


# Make the Most of Your Investment in the Public Power Lineworkers Rodeo

2025  
**PUBLIC POWER LINEWORKERS  
RODEO**  
MARCH 28-29  
ROSEVILLE, CALIFORNIA

Thank you for supporting the Public Power Lineworkers Rodeo! We appreciate all you do for APPA and public power.

We've put together these tips for maximizing your experience. It's important to remember that the public power sales cycle is a journey and requires time and commitment to developing relationships with decision-makers.

Please contact [Sponsorship@PublicPower.org](mailto:Sponsorship@PublicPower.org) if you have questions or we can do anything to assist you.

A photograph of a large, blue metal archway sign that reads "DOWNTOWN ROSEVILLE" in gold lettering. The archway is supported by two brick pillars. In the background, there are trees and a clear blue sky. A yellow diamond-shaped sign with a black arrow pointing right and the word "Jefferson" is visible on the right side of the archway. A white "ONE WAY" sign with a black arrow pointing right is also visible below it.

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## Pre-Event

### Promote Your Sponsorship

- Link to the event on your website.
- Share the social media graphics we provided to encourage your customers to register for the event. If you're participating in the Vendor Expo, tell them where to find you.
- Contact registrants with the lists we provide to you (a postcard is a cost-effective option). If you're holding a drawing at your booth or hosting an event, provide these details.

### Develop Your On-Site Strategy

- Determine your onsite representatives. Make sure that they understand public power and are comfortable engaging current and prospective customers.
- Create your image. If you're exhibiting, determine how your display, marketing collateral, and giveaways can best resonate with public power.
- Consider hosting an event and invite customers and prospects.

## During the Event

### Engage Attendees During the Expo

- Designate a greeter to welcome people to your booth and create a positive first impression. Your greeter should be approachable and engaging.
- Give attendees a reason to stop by your booth. Play a video or slide show. Host a drawing. Display interesting giveaways. Hold a fun activity or play a trivia game. Serve food and drinks.
- Be proactive. Leave your booth and approach attendees in the expo hall if you're not getting the traffic you want.
- Position yourself as a subject matter expert rather than a salesperson. Ask attendees what they're seeing at their utilities, then offer insight and ideas, not just a sales pitch.
- Enhance your conference experience with the APPA Engage mobile app. From the app, you can set your schedule, find meeting rooms, learn about speakers, sponsors, and exhibitors, and chat with fellow conference attendees. Simply search for "APPA Engage" in the App Store or Android Market to download this free app onto your iOS or Android-powered device.

## Post-Event

### Follow-up with Attendees

- Connect with prospects, thank them for meeting with you, and reinforce the ways your company can help them.
- Thank your current customers for their business and let them know how much you enjoyed seeing them.
- Consider offering a post-Rodeo discount to attract or retain customers.