

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

REACH PUBLIC POWER DECISION-MAKERS •

Be Seen.

Sponsor and exhibit at the
National Conference & Public Power Expo

1200+ UTILITY CEOS, SENIOR EXECUTIVES, POLICYMAKERS • **300+** UTILITIES • **40+** STATES

Conference – June 5-10, 2020

Public Power Expo – June 8-9, 2020

Long Beach Convention & Entertainment Center

Long Beach • California

Expanded Expo Hours!

June 5 - 10
2020

THE ACADEMY

National Conference

Long Beach, California

REACH PUBLIC POWER DECISION-MAKERS •

1200+

Utility CEOs, Senior
Executives, Policymakers

300+

Utilities

35+

States

What is the National Conference & Public Power Expo?

It's public power's largest annual meeting and THE place for industry suppliers to gain exposure with municipal utility CEOs, senior executives, and policymakers. Through pre-conference seminars, keynote addresses, and breakout sessions, the conference provides broad-based education on the most critical issues facing public power.



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.

Why should my company participate?

You'll meet people who make decisions on investments for their utilities. An integral part of the conference, the Public Power Expo is a much-anticipated event for attendees who want to learn about the latest offerings in customer service, cyber and physical security, disaster preparedness, energy efficiency, finance, governance & management, legislative & regulatory issues, power supply, reliability & infrastructure, etc.

Thank you to our 2019 sponsors!



THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION



2020 National Conference Sponsorship Opportunities

Signature Sponsor

Limited to one sponsor

Elite Corporate Associate Member: \$20,000

Corporate Associate Member: \$21,000

Nonmember: \$42,000

Benefits

- Opportunity to present a 20-minute session at the Industry Spotlight Series track
- One 10x10 or 10x20 booth at the Public Power Expo
Sponsors who don't want to participate in the Expo can opt for an additional conference registration instead of a booth.
- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.
- Six conference registrations, which enable your representatives to attend all conference sessions and social events
- Opportunity to host a hospitality event in the conference headquarters facility
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo featured prominently on all National Conference pages on www.PublicPower.org
- Logo featured prominently in the conference marketing brochure
First mailing sent to 11,000 people; second mailing sent to 8,000 people. Must commit by January 24 to ensure inclusion.
- Logo on branded hotel key cards, distributed to all conference attendees
Must commit by May 1 to ensure inclusion.
- Logo featured prominently in the conference onsite program
Must commit by May 1 to ensure inclusion.
- Logo on all onsite conference signage
- Logo featured prominently on the conference entrance display
- Logo featured prominently on the Public Power Expo entrance display
- Logo projected in ballroom during the Welcoming Reception
- Logo on table tents during the Welcoming Reception
- Logo and company description in the conference mobile app
- Identifying sponsor ribbon on your representatives' name badges
- First right of refusal for 2021 National Conference & Public Power Signature sponsorship



2020 National Conference Sponsorship Opportunities

Diamond Sponsor

Elite Corporate Associate Member: \$10,000
Corporate Associate Member: \$11,000
Nonmember: \$22,000

Benefits

- Opportunity to present a 20-minute session at the Industry Spotlight Series track
- One 10x10 or 10x20 booth at the Public Power Expo
Sponsors who don't want to participate in the Expo can opt for an additional conference registration instead of a booth.
- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.
- Five conference registrations, which enable your representatives to attend all conference sessions and social events
- Opportunity to host a hospitality event in the conference headquarters facility
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo on all National Conference pages on www.PublicPower.org
- Logo in the conference marketing brochure
First mailing sent to 11,000 people; second mailing sent to 8,000 people. Must commit by January 24 to ensure inclusion.
- Logo in the conference onsite program
Must commit by May 1 to ensure inclusion.
- Logo on signs at the conference registration desk throughout the conference
- Logo on the conference entrance display
- Logo on the Public Power Expo entrance display
- Logo projected in ballroom during the Welcoming Reception
- Logo on table tents during the Welcoming Reception
- Logo and company description in the conference mobile app
- Identifying sponsor ribbon on your representatives' name badges

Platinum Sponsor

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

Benefits

- One 10x10 or 10x20 booth at the Public Power Expo
Sponsors who don't want to participate in the Expo can opt for an additional conference registration instead of a booth.
- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.
- Four conference registrations, which enable your representatives to attend all conference sessions and social events
- Opportunity to host a hospitality event in the conference headquarters facility
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo on the Program page on www.PublicPower.org
- Logo in the conference marketing brochure
First mailing sent to 11,000 people; second mailing sent to 8,000 people. Must commit by January 24 to ensure inclusion.
- Logo in the conference onsite program
Must commit by May 1 to ensure inclusion.
- Logo on signs during the Tuesday evening special event (to be determined)
- Logo on the conference entrance display
- Logo on the Public Power Expo entrance display
- Logo and company description in the conference mobile app
- Identifying sponsor ribbon on your representatives' name badges

Gold Sponsor

Elite Corporate Associate Member: \$4,500

Corporate Associate Member: \$5,500

Nonmember: \$11,000

Benefits

- One 10x10 booth at the Public Power Expo
Sponsors who don't want to participate in the Expo can opt for an additional conference registration instead of a booth.
- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.
- Three conference registrations, which enable your representatives to attend all conference sessions and social events
- Opportunity to host a hospitality event in the conference headquarters facility
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo on the Registration page on www.PublicPower.org
- Logo in the conference direct-mail marketing piece
First mailing sent to 11,000 people; second mailing sent to 8,000 people. Must commit by January 24 to ensure inclusion.
- Logo in the conference onsite program
Must commit by May 1 to ensure inclusion.
- Logo on signage at Public Power Expo Opening Reception and Closing Luncheon
- Logo on the conference entrance display
- Logo on the Public Power Expo entrance display
- Logo and company description in the conference mobile app
- Identifying sponsor ribbon on your representatives' name badges

Mobile App Sponsor

Elite Corporate Associate Member: \$3,500

Corporate Associate Member: \$4,500

Nonmember: \$9,000

Benefits

- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.
- Two conference registrations, which enable your representatives to attend all conference sessions and social events
- Opportunity to host a hospitality event in the conference headquarters facility
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo on the Hotel page on www.PublicPower.org
- Logo in the conference direct-mail marketing piece
First mailing sent to 11,000 people; second mailing sent to 8,000 people. Must commit by January 24 to ensure inclusion.
- Logo in the conference onsite program
Must commit by May 1 to ensure inclusion.
- Logo on the mobile app splash screen
Must commit by May 1 to ensure inclusion.
- Logo on the conference entrance display
- Logo on the Public Power Expo entrance display
- Logo and company description in the conference mobile app
- Identifying sponsor ribbon on your representatives' name badges

2020 National Conference Sponsorship Opportunities

Silver Sponsor

Elite Corporate Associate Member: \$2,500
Corporate Associate Member: \$3,500
Nonmember: \$7,000

Benefits

- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee e-mails and phone numbers.
- One conference registration, which enables your representative to attend all conference sessions and social events
- Opportunity to host a hospitality event in the conference headquarters facility
Only conference sponsors are permitted to host an event at this location. Event may not conflict with official conference functions. Sponsors are responsible for all arrangements, promotion, and costs associated with hosting a function.
- Logo on the Hotel page on www.PublicPower.org
- Logo in the conference direct-mail marketing piece
First mailing sent to 11,000 people; second mailing sent to 8,000 people. Must commit by January 24 to ensure inclusion.
- Logo in the conference onsite program
Must commit by May 1 to ensure inclusion.
- Logo on signs at the refreshment breaks
- Logo on the conference entrance display
- Logo on the Public Power Expo entrance display
- Logo and company description in the conference mobile app
- Identifying sponsor ribbon on your representatives' name badges

Save money on this event! 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.

Learn more at www.PublicPower.org/NationalConference or contact:

Sponsorship, Vendor Expo, and Membership
Haley Herbst - Membership@PublicPower.org

Speaking Opportunities
Ursula Schryver - EducationInfo@PublicPower.org

New for 2020

Available to Signature, Diamond, Platinum and Gold sponsors — sponsorship add-on opportunities

<input type="checkbox"/> Commercial Opportunities during General Sessions	\$2000	\$3000	\$6000
<input type="checkbox"/> Mobile App Banner Ad	\$1,500	\$2,500	\$5,000
<input type="checkbox"/> WIFI Sponsorship	\$2,000	\$2,100	\$4,200
<input type="checkbox"/> Lanyard Sponsor	\$6,000	\$7,000	\$14,000
<input type="checkbox"/> Room Drops	Contact for More information		

Sponsor Commitment Form

Company Information

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

Representative-in-charge

Title Company

Address

City State Zip

Telephone Email

Website

	Elite Corporate Associate	Corporate Associate	Nonmember
<input type="checkbox"/> Signature Sponsor (7492) Please select one option: <input type="checkbox"/> One complimentary 10x20 booth at the Public Power Expo. <input type="checkbox"/> One complimentary 10x10 booth at the Public Power Expo. <input type="checkbox"/> One additional complimentary conference registration.	\$20,000	\$21,000	\$42,000
<input type="checkbox"/> Diamond Sponsor (7493) Please select one option: <input type="checkbox"/> One complimentary 10x20 booth at the Public Power Expo. <input type="checkbox"/> One complimentary 10x10 booth at the Public Power Expo. <input type="checkbox"/> One additional complimentary conference registration.	\$10,000	\$11,000	\$22,000
<input type="checkbox"/> Platinum Sponsor (7494) Please select one option: <input type="checkbox"/> One complimentary 10x20 booth at the Public Power Expo. <input type="checkbox"/> One complimentary 10x10 booth at the Public Power Expo. <input type="checkbox"/> One additional complimentary conference registration.	\$6,000	\$7,000	\$14,000
<input type="checkbox"/> Gold Sponsor (7495) Please select one option: <input type="checkbox"/> One complimentary 10x10 booth at the Public Power Expo. <input type="checkbox"/> One additional complimentary conference registration.	\$4,500	\$5,500	\$11,000
<input type="checkbox"/> Mobile App Sponsor (7498)	\$3,500	\$4,500	\$9,000
<input type="checkbox"/> Silver Sponsor (7496)	\$2,500	\$3,500	\$7,000

Sponsor Commitment Form

Sponsorship Eligibility

Sponsorship at the American Public Power Association 2020 National Conference & Public Power Expo is only for those entities that offer products and services to electricity and telecommunications utilities. The Association shall have the sole right to determine the eligibility of sponsors at this event.

Sponsorship Cancellation

Once the American Public Power Association receives the sponsor commitment form, benefits will start. Cancellation must be emailed to Membership@PublicPower.org. Sponsors who cancel by April 6 will be liable for 50% of the sponsorship fee. Sponsors who cancel after April 6 will be liable for 100% of the sponsorship fee. If full payment has not been received at the time of cancellation, an invoice for the appropriate amount will be issued.

Payment Information

Fifty percent of the sponsorship fee is due at upon commitment. Full payment is due May 18. All fees to be paid in U.S. funds. To qualify for the member rate, the sponsoring company must be a member. Individual members cannot receive the member discount on behalf of a sponsoring company that is not an Association member.

- Enclosed is a check payable to American Public Power Association.
- Please bill me for payment (Members only). PO# (optional) _____
- I am paying via Wire/ACH payment. Please have an Association finance employee contact me.
- Please charge my: Visa MasterCard American Express Discover

Card number

Exp. date

Amount to charge to card \$

Name as it appears on card

Cardholder signature

For Association use:

Order ID/Event

If you're paying via credit card, Wire/ACH payment, or electing to be billed, please email (Membership@PublicPower.org) **the completed sponsor commitment form.**

If you're paying via check, please email (Membership@PublicPower.org) **the completed sponsor commitment form and then mail a copy of it with your payment to** American Public Power Association • P.O. Box 418617 • Boston, MA 02241-8617

Sponsorship Benefits Overview

	SIGNATURE	DIAMOND	PLATINUM	GOLD	MOBILE APP	SILVER
	Elite Corporate Associate Member: \$20,000 Corporate Associate Member: \$21,000 Nonmember: \$42,000	Elite Corporate Associate Member: \$10,000 Corporate Associate Member: \$11,000 Nonmember: \$22,000	Elite Corporate Associate Member: \$4,000 Corporate Associate Member: \$5,000 Nonmember: \$10,000	Elite Corporate Associate Member: \$4,500 Corporate Associate Member: \$5,500 Nonmember: \$11,000	Elite Corporate Associate Member: \$3,500 Corporate Associate Member: \$4,500 Nonmember: \$9,000	Elite Corporate Associate: \$2,500 Corporate Associate Member: \$3,500 Nonmember: \$7,000
Conference Registration	6	5	4	3	2	1
Signage	Logo featured prominently throughout the conference location	Logo on signs at the conference registration desk, on the conference entrance display, on the public power expo entrance display, projected in the ballroom during the welcome reception, and on table tents during the welcome reception	Logo on signs during the Tuesday evening special event, logo on the conference entrance display, and logo on the public power entrance display	Logo on signage at Public Power Expo Opening Reception and Closing luncheon, logo on the conference entrance display, and logo on the Public Power expo entrance display	Logo on the conference entrance display, and logo on the public power expo entrance display	Logo on signs at the refreshment breaks, logo on the conference entrance display, and logo on the Public Power Expo entrance display
Speaking Opportunity	20-minute speaking session at the Industry Spotlight series	20-minute speaking session at the Industry Spotlight series				
Booth	One 10x10 or 10x20 booth at the Public Power Expo	One 10x10 or 10x20 booth at the Public Power Expo	One 10x10 or 10x20 booth at the Public Power Expo	One 10x10 booth at the Public Power Expo		
Logo on Web	Logo on all National Conference pages on publicpower.org	Logo on all National Conference pages on publicpower.org	Logo on the National Conference Program page on publicpower.org	Logo on the National Conference Registration page on publicpower.org	Logo on the National Conference Hotel page on publicpower.org	Logo on National Conference Hotel page on publicpower.org

Public Power Expo

June 8-9, 2020 • Long Beach Convention & Entertainment Center • Long Beach, California
Reserve your booth here: <https://s23.a2zinc.net/clients/appa/nc2020/Public/Enter.aspx>

Network with Public Power Decision-Makers

- 1200+ Utility CEOs, Senior Executives, Policymakers
- 300+ Utilities
- 40+ States

Sunday, June 7

Move-in: 4 – 7 p.m.

Monday, June 8

Move-in: 8 a.m. – 11:00 a.m.

Show Hours: 11:00 – 4 p.m., Preview hours during afternoon concurrent sessions

Show Hours: 4 – 6 p.m., Opening reception in the expo hall

Tuesday, June 9

Show Hours: 10 – 11 a.m., refreshment break in the expo hall

Show Hours: 11 a.m. – Noon, during morning concurrent sessions

Show Hours: Noon – 1:30 p.m., closing luncheon in the expo hall

Tear-down: 1:30 – 5 p.m.

Exhibit Fees

	By May 11			After May 11		
	Elite Corporate Member	Corporate Member	Nonmember	Elite Corporate Member	Corporate Member	Nonmember
10x10 Booth	\$1,200	\$1,300	\$2,600	\$1,300	\$1,400	\$2,800
10x20 Booth	\$2,100	\$2,200	\$4,400	\$2,200	\$2,300	\$4,600

Exhibit Fees Include

- Pre- and post-conference attendee lists in Excel
Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee emails and phone numbers.
- Logo and description in the conference mobile app show guide
- One, 6' skirted table and two chairs (per 10x10)
- Three booth worker badges (per 10x10)
Booth worker badges do not afford access to non-Expo related portions of the conference. Booth workers are welcome to attend conference sessions and events but must register additionally for the conference and pay the conference registration fee.
- Option to host event during expo hours in booth space (cost of additional services not included in vendor expo fee) **NEW** FOR 2020.



Powering Strong Communities

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www.PublicPower.org