

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION



Sponsor the Business
& Financial Conference.

SEPTEMBER 19 - 22
DENVER, COLORADO

Reach 450+ Public Power Leaders in:

- Accounting & Finance
- Customer Accounting & Services
- Human Resources
- Information Technology
- Pricing & Market Analysis
- Risk Management & Insurance

AMERICAN PUBLIC
POWER ASSOCIATION

September 19 - 22
2021

THE ACADEMY

Business & Financial Conference

Denver, Colorado



What is the American Public Power Association (APPA)?

APPA is 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?

The Business & Financial Conference is the premier meeting for public power managers and senior executives in utility accounting and finance, customer accounting and services, human resources and training, information technology, pricing and market analysis, and risk management and insurance. As a sponsor, you'll have access to and visibility with key public power decision-makers and decision-influencers. You'll enjoy many valuable branding and networking opportunities and have many opportunities to spread the word about your products and services.

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. Learn more at PublicPower.org>Join.

Questions on sponsorship & membership?

Pamela Cowen, 202-467-2903; Membership@PublicPower.org.

Is there an expo I can participate in?

The only way to secure a spot in the Sponsor Showcase is through sponsorship.

The Showcase will be open throughout the conference to schedule individual appointments or engage drop-in visitors. You will enjoy dedicated time with public power leaders as noted below.

Sunday, September 19

Showcase set-up: 12 to 4 p.m.

Showcase open during reception: 5 to 6:30 p.m.

Monday, September 20

Showcase open during breakfast: 7 to 8 a.m.

Showcase open during break: 10:30 to 10:45 a.m.

Showcase open during break: 2:45 to 3:15 p.m.

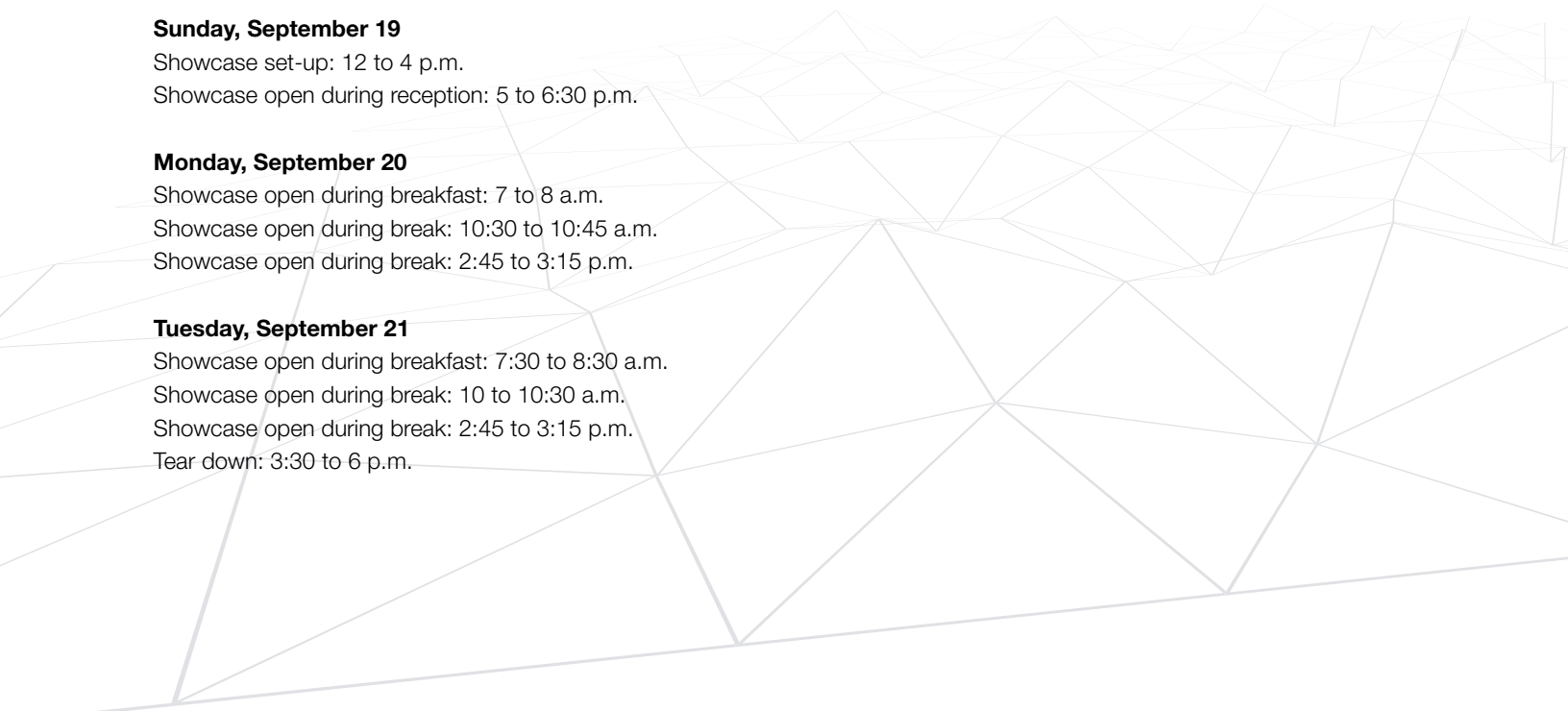
Tuesday, September 21

Showcase open during breakfast: 7:30 to 8:30 a.m.

Showcase open during break: 10 to 10:30 a.m.

Showcase open during break: 2:45 to 3:15 p.m.

Tear down: 3:30 to 6 p.m.





2021 Business & Financial Conference Sponsorship Opportunities

Signature Sponsor

Elite Corporate Associate Member \$8,000
Corporate Associate Member \$9,000
Nonmember \$18,000

Three sponsor limit; one sponsor per general session. Must commit and provide video by August 1 to guarantee benefits.

- One-minute video (provided by you) shown at one of three general sessions.
- Two minutes to introduce your company to attendees at the beginning of a concurrent session.
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the conference hotel. 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:
 - on conference website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in conference mobile app
 - in printed program
 - on conference signage
 - on sign at your sponsored session
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers without prior consent.
- Four conference registrations



Networking Sponsor

Two sponsor limit. Must commit and provide speaker information by August 1 to guarantee benefits.

Elite Associate Member: \$7,000

Associate Member: \$8,000

Nonmember: \$16,000

- Logo featured prominently during the Tuesday evening reception
- Logo on cocktail napkins at all breakfasts and breaks
- Two minutes to introduce your company to attendees at the beginning of a concurrent session
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the conference hotel. 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:
 - on conference website
 - in marketing emails (starting two weeks after your commitment)
 - in attendee logistics emails
 - in conference mobile app
 - in printed program
 - on sign at your sponsored session
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers without prior consent.
- Three conference registrations

Public Power Champion

One sponsor limit. Must commit and provide speaker information by August 1 to guarantee benefits.

Elite Associate Member: \$5,000

Associate Member: \$6,000

Nonmember: \$12,000

- Logo on branded hotel keycards
- Two minutes to introduce your company to attendees at the beginning of a concurrent session
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the conference hotel. 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:
 - on conference website
 - in conference mobile app
 - in printed program
 - on sign at your sponsored session
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers without prior consent.
- Two conference registrations



Public Power Advocate

Ten sponsor limit. Must commit and provide speaker information by August 1 to guarantee benefits.

Elite Associate Member: \$4,000

Associate Member: \$5,000

Nonmember: \$10,000

- Two minutes to introduce your company to attendees at the beginning of a concurrent session
- Sponsor Showcase display space (6 ft' table, two chairs, and waste basket). All display items must fit on the table.
- Opportunity to host a hospitality event in the conference hotel. 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:
 - on conference website
 - in conference mobile app
 - in printed program
 - on sign at your sponsored session
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers without prior consent.
- Two conference registrations

Public Power Supporter

Must commit and provide speaker information by August 1 to guarantee benefits.

Elite Associate Member: \$2,500

Associate Member: \$3,500

Nonmember: \$7,000

- Two minutes to introduce your company to attendees at the beginning of a concurrent session
- Opportunity to host a hospitality event in the conference hotel. 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:
 - on conference website
 - in conference mobile app
 - in printed program
 - on sign at your sponsored session
- Pre- and post-meeting attendee lists in Excel. (Name, title, organization, U.S. postal address). Association policy prevents the sharing of attendee emails and phone numbers without prior consent.
- One conference registration

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 Associate | Corporate Associate | Nonmember |
|---|----------------------------------|----------------------------|------------------|
| <input type="checkbox"/> Signature Sponsor | \$8,000 | \$9,000 | \$18,000 |
| Do you want the Sponsor Showcase table included with your sponsorship? Yes___ No___. If yes, please list competitors and we'll do our best to keep you separated): _____. | | | |
| <input type="checkbox"/> Networking Sponsor | \$7,000 | \$8,000 | \$16,000 |
| Do you want the Sponsor Showcase table included with your sponsorship? Yes___ No___. If yes, please list competitors and we'll do our best to keep you separated): _____. | | | |
| <input type="checkbox"/> Public Power Champion | \$5,000 | \$6,000 | \$12,000 |
| Do you want the Sponsor Showcase table included with your sponsorship? Yes___ No___. If yes, please list competitors and we'll do our best to keep you separated): _____. | | | |
| <input type="checkbox"/> Public Power Advocate | \$4,000 | \$5,000 | \$10,000 |
| Do you want the Sponsor Showcase table included with your sponsorship? Yes___ No___. If yes, please list competitors and we'll do our best to keep you separated): _____. | | | |
| <input type="checkbox"/> Public Power Supporter | \$2,500 | \$3,500 | \$7,000 |

Sponsor Commitment Form

Sponsorship Eligibility

Sponsorship of the 2021 Business & Financial Conference is only for those entities that offer products and services to electric 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. Sponsors who cancel by July 23 will be liable for 50% of the sponsorship fee. Sponsors who cancel after July 23 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.

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 August 20. 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 APPA 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 APPA 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 APPA 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



Powering Strong Communities

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