

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

REACH PUBLIC POWER DECISION-MAKERS •

## Stand Out.

Sponsor the Customer Connections  
Conference.

**400+** CUSTOMER SERVICE, ENERGY SERVICES, KEY ACCOUNTS, MARKETING, COMMUNICATIONS,  
PUBLIC RELATIONS PROFESSIONALS • **135+** UTILITIES • **40+** STATES

The Ritz Carlton New Orleans ○ New Orleans, Louisiana

## Expanded Sponsor Benefits!

October 27 - 30  
2019

THE ACADEMY

# Customer Connections Conference

New Orleans, Louisiana

REACH PUBLIC POWER DECISION-MAKERS •

400

Customer service,  
energy services,  
key accounts, marketing,  
communications,  
public relations  
professionals

150+

Utilities

35+

States

## What is the Customer Connections Conference?

It's public power's annual meeting for 400+ senior utility professionals in customer service, energy services, key accounts, marketing, communications, and public relations.





## 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?

As a sponsor, you'll have access to and visibility with key public power decision makers and 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!



**APOGEE**  
INTERACTIVE  
Your Trusted Partner in Customer Engagement



GRIDLI  NCE<sup>®</sup>



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.

Questions?

**Sponsorship & Membership**  
HHerbst@PublicPower.org

**Speaking Opportunities**  
EducationInfo@PublicPower.org

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





## Sponsor Showcase Schedule

### Sunday, October 27

2 to 4:30 p.m.

Sponsor Setup

5 to 7 p.m.

Welcome Reception/Sponsor Showcase

### Monday, October 28

7 to 8 a.m.

Attendee Breakfast/Sponsor Showcase

9 to 9:30 a.m.

Attendee Refreshment Break/Sponsor Showcase

10:30 to 10:45 a.m.

Attendee Refreshment Break/Sponsor Showcase

2:45 to 3:15 p.m.

Attendee Refreshment Break/Sponsor Showcase

### Tuesday, October 29

7:30 to 9 a.m.

Attendee Breakfast/Sponsor Showcase

10 to 10:30 a.m.

Attendee Refreshment Break/Sponsor Showcase

2:45 to 3:15 p.m.

Attendee Refreshment Break/Sponsor Showcase

3:15 to 5 p.m.

Sponsor Teardown



# 2019 Customer Connections Sponsorship Opportunities

## Signature Sponsor

Limited to one sponsor

Elite Corporate Associate Member: \$5,000

Corporate Associate Member: \$6,000

Nonmember: \$12,000

### Benefits

- **NEW** Opportunity to introduce and speak briefly at one concurrent session
- Logo featured prominently on all Customer Connections Conference pages on [www.PublicPower.org](http://www.PublicPower.org)
- Logo featured prominently in the conference marketing brochure  
Commit by June 14 to ensure inclusion.
- Logo on branded hotel key cards  
Commit by July 6 to ensure inclusion.
- Logo on the cover of the conference onsite program  
Commit by September 13 to ensure inclusion.
- Logo on all onsite conference signage
- Logo and description in 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 display table in the registration area throughout conference
- One exhibit table at the Sponsor Showcase
- Opportunity to host a hospitality event in the conference headquarters 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.*
- Five conference registrations, which enable your representatives to attend all conference sessions and social events
- Identifying sponsor ribbon on your representatives' name badges
- First right of refusal for the Customer Connections Conference 2020 Signature Sponsorship

## Diamond Sponsor

Elite Corporate Associate Member: \$4,000  
Corporate Associate Member: \$5,000  
Nonmember: \$10,000

### Benefits

- **NEW** Opportunity to introduce and speak briefly at one concurrent session
- Logo on all Customer Connections Conference pages on [www.PublicPower.org](http://www.PublicPower.org)
- 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.*
- 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 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.*
- Four conference registrations, which enable your representatives to attend all conference sessions and social events
- Identifying sponsor ribbon on your representatives' nametags

## Platinum Sponsor

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

### Benefits

- Logo on the Customer Connections Conference Program page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo and company description in the conference mobile app
- Logo on table signs at the Tuesday evening Reception
- Logo on signs during at the Tuesday evening Reception
- 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 exhibit table at the Sponsor Showcase
- Opportunity to host a hospitality event in the conference headquarters 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.*
- Three conference registrations, which enable your representatives to attend all conference sessions and social events
- Identifying sponsor ribbon on your representatives' nametags



# 2019 Customer Connections Sponsorship Opportunities

## Gold Sponsor

Elite Corporate Associate Member: \$3,000

Corporate Associate Member: \$4,000

Nonmember: \$8,000

### Benefits

- Logo on the Customer Connections Conference Registration page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo and company description in the conference mobile app
- Logo on signs at the Welcome Reception
- 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 exhibit table at the Sponsor Showcase
- Opportunity to host a hospitality event in the conference headquarters 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.*
- Two conference registrations, which enable your representatives to attend all conference sessions and social events
- Identifying sponsor ribbon on your representatives' nametags

## Silver Sponsor

Elite Corporate Associate Member: \$2,000

Corporate Associate Member: \$3,000

Nonmember: \$6,000

### Benefits

- Logo on the Customer Connections Conference Hotel page on [www.PublicPower.org](http://www.PublicPower.org)
- Logo and company description in the conference mobile app
- Logo on signs at the refreshment breaks
- 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 exhibit table at the Sponsor Showcase
- Opportunity to host a hospitality event in the conference headquarters 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.*
- One conference registration, which enables your representative to attend all conference sessions and social events
- Identifying sponsor ribbon on your representatives' name badges



## 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 (7782)	\$5,000	\$6,000	\$12,000
We want a display table in the registration area all week	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
We want an exhibit table at the Sponsor Showcase	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
<input type="checkbox"/> Diamond Sponsor (7783)	\$ 4,000	\$ 5,000	\$10,000
We want a display table in the registration area all week	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
We want an exhibit table at the Sponsor Showcase	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
<input type="checkbox"/> Platinum Sponsor (7784)	\$ 3,500	\$ 4,500	\$9,000
We want an exhibit table at the Sponsor Showcase	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
<input type="checkbox"/> Gold Sponsor (7785)	\$ 3,000	\$ 4,000	\$8,000
We want an exhibit table at the Sponsor Showcase	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
<input type="checkbox"/> Silver Sponsor (7787)	\$ 2,000	\$ 3,000	\$6,000
We want an exhibit table at the Sponsor Showcase	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

### New for 2019

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

<input type="checkbox"/> Commercial Opportunities during General Sessions	\$500	\$600	\$1,200
<input type="checkbox"/> Mobile App Banner Ad	\$ 600	\$700	\$1,400
<input type="checkbox"/> WIFI Sponsorship	\$1,000	\$1,100	\$2,200

## Sponsor Commitment Form

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

### Sponsorship Eligibility

Sponsorship at the American Public Power Association 2019 Customer Connections Conference is only for those entities that offer products and services to electricity and telecommunications utilities. The 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 September 7 will be liable for 50% of the sponsorship fee. Sponsors who cancel after September 7 will be 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 at upon commitment. Full payment is due October 5. 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







ELITE CORPORATE ASSOCIATE

Powering Strong Communities

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