

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

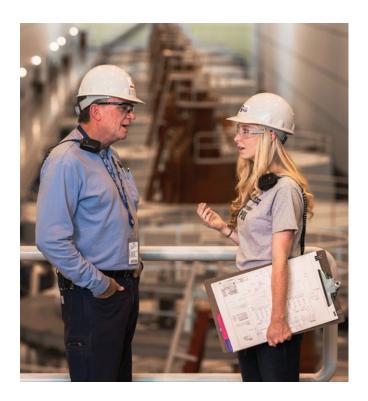
The American Public Power Association (APPA) is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million customers that public power utilities serve 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

Report already having an AMI system in place or have plans to invest in AMI or OMS solutions in the next one to three years.

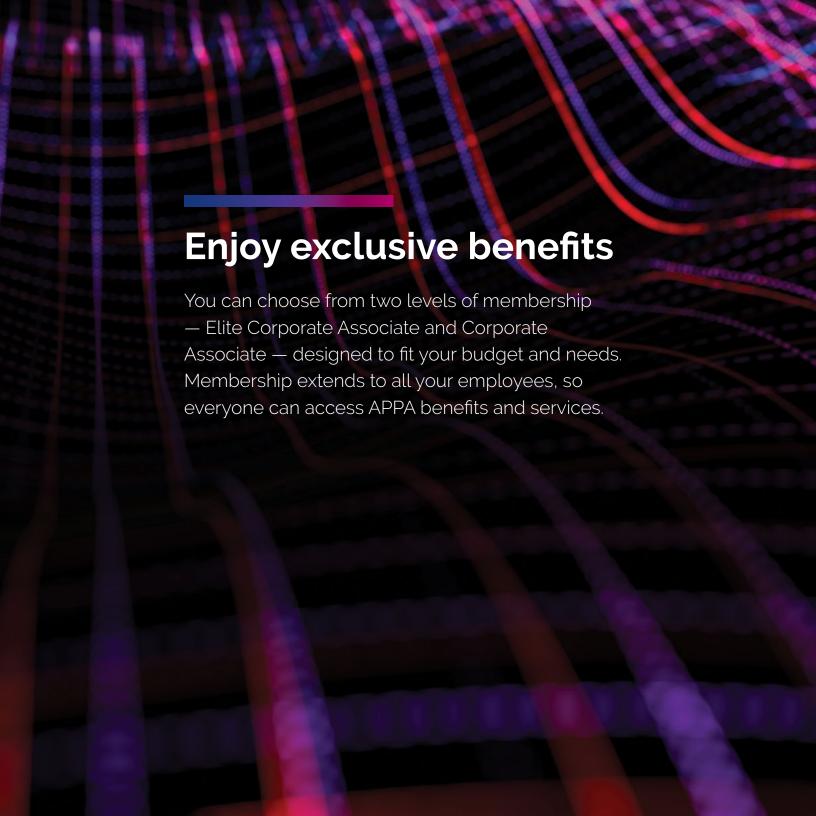
- Are much more likely to have plans to invest in customer information systems (including interactive outage notifications), utility-scale renewable generation, and behind the meter storage – and for higher amounts.
- Report being more likely to go after federal funding opportunities under the Infrastructure Investment and Jobs Act.

- Report an increased demand for distribution transformers.
- Report being 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 more likely to engage a variety of business consultants.









ELITE CORPORATE ASSOCIATE

CORPORATE ASSOCIATE

Invitations to networking events at APPA Academy events	•	
Opportunity to nominate a representative to serve on conference planning committees	•	
Opportunity to participle in APPA Engage. public power's virtual networking platform.	•	•
ARKETING & 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 Public Power Suppliers Guide		•
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	•	•

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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, and hosted webinars and podcasts	
Discounted rate on sponsorship, expos, and hosted webinars and podcasts	•
25% discount on print and digital advertising	
10% discount on print and digital advertising	•
Complimentary access to the Public Power Utility Purchasing Outlook Survey Report	
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	•
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	

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!

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 b	ousiness under federal Sn	nall 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 b	usiness under federal Sm	nall Business Administration guidelines.
Please provide your NAISC or SIC code:		

APPA Elite/Corporate Associate Membership Application

Tell us about your company			
☐ a minority-owned business.	☐ U.Sbased	d.	
☐ a women-owned business.	☐ Provides g	grant services	
Directory contact information The directory contact should be the person whom public p	oower buyers contac	t 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 comm tric utilities and recognizes the significant and positive role future. I understand that by providing my contact informatic and services.	public power plays in	n the electric utility industry	y today and in the
Except specifically noted in this agreement and for the limit neither party shall use other party's logo or name for marke of that party.			
Primary contact signature		Date	
		PUBLIC POWER ASSOCIATION	PUBLIC POWER ASSOCIATION

ELITE CORPORATE ASSOCIATE

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APPA Elite/Corporate Associate Membership Application

APPA Online Suppliers Guide	☐ Interactive Voice Response	☐ Recruiting & Talent Management	
Corporate Associate Applicants: Select one category to be listed	☐ IT Services	☐ Reliability	
under in the guide. Contact Member-	☐ Legal Services	☐ Renewable Energy	
ship@PublicPower.org for information	☐ Government Relations	☐ Safety	
on purchasing an upgraded listing with multiple categories.	☐ Lighting & Accessories	□ SCADA	
Elite Corporate Associate Applicants: Select up to three categories to be	☐ Lineworker Tools & Equipment	☐ Substation Equipment	
	☐ Management Consulting	& Maintenance	
listed under in the guide.	☐ Manufacturers/Equipment	☐ System Planning	
☐ Advertising & Marketing	Distributor	☐ Test Equipment	
☐ Broadband/Communications	☐ Mapping/GIS	☐ Training	
☐ Billing/Customer Information Systems	☐ Metering	☐ Transformer Equipment & Maintenance	
	☐ Mobile Workforce Management		
☐ Community & Economic Development	☐ NERC Compliance	☐ Transmission & Distribution	
☐ Customer Satisfaction Research	☐ Nonprofit Organization	☐ Transmission Design& Construction	
& Benchmarking	☐ Outage Management	☐ Transmission Joint Ownership	
☐ Cybersecurity	☐ Physical Security	∪ U.S. Based	
☐ Data Management	☐ Power Generation Equipment & Services	☐ Utility Construction	
☐ Distributed Energy Resources	☐ Power Marketing	☐ Utility Equipment Sales & Rentals	
☐ Energy Efficiency	<u> </u>	☐ Vegetation Management	
☐ Energy Storage	☐ Power Supply	☐ Vehicles	
☐ Engineering Services	☐ Public Outreach & Consumer Education		
☐ Environmental Services			
☐ Electric Vehicles & Charging			
☐ Financial Services	Paymont		
☐ Grid Modernization	Payment Once you submit the application, we will send you the invoice and link to pay		
☐ Human Resources	online via credit card. Membership star	ts the day payment is received.	
☐ Insurance & Risk Management	Questions? Contact Membership@PublicPower.org or 202.467.2926.		





Powering Strong Communities

2451 Crystal Drive Suite 1000 Arlington, VA 22202 www.PublicPower.org (202) 467-2900