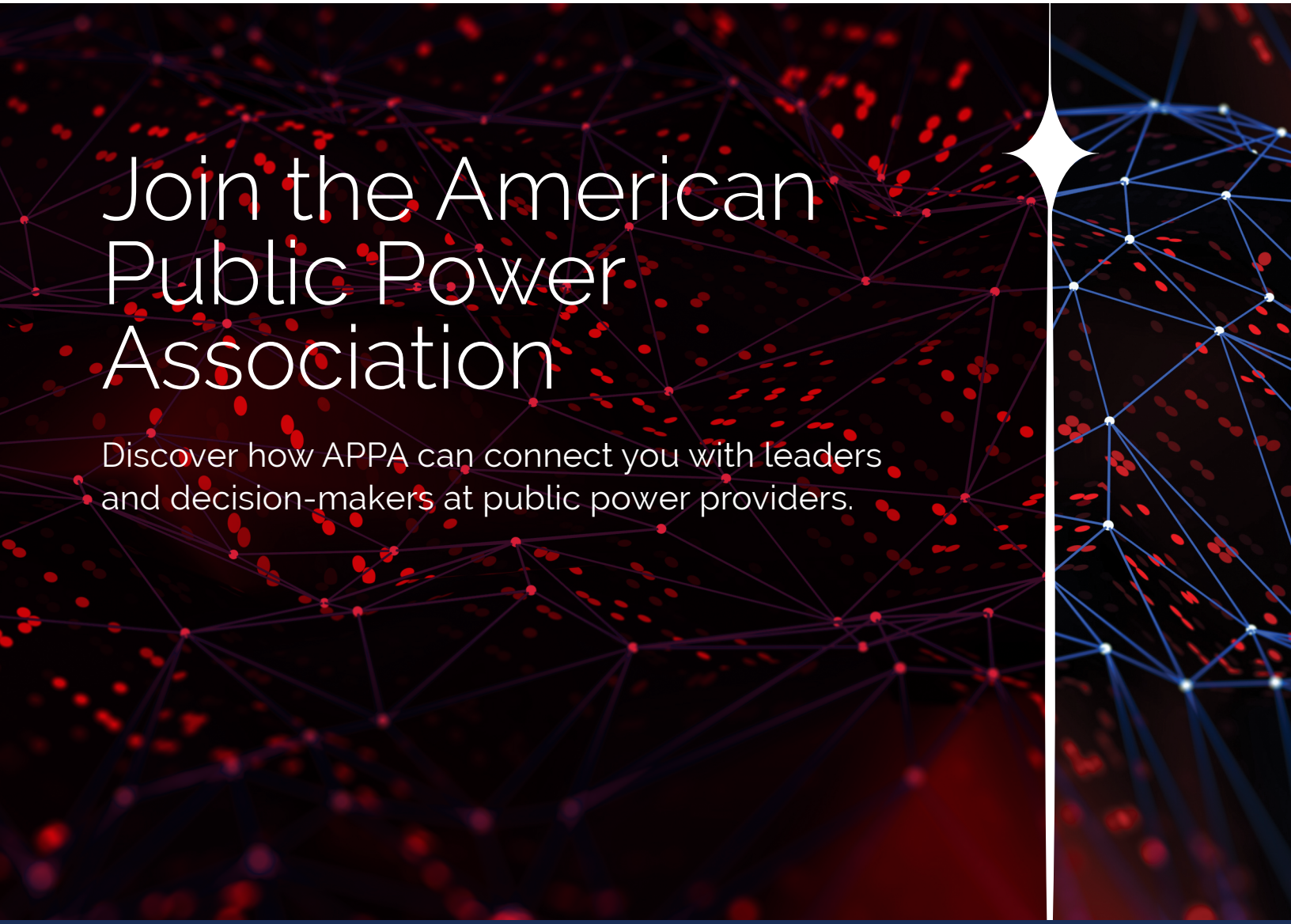
AMERICAN PUBLIC POWER ASSOCIATION
Powering Strong Communities



Join the American Public Power Association

Discover how APPA can connect you with leaders and decision-makers at public power providers.

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











" Engaging with APPA helps me build valuable relationships across the public power community and connect with utilities we can support. Those connections help us grow Langston's presence and work toward becoming a trusted partner in protecting critical infrastructure. The personal attention and warm welcome I receive from the APPA staff make it a pleasure to be involved."



STEVEN HATCHER
VP, MARKET STRATEGY & RELATIONSHIPS AT LANGSTON CONSTRUCTION COMPANY



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:

- Have 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.
- Are more likely to go after federal funding opportunities under the Infrastructure Investment and Jobs Act.
- Report an increased demand for distribution transformers.
- 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 more likely to engage a variety of business consultants.

Join today to 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.

Visit PublicPower.org/about/join

"Our APPA Corporate Associate Membership enables us to network and collaborate directly with industry leaders, stay ahead of trends, and position our solutions to best support critical utility needs."

JOHN RAMQUIST
SENIOR NATIONAL ACCOUNT MANAGER – UTILITY, MILWAUKEE TOOL



	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 APPA Engage. public power's virtual networking platform	●	●
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 *Public Power Current* newsletter	●	
Premier listing in the printed *Public Power Buyers Guide*	●	
Standard listing in the printed *Public Power Buyers Guide*		●
Premier listing in the online *Public Power Suppliers Guide*	●	
Standard listing in the online *Public Power Suppliers Guide*		●
Opportunities to share press releases and white papers on the online *Public Power Suppliers Guide*	●	●
Opportunities to share innovative partnership project ideas with 900+ utilities participating in APPA's R&D program	●	●

	Elite Corporate Associate	Corporate Associate
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		●
Informational Benefits		
High-level access for all employees to members-only online resources, including the *Public Power Membership Directory*	●	
Monthly edition of the *Washington Report* providing legislative and regulatory updates	●	●
Access for all employees to members-only online resources, including the *Public Power Membership Directory*	●	●
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
$11,750 annually; $7,750 annually if you're a small business under federal Small Business Administration guidelines

Corporate Associate
$3,750 annually; $1,995 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 ACADEMY event

Enjoy exclusive networking and branding opportunities.

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 100,000 employees

Contact Membership@PublicPower.org for details.

" APPA provides the ideal collaborative environment where public power leaders and industry partners can develop and stress-test solutions to address the immediate and emerging challenges facing the community. Through that engagement, we gain a better understanding of the priorities and challenges facing public power utilities and build trusted relationships with the leaders who serve them. That insight helps us bring practical insurance and risk management resources that support their missions."

SCOTT MCNEA
VICE PRESIDENT, PUBLIC POWER & WATER UTILITIES; ALLIANT INSURANCE SERVICES



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