

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

REACH PUBLIC POWER DECISION MAKERS •

Be Seen.

Sponsor the Joint Action Conference

100+ JOINT ACTION AGENCY EXECUTIVES • 55+ JOINT ACTION ORGANIZATIONS • 30+ STATES

January 5 – 7, 2020 ○ Palm Springs, California

AMERICAN PUBLIC
POWER ASSOCIATION

January 05 - 07

2020

THE ACADEMY

Joint Action Conference

Palm Springs, California

REACH PUBLIC POWER DECISION-MAKERS •

100+

Joint Action Agency
Executives

50+

Organizations

30+

States



What is the Joint Action Conference?

It's public power's meeting for joint action agency CEOs and senior managers and their board and commission members to meet and discuss emerging policy, regulatory, and power supply issues, and other topics related to the governance and management of joint action agencies.



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 sponsor this event?

As a sponsor, you'll enjoy exclusive networking and branding opportunities with decision-makers in cybersecurity, disaster preparedness, finance, governance and management, legislative and regulatory issues, power supply, reliability, and infrastructure.



Thank you to our 2019 sponsors!



UTILITY SERVICES, INC.
YOU CAN RELY ON US!



n-dimension
solutions



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.

Questions?

Sponsorship & Membership

Haley Herbst
202.467.2944; HHerbst@PublicPower.org

Conference Program

Ursula Schryver
202.467.2980; USchryver@PublicPower.org

Learn more at www.PublicPower.org/Join.



Joint Action Conference Sponsor Opportunities

Signature Sponsor

Limited to one sponsor

Elite Corporate Member: \$6,000

Corporate Associate Member: \$7,000

Nonmember: \$14,000

Benefits

- Logo featured prominently on all Joint Action Conference pages on www.PublicPower.org
- Logo on branded hotel key cards
Commit by November 29 to ensure inclusion.
- Logo featured prominently in the conference marketing brochure
Commit by September 20 to ensure inclusion.
- Logo featured prominently in the onsite program
Commit by December 6 to ensure inclusion.
- Logo on all onsite signage
- Logo in marketing emails
- Logo in the evaluation email
- One marketing brochure/flyer included the attendee folders
Item is subject to Association approval.
- One conference registration, which gives your representative access to the full conference
Please note: Roundtable discussions and sessions on sensitive issues will be open to utility members only.
- Opportunity to host a hospitality event in the conference headquarters hotel
Only 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.
- 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.
- First right of refusal for 2021 Joint Action Conference Signature Sponsorship



Joint Action Conference Sponsorship Opportunities

Diamond Sponsor

Elite Corporate Member: \$4,500
Corporate Associate Member: \$5,500
Nonmember: \$11,000

Benefits

- Logo on the Joint Action Conference program page on www.PublicPower.org
- Logo in the conference marketing brochure
Commit by September 20 to ensure inclusion.
- Logo featured in the onsite program
Commit by December 6 to ensure inclusion.
- Logo on a sign with other Diamond sponsors at the registration desk throughout the duration of the conference
- One marketing brochure/flyer included the attendee folders
Item is subject to Association approval.
- One conference registration, which gives your representative access to the full conference *NEW*
Please note: Roundtable discussions and sessions on sensitive issues will be open to utility members only.
- Opportunity to host a hospitality event in the conference headquarters hotel
Only 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.
- 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.

Platinum Sponsor

Elite Corporate Member: \$3,500
Corporate Associate Member: \$4,500
Nonmember: \$9,000

Benefits

- Logo on the Joint Action Conference registration page on www.PublicPower.org
- Logo in the conference marketing brochure
Commit by September 20 to ensure inclusion.
- Logo featured in the onsite program
Commit by December 6 to ensure inclusion.
- Logo on a sign with other platinum sponsors at Tuesday's refreshment breaks
- One marketing brochure/flyer included the attendee folders
Item is subject to Association approval.
- Opportunity to host a hospitality event in the conference headquarters hotel
Only 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.
- 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.

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 Member	Corporate Member	Nonmember
<input type="checkbox"/> Signature Sponsor	\$6,000	\$7,000	\$14,000
<input type="checkbox"/> Diamond Sponsor	\$4,500	\$5,500	\$11,000
<input type="checkbox"/> Platinum Sponsor	\$3,500	\$4,500	\$9,000

Agreement

I understand and agree to comply with the sponsorship eligibility, payment, and cancellation policies. I understand that contributions or gifts made to this association are not deductible as charitable contributions for federal income tax purposes. I also understand that by providing my email and contact information that I am authorizing the American Public Power Association to send information to my organization about upcoming events, programs, and services via these means.

Sponsorship Eligibility

Sponsorship at the Joint Action Conference is only for those entities that offer products and services to electricity and telecommunications utilities. The American Public Power 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 made in writing to Haley Herbst at HHerbst@PublicPower.org. Sponsors who cancel by October 31 are liable for 50% of the sponsorship fee. Sponsors who cancel after October 31 are 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.

Representative-in-charge	
Title	
Signature	Date

Sponsor Commitment Form

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due December 8. All fees to be paid in U.S. funds. To qualify for the member rate, the sponsoring company must be an associate member. Individual associate 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