

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

REACH PUBLIC POWER DECISION-MAKERS

Get noticed.

Sponsor the Legal & Regulatory
Virtual Conference.

OCTOBER 13-14, 2020

Reach Public Power Decision-Makers

- Attorneys
- Regulatory affairs specialists
- Compliance officers
- Senior- and mid-level utility managers
- Policymakers



What is the Legal & Regulatory Virtual Conference?

While we can't meet in person this year, APPA is bringing together attorneys (both in-house and outside counsel) who represent municipal electric utilities, as well as senior and middle utility managers and elected and appointed officials who oversee utility policy. It covers various legal issues in addition to assisting utilities with navigating the regulations handed down by regulatory commissions.



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 decision-makers and decision-influencers in the public power industry. Sponsorship of this event is an excellent marketing opportunity for law and consulting firms.



Thank you 2019 sponsors!

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Virtual Happy Hour Cocktail Experience & Swag Sponsor

Elite Associate Member: \$7,500

Associate Member: \$8,500

Nonmember: \$17,000

1 sponsor limit. Must commit by September 11.

Benefits

- Five-minute speaking opportunity to welcome attendees to the happy hour and to introduce them to your company
- Opportunity to share one or two-PowerPoint slides during your welcome
- Logo on theme-appropriate swag sent to the first 100 conference attendees prior to the conference
- Logo featured prominently on the conference homepage on www.PublicPower.org
- Logo featured prominently in conference marketing emails
- Logo featured prominently in attendee logistics and follow-up emails
- Logo featured prominently on event promotional slides throughout the day of the happy hour
- Logo and company profile featured in the conference mobile app
- 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.
- Four complimentary conference registrations

Snack Box Sponsor

Elite Associate Member: \$6,500

Associate Member: \$7,500

Nonmember: \$15,000

1 sponsor limit. Must commit by September 25.

Benefits

- Logo on snack box order page. A link to this page will be distributed to the first 100 conference registrants prior to the conference, so they can choose the items for their snack box
- Logo included on note in snack boxes. APPA will design the note for your approval.
- Logo featured prominently on the conference homepage on www.PublicPower.org
- Logo featured prominently in conference marketing emails
- Logo featured prominently in attendee logistics and follow-up emails
- Logo featured prominently on event promotional slides throughout the day of the happy hour
- Logo and company profile featured in the conference mobile app
- 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.
- Two complimentary conference registrations

Session Sponsor

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

Must sign up by September 25 to introduce a session.

Benefits

- Brief (2-3 minute) introduction of your company (including 1-2 PowerPoint slides) and session speakers during sponsored breakout session
- Logo featured on the conference homepage on PublicPower.org
- Logo in the attendee logistics and evaluation emails
- Logo featured on general and breakout sessions cover slides, which are visible prior to each session, during opening remarks, and while viewing session recordings
- Logo and company profile featured in the conference mobile app
- Opportunity to include a link to one piece of marketing collateral in the attendee logistics email. Item is subject to Association approval.
- 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.*
- Two complimentary conference registrations

Supporting Sponsor

Elite Corporate Associate Member \$2,000
Corporate Associate Member \$3,000
Nonmember \$6,000

Benefits

- Logo featured on the conference homepage on PublicPower.org
- Logo featured on general session cover slides, which are visible prior to each session, during opening remarks, and while viewing session recordings
- Logo and company profile featured in the conference mobile app
- 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.*
- One complimentary 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 _____

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

	Elite Corporate Associate	Corporate Associate	Nonmember
<input type="checkbox"/> Virtual Happy Hour Cocktail Experience & Swag Sponsor	\$7,500	\$8,500	\$17,000
<input type="checkbox"/> Snack Box Sponsor	\$6,500	\$7,500	\$15,000
<input type="checkbox"/> Session Sponsor	\$4,000	\$5,000	\$10,000
<input type="checkbox"/> Supporting Sponsor	\$2,000	\$3,000	\$6,000

Sponsor Commitment Form

Sponsorship Eligibility

Sponsorship of the 2020 Legal & Regulatory Virtual 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 September 1 will be liable for 50% of the sponsorship fee. Sponsors who cancel after September 1 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 September 15. 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.

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due September 15. 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



Powering Strong Communities

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