

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

REACH PUBLIC POWER DECISION MAKERS •

Be Seen.
Sponsor the CEO Roundtable

75+ UTILITY CEOS AND SENIOR EXECUTIVES • **55+** UTILITIES • **30+** STATES

Arizona Biltmore

April 5 – 7 ○ Phoenix, Arizona

AMERICAN PUBLIC
POWER ASSOCIATION

April 05 – 07

2020

THE ACADEMY

CEO Roundtable

Phoenix, Arizona

REACH PUBLIC POWER DECISION-MAKERS •

75+

Utility CEOs and
Senior Executives

55+

Utilities

30+

States



What is the CEO Roundtable?

It's public power's annual gathering of top executives who meet to exchange ideas and information with their peers. Registration is limited to public power CEOs and senior executives to facilitate productive discussion. Learn more at www.PublicPower.org/CEORoundtable.



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 CEO Roundtable, your company will gain exposure with an exclusive group of top-level decision-makers.



CEO Roundtable Sponsor Opportunities

CEO Roundtable Signature Sponsor

Limited to one sponsor

Elite Associate Member: \$6,000

Associate Member: \$7,000

Nonmember: \$10,500

Benefits

- One conference registration ***NEW***
Please note: Roundtable discussions and sessions on sensitive issues will be open to utility members only.
- One tabletop display in the Registration Area ***NEW***
- Logo featured prominently on all CEO Roundtable pages on www.PublicPower.org
- Logo on branded hotel key cards
Commit by February 1 to ensure inclusion.
- Logo featured prominently in the roundtable marketing brochure
Commit by November 29 to ensure inclusion in the first mailing and by January 17 in the second mailing.
- Logo featured prominently in the onsite program
Commit by February 28 to ensure inclusion.
- Logo on a dedicated sign at the registration desk throughout the duration of the roundtable
- Logo in marketing emails
- Logo in the evaluation email
- Opportunity to include one piece of marketing collateral in the attendee folders
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.
- First right of refusal for 2021 CEO Roundtable Signature Sponsorship

CEO Roundtable Diamond Sponsor

Elite Associate Member:	\$3,500
Associate Member:	\$4,500
Nonmember:	\$8,000

Benefits

- One conference registration ***NEW***
Please note: Roundtable discussions and sessions on sensitive issues will be open to utility members only.
- One tabletop display in the Registration Area ***NEW***
- Logo on the CEO Roundtable agenda/registration page on www.PublicPower.org
- Logo featured prominently in the roundtable marketing brochure
Commit by November 29 to ensure inclusion in the first mailing and by January 17 in the second mailing.
- Logo featured prominently in the onsite program
Commit by February 28 to ensure inclusion.
- Logo on a sign with other supporting sponsors at the registration desk throughout the duration of the roundtable
- Logo in marketing emails
- Logo in the evaluation email
- Opportunity to include one piece of marketing collateral in the attendee folders
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.

CEO Roundtable Platinum Sponsor

Elite Associate Member:	\$3,000
Associate Member:	\$4,000
Nonmember:	\$7,500

Benefits

- Logo on the CEO Roundtable agenda/registration page on www.PublicPower.org
- Logo featured prominently in the roundtable marketing brochure
Commit by November 29 to ensure inclusion in the first mailing and by January 17 in the second mailing.
- Logo featured prominently in the onsite program
Commit by February 28 to ensure inclusion.
- Logo on a sign with other supporting sponsors at the registration desk throughout the duration of the roundtable
- Logo in marketing emails
- Logo in the evaluation email
- Opportunity to include one piece of marketing collateral in the attendee folders
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.



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/Join.

Questions?

Sponsorship & Membership

Haley Herbst — 202.467.2944

HHerstb@PublicPower.org

Roundtable Program

Ursula Schryver — 202.467.2980

USchryver@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.

Representative-in-charge		
Title	Company	
Address		
City	State	Zip
Telephone	Email	
Website		

	Elite Corporate Associate Member	Corporate Associate Member	Nonmember
<input type="checkbox"/> Signature Sponsor	\$6,000	\$7,000	\$10,500
<input type="checkbox"/> Diamond Sponsor	\$3,500	\$4,500	\$8,000
<input type="checkbox"/> Platinum Sponsor	\$3,000	\$4,000	\$7,500

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.

Representative-in-charge	
Title	
Signature	Date

Sponsorship Eligibility

Sponsorship at the 2020 CEO Roundtable 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. Sponsors who cancel by December 29 are liable for 50% of the sponsorship fee. Sponsors who cancel after December 29 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.

Sponsor Commitment Form

Payment Information

Fifty percent of the sponsorship fee is due upon commitment. Full payment is due January 12. All fees to be paid in U.S. funds. To qualify for the member rate, the sponsoring company must be a 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 (HHerbst@PublicPower.org) the completed sponsor commitment form.

If you're paying via check, please email (HHerbst@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.