



Powering Strong Communities

**Reach Public Power  
Decision Makers**

Host a PublicPowerX  
Webinar or Podcast



## Why PublicPowerX?

Hosting a PublicPowerX webinar or podcast is a great way to position your company as a knowledge expert, grow brand recognition, and generate leads. As a host, you choose the topic, and, we'll market the webinar or podcast extensively to your target audience at our 1,500 member utilities.

Webinars run 60 minutes (45-minute presentation and 15-minute Q&A) and podcasts run 20 minutes. Content must be educational.

## What is the American Public Power Association?

We're 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.



## PublicPowerX Webinar

Elite Associate Member	\$6,000
Associate Member:	\$7,000
Nonmember	\$14,000

Turn your webinar into a podcast for an additional \$500.

## PublicPowerX Podcast

Elite Corporate Associate Member	\$3,500
Corporate Associate Member	\$4,500
Nonmember	\$9,000

### Benefits

- Opportunity to establish your company as an industry knowledge expert
- Opportunity to reach public power decision makers via APPA's marketing efforts
- Logo featured on APPA website in conjunction with the webinar or podcast description
- Logo featured in email and social media marketing
- Webinar recording/slides sent to attendees post-event
- Webinar recording posted in the APPA Product Store post-event to allow for additional views
- Webinar recording provided for posting on your website
- Pre- and post- attendee lists in Excel. Name, title, organization, U.S. postal address.

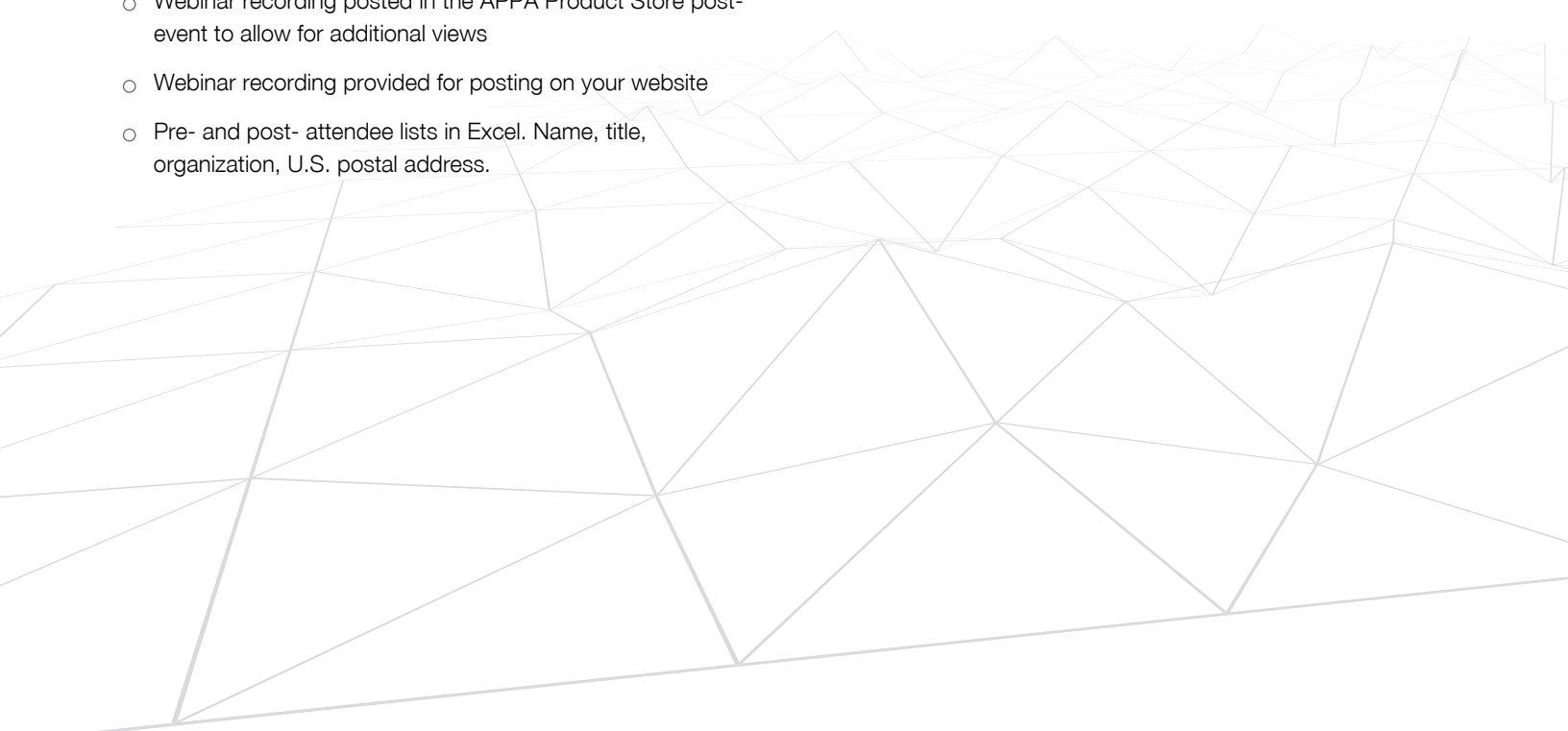
## Save money! Become a corporate associate member.

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](http://www.PublicPower.org/Join).

## Questions?

### Membership

[Membership@PublicPower.org](mailto:Membership@PublicPower.org), 202.467.2926



## PublicPowerX Commitment Form

### Company Information

Please make sure your representative-in-charge handles all behind the scenes arrangements. All host logistics information will be emailed to this person.

Representative-in-charge		Title	
Company			
Address			
City	State	Zip	
Telephone	Email address		
Web address			

### Session

	Elite Corporate Associate Member	Corporate Associate Member	Nonmember
<input type="checkbox"/> PublicPowerX Webinar	\$6,000	\$7,000	\$14,000
<input type="checkbox"/> Turn my webinar into a podcast – and add \$500 for the price for Elite, corporate, and nonmembers			
<input type="checkbox"/> PublicPowerX Podcast	\$3,500	\$4,500	\$9,000

### Agreement

I understand and agree to comply with the host 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 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

### Host Eligibility

Hosting a PublicPowerX webinar or podcast is only for those entities that offer products and services to electricity utilities. The American Public Power Association shall have the sole right to determine the eligibility of hosts.

### Host Cancellation

Once the American Public Power Association receives the commitment form, benefits will start. Cancellation must be made in writing to [Membership@PublicPower.org](mailto:Membership@PublicPower.org). Hosts who cancel four weeks prior to their scheduled session are liable for 50% of the host fee. Hosts who cancel after four weeks are liable for 100% of the host fee. If full payment has not been received at the time of cancellation, an invoice for the appropriate amount will be issued.

All PublicPowerX webinars and podcasts are contingent on the APPA's availability and approval of content, including webinar slide decks. All content must be received for review seven days prior to event. Failure to comply with these policies may result in forfeiture of event slot and ability to participate in future PublicPowerX events.