

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

**Be Seen.**

Sponsor the  
Business Intelligence  
and Data Analytics  
Workshop

May 19 – 20 • Virtual

AMERICAN PUBLIC  
POWER ASSOCIATION

May 19 - 20  
2020

THE ACADEMY

# Business Intelligence and Data Analytics Workshop

Virtual



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## What is the Business Intelligence and Data Analytics Workshop?

This workshop is designed to allow all levels of utility professionals to engage in, and benefit from, the insight data provides to utilities — from operations to management and everywhere in between.



## 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 sponsor this event?

By sponsoring the Business Intelligence and Data Analytics Workshop, your company will gain exposure with an exclusive group of utility leaders.

## 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 Elite membership gives you with extensive branding and networking opportunities. Learn more at [www.PublicPower.org](http://www.PublicPower.org)>Join.

## Virtual Event Sponsor

Elite Associate Member	\$1,500
Associate Member	\$1,600
Nonmember	\$3,000

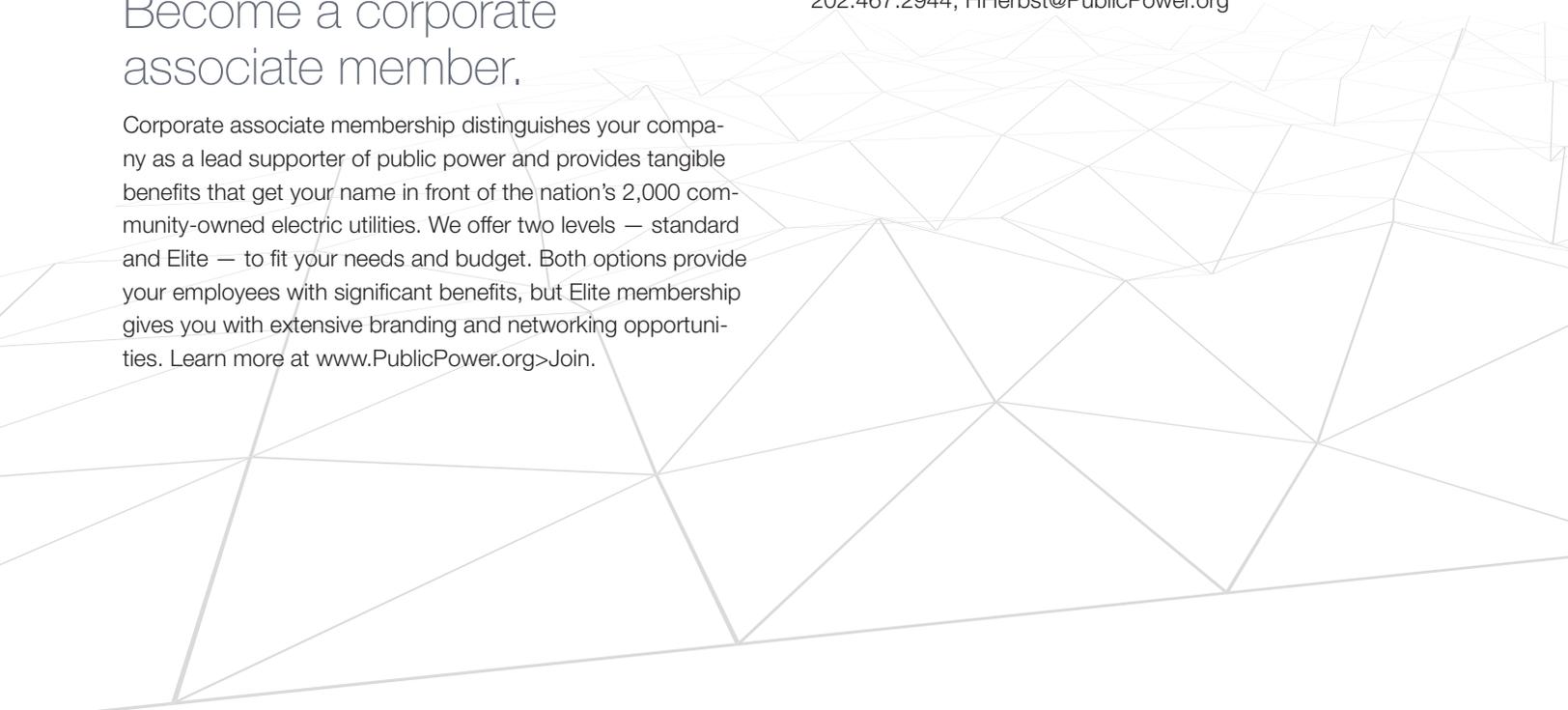
### Benefits

- Opportunity to participate in a brief speaking engagement
- Logo featured on the Business Intelligence and Data Analytics Workshop pages on [www.PublicPower.org](http://www.PublicPower.org)
- Logo on a dedicated slide during presentation
- Logo in the evaluation email
- Opportunity to include a link to one piece of marketing collateral in the attendee logistics. Item is subject to Association approval.
- Pre- and post-roundtable attendee lists in Excel. Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee emails and phone numbers.

## Questions?

### Sponsorship

Haley Herbst  
202.467.2944; [HHerbst@PublicPower.org](mailto:HHerbst@PublicPower.org)



# 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.

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Representative-in-charge

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Title Company

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Address

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City State Zip

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Telephone Email address

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Web address

	<b>Elite Corporate Associate Member</b>	<b>Corporate Associate Member</b>	<b>Nonmember</b>
<input type="checkbox"/> Virtual Event Sponsor	\$1,500	\$1,600	\$3,000

## 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 I am authorizing the American Public Power Association to send information to my organization about upcoming events, programs, and services via these means.

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Representative-in-charge

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Title

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Signature Date

## Sponsorship Eligibility

Sponsorship at the 2020 Business Intelligence and Data Analytics Workshop 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 made in writing to Haley Herbst at [HHerbst@PublicPower.org](mailto:HHerbst@PublicPower.org). Sponsors who cancel by April 1 are liable for 50% of the sponsorship fee. Sponsors who cancel after April 1 are 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.





80 Years of Powering Strong Communities

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