



REACH PUBLIC POWER DECISION MAKERS •

Be Seen.

Sponsor and exhibit at the
2020 Public Power Lineworkers Rodeo

500+ ELECTRIC SUPERINTENDENTS, LINEWORKERS, AND SAFETY PERSONNEL •
85+ UTILITIES • **25+** STATES

Indoor Vendor Expo during Rodeo Registration

April 17
Kansas City Convention
Center
Kansas City, Missouri

Outdoor Vendor Expo during Rodeo Competition

April 18
National Agriculture Center
& Hall of Fame
Bonner Springs, Kansas





REACH PUBLIC POWER DECISION-MAKERS •

500+

Electric Superintendents,
Lineworkers, and
Safety Personnel

85+

Utilities

25+

States

What is the Public Power Lineworkers Rodeo?

Hosted by Kansas City the 2020 Public Power Lineworkers Rodeo is the place for journeyman and apprentice lineworkers to compete for professional recognition and to learn about the latest safety products and services.



What is the American Public Power Association?

We are 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 and vendor, you'll:

- Interact with 500+ electric superintendents, lineworkers, and safety personnel.
- Create brand awareness with more than 85 utilities.
- Meet with decision-makers and influencers.
- Network with customers and prospects who need your products and services.
- Get a leg up on the competition.

Thank you 2019 sponsors!

PowerSecure





Get additional exposure at the Engineering & Operations Technical Conference

Extend your stay in Kansas City! Sponsor and exhibit at public power's Engineering & Operations Technical Conference, where you'll meet decision-makers who design, develop, and maintain the nation's electric system. Learn more at www.PublicPower.org/EandO.

Become a Corporate Associate Member

Corporate associate membership distinguishes your company as a supporter of public power. As a corporate associate member, you'll save money on sponsor and vendor fees and receive tangible benefits that get your company in front of the nation's 2,000 community-owned electric utilities. Visit www.PublicPower.org/Join for details.

Questions?

Contact Haley Herbst at 202.467.2944
or Hherbst@publicpower.org.



Lineworkers Rodeo Sponsor Opportunities

Signature Sponsor

Limited to one sponsor

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

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.
- 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 branded hotel key cards, distributed to all Rodeo participants
- Logo on the Rodeo competitors shirt
Must commit to sponsorship by January 18 to ensure inclusion.
- Logo on the Rodeo registration bags
Must commit to sponsorship by January 18 to ensure inclusion.
- Logo featured prominently on all Rodeo pages on www.PublicPower.org
- Logo on signs during Rodeo registration
- Logo and description in conference mobile app
- Logo featured in the onsite program
- Full-page ad (provided by sponsor) in the onsite program
- Exhibit table at the Indoor Vendor Expo
- Exhibit space (tent or trailer) at the Outdoor Vendor Expo
- Four VIP tickets to the Awards Banquet
- Recognition from the stage at the Awards Banquet
- First right of refusal for the 2021 Public Power Lineworkers Rodeo Signature Sponsorship

Competition 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.
- 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 Rodeo competitors shirt
Must commit to sponsorship by January 18 to ensure inclusion.
- Logo on the Rodeo registration bags
Must commit to sponsorship by January 18 to ensure inclusion.
- Logo on all Rodeo pages on www.PublicPower.org
- Logo on signs during Rodeo registration
- Logo and description in conference mobile app
- Logo in the onsite program
- Full-page ad (provided by sponsor) in the onsite program
- Exhibit table at the Indoor Vendor Expo
- Exhibit space (tent or trailer) at the Outdoor Vendor Expo
- Four VIP tickets for the Awards Banquet
- Recognition from the stage at the Awards Banquet

Awards Banquet 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.
- 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 with hyperlink on the Rodeo Events/Courses page on www.PublicPower.org
- Logo and description in conference mobile app
- Logo on signs at the Awards Banquet
- Logo on table signs at the Awards Banquet
- Logo in the onsite program
- Half-page ad (provided by sponsor) in the onsite program
- Exhibit table at the Indoor Vendor Expo
- Exhibit space (tent or trailer) at the Outdoor Vendor Expo
- One reserved table with eight tickets at the Awards Banquet
- Recognition from the stage at the Awards Banquet

Event Sponsor

Limited to one sponsor per event.

Elite Corporate Associate Member	\$1,500
Corporate Associate Member	\$2,500
Nonmember	\$5,000

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.
- 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 with hyperlink on the Rodeo Registration page on www.PublicPower.org
- Logo on sign at the event(s) you sponsor
- Logo and description in conference mobile app
- Logo in the onsite program
- Exhibit table at the Indoor Vendor Expo
- Exhibit space (tent or trailer) at the Outdoor Vendor Expo
- Two tickets to the Awards Banquet
- Recognition from the stage at the Awards Banquet

Indoor Vendor Expo During Rodeo Registration

Space will be assigned on a first-come, first-served basis. All exhibits and displays must fit on the 6' x 24" table provided. This is strictly a tabletop show.

When

April 17

Where

Kansas City Convention Center
Kansas City, Missouri

Expo Schedule

9:30 to 11:30 a.m.	Vendor setup*
11:30 a.m. to 2:00 p.m.	Expo
2:00 p.m.	Vendor teardown

* Lunch is not provided. Please be sure to pick up lunch prior to the expo opening.

Outdoor Vendor Expo During Rodeo Competition

When

April 18

Where

National Agriculture Center & Hall of Fame
Bonner Springs, Kansas

Expo Schedule

8 a.m. – 2 p.m.

Questions?

Contact Haley Herbst at 202.467.2944
Hherbst@publicpower.org

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	

Fees

	Elite Corporate Member	Corporate Member	Nonmember
<input type="checkbox"/> Signature Sponsor	\$ 6,000	\$7,000	\$14,000
We will provide a full-page ad for the onsite program	<input type="checkbox"/> Yes <input type="checkbox"/> No		
We want four VIP tickets for the Awards Banquet.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
We want a table at the Indoor Vendor Expo.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
We want space for one of the following at the Outdoor Vendor Expo:			
<input type="checkbox"/> A complimentary 10x10 tent provided by the Association			
<input type="checkbox"/> Our tent. Its dimensions are x _____			
<input type="checkbox"/> Our trailer. Its dimensions are x _____			
<input type="checkbox"/> We will need electricity: breaker size _____ voltage requirement _____			

If possible, please do not locate us near these companies

<input type="checkbox"/> Competition Sponsor	\$3,500	\$4,000	\$8,000
We will provide a full-page ad for the onsite program.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
We want four VIP tickets for the Awards Banquet.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
We want a table at the Indoor Vendor Expo.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
We want space for one of the following at the Outdoor Vendor Expo:			
<input type="checkbox"/> A complimentary 10x10 tent provided by the Association			
<input type="checkbox"/> Our tent. Its dimensions are x _____			
<input type="checkbox"/> Our trailer. Its dimensions are x _____			
<input type="checkbox"/> We will need electricity: breaker size _____ voltage requirement _____			

If possible, please do not locate us near these companies

Sponsor Commitment Form

☐ **Awards Banquet Sponsor** \$2,500 \$3,500 \$7,000

We will provide a half-page ad for the onsite program. ☐ Yes ☐ No

We want one reserved table with 8 tickets at the Awards Banquet. ☐ Yes ☐ No

We want a table at the Indoor Vendor Expo. ☐ Yes ☐ No

We want space for one of the following at the Outdoor Vendor Expo:

☐ A complimentary 10x10 tent provided by the Association

☐ Our tent. Its dimensions are x _____ ft. _____

☐ Our trailer. Its dimensions are x _____ ft. _____

☐ We will need electricity: breaker size _____ voltage requirement _____

If possible, please do not locate us near these companies

☐ **Event Sponsor** \$1,500 \$2,500 \$5,000

Please rank your top three event choices in order of preference:

_____ Journeyman 4kV Crossarm Change Out

_____ Apprentice 90-degree Crossarm Relocation

_____ Journeyman Hurtman Rescue Out

_____ Apprentice Double Dead-End Bell Change

_____ Journeyman Obstacle Course

_____ Apprentice Hurtman Rescue

_____ Journeyman Suspension Insulator Change Out

_____ Apprentice Pole Top Pin Change Out

_____ Journeyman Transformer Banking

_____ Apprentice Written Test

We want two complimentary tickets for the Awards Banquet ☐ Yes ☐ No

We want a table at the Indoor Vendor Expo. ☐ Yes ☐ No

We want space for one of the following at the Outdoor Vendor Expo:

☐ A complimentary 10x10 tent provided by the Association

☐ Our tent. Its dimensions are x _____

☐ Our trailer. Its dimensions are x _____

☐ We will need electricity: breaker size _____ voltage requirement _____

If possible, please do not locate us near these companies



Sponsor Commitment Form

Sponsorship Eligibility

Sponsorship at the 2020 Public Power Lineworkers Rodeo 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 March 1 are liable for 50% of the sponsorship fee. Sponsors who cancel after March 1 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.

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.

Representative-in-charge

Title

Signature

Date

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due March 1. 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 (HHerstb@PublicPower.org) the completed sponsor commitment form.

If you're paying via check, please email (HHerstb@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.



ELITE CORPORATE ASSOCIATE

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ii

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