

September 15 - 18  
2019

THE ACADEMY  
Business  
& Financial  
Conference  
Minneapolis, Minnesota

# STAND OUT.

SPONSOR THE  
**BUSINESS & FINANCIAL  
CONFERENCE.**

SEPTEMBER 15-18, 2019 • HYATT REGENCY MINNEAPOLIS  
MINNEAPOLIS, MINNESOTA

## REACH PUBLIC POWER DECISION-MAKERS

450+ UTILITY ACCOUNTING/FINANCE, HR & TRAINING, IT,  
PRICING/MARKET ANALYSIS MANAGERS AND EXECUTIVES  
150+ UTILITIES  
35+ STATES

**REACH PUBLIC POWER DECISION-MAKERS**



**450+**

UTILITY ACCOUNTING/FINANCE, HR & TRAINING, IT, PRICING/MARKET ANALYSIS MANAGERS AND EXECUTIVES

**150+**

UTILITIES



**35+**

STATES



# STAND OUT.

## **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.

## **WHAT IS THE BUSINESS & FINANCIAL CONFERENCE?**

It's public power's annual meeting for managers and senior executives in utility accounting and finance, customer accounting and services, human resources and training, information technology, and pricing and market analysis.

## **WHY SHOULD MY COMPANY PARTICIPATE?**

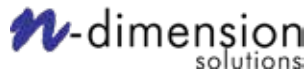
As a sponsor, you'll have access to and visibility with key public power decision-makers and decision-influencers. Conference sponsors receive many valuable branding and networking opportunities. From interactive breakout sessions to informal roundtables and receptions, you'll have many opportunities to spread the word about your products and services.



# THANK YOU TO OUR 2018 SPONSORS!



REALIZE THE POWER OF PARTNERSHIP™



## 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 leaders at the nation's 2,000 community-owned electric utilities. Learn more at [www.PublicPower.org/Join](http://www.PublicPower.org/Join).

### Questions?

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

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

## SPONSOR SHOWCASE SCHEDULE

### Sunday, September 15

1 to 4:30 p.m. Sponsor Set-up  
5 to 6:30 p.m. Attendee Welcome Reception with sponsors

### Monday, September 16

7 to 8 a.m. Attendee breakfast with sponsors  
8:45 to 9 a.m. Attendee refreshment break with sponsors  
10:15 to 10:30 a.m. Attendee refreshment break with sponsors  
3 to 3:15 p.m. Attendee refreshment break with sponsors

### Tuesday, September 17

7:30 to 8:30 a.m. Attendee breakfast with sponsors  
10 to 10:15 a.m. Attendee refreshment break with sponsors  
3 to 3:15 p.m. Attendee refreshment break with sponsors  
3:15 to 5 p.m. Sponsor Tear-down

## SPONSORSHIP LEVELS

# STAND OUT.

### SIGNATURE SPONSOR

#### Limited to one sponsor

ELITE CORPORATE ASSOCIATE MEMBER: **\$6,000**

CORPORATE ASSOCIATE MEMBER: **\$7,000**

NONMEMBER: **\$14,000**

#### Benefits

- Logo featured prominently on all Business & Financial Conference pages on [www.PublicPower.org](http://www.PublicPower.org)
- Opportunity to present a 25-minute session at the Industry Spotlight Series **NEW**
- Logo featured prominently in the conference marketing brochure  
*Commit by April 20 to ensure inclusion.*
- Logo on branded hotel key cards  
*Commit by July 1 to ensure inclusion.*
- Logo on the cover of the onsite conference program  
*Commit by August 13 to ensure inclusion.*
- Logo on all onsite conference signage
- Logo and company description in the conference mobile app
- 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 complimentary conference registrations, which enable your representatives to attend all conference sessions and social events
- One display table in the registration area throughout the conference
- One exhibit table at the Sponsor Showcase
- 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.
- Identifying sponsor ribbon on your representatives' name badges
- First right of refusal for 2019 Business & Financial Conference Signature Sponsorship

### DIAMOND SPONSOR

ELITE CORPORATE ASSOCIATE MEMBER: **\$4,500**

CORPORATE ASSOCIATE MEMBER: **\$5,500**

NONMEMBER: **\$11,000**

#### Benefits

- Logo on all Business & Financial Conference pages on [www.PublicPower.org](http://www.PublicPower.org)
- Opportunity to present a 25-minute session at the Industry Spotlight Series **NEW**
- Logo in the first conference marketing brochure  
*Commit by April 20 to ensure inclusion.*
- Logo in the onsite conference program  
*Commit by August 9 to ensure inclusion.*
- Logo on signs at the conference registration desk throughout the conference
- Logo and company description in the conference mobile app
- 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 complimentary conference registrations, which enable your representatives to attend all conference sessions and social events
- One display table in the registration area throughout the conference
- One exhibit table at the Sponsor Showcase
- 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.
- Identifying sponsor ribbon on your representatives' name badges

## SPONSORSHIP LEVELS

# STAND OUT.

### PLATINUM SPONSOR

ELITE CORPORATE ASSOCIATE MEMBER: **\$3,500**

CORPORATE ASSOCIATE MEMBER: **\$4,500**

NONMEMBER: **\$9,000**

#### Benefits

- Logo on the Business & Financial Conference Program page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the first conference marketing brochure  
*Commit by April 20 to ensure inclusion.*
- Logo in the onsite conference program  
*Commit by August 9 to ensure inclusion.*
- Logo on table tents at the Welcome Reception
- Logo on signs at the Welcome Reception
- Logo and company description in the conference mobile app
- 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 complimentary conference registrations, which enable your representatives to attend all conference sessions and social events
- One exhibit table at the Sponsor Showcase
- 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.
- 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

- Logo on the Business & Financial Conference Registration page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the first conference marketing brochure  
*Commit by April 20 to ensure inclusion.*
- Logo in the onsite conference program  
*Commit by August 9 to ensure inclusion.*
- Logo on the conference mobile app splash screen
- Logo and company description in the conference mobile app
- 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 complimentary conference registration, which enables your representative to attend all conference sessions and social events
- One exhibit table at the Sponsor Showcase
- 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.
- Identifying sponsor ribbon on your representatives' name badges

### SILVER SPONSOR

ELITE CORPORATE ASSOCIATE MEMBER: **\$2,000**

CORPORATE ASSOCIATE MEMBER: **\$3,000**

NONMEMBER: **\$6,000**

#### Benefits

- Logo on the Business & Financial Conference Hotel page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo in the first conference marketing brochure  
*Commit by April 20 to ensure inclusion.*
- Logo in the onsite conference program  
*Commit by August 9 to ensure inclusion.*
- Logo on signs during the refreshment breaks
- Logo and company description in the conference mobile app
- 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 complimentary conference registration, which enables your representative to attend all conference sessions and social events
- One exhibit table at the Sponsor Showcase
- 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.
- Identifying sponsor ribbon on your representatives' name badges

# SPONSOR COMMITMENT FORM

## 2019 BUSINESS & FINANCIAL CONFERENCE

SEPTEMBER 15 - 18, 2019 ● MINNEAPOLIS, MINNESOTA



AMERICAN PUBLIC  
POWER ASSOCIATION

### 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

- |  |         |         |          |
|--|---------|---------|----------|
| <input type="checkbox"/> <b>Signature Sponsor (7727)</b><br>We want a display table in the registration area <input type="checkbox"/> Yes <input type="checkbox"/> No<br>We want an exhibit table at the Sponsor Showcase <input type="checkbox"/> Yes <input type="checkbox"/> No | \$6,000 | \$7,000 | \$14,000 |
| <input type="checkbox"/> <b>Diamond Sponsor (7728)</b><br>We want a display table in the registration area <input type="checkbox"/> Yes <input type="checkbox"/> No<br>We want an exhibit table at the Sponsor Showcase <input type="checkbox"/> Yes <input type="checkbox"/> No   | \$4,500 | \$5,500 | \$11,000 |
| <input type="checkbox"/> <b>Platinum Sponsor (7729)</b><br>We want an exhibit table at the Sponsor Showcase <input type="checkbox"/> Yes <input type="checkbox"/> No   | \$3,500 | \$4,500 | \$9,000  |
| <input type="checkbox"/> <b>Mobile App Sponsor (7730)</b><br>We want an exhibit table at the Sponsor Showcase <input type="checkbox"/> Yes <input type="checkbox"/> No   | \$3,000 | \$4,000 | \$8,000  |
| <input type="checkbox"/> <b>Silver Sponsor (7731)</b><br>We want an exhibit table at the Sponsor Showcase <input type="checkbox"/> Yes <input type="checkbox"/> No   | \$2,000 | \$3,000 | \$6,000  |

If possible, please do not locate my exhibit table near these companies: \_\_\_\_\_  
 \_\_\_\_\_

# SPONSOR COMMITMENT FORM

## 2019 BUSINESS & FINANCIAL CONFERENCE

SEPTEMBER 15 - 18, 2019 • MINNEAPOLIS, MINNESOTA

**THE  
ACADEMY**

AMERICAN PUBLIC  
POWER ASSOCIATION

### Sponsorship Eligibility

Sponsorship at the 2019 Business & Financial 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 emailed to [Membership@PublicPower.org](mailto:Membership@PublicPower.org). Sponsors who cancel by July 20 will be liable for 50% of the sponsorship fee. Sponsors who cancel after July 20 will be liable for 100% of the sponsorship fee. If 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 August 16. 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

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