

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!



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.



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
- 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
- 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
- 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
- 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
- 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

	Elite Corporate Associate	Corporate Associate	Nonmember
<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. 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.

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) **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



ELITE CORPORATE ASSOCIATE

Powering Strong Communities

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