

# Join the American Public Power Association

Reach decision-makers at 61 percent of the nation's electricity providers

## New for 2020:

We've added new ways for you to connect with industry leaders. Learn more inside!

AMERICAN  
**PUBLIC  
POWER**  
ASSOCIATION

Powering Strong Communities



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# Connect with leaders who make critical purchasing decisions for their utilities

Public power executives view companies that belong to the American Public Power Association as supporters of and experts in their industry.



## 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 become a member?

To increase sales and revenue, you need to know the right people. As an Association member, we'll connect you with decision-makers at community-owned utilities that:

### \$58 billion

Earn \$58 billion in revenue annually

### Diverse Fuel Mix

Depend on a mix of fuels — natural gas, coal, nuclear, solar, wind, etc.

### Early Adopters

Can adopt new programs and technologies with speed

### Diverse Customers

Serve a diverse customer base — between 100 and 1.5 million customers

49 • 49 • 5

Provide electricity to 49 million customers in 49 states and 5 U.S. territories

## What benefits will I receive?

We offer 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 Association benefits and services.



## Join today to access these benefits.

### Elite Corporate Associate

\$11,500 annually;  
\$7,500 annually  
if you're a small  
business under  
federal Small Business  
Administration  
guidelines

### Corporate Associate

\$3,500 annually;  
\$1,875 annually  
if you're a small  
business under  
federal Small Business  
Administration  
guidelines

■ Company profile page on PublicPower.org	<input type="radio"/>
■ Opportunity for an invitation to participate on conference planning committee	<input type="radio"/>
■ Invitation to additional networking events at Association conferences	<input type="radio"/>
■ Opportunity to participate in the Corporate Associate Council Annual meeting and serve as Council chair	<input type="radio"/>
■ Access to annual market data report that captures utility purchasing outlook	<input type="radio"/>
■ Featured listing in the printed Public Power Buyers Guide	<input type="radio"/>
Higher-level access for all employees to members-only resources on PublicPower.org	<input type="radio"/>
Complimentary upgrade to a premier listing in the online Public Power Suppliers Guide	<input type="radio"/>
Annual Corporate Spotlight in Public Power Daily newsletter	<input type="radio"/>
Access for all employees to select members-only online resources, including the Public Power Membership Directory	<input type="radio"/>
Logo rotated throughout all PublicPower.org pages in footer (averages 116,000 pageviews monthly)	<input type="radio"/>
Triannual emails to targeted utility leaders *Elite corporate small business members can send semi-annual emails to targeted utility leaders	<input type="radio"/>
Opportunities to submit blog posts for possible inclusion on the Association blog (Blog will be promoted via social media)	<input type="radio"/>

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guidelines

Invitation for four representatives to attend an exclusive networking event at the Association's National Conference	<input type="radio"/>	
Annual email distribution of a white paper to targeted utility executives and inclusion of it in the Association's Product Store	<input type="radio"/>	
Membership in the Association's Reliable Public Power Provider (RP3) Industry Support Council	<input type="radio"/>	
Use of the Elite corporate associate logo to show your elevated support of public power	<input type="radio"/>	
25% discount advertising in the Association e-newsletter, website, magazine, digital directory, and social media	<input type="radio"/>	
<input checked="" type="checkbox"/> Opportunity to participate on the Corporate Associate Council	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> Opportunity to participate in a Corporate Associate listserv	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> Basic listing in the printed Public Power Buyers Guide		<input type="radio"/>
Access for all employees to select members-only resources on PublicPower.org	<input type="radio"/>	<input type="radio"/>
Use of the corporate associate logo to show your support of public power	<input type="radio"/>	<input type="radio"/>
10% discount advertising in the Association e-newsletter, website, magazine, digital directory, and social media		<input type="radio"/>
Opportunities to suggest subject matter experts who could serve as sources for relevant Association newsletter and magazine stories	<input type="radio"/>	<input type="radio"/>



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Opportunities to share innovative partnership project ideas with 900+ utilities participating in the Association's Demonstration of Energy & Efficiency Developments (DEED) research and grant program	<input type="radio"/>	<input type="radio"/>
Listing in the Association's the online Public Power Suppliers Guide, with the option to purchase an enhanced listing at the member rate	<input type="radio"/>	<input type="radio"/>
Opportunities to share press releases, content-rich articles, and white papers on Suppliers NewsCentral, featured on the online Public Power Suppliers Guide	<input type="radio"/>	<input type="radio"/>
Discounts on sponsorships and expos at Academy conferences, workshops, and seminars	<input type="radio"/>	<input type="radio"/>
Subscriptions for all employees to Public Power Daily newsletter and Public Power Magazine	<input type="radio"/>	<input type="radio"/>
Access to the Association's professional staff	<input type="radio"/>	<input type="radio"/>
Monthly membership mailing list in Excel (primary utility contact, title, U.S. postal address)	<input type="radio"/>	<input type="radio"/>
Opportunity to purchase customized membership mailing lists in Excel, CSV, or tab-delimited text file (primary utility contact, title, U.S. postal address)	<input type="radio"/>	<input type="radio"/>

# Corporate Associate Membership Application

### Primary contact information

The primary contact should be the person to whom the Association communicates information about membership benefits, updates, invoices, etc.

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Name

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Title Company

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Address

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City State Zip

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Telephone

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Email

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Website

### Sign us up for:

#### Elite Corporate Associate Membership

- \$11,500/year
- \$7,500/year if your company is defined as a small business under federal Small Business Administration guidelines.  
Please provide your NAISC or SIC code: \_\_\_\_\_.

#### Corporate Associate Membership

- \$3,500/year
- \$1,875/year if your company is defined as a small business under federal Small Business Administration guidelines.  
Please provide your NAISC or SIC code: \_\_\_\_\_.

### My company is:

- a minority-owned business.  Yes  No
- a women-owned business.  Yes  No
- U.S.-based.  Yes  No



ELITE CORPORATE ASSOCIATE



CORPORATE ASSOCIATE

# Corporate Associate Membership Application

### Directory contact information

The directory contact should be the person whom public power buyers contact about your products and services.

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Name

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Title Company

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Address

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City State Zip

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Telephone

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Email

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Website

### Agreement

I confirm that my organization supports the rights of communities to establish and operate local, government-owned electric utilities and recognizes the significant and positive role public power plays in the electric utility industry today and in the future. I understand that by providing my contact information, I am authorizing the Association to send notices to me about programs and services.

Except specifically noted in this agreement and for the limited purpose of performing the obligations under this agreement, neither party shall use other party's logo or name for marketing or any other purposes without obtaining prior written approval of that party.

Primary contact signature: \_\_\_\_\_ Date: \_\_\_\_\_





### Directory category

Please select **one** category to be listed under in the Association's online suppliers guide. Contact Membership@PublicPower.org for information on upgraded listings with multiple categories.

- Advertising / Marketing
- Broadband / Communications Equipment & Services
- CIS / Billing Equipment and Services
- Communication Equipment and Services
- Community / Economic Development Services
- Computer Services
- Customer Satisfaction Research & Benchmarking
- Data Management Systems
- Distributed Generation
- Energy Efficiency Products and Services
- Energy Storage Equipment and Services
- Engineering Services
- Environmental Compliance Products and Services
- Financial Services
- Fleet / Asset Management and Tracking
- Human Resources
- Insurance and Risk Management
- Interactive Voice Response (IVR)
- IT Services
- Law Firms / Legal / Government Relations Services
- Lighting & Accessories
- Management Consulting
- Manufacturers / Equipment Distributors
- Mapping, GIS

- Metering Equipment and Services
- NERC Compliance
- Nonprofit Organizations
- Outage Management Equipment and Services
- Power Generation Equipment and Services
- Power Marketing
- Power Quality
- Power Supply
- Reliability Products and Services
- Renewable Energy Products and Services
- Safety Equipment and Services
- SCADA
- Security Equipment and Services, Cyber

- Security Equipment and Services, Physical
- Signs / Tags / Markers
- Smart Grid Solutions
- Substation Equipment and Services
- Test Equipment
- Training
- Transformer Equipment and Maintenance
- Transmission and Distribution Equipment and Services
- Utility Construction
- Utility Equipment Sales & Rentals
- Vegetation Management

### Payment information

All fees to be paid in U.S. funds. Membership starts the first day of the month following receipt of payment and lasts for one year.

- I am paying via Wire/ACH payment. Please have an Association finance employee contact me. I will email (Membership@PublicPower.org ) my application form.
- I am paying via check. I will mail the application form and a check payable to American Public Power Association to: American Public Power Association · P.O. 418617· Boston, MA 02241-8617
- I am paying via credit card, I will email (Membership@PublicPower.org ) my application form.
  - Visa     MasterCard     American Express     Discover

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Card number

Expiration

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\$ Amount to charge to card

Name as it appears on card

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Cardholder signature

### Questions?

Contact Membership@PublicPower.org or 202.467.2926.







2451 Crystal Drive  
Suite 1000  
Arlington, VA 22202  
[www.PublicPower.org](http://www.PublicPower.org)