

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

REACH PUBLIC POWER DECISION-MAKERS •

## Be Seen.

Sponsor and exhibit at the Engineering  
& Operations Conference & Vendor Expo

**450+** ENGINEERING & OPERATIONS PROFESSIONALS • **180+** UTILITIES • **35+** STATES

Kansas City Convention Center • Kansas City, Missouri

## Expanded Expo Hours!

Conference – April 19-April 22, 2020

Vendor Expo – April 19-April 21, 2020

April 19 - 22  
2020

THE ACADEMY

# Engineering & Operations Conference

Kansas City, Missouri

REACH PUBLIC POWER DECISION-MAKERS •

450+

Engineering  
& operations  
professionals

180+

Utilities

35+

States

## What is the Engineering & Operations Conference?

It's public power's conference for professionals who design, develop, and maintain a significant portion of the nation's electric system. Through pre-conference seminars, keynote addresses, and breakout sessions, the conference provides education on the critical issues facing the people most responsible for keeping the lights on.



## 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 enjoy exclusive branding and networking opportunities with people who make and influence purchasing decisions for communications and control, environmental services, generation and fuel, physical and cyber security, system planning, supply management, and transmission and distribution.



Thank you 2019 sponsors!



Save money on this event!  
Become a corporate  
associate member.

Corporate associate membership distinguishes your company as a supporter of public power and provides tangible benefits that get your name in front of the nation's 2,000 community-owned electric utilities.

Learn more at [www.PublicPower.org/Join](http://www.PublicPower.org/Join).

Questions?

**Sponsorship & Membership**  
[HHerbst@PublicPower.org](mailto:HHerbst@PublicPower.org)

**Speaking Opportunities**  
[EducationInfo@PublicPower.org](mailto:EducationInfo@PublicPower.org)



# Expo Schedule

## EXHIBITOR MOVE IN

Sun. Apr. 19, 2020 4:00 PM To 7:00 PM  
Mon. Apr. 20, 2020 8:00 AM To 1:00 PM

## SHOW HOURS

Mon. Apr. 20, 2020 1:30 PM To 4:30 PM  
Mon. Apr. 20, 2020 4:30 PM To 6:30 PM  
Tue. Apr. 21, 2020 7:30 AM To 8:30 AM  
Tue. Apr. 21, 2020 9:45 AM To Noon

## EXHIBITOR MOVE OUT

Tue. Apr. 21, 2020 Noon To 2:30 PM



# 2020 Engineering & Operations Conference

## Signature Sponsor

Limited to one sponsor

Elite Corporate Associate Member: \$7,000

Corporate Associate Member: \$8,000

Nonmember: \$16,000

### Benefits

- Opportunity to present a 25-minute session at the Industry Sessions
- One 10x10 or 10x20 booth at the Engineering & Operations Technical Conference Vendor 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 featured prominently on all Engineering & Operations Technical Conference pages on [www.PublicPower.org](http://www.PublicPower.org)
- Logo on the cover of the conference marketing brochure  
*Must commit by November 29 to ensure inclusion.*
- Logo on branded hotel key cards, distributed to all conference attendees
- Logo on the cover of the conference onsite program  
*Must Commit by March 23 to ensure inclusion.*
- Logo on all onsite conference signs
- Logo on table signs at the Welcoming Reception
- Logo and description in conference mobile app
- Logo featured prominently on the conference entrance display
- Logo featured prominently on the expo entrance display
- One display table in the registration area throughout the conference
- Identifying sponsor ribbon on your representatives' name badges
- First right of refusal for 2021 Engineering & Operations Technical Conference Signature sponsorship

## Diamond Sponsor

Elite Corporate Associate Member: \$5,000

Corporate Associate Member: \$6,000

Nonmember: \$12,000

### Benefits

- Opportunity to present a 25-minute session at the Industry Sessions
- One 10x10 or 10x20 booth at the Engineering & Operations Technical Conference Vendor Expo  
*Sponsors who don't want to participate in the Expo can opt for an additional complimentary 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 all Engineering & Operations Technical Conference pages on [www.PublicPower.org](http://www.PublicPower.org)
- Logo on the cover of the conference marketing brochure  
*Must commit by November 29 to ensure inclusion.*
- Logo on the cover of the conference onsite program  
*Must commit by March 23 to ensure inclusion.*
- Logo on sign at the APPA registration desk throughout the conference
- Logo and description in conference mobile app
- Logo featured on the conference entrance display
- Logo featured on the expo entrance display
- One display table in the registration area throughout the conference
- Identifying sponsor ribbon on your representatives' name badges

## Platinum Sponsor

Elite Corporate Associate Member: \$4,000

Corporate Associate Member: \$5,000

Nonmember: \$10,000

### Benefits

- One 10x10 or 10x20 booth at the Engineering & Operations Technical Conference Vendor Expo  
*Sponsors who don't want to participate in the Expo can opt for an additional complimentary 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 Engineering & Operations Technical Program page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the conference marketing brochure  
*Must commit by November 29 to ensure inclusion.*
- Logo on in the conference onsite program  
*Must commit by March 23 to ensure inclusion.*
- Logo on signs during all refreshment breaks
- Logo and description in conference mobile app
- Logo on the conference entrance display
- Logo on the expo entrance display
- Identifying sponsor ribbon on your representatives' name badges



# 2020 Engineering & Operations Sponsorship Opportunities

## Gold Sponsor

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

### Benefits

- One 10x10 at the Engineering & Operations Technical Conference Vendor Expo  
*Sponsors who don't want to participate in the Expo can opt for an additional complimentary 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.*
- 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 Engineering & Operations Technical Conference Registration page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the conference marketing brochure  
*Must commit by November 29 to ensure inclusion.*
- Logo on in the conference onsite program  
*Must commit by March 23 to ensure inclusion.*
- Logo on signs at the Welcome Reception
- Logo and description in conference mobile app
- Logo on the conference entrance display
- Logo on the expo entrance display
- Identifying sponsor ribbon on your representatives' name badges

## Mobile App Sponsor

Elite Corporate Associate Member: \$3,000  
Corporate Associate Member: \$4,000  
Nonmember: \$8,000

### 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 Engineering & Operations Technical Conference Hotel page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the conference marketing brochure  
*Must commit by November 29 to ensure inclusion.*
- Logo in the conference onsite program  
*Must Commit by March 23 to ensure inclusion.*
- Logo on the mobile app splash screen  
*Must commit by March 1 to ensure inclusion.*
- Logo and description in conference mobile app
- Logo on the conference entrance display
- Logo on the expo entrance display
- Identifying sponsor ribbon on your representatives' name badges



## 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 Engineering & Operations Technical Conference Hotel page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the conference marketing brochure  
*Must commit by November 29 to ensure inclusion.*
- Logo on in the conference onsite program  
*Must Commit by March 23 to ensure inclusion.*
- Logo on signs at the Expo Opening Reception
- Logo and description in conference mobile app
- Logo on the conference entrance display
- Logo on the expo entrance display
- Identifying sponsor ribbon on your representatives' name badges

Don't see an opportunity that fits your company's goals? Reach out to Haley Herbst at [HHerbst@publicpower.org](mailto:HHerbst@publicpower.org) for more sponsorship opportunities.

# Sponsorship Benefits Overview

	<b>SIGNATURE</b>	<b>DIAMOND</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>MOBILE APP</b>	<b>SILVER</b>
	Elite Corporate Associate Member: \$7,000 Corporate Associate Member: \$8,000 Nonmember: \$16,000	Elite Corporate Associate Member: \$5000 Corporate Associate Member: \$6000 Nonmember: \$12,000	Elite Corporate Associate Member: \$4,000 Corporate Associate Member: \$5,000 Nonmember: \$10,000	Elite Corporate Associate Member: \$3,500 Corporate Associate Member: \$4,500 Nonmember: \$9,000	Elite Corporate Associate Member: \$3,000 Corporate Associate Member: \$4,000 Nonmember: \$8,000	Elite Corporate Associate Member: \$2,500 Corporate Associate Member: \$3,500 Nonmember: \$7,000
Conference Registration	5	4	3	2	1	1
Signage	Logo featured prominently throughout conference location	Logo at the conference registration area and on the conference and expo entrance displays	Logo on the conference and expo entrance display and during all refreshment breaks	Logo on signs at the Welcome Reception and the conference/expo entrance displays	Logo on the conference and expo entrance display	Logo at the Opening Reception and on the conference and expo entrance displays
Speaking Opportunity	25 Minute speaking opportunity at the industry session	25 Minute speaking opportunity at the industry session				
Booth	One 10x10 or 10x20 booth at the Engineering & Operations Technical Conference Vendor Expo	One 10x10 or 10x20 booth at the Engineering & Operations Technical Conference Vendor Expo	One 10x10 or 10x20 booth at the Engineering & Operations Technical Conference Vendor Expo	One 10x10 booth at the Engineering & Operations Technical Conference Vendor Expo		
Logo on Web	Logo on all Engineering & Operations Technical Conference pages on publicpower.org	Logo on all Engineering & Operations Technical Conference pages on publicpower.org	Logo on the Engineering & Operations Technical Conference Program page on publicpower.org	Logo on the Engineering & Operations Technical Conference Registration page on publicpower.org	Logo on the Engineering & Operations Technical Conference Hotel page publicpower.org	Logo on the Engineering & Operations Technical Conference Hotel page on publicpower.org
Display Table	One Display Table in the registration area throughout the conference	One display table in the registration area throughout the conference				

# 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

	<b>Elite Corporate Associate</b>	<b>Corporate Associate</b>	<b>Nonmember</b>
<input type="checkbox"/> Signature Sponsor	\$7,000	\$8,000	\$16,000
Select one:			
<input type="checkbox"/> One complimentary 10x10 booth at the Expo			
<input type="checkbox"/> One complimentary 10x20 booth at the Expo			
<input type="checkbox"/> One additional complimentary conference registration			
<input type="checkbox"/> Diamond Sponsor	\$5,000	\$6,000	\$12,000
Select one:			
<input type="checkbox"/> One complimentary 10x10 booth at the Expo			
<input type="checkbox"/> One complimentary 10x20 booth at the Expo			
<input type="checkbox"/> One additional complimentary conference registration			
<input type="checkbox"/> Platinum Sponsor	\$4,000	\$5,000	\$10,000
Select one:			
<input type="checkbox"/> One complimentary 10x10 booth at the Expo			
<input type="checkbox"/> One complimentary 10x20 booth at the Expo			
<input type="checkbox"/> One additional complimentary conference registration.			
<input type="checkbox"/> Gold Sponsor	\$ 3,500	\$4,500	\$9,000
Select one:			
<input type="checkbox"/> One complimentary 10x10 booth at the Expo			
<input type="checkbox"/> One additional complimentary conference registration.			
<input type="checkbox"/> Mobile App Sponsor	\$3,000	\$ 4,000	\$8,000
<input type="checkbox"/> Silver Sponsor	\$2,500	\$3,500	\$7,000

## New for 2020

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

<input type="checkbox"/> Commercial Opportunities during General Sessions	\$800	\$900	\$1,800
<input type="checkbox"/> Mobile App Banner Ad	\$ 700	\$800	\$1,600
<input type="checkbox"/> WIFI Sponsorship	\$2,000	\$2,100	\$4,200
<input type="checkbox"/> Room Drops	\$3,000	\$3,100	\$6,200

# Sponsor Commitment Form

## Sponsorship Eligibility

Sponsorship at the 2020 Engineering & Operations Technical 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 [Membership@PublicPower.org](mailto:Membership@PublicPower.org). Sponsors who cancel by February 2 are liable for 50% of the sponsorship fee. Sponsors who cancel after February 2 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.

## Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due February 28. 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](mailto:Membership@PublicPower.org)) **the completed sponsor commitment form.**

**If you're paying via check, please email** ([Membership@PublicPower.org](mailto: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

# Vendor Expo Fees

Please visit <https://s23.a2zinc.net/clients/appa/ea2020/Public/Enter.aspx> to reserve your booth.

	By March 8			After March 8		
	Elite Corporate Member	Corporate Member	Nonmember	Elite Corporate Member	Corporate Member	Nonmember
10x10 Booth	\$745	\$845	\$1,690	\$845	\$945	\$1,890
10x20 Booth	\$1,100	\$1,200	\$2,400	\$1,200	\$1,300	\$2,600

## Vendor Expo 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**



## Get additional exposure at the Public Power Lineworkers Rodeo

Come to Kansas City a little early to sponsor and exhibit at the 2020 Public Power Lineworkers Rodeo. Kansas City is the place for journeyman and apprentice lineworkers to compete for professional recognition and to learn about the latest safety products and services. For more information on this event and the opportunities that exist, please visit [www.PublicPower.org/Rodeo](http://www.PublicPower.org/Rodeo).



Powering Strong Communities

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