety
- ☐ SCADA
- ☐ Substation Equipment & Maintenance
- ☐ System Planning
- ☐ Test Equipment
- ☐ Training
- ☐ Transformer Equipment & Maintenance
- ☐ Transmission & Distribution
- ☐ Transmission Design & Construction
- ☐ Transmission Joint Ownership
- ☐ U.S. Based
- ☐ Utility Construction
- ☐ Utility Equipment Sales & Rentals
- ☐ Vegetation Management
- ☐ Vehicles

Payment

Once you submit the application, we will send you the invoice and link to pay online via credit card. Membership starts the day payment is received.

Questions?

Contact Membership@PublicPower.org or 202.467.2926.





Powering Strong Communities

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