



Powering Strong Communities

RAISE YOUR BRAND'S PROFILE

WITH OUR EXCLUSIVE
SPONSORSHIP PACKAGES
& EXHIBIT OPPORTUNITIES!



ABOUT APPA



What is the American Public Power Association (APPA)?

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 55 million customers that public power utilities serve, and the 100,000 people

they employ. APPA 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.



View this video to discover how public power professionals and industry partners derive value from APPA sponsorship packages and exhibit opportunities.





Thanks for your interest in supporting public power! We look forward to helping you make inroads with decision makers and influencers at the nation's 2,000+ community-owned utilities.

In this prospectus, you'll learn how you can:

- Sponsor and exhibit at APPA Academy Events 4
- Become an APPA Corporate Associate 5
- Member
- Host a PublicPowerX Webinar and Podcast 5
- Advertise in *Public Power* magazine and 5
- Other Influential News Channels

- If you're reading a digital version of this piece, simply click on the meeting title to learn all about the opportunities that exist at the event.
- If you're reading a printed version, please scan the QR code to access a digital copy.
- Please contact Sponsorship@PublicPower.org if you have questions or want to schedule an appointment to discuss these opportunities.



2026 APPA EVENTS

JOINT ACTION CONFERENCE

JANUARY 11 – 13, DESTIN, FLORIDA

125+ joint action agency CEOs and senior executives

LEGISLATIVE RALLY

FEBRUARY 23 – 25, WASHINGTON, DC

700+ public power CEOs, policy makers, senior executives, and government relations professionals

PUBLIC POWER LINEWORKERS RODEO

MARCH 27 – 28, HUNTSVILLE, ALABAMA

500+ electric superintendents, lineworkers, and safety personnel

ENGINEERING & OPERATIONS CONFERENCE + SAFETY SUMMIT

MARCH 29 – APRIL 1, HUNTSVILLE, ALABAMA

450+ distributed energy resources; environmental; grid modernization; reliability, safety, and mutual aid; security; system planning; forecasting and modeling; and transmission & distribution professionals



CEO & UTILITY MANAGERS ROUNDTABLE

APRIL 12 – 14, TERRANEA RESORT, CALIFORNIA

100+ public power CEOs AND Utility Managers

ACCOUNTING & FINANCE VIRTUAL SUMMIT

APRIL 21 – 22

100+ public power leaders in accounting, finance, and rate design

NATIONAL CONFERENCE

JUNE 26 – JULY 1, BOSTON, MASSACHUSETTS

1,200+ public power CEOs, senior executives, and policymakers

BUSINESS & FINANCIAL CONFERENCE + CYBERSECURITY & TECHNOLOGY SUMMIT

SEPTEMBER 13 – 16, SAN ANTONIO, TEXAS

450+ accounting, finance, HR, IT, rates & pricing, and risk management & insurance professionals

LEGAL & REGULATORY CONFERENCE

OCTOBER 11 – 14, AMELIA ISLAND, FLORIDA

250+ in-house and general counsel, outside counsel, regulatory affairs specialists, compliance officers, and senior- and mid-level utility managers

CUSTOMER CONNECTIONS CONFERENCE

OCTOBER 25 – 28, NASHVILLE, TENNESSEE

400+ customer service, energy innovation, key accounts, and public communications professionals

INCREASE YOUR SALES BY REACHING PUBLIC POWER DECISION MAKERS!

Become a Corporate Associate Member

Your path to successfully selling into the public power market starts with APPA membership. There is a strong preference among utility executives to do business with companies that are APPA associate members. Choose between two levels – standard and Elite — to fit your needs and budget. Both options provide significant benefits, but Elite membership provides extensive branding and networking opportunities.

Host a PublicPowerX Webinar and Podcast

Stand out as a thought leader and drive interest in your business by hosting a PublicPowerX webinar and podcast. You choose the topic and provide the speakers, and we'll market the webinar extensively to your target audience at 2,000 public power utilities. When the webinar is over, we'll turn it into a podcast and share it on our PublicPowerX channel.

Advertise in *Public Power* Magazine and Other Influential News Channels

APPA's periodicals are rated as the #1 source of electricity news by 94 percent of public power utility executives, featuring editorial content readers can't get anywhere else. Members and other energy stakeholders look to our publications as the first stop for information, resources, and case studies.

Get Noticed with PublicPower.org Web Banners

Grow your business with strategically positioned banner ads on the highly acclaimed and heavily trafficked [PublicPower.org](https://www.publicpower.org) website. You can refresh your ad monthly, drive visitors to your landing pages, and track ad performance in real time. PublicPower.org averages 78,000 visits per month and 110,000 ad impressions per month.

Increase Brand Awareness with a Featured Listing on the Public Power Suppliers Guide

The [Public Power Suppliers Guide](#) is public power's online marketplace to learn about products and services for electric utilities. The guide is searchable by keyword, location, and product/service category. The only way to appear in the guide is to become an [APPA Corporate Associate Member](#). Boost your company's exposure by upgrading to an Elite Associate member and elevate your company's listing.



**CONTACT:
[MEMBERSHIP@
PUBLICPOWER.ORG](mailto:MEMBERSHIP@PUBLICPOWER.ORG)
FOR DETAILS.**



Joint Action Conference

JANUARY 11 – 13 | DESTIN, FLORIDA

This is public power's meeting for joint action agency professionals to meet and discuss emerging policy, regulatory, and power supply issues, and other topics related to the governance and management of joint action agencies.



CONTACT
MEMBERSHIP@PUBLICPOWER.ORG
TO BECOME AN APPA MEMBER
TODAY

| | | | | | | | |
|------------------|---|------------------|---------------------------|------------------------------|--------------------------|---|------------------|
| ● | Nonmember | \$24K | \$18K | \$15K | \$10K | \$13K | \$6K |
| ● | Corporate Associate | \$12K | \$9K | \$7.5 | \$5K | \$6.5K | \$3K |
| ● | Elite Corporate Associate | \$11K | \$8K | \$6.5K | \$4K | \$5.5K | \$2K |
| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● |
| | Logo in marketing emails | ● | ● | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | |
| Event | Registrations | 4 | 3 | 2 | 2 | 2 | 1 |
| | Sponsor Showcase display space (6 ft table, two chairs, and a waste basket) | ● | ● | ● | ● | ● | |
| | Geofencing campaign | ● | | | | | |
| | One-minute video played at start of your chosen General Session | ● | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | |
| | Verbal recognition before breakout session of your choice | | | | | ● | |



Joint Action Conference

JANUARY 11 – 13 | DESTIN, FLORIDA

| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
|------------|--|-----------|--------------------|-----------------------|------------|----------|-----------|
| Event | Mobile app push recognizing your support | ● | ● | ● | | | |
| | Logo on all conference signage | ● | | | | | |
| | Logo on signage at registration | ● | ● | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● | ● | ● |
| | Opportunity to host an event at the headquarters hotel | ● | ● | ● | ● | ● | ● |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | | | | | |
| | Post on APPA social feeds | ● | | | | | |



Legislative Rally

FEBRUARY 23 – 25 | WASHINGTON, D.C.

This event brings utility executives, policy experts, and locally elected and appointed officials to Washington, D.C., to communicate public power's value, benefits, and needs to Congressional representatives.



PARTICIPATION IN SOME RALLY SESSIONS MAY BE LIMITED TO PUBLIC POWER UTILITIES, JOINT ACTION AGENCIES, AND STATE ASSOCIATIONS ONLY

| | | | | | |
|------------------|--|---------------------------------------|--------------------------|--------------------------|------------------|
| ● | Nonmember | \$23K | \$18K | \$7K | \$3K |
| ● | Corporate Associate | \$11.5K | \$9 | \$3.5K | \$1.5K |
| ● | Elite Corporate Associate | \$10.5K | \$8K | \$2.5K | \$1K |
| Benefits | | Premier Networking | Networking Lounge | Networking | Supporter |
| Pre-Event | Registration List | ● | ● | ● | ● |
| | Logo on event website | ● | ● | ● | ● |
| | Logo in marketing emails | ● | | | |
| | Logo in attendee logistics emails | ● | ● | | |
| Event | Registrations | 5 | 4 | 2 | 1 |
| | Logo on signage and cocktail napkins at your sponsored event | Breakfast, Lunch, or Reception | | Networking Breaks | |
| | Verbally recognized before breakfast, lunch, or reception of your choosing | ● | | | |
| | Opportunity to put out branded material in the lounge (pens, notepads, etc.) | | ● | | |
| | Mobile app push recognizing your support | ● | ● | | |
| | Logo on signage at registration | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● |
| | Final attendee list (name, title, organization, address) | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | | |



CEO & Utility Managers Roundtable

APRIL 12 – 14 | TERRANEA RESORT, CALIFORNIA

This exclusive event brings public power's leading executives together to discuss hot topics, hear from visionary thinkers, and strategize how their organizations can thrive in today's challenging environment.

| | | | | | |
|------------------|---|------------------|---------------------------|------------------------------|--------------------------|
| ● | Nonmember | \$32K | \$22K | \$13K | \$11K |
| ● | Corporate Associate | \$16K | \$11K | \$6.5 | \$5.5K |
| ● | Elite Corporate Associate | \$15K | \$10K | \$5.5K | \$4.5K |
| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking |
| Pre-Event | Registration List | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | |
| | Logo on event website | ● | ● | ● | ● |
| | Logo in marketing emails | ● | ● | | |
| | Logo in attendee logistics emails | ● | ● | ● | |
| | Post on APPA social feeds | ● | | | |
| Event | Registrations | 4 | 3 | 2 | 1 |
| | Geofencing campaign | ● | | | |
| | One-minute video played at start of your chosen General Session | ● | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | Large Reception | Small Reception | Networking Breaks |
| | Mobile app push recognizing your support | ● | ● | ● | |



SPONSOR THE ANNUAL GOLF TOURNAMENT! Visit the [CEO Roundtable sponsorship page](#) or email Sponsorship@PublicPower.org to explore opportunities. **Please note:** Golf Tournament Sponsors must also sponsor the Roundtable.



CEO & Utility Managers Roundtable

APRIL 12 – 14 | TERRANEA RESORT, CALIFORNIA

| | Benefits | Signature | Premier Networking | Sustaining Networking | Networking |
|------------|--|-----------|--------------------|-----------------------|------------|
| Event | Logo on all conference signage | ● | | | |
| | Logo on signage at registration | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | ● | |
| | Post on APPA social feeds | ● | | | |



Public Power Lineworkers Rodeo

MARCH 27 – 28 | HUNTSVILLE, ALABAMA

This is **THE** event for public power journeyman and apprentice lineworkers to compete for professional recognition and to learn about the latest safety products and services.

| ● | Nonmember | \$32K | \$18K | \$18K | \$15K | \$10K | \$4K |
|-----------|--|-----------|--------------------------------|-----------------------------------|-----------------|------------|---------------------------|
| ● | Corporate Associate | \$16K | \$9K | \$9K | \$7.5 | \$5K | \$2K |
| ● | Elite Corporate Associate | \$15K | \$8K | \$8K | \$6.5K | \$4K | \$1.5K |
| Benefits | | Signature | Awards Banquet Souvenir Cup | Journeyman or Apprentice Event | Training Course | Friday Fun | Rodeo Vendor Exhibitor |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | |
| | Logo in marketing emails | ● | | | | | |
| | Logo in attendee logistics emails | ● | | | | | |
| | Post on APPA social feeds | ● | | | | | |
| Event | Rodeo Awards Banquet tickets | 8 | 4 | 2 | 2 | 1 | |
| | Tent or trailer exhibit space at Rodeo Expo | ● | ● | ● | ● | ● | ● |
| | Geofencing campaign | ● | | | | | |



ENHANCE YOUR RODEO EXPERIENCE WITH A SPONSORSHIP PACKAGE.
 (All packages include space in the Vendor Expo)



Public Power Lineworkers Rodeo

MARCH 27 – 28 | HUNTSVILLE, ALABAMA

| Benefits | | Signature | Awards Banquet Souvenir Cup | Journeyman or Apprentice Event | Training Course | Friday Fun | Rodeo Vendor Exhibitor |
|------------|---|-----------|--------------------------------|--|-----------------|-----------------------------|---------------------------|
| Event | One-minute video played at start of your chosen General Session | ● | | | | | |
| | Logo on signage at your sponsored event | | Awards Banquet | Four events each for Journeyman and Apprentice | Two courses | Field games and food trucks | |
| | Verbal recognition at your sponsored course or event | | ● | ● | ● | | |
| | Mobile app push recognizing your support | ● | | | | | |
| | Logo on all event signage | ● | | | | | |
| | Logo on competitor + judge shirts and bags | ● | | | | | |
| | Logo on souvenir cups and bar signs | | ● | | | | |
| | Logo in printed program | ● | ● | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● | ● | ● |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | | | | | |
| | Post on APPA social feeds | ● | | | | | |



Public Power Lineworkers Rodeo

MARCH 27 – 28 | HUNTSVILLE, ALABAMA

PLACE AN AD IN THE RODEO PROGRAM

OUTSIDE BACK COVER

OBC

Elite Corporate Associate Member:

\$1,000

Corporate Associate Member: \$1,100

Nonmember: \$2,200

FRONT INSIDE COVER

IFC

Elite Corporate Associate Member:

\$800

Corporate Associate Member: \$900

Nonmember: \$1,800

BACK INSIDE COVER

IBC

Elite Corporate Associate Member:

\$800

Corporate Associate Member: \$900

Nonmember: \$1,800

FULL-PAGE INTERIOR

Full Page

Elite Corporate Associate Member:

\$500

Corporate Associate Member: \$600

Nonmember: \$1,200





Engineering & Operations Conference

MARCH 29 – APRIL 1 | HUNTSVILLE, ALABAMA



This conference is for professionals who design, develop, and maintain a significant portion of the nation's electric system and provides education on the critical issues facing the people most responsible for keeping the lights on.

| ● | Nonmember | \$32K | \$26K | \$24K | \$18K | \$15K | \$14K | \$5K | \$8K | \$6K |
|-----------|-------------------------------------|-----------|----------|--------------------|-----------------------|------------|----------|-----------|-----------------|-----------------|
| ● | Corporate Associate | \$16K | \$13K | \$12K | \$9 | \$7.5K | \$7K | \$2.5K | \$4K | \$3K |
| ● | Elite Corporate Associate | \$15K | \$12K | \$11K | \$8K | \$6.5K | \$6K | \$1.5K | \$3.5K | \$2.5K |
| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor 10x20 | Exhibitor 10x10 |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● | ● | | |
| | Logo in marketing emails | ● | ● | ● | | | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | ● | | | | | |
| | Post on APPA social feeds | ● | | | | | | | | |
| Event | Registrations | 4 | 3 | 3 | 3 | 2 | 2 | 1 | | |
| | 10x10 Booth | ● | ● | ● | ● | ● | ● | ● | | ● |
| | 10x20 Booth | ● | ● | ● | | | | | ● | |



ENHANCE YOUR CONFERENCE EXPERIENCE WITH A SPONSORSHIP PACKAGE.

(All packages except the Public Power Supporter include space in the Public Power NextTech Expo)



Engineering & Operations Conference

MARCH 29 – APRIL 1 | HUNTSVILLE, ALABAMA



| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor 10x20 | Exhibitor 10x10 |
|----------|---|-----------|----------|--------------------|-----------------------|-------------------|--|-----------|-----------------|-----------------|
| Event | Booth worker registrations | 3 | 3 | 2 | 2 | 2 | 2 | | 3 | 2 |
| | Geofencing campaign | ● | | | | | | | | |
| | One-minute video played at start of your chosen General Session | ● | | | | | | | | |
| | 60 min. speaking session on topic of your choice | | ● | | | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | | | |
| | Verbal recognition before breakout session of your choice | | | | | | ● | | | |
| | Mobile app push recognizing your support | ● | ● | ● | ● | | | | | |
| | Logo on all conference signage | ● | | | | | | | | |
| | Logo on signage at registration | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Opportunity to host an event at the headquarters hotel | ● | ● | ● | ● | ● | ● | ● | | |



Engineering & Operations Conference

MARCH 29 – APRIL 1 | HUNTSVILLE, ALABAMA



MARCH 30 – 31

| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor 10x20 | Exhibitor 10x10 |
|------------|--|-----------|----------|--------------------|-----------------------|------------|----------|-----------|-----------------|-----------------|
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | ● | ● | | | | | |
| | Post on APPA social feeds | ● | | | | | | | | |



UTILITIES THAT BELONG TO APPA: 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.



Safety Summit

MARCH 29 – APRIL 1 | HUNTSVILLE, ALABAMA



Ensuring that employees make it home safely at the end of every day is the top priority for all public power utilities. APPA's Safety Summit brings together leading voices in utility safety and public power such as safety directors, training supervisors, safety compliance coordinators, and electric operations directors and managers to foster a culture that puts safety first.

| | | | | | | | | | |
|-----------|-------------------------------------|-----------|--------------------|-----------------------|------------|----------|-----------|-----------------|-----------------|
| ● | Nonmember | \$28K | \$24K | \$18K | \$15K | \$14K | \$5K | \$8K | \$6K |
| ● | Corporate Associate | \$14K | \$12K | \$9K | \$7.5K | \$7K | \$2.5K | \$4K | \$3K |
| ● | Elite Corporate Associate | \$13K | \$11K | \$8K | \$6.5K | \$6K | \$1.5K | \$3.5K | \$2.5K |
| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor 10x20 | Exhibitor 10x10 |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● | | |
| | Logo in marketing emails | ● | ● | | | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | | | | | |
| | Post on APPA social feeds | ● | | | | | | | |
| Event | Registrations | 4 | 3 | 3 | 2 | 2 | 1 | | |
| | 10x10 Booth | ● | ● | ● | ● | ● | ● | | ● |
| | 10x20 Booth | ● | ● | | | | | ● | |



THE SAFETY SUMMIT is co-located with the Engineering & Operations Conference and shares the NextTech Expo. Sponsor one event to gain exposure with both audiences!



Safety Summit

MARCH 29 – APRIL 1 | HUNTSVILLE, ALABAMA



| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor 10x20 | Exhibitor 10x10 |
|------------|---|-----------|--------------------|-----------------------|-------------------|--|-----------|-----------------|-----------------|
| Event | Booth worker registrations | 3 | 3 | 2 | 2 | 2 | | 3 | 2 |
| | Geofencing campaign | • | | | | | | | |
| | One-minute video played at start of your chosen General Session | • | | | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | | | |
| | Verbal recognition before breakout session of your choice | | | | | • | | | |
| | Mobile app push recognizing your support | • | • | • | | | | | |
| | Logo on all conference signage | • | | | | | | | |
| | Logo on signage at registration | • | • | • | • | • | • | • | • |
| | Logo in printed program | • | • | • | • | • | • | • | • |
| | Logo and description in mobile app | • | • | • | • | • | • | • | • |
| | Opportunity to host an event at the headquarters hotel | • | • | • | • | • | • | | |
| Post-Event | Final attendee list (name, title, organization, address) | • | • | • | • | • | • | • | • |
| | Logo on conference evaluation email | • | • | • | | | | | |
| | Post on APPA social feeds | • | | | | | | | |

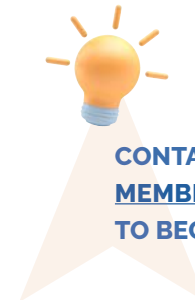


Accounting & Finance Virtual Summit

APRIL 21 – 22 | VIRTUAL EVENT

This event provides public power professionals with opportunities to learn, network, and discuss current trends and issues with peers from around the country.

| | | | | |
|-------------------|--|------------------|-----------------|------------------|
| ● | Nonmember | \$23K | \$18K | \$7K |
| ● | Corporate Associate | \$11.5K | \$9 | \$3.5K |
| ● | Elite Corporate Associate | \$10.5K | \$8K | \$2.5K |
| Benefits | | Signature | Advocate | Supporter |
| Pre-Event | Registration List | ● | ● | ● |
| | Logo on event website | ● | ● | ● |
| | Logo in marketing emails | ● | | |
| | Logo in attendee logistics emails | ● | ● | |
| Event | Registrations | 2 | 1 | 1 |
| | One-minute video played at start of the opening session | ● | | |
| | Verbal recognition before session of your choice | | ● | |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | |
| | Post on APPA social feeds | ● | | |



CONTACT
MEMBERSHIP@PUBLICPOWER.ORG
TO BECOME A MEMBER TODAY



National Conference

JUNE 26 – JULY 1 | BOSTON, MASSACHUSETTS



This is public power's largest meeting and **THE** place for industry suppliers to gain exposure with 1,500 public power CEOs, senior executives, and policymakers.

| | | Nonmember | Corporate Associate | Elite Corporate Associate | | | | | | | |
|-----------|--|-----------|---------------------|---------------------------|-----------------------|------------|----------|-----------|-------------------|-------------------|--|
| | | \$52K | \$38K | \$32K | \$22K | \$16K | \$14K | \$6K | \$8K | \$7K | |
| | | \$26K | \$19K | \$16K | \$11K | \$8K | \$7K | \$3K | \$4.5K | \$3.5K | |
| | | \$25K | \$18K | \$17K | \$10K | \$7K | \$6K | \$2K | \$4K | \$3K | |
| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor (10x20) | Exhibitor (10x10) | |
| Pre-Event | Registration List (name, title, organization, mailing address) | • | • | • | • | • | • | • | • | • | |
| | 4-week digital retargeting campaign | • | | | | | | | | | |
| | Logo on event website | • | • | • | • | • | • | • | | | |
| | Logo in marketing emails | • | • | | | | | | | | |
| | Logo in attendee logistics emails | • | • | • | • | | | | | | |
| | Post on APPA social feeds | • | | | | | | | | | |
| Event | Registrations | 5 | 4 | 4 | 3 | 3 | 2 | 1 | | | |
| | 10x10 Booth | • | • | • | • | • | • | • | | • | |
| | 10x20 Booth | • | • | • | | | | | • | | |
| | Booth worker registrations | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | |
| | Geofencing campaign | • | | | | | | | | | |



Help APPA make an impact by supporting the **PUBLIC POWER DAY OF GIVING**. Public power executives share their time with organizations making a difference in the community where the National Conference takes place. [Contact Sponsorship@PublicPower.org](#) to learn more.

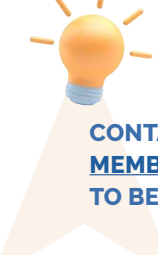


National Conference

JUNE 26 - JULY 1 | BOSTON, MASSACHUSETTS



JUNE 28 - 30



CONTACT
MEMBERSHIP@PUBLICPOWER.ORG
TO BECOME AN APPA MEMBER TODAY

| | Benefits | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter | Exhibitor (10x20) | Exhibitor (10x10) |
|------------|--|-----------|----------|--------------------|-----------------------|-------------------|--|-----------|-------------------|-------------------|
| Event | One-minute video played at start of your chosen General Session | • | | | | | | | | |
| | 60 min. speaking session on topic of your choice | | • | | | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | | | |
| | Verbal recognition before breakout session of your choice | | | | | | • | | | |
| | Mobile app push recognizing your support | • | • | • | • | | | | | |
| | Logo on all conference signage | • | | | | | | | | |
| | Logo on signage at registration | • | • | • | • | • | • | • | | |
| | Logo in printed program | • | • | • | • | • | • | • | • | • |
| | Logo and description in mobile app | • | • | • | • | • | • | • | • | • |
| | Opportunity to host an event at the headquarters hotel (at your own expense) | • | • | • | • | • | • | • | | |
| Post-Event | Final attendee list (name, title, organization, address) | • | • | • | • | • | • | • | • | • |
| | Logo on conference evaluation email | • | | | | | | | | |
| | Post on APPA social feeds | • | | | | | | | | |



Business & Financial Conference

SEPTEMBER 13 – 16 | SAN ANTONIO, TEXAS

This is the premier meeting for public power senior executives and managers in utility accounting and finance, human resources, information technology and cybersecurity, rates, risk management, and insurance.

| | | | | | | | | |
|-----------|---|-----------|----------|--------------------|-----------------------|-------------------|--|-----------|
| ● | Nonmember | \$22K | \$26K | \$24K | \$16K | \$13K | \$12K | \$5K |
| ● | Corporate Associate | \$11K | \$13K | \$12K | \$8 | \$6.5K | \$6K | \$2.5K |
| ● | Elite Corporate Associate | \$10K | \$12K | \$11K | \$7K | \$5.5K | \$5K | \$1.5K |
| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● | ● |
| | Logo in marketing emails | ● | ● | ● | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | | |
| Event | Registrations | 4 | 3 | 3 | 3 | 2 | 2 | 1 |
| | Sponsor Showcase display space (6 ft table, two chairs, and a waste basket) | ● | ● | ● | ● | ● | ● | |
| | Geofencing campaign | ● | | | | | | |
| | One-minute video played at start of your chosen General Session | ● | | | | | | |
| | 60 min. speaking session on topic of your choice | | ● | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | |



Business & Financial Conference

SEPTEMBER 13 – 16 | SAN ANTONIO, TEXAS

| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
|------------|---|-----------|----------|--------------------|-----------------------|------------|----------|-----------|
| Event | Verbal recognition before breakout session of your choice | | | | | | ● | |
| | Mobile app push recognizing your support | ● | ● | ● | ● | | | |
| | Logo on all conference signage | ● | | | | | | |
| | Logo on signage at registration | ● | ● | ● | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● | ● | ● | ● |
| | Opportunity to host an event at the headquarters hotel | ● | ● | ● | ● | ● | ● | ● |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | | |



Cybersecurity & Technology Summit

SEPTEMBER 13 – 16 | SAN ANTONIO, TEXAS

Cybersecurity is among the top seven concerns that keep public power leaders up at night. The Cybersecurity & Technology Summit brings together the nation's leading experts and public power cybersecurity professionals, information technology and operations technology managers and directors, systems and network analysts, engineers, chief information officers, and information security officers to tackle evolving threats.

| | | ● | ● | ● | ● | ● | ● |
|------------------|---|-----------|--------------------|-----------------------|------------|----------|-----------|
| | Nonmember | \$22K | \$20K | \$14K | \$10K | \$8K | \$5K |
| | Corporate Associate | \$11K | \$10K | \$7K | \$5K | \$4K | \$2.5K |
| | Elite Corporate Associate | \$10K | \$9K | \$6K | \$4K | \$3K | \$1.5K |
| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● |
| | Logo in marketing emails | ● | ● | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | |
| Event | Registrations | 4 | 3 | 3 | 2 | 2 | 1 |
| | Sponsor Showcase display space (6 ft table, two chairs, and a waste basket) | ● | ● | ● | ● | ● | ● |



UTILITIES THAT BELONG TO APPA: Are more likely to have a defined cybersecurity strategy and to be seeking cybersecurity solutions.



Cybersecurity & Technology Summit

SEPTEMBER 13 – 16 | SAN ANTONIO, TEXAS

| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
|------------|--|-----------|--------------------|-----------------------|-------------------|--|-----------|
| Event | Geofencing campaign | ● | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | |
| | Verbal recognition before breakout session of your choice | | | | | ● | |
| | Mobile app push recognizing your support | ● | ● | ● | | | |
| | Logo on all conference signage | ● | | | | | |
| | Logo on signage at registration | ● | ● | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● | ● | ● |
| | Opportunity to host an event at the headquarters hotel | ● | ● | ● | ● | ● | ● |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | |



Legal & Regulatory Conference

OCTOBER 11 – 14 | AMELIA, FLORIDA

The Legal & Regulatory Conference provides unparalleled professional development and networking opportunities for energy attorneys and regulatory personnel.

| | | | | | | | |
|-----------|---|-----------|--------------------|-----------------------|------------|----------|-----------|
| ● | Nonmember | \$20K | \$14K | \$12K | \$10K | \$8K | \$5K |
| ● | Corporate Associate | \$10K | \$7K | \$8 | \$5K | \$4K | \$2.5K |
| ● | Elite Corporate Associate | \$9K | \$6K | \$7K | \$4K | \$3K | \$1.5K |
| Benefits | | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● |
| | Logo in marketing emails | ● | ● | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | |
| Event | Registrations | 4 | 3 | 2 | 2 | 1 | 1 |
| | Geofencing campaign | ● | | | | | |
| | One-minute video played at start of your chosen General Session | ● | | | | | |



UTILITIES THAT BELONG TO APPA: Are more likely to engage a variety of business consultants.



Legal & Regulatory Conference

OCTOBER 11 – 14 | AMELIA, FLORIDA

| | Benefits | Signature | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
|------------|--|-----------|--------------------|-----------------------|-------------------|--|-----------|
| Event | Logo on signage and cocktail napkins at your sponsored event | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | |
| | Verbal recognition before breakout session of your choice | | | | | • | |
| | Mobile app push recognizing your support | • | • | • | | | |
| | Logo on all conference signage | • | | | | | |
| | Logo on signage at registration | • | • | • | • | • | • |
| | Logo in printed program | • | • | • | • | • | • |
| | Logo and description in mobile app | • | • | • | • | • | • |
| | Opportunity to host an event at the headquarters hotel | • | • | • | • | • | |
| Post-Event | Final attendee list (name, title, organization, address) | • | • | • | • | • | • |
| | Logo on conference evaluation email | • | • | • | | | |
| | Post on APPA social feeds | • | | | | | |

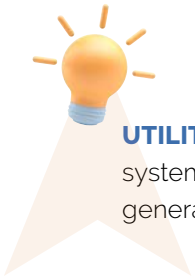


Customer Connections Conference

OCTOBER 25 – 28 | NASHVILLE, TENNESSEE

The Customer Connections Conference is the premier meeting for public power senior executives and managers in customer service, energy innovation and adoption, key accounts, and public communications.

| | | | | | | | | |
|-----------|---|-----------|----------|--------------------|-----------------------|------------|----------|-----------|
| ● | Nonmember | \$22K | \$26K | \$24K | \$16K | \$13K | \$12K | \$5K |
| ● | Corporate Associate | \$11K | \$13K | \$12K | \$8 | \$6.5K | \$6K | \$2.5K |
| ● | Elite Corporate Associate | \$10K | \$12K | \$11K | \$7K | \$5.5K | \$5K | \$1.5K |
| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
| Pre-Event | Registration List | ● | ● | ● | ● | ● | ● | ● |
| | 4-week digital retargeting campaign | ● | | | | | | |
| | Logo on event website | ● | ● | ● | ● | ● | ● | ● |
| | Logo in marketing emails | ● | ● | ● | | | | |
| | Logo in attendee logistics emails | ● | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | | |
| Event | Registrations | 4 | 3 | 3 | 3 | 2 | 2 | 1 |
| | Sponsor Showcase display space (6 ft table, two chairs, and a waste basket) | ● | ● | ● | ● | ● | ● | |



UTILITIES THAT BELONG TO APPA 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.



Customer Connections Conference

OCTOBER 25 – 28 | NASHVILLE, TENNESSEE

| Benefits | | Signature | Champion | Premier Networking | Sustaining Networking | Networking | Advocate | Supporter |
|------------|---|-----------|----------|--------------------|-----------------------|-------------------|--|-----------|
| Event | Geofencing campaign | ● | | | | | | |
| | One-minute video played at start of your chosen General Session | ● | | | | | | |
| | 60 min. speaking session on topic of your choice | | ● | | | | | |
| | Logo on signage and cocktail napkins at your sponsored event | | | Large Reception | Small Reception | Networking Breaks | Chosen Breakout Session (Signage Only) | |
| | Verbal recognition before breakout session of your choice | | | | | | ● | |
| | Mobile app push recognizing your support | ● | ● | ● | ● | | | |
| | Logo on all conference signage | ● | | | | | | |
| | Logo on signage at registration | ● | ● | ● | ● | ● | ● | ● |
| | Logo in printed program | ● | ● | ● | ● | ● | ● | ● |
| | Logo and description in mobile app | ● | ● | ● | ● | ● | ● | ● |
| | Opportunity to host an event at the headquarters hotel | ● | ● | ● | ● | ● | ● | ● |
| Post-Event | Final attendee list (name, title, organization, address) | ● | ● | ● | ● | ● | ● | ● |
| | Logo on conference evaluation email | ● | ● | ● | ● | | | |
| | Post on APPA social feeds | ● | | | | | | |



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