

# THE ACADEMY

AMERICAN PUBLIC  
POWER ASSOCIATION

**Get noticed.**

Sponsor the Cybersecurity Virtual Summit

CO-HOST



**NOVEMBER 16-17**

**Reach Public Power, Coop, and IOU Decision-Makers!**

- General managers/CEOs
- Security officers
- IT, OT managers
- Policy, operations, communications executives
- Mayors, board/city council members



## What is the Cybersecurity Virtual Summit?

APPA and E-ISAC are bringing together public power, coop, and IOU cybersecurity professionals, general managers/CEOs, senior utility executives, senior operations executives, and IT/OT managers to learn and discuss the latest cybersecurity practices, trends, and technologies.



## What is the American Public Power Association?

The American Public Power Association 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 support this event?

As a summit sponsor, you'll receive valuable networking and branding opportunities to ensure that electric utility executives know your company and that they can count on you to help them navigate future challenges and opportunities.



## What is the Electricity Information Sharing and Analysis Center (E-ISAC)?

The Electricity Information Sharing and Analysis Center (E-ISAC) gathers and analyzes security data, shares appropriate data with stakeholders, coordinates incident management, and communicates mitigation strategies with stakeholders. The E-ISAC, in collaboration with the Department of Energy (DOE) and the Electricity Subsector Coordinating Council (ESCC), serves as the primary security communications channel for the electric industry and enhances industry's ability to prepare for and respond to cyber and physical threats, vulnerabilities, and incidents. The E-ISAC is operated by NERC and is organizationally isolated from NERC's enforcement processes.





# 2020 Cybersecurity Virtual Summit Sponsorship Opportunities

## Virtual Happy Hour Experience & Swag Sponsor

Elite Associate Member: \$8,500

Associate Member: \$9,500

Nonmember: \$19,000

*1 sponsor limit. Must commit by October 26.*

### Benefits

- Five-minute speaking opportunity to welcome attendees to the happy hour and to introduce your company to them
- 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](http://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
- 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

## Opening Keynote Sponsor

**Presenters: Joy Ditto, President & CEO APPA, and Jim Robb, North American Electric Reliability Corporation\***

Elite Corporate Associate Member: \$6,000

Corporate Associate Member: \$6,500

Nonmember: \$13,000

*\*NERC/E-ISAC will not/does not endorse the sponsor's products/services. Jim Robb and his participation are not related in any way to the sponsor.*

*1 sponsor limit. Must sign up by October 15.*

### Benefits

- Verbal recognition of your sponsorship and company prior to the keynote
- Logo on slide during verbal recognition
- Logo featured on the summit homepage on PublicPower.org
- Logo in conference marketing emails
- Logo in attendee logistics and follow-up emails
- Logo on sponsor recognition slide featured throughout the summit
- Pre- and post-summit attendee lists in Excel. *Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee emails and phone numbers.*
- Three complimentary conference registrations

## Tuesday Morning Keynote Sponsor

**Presenter: Manny Cancel, Senior Vice President and CEO E-ISAC, North American Electric Reliability Corporation\***

Elite Corporate Associate Member: \$6,000

Corporate Associate Member: \$6,500

Nonmember: \$13,000

*\*NERC/E-ISAC will not/does not endorse the sponsor's products/services. Manny Cancel and his participation are not related in any way to the sponsor.*

*1 sponsor limit. Must sign up by October 15.*

### Benefits

- Verbal recognition of your sponsorship and company prior to the keynote
- Logo on slide during verbal recognition
- Logo featured on the summit homepage on PublicPower.org
- Logo in conference marketing emails
- Logo in attendee logistics and follow-up emails
- Logo on sponsor recognition slide featured throughout the summit
- Pre- and post-summit attendee lists in Excel. *Name, title, organization, U.S. postal address. Association policy prevents the sharing of attendee emails and phone numbers.*
- Three complimentary conference registrations

## Cybersecurity Lightning Round Sponsor

Elite Corporate Associate Member: \$4,000

Corporate Associate Member: \$4,500

Nonmember: \$9,000

*15 sponsor limit. Must sign up by October 15 to guarantee vendor demo presentation.*

### Benefits

- Opportunity to provide a five-minute demo of your products and services and how they can help public power utilities during the Cybersecurity Lightning Round Vendor Demos. You will have the opportunity to share PowerPoint slides or other screen sharing during your demonstration time (subject to APPA approval).
- Logo featured on the summit homepage on PublicPower.org
- Logo in conference marketing emails
- Logo in attendee logistics and follow-up emails
- Logo on sponsor recognition slide featured throughout the event
- Pre- and post-summit 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: \$3,000

Corporate Associate Member: \$3,500

Nonmember: \$7,000

*6 sponsor limit sign up by October 15 to guarantee session introduction.*

### Benefits

- Brief (1-2 minute) introduction of your company (including 1-2 PowerPoint slides) and session speakers during sponsored breakout session
- Logo featured on the summit homepage on PublicPower.org
- Logo in attendee logistics and follow-up emails
- Logo on sponsor recognition slide featured throughout the event
- Pre- and post-summit 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

## Supporting Sponsor

Elite Corporate Associate Member \$2,000  
Corporate Associate Member \$2,500  
Nonmember \$5,000

### Benefits

- Logo featured on the conference homepage on PublicPower.org
- Logo on sponsor recognition slide featured throughout the event
- 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.

## 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 [www.PublicPower.org](http://www.PublicPower.org)>Join.

## Questions on sponsorship & membership?

Pamela Cowen, 202-467-2903; [Membership@PublicPower.org](mailto:Membership@PublicPower.org)

## Sponsor Commitment Form (page 1)

### 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: \_\_\_\_\_

|  | <b>Elite Corporate Associate</b> | <b>Corporate Associate</b> | <b>Nonmember</b> |
|--|----------------------------------|----------------------------|------------------|
| <input type="checkbox"/> Happy Hour Experience & Swag Sponsor  | \$8,500                          | \$9,500                    | \$19,000         |
| <input type="checkbox"/> Opening Keynote Sponsor               | \$6,000                          | \$6,500                    | \$13,000         |
| <input type="checkbox"/> Tuesday Morning Keynote Sponsor       | \$6,000                          | \$6,500                    | \$13,000         |
| <input type="checkbox"/> Cybersecurity Lightning Round Sponsor | \$4,000                          | \$4,500                    | \$9,000          |
| <input type="checkbox"/> Session Sponsor                       | \$3,000                          | \$3,500                    | \$7,000          |
| <input type="checkbox"/> Supporting Sponsor                    | \$2,000                          | \$2,500                    | \$5,000          |



## Sponsor Commitment Form (page 2)

### Sponsorship Eligibility

Sponsorship of the 2020 Cybersecurity Virtual Summit 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 these events.

### 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 October 5 will be liable for 50% of the sponsorship fee. Sponsors who cancel after October 5 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 upon commitment. Full payment must be received by October 19. All fees to be paid in U.S. funds. To qualify for the member rate on sponsorships, the sponsoring company must be an associate member. Individual associate 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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