

22nd Annual

ELECTRIC POWER

CONFERENCE + EXHIBITION

Presented by: **POWER**

SECURE YOUR SPONSORSHIP AND IMPACT THE INDUSTRY

Sponsoring the 21st Annual ELECTRIC POWER Conference & Exhibition provides your company the opportunity to make a sustainable and positive impression on high-caliber power generation stakeholders. These sponsorships equip you with additional exposure that will separate your company; exhibitors who have sponsored have gained 403% more leads than those who didn't. Build new partnerships and enhance existing business relationships...commit to an ELECTRIC POWER sponsorship today!

Sponsorships include...

- Grand Sponsorship
- Premier Sponsorship
- Plant Management Institute — Grand Sponsorship
- POWER Club Lounge Sponsorship
- POWER Club Breakfast Sponsorship
- Track Sponsorship
- Exhibit Hall Coffee Break Sponsor
- Session Sponsorship
- POWER Up Café Sponsorship
- \$5K a Day Giveaway
- Reception Beverage Station

And many more; we can even customize to fit your company's needs and lead generation goals!

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APRIL 14-17, 2020

Colorado Convention Center | Denver, Colorado

GRAND SPONSORSHIP

\$55,000 + COST OF LANYARDS

EXCLUSIVE

THOUGHT LEADERSHIP

- Your company can choose one of the Conference Tracks Sponsorships to sponsor and will receive the following
 - Signage outside track room for full conference
 - Literature in back of track room for full conference
 - Session leads (attendee contact information) for track room for full conference
 - Powerpoint slides for track walk-in loop (up to 5 slides)
- One-time use of the pre-registered attendee list prior to the event, and unlimited usage of the post-event final registration list
- Opportunity for a pre and post show email blast to registered ELECTRIC POWER attendees
- Conference Advisory Board Position for the event (designee must be approved by Conference Management)
- Your company will receive twelve (12) complimentary passes to the core conference

TRAFFIC DRIVERS

- 20 x 30 exhibit booth, or equivalent, exhibition space at the event at a prime location
- Beverage Station Sponsorship
- \$5k a Day Sponsorship

BRAND RECOGNITION

- Your company logo on the ELECTRIC POWER website home page with a link to your company's web site
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Opportunity to showcase your company on the ELECTRIC POWER home page slider feature or banner ad on home page depending on website functionality.
- Your company logo will be featured on print and electronic media used to promote the event, including but not limited to—exhibitor prospectus, conference program, and official event guide.
- Your company will be identified as the ELECTRIC POWER 2020 Grand Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Your company will be identified as the Grand Sponsor on all podium signs throughout the ELECTRIC POWER 2020 Conference
- Each day, an announcement will be made over the exhibit hall recognizing your company as the Grand Sponsor
- Your company will be recognized as a sponsor of the Delegate Lunch held on the exhibition floor
- A plaque will be presented to your company, during the Opening Keynote Session, recognizing your contribution as Grand Sponsor.
- Your company will be recognized as a sponsor of the Opening Keynote Session and your literature can be displayed outside the meeting room prior to, during and following the Opening Keynote Session
- Your company literature, an invitation, a special notice, or a "give-away item", will be placed in the bag each attendee receives when registering onsite
- Time for five (5) PowerPoint presentation frames will be provided to your company during a continuously-played PowerPoint loop shown prior to and during breaks in the keynote and conference sessions
- Full-page ad in on-site show guide
- Mobile app enhancements
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company
- Your company name will be printed on each Badge Lanyard given to each ELECTRIC POWER 2020 attendee at registration (company responsible for purchasing lanyards)

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POWER CLUB LOUNGE

\$30,000
 EXCLUSIVE

THOUGHT LEADERSHIP

- Pre-show POWER Club registration list that can be used to set appointments onsite
- Full contact information for leads received at the lounge

TRAFFIC DRIVERS

- Passes to the lounge (these are invitation only, so they will be closed to other manufacturers)
- Lounge includes snacks and refreshments during open show hours. During evening reception on Wednesday, a full service bar will be placed in the POWER Club Lounge along with hot hors d'oeuvres

BRAND RECOGNITION

- Literature and giveaway (optional) in the lounge
- Recognition on all signs onsite promoting the POWER Club Lounge
- Full page ad in show guide
- Recognition in collateral and emails promoting the lounge leading up to the show
- Your company logo on the ELECTRIC POWER website sponsor page with a link to your company's website
- Your company literature, an invitation, a special notice, or a "give-away item", will be placed in the bag each attendee receives when registering onsite
- Your company will be identified as an ELECTRIC POWER 2020 Power Club Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company



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ELECTRIC POWER HOST UTILITY SPONSORSHIP

\$25,000

EXCLUSIVE

THOUGHT LEADERSHIP

- As the Host Utility Sponsor your company will receive unlimited registrations to the ELECTRIC POWER Conference and Exhibition (this does not include co-located event upgrades)
- Opportunity for a pre and post show email blast to registered ELECTRIC POWER attendees. Company is responsible for HTML content to be sent in these messages.
- Opportunity for the Welcome and Opening Keynote Presentation from an executive of the utility
- Podcast episode from the POWER editor featuring an executive from your company
- Recap article spotlight of the utility in POWER magazine

BRAND RECOGNITION

- Your company will be identified as the ELECTRIC POWER 2020 Host Utility Sponsor on prominent banners in the registration area, on the entrance unit to the Exhibition and in the Conference areas
- Each day, an announcement will be made over the exhibit hall recognizing your company as the host utility sponsor
- Your company will be recognized as the sponsor of the delegate lunch held on the exhibition floor
 - Logo on directional signs around exhibit hall leading to lunch area
 - Logo on signage and tabletops in lunch area on exhibit hall
 - Logo on delegate lunch tickets, printed at registration and used as voucher on Wednesday and Thursday in the exhibit hall
 - Option to place promotional items or company literature on tables in lunch area in exhibit hall on Wednesday and Thursday
- Your company will be recognized as a sponsor of the Opening Keynote Session and Executive Roundtable
 - Option to display your literature in the meeting room prior to, during, and following the Opening Keynote Session
 - Option to submit a video or PPT slides for the Opening Keynote walk-in loop
 - Recognized and thanked during opening remarks in Opening Keynote Session
- Your company will be recognized as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the official show guide
- Option to place your company literature, an invitation, a special notice, or a branded giveaway item in the bag each attendee receives when registering/checking in onsite
- Official sponsor of the ELECTRIC POWER 2020 Conference Proceedings
 - Company name/logo anywhere proceedings are promoted
 - Promoted in the post-show marketing of the conference archives with sponsor's logo/company name
- Full page ad in the 2020 Official Show Guide which will be distributed to all delegates and visitors onsite
- Corporate logo on the EP website with hyperlink to your website
- Your company will be recognized as a Host Utility Sponsor on all podium signs throughout the ELECTRIC POWER 2020 Conference
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

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POWER CLUB BREAKFAST

\$15,000 (WED + THUR)

EXCLUSIVE

THOUGHT LEADERSHIP

- Sponsor and education provider of the POWER Club Breakfast that is open to an expected attendance of 100-150 Generating Company attendees.
- Sponsor will need to provide the program title, description, and speaker to ELECTRIC POWER management team for inclusion in the full program listing. All content will be approved by ELECTRIC POWER team.
- Sponsor will have a reserved table to invite your top clients/prospects to sit at a distinguished table at the front of the room.
- Sponsor will receive full contact information for attendees scanned at the breakfast.

BRAND RECOGNITION

- Your company logo on the ELECTRIC POWER website sponsor page with a link to your company's web site
- Sponsor will have the opportunity to have a promotional item distributed at every seat in your sponsored breakfast.
- Company logo will appear on all directionals and signage for your sponsored breakfast
- Company logo will be featured wherever your sponsored breakfast is mentioned online and onsite
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Invitation via HTML will be sent out to all current qualified registrants inviting them to the POWER Club breakfast. Sponsor may provide the HTML file or can have ELECTRIC POWER create for them. Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company



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PREMIER SPONSOR

\$10,000

THOUGHT LEADERSHIP

- Your company will receive five (5) complimentary passes to the core Conference
- Opportunity to speak on a case study or panel to address a key industry issue or important project to conference attendees
 - Sponsor will receive session leads
 - Logo recognition on signage by session
 - Must be approved by show management

BRAND RECOGNITION

- Branding Opportunity—Kick Panel at Registration or Aisle Banner Aisle Banner Sponsorship
 - Aisle Banner: Your company will be identified on Aisle Banner of the sponsors choice on the ELECTRIC POWER Exhibit Floor OR
 - Registration Kick Panel: Opportunity to brand one of the kick panels at registration as one of your own
- Your company will be identified as an ELECTRIC POWER 2020 Premier Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Each day, an announcement will be made over the exhibit hall recognizing your company as a Premier Sponsor
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Corporate logo on the ELECTRIC POWER website with reciprocal hyperlink to your website
- Your company will be recognized as a Premier Sponsor and thanked during the Opening Day Keynote Sessions
- Your company will be identified as a Premier Sponsor on all podium signs throughout the ELECTRIC POWER 2020 Conference
- Mobile App enhancements
- Half page ad in the 2020 Official Show Guide which will be distributed at the event to all delegates and visitors onsite
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

PLANT MANAGEMENT INSTITUTE SPONSOR

\$10,000

EXCLUSIVE

- Your company will be recognized as the Grand Sponsor in all pre-show marketing and on-site signage
- Time for 3 PowerPoint presentation frames will be provided to your company during a continuously-played carousel shown prior to and during breaks in the session rooms
- Opportunity to display materials in the room during the meeting
- 1 Complimentary Registration to the ELECTRIC POWER Conference and upgrade to PMI
- Corporate logo on event website with reciprocal hyperlink to your website
- Staff attending will receive ribbons identifying them as members of a Sponsor Company

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ATTENDEE BAG SPONSOR

\$5,000 + COST OF BAGS

EXCLUSIVE

THOUGHT LEADERSHIP

- Your company will receive two (2) complimentary passes to the core conference

BRAND RECOGNITION

- Your Company name will be printed on each Attendee Bag given to each ELECTRIC POWER 2020 attendee at registration
- Your company will be identified as an ELECTRIC POWER 2020 Attendee Bag Sponsor on prominent banners in the Registration area, at the entrance to the Exhibition and in the Conference areas
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Your company literature, an invitation, a special notice, or a "give-away item", will be placed in the bag each attendee receives when registering onsite
- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Your company logo identifying you as the Attendee Bag Sponsor will be displayed in all meeting rooms throughout the conference
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

MOBILE APP SPONSOR

\$10,000

EXCLUSIVE

THOUGHT LEADERSHIP:

- Mobile app user metrics post-show will be provided post-show
- Your company will receive two (2) complimentary passes to the core conference

TRAFFIC DRIVERS:

- Highlighted company name in the exhibitor directory
- Company booth highlighted on the exhibit floor map
- Text message alerts (1 push notification per day during the event)

BRAND RECOGNITION:

- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Multiple email blasts promoting the mobile app with company logo
- Promotion of the mobile app on the ELECTRIC POWER website
- Signage promoting the mobile app with your company logo onsite
- Ad in show guide promoting the mobile app with your company recognized as the Mobile App Sponsor
- Your company name appears every time the app is opened or refreshed (secondary launch page)
- Banner ad at the top of the dashboard (weighted banner ad).
As the mobile app sponsor, your ad will rotate more often than any other ads.
- Full screen landing page users are taken to after they click on your banner ad
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

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POWER UP! CHARGING STATION

\$20,000

BRAND RECOGNITION:

- 20x20 café area on show floor will be branded with signage and company logo
- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Charging tables in café area with company logo to charge attendee phones, tablets, computers, etc.
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

MAIN LOBBY BANNER SPONSORSHIP

\$10,000

THOUGHT LEADERSHIP:

- Your company will receive two (2) complimentary passes to the core conference

*MULTIPLE
AVAILABLE*

BRAND RECOGNITION:

- Sponsor to receive one (1) single-sided, full color banner in the main lobby, 300 sq ft and location TBD
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

EXHIBIT HALL COFFEE BREAK SPONSOR

\$16,000 (WED + THUR)

BRAND RECOGNITION

- Signage by coffee break, identifying company as coffee break sponsor
- Company logo on coffee sleeves in coffee break area
- Corporate logo on the ELECTRIC POWER website with reciprocal hyperlink to your website identifying your company as the Exhibit Hall Coffee Break Sponsor
- Your company will be recognized in the Official Show Guide
- Your staff attending the ELECTRIC POWER Conference & Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

\$8,000 (WED)

\$8,000 (THUR)

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TRACK SPONSOR

\$8,000 | 1 AVAILABLE
PER TRACK

THOUGHT LEADERSHIP:

- Literature in back of room for all three days of conference
- Session leads (attendee contact information) for all three days
- Opportunity to speak on a panel in the track to address a key industry issue or important project to conference attendees
 - Must be approved by show management
- Your company will receive two (2) complimentary passes to the core conference

NON EXHIBITING COMPANIES—\$10,000

BRAND RECOGNITION:

- Signage outside Track Room for full conference
- Powerpoint slides for track walk-in loop in between sessions (up to 5 slides)
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site identifying your company as the Track Sponsor
- Your company will be recognized in the Official Show Guide as the Track Sponsor
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

AVAILABLE TRACKS:

- OPERATIONS & MAINTENANCE STRATEGIES**
- ENVIRONMENTAL & ENERGY POLICIES**
- NATURAL GAS SOLUTIONS**
- RENEWABLE ENERGY SOLUTIONS & IMPLEMENTATION**
- COAL POWER UPDATES**
- NUCLEAR POWER UPDATES**
- MANAGEMENT & BEYOND**
- WORKFORCE DEVELOPMENT/HUMAN RESOURCES**
- USING DATA & DIGITAL TECHNOLOGY TO ENHANCE YOUR PLANT**
- DISTRIBUTED ENERGY/ON-SITE GENERATION**

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SESSION SPONSOR

\$5,000 | 1 AVAILABLE
PER SESSION

THOUGHT LEADERSHIP:

- Literature in back of room during Session
- Session leads (attendee contact information) for session that is sponsored
- Opportunity to speak on a panel in a session to address a key industry issue or important project to conference attendees
 - Must be approved by show management
- Your company will receive one (1) complimentary passes to the core conference

NON EXHIBITING COMPANIES—\$8,000

BRAND RECOGNITION:

- Signage outside Track Room for full conference denoting the Session you are sponsoring
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site identifying your company as the Session Sponsor
- Your company will be recognized in the Official Show Guide as the Session Sponsor
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

TUESDAY NIGHT RECEPTION SPONSOR

\$5,000
4 AVAILABLE

BRAND RECOGNITION:

- Email invitation sent to all ELECTRIC POWER registrants inviting them to the Tuesday night reception
- Your company logo on the ELECTRIC POWER website home page with a link to your company's web site
- Company logo on website on networking events page
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Company will be identified as the Tuesday Night Reception Sponsor on signage throughout the ELECTRIC POWER Conference & Exhibition
- Napkins at bar with company logo during reception
- Signage throughout the reception identifying as the Tuesday Night Reception Sponsor
- Option to provide a company branded koozie, shotglass, cup, etc. to be used at bar during reception
- Your staff attending the ELECTRIC POWER 2020 Conference & Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

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HOTEL KEY CARD SPONSOR

\$5,000 + COST OF CARD KEYS

EXCLUSIVE

THOUGHT LEADERSHIP:

- Your company will receive two (2) complimentary passes to the core conference

BRAND RECOGNITION:

- Your company can design the hotel card key for the hotels in the hotel room block
- Your company will be identified as a Sponsor of ELECTRIC POWER 2020 in the conference brochure and the Official Show Guide
- Corporate logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site identifying your company as the Hotel Card Key Sponsor
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

RECEPTION BEVERAGE STATION SPONSOR

\$2,500

5 AVAILABLE

TRAFFIC DRIVERS:

- Bar serving wine and beer located in or near your booth for Wednesday reception

BRAND RECOGNITION:

- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Custom signage at your booth, identifying you as a beverage station sponsor
- Custom signage at your bar, identifying you as a beverage station sponsor
- Your company has the option to bring napkins, coasters, beverage holders, etc. to be used at your designated beverage station (items must be approved by show management)
- Your company will be identified as a Beverage Station Sponsor in the Official Show Guide
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

EXHIBITING COMPANIES ONLY



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AISLE BANNER SPONSORSHIP

\$2,000

**1 AVAILABLE
PER AISLE**

**EXHIBITING
COMPANIES
ONLY**

BRAND RECOGNITION:

- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Your company will be recognized in the Official Show Guide
- Aisle banner with company logo hangs over the aisle in which your booth is located
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

\$5K A DAY GIVEAWAY SPONSOR

\$2,000 EACH

18 AVAILABLE

**EXHIBITING
COMPANIES ONLY**

TRAFFIC DRIVERS:

- Conference Delegates will receive a card at registration with sponsor logo and booth number. Delegates must visit each of the \$5K a Day Giveaway sponsors and get their cards stamped. After visiting all sponsoring companies (max 25), delegates will be entered for a chance to win a cash prize of \$5,000 on both Wednesday and Thursday (They can start over on day 2 and get entered again if they don't win on day 1)
- In the past, several hundred delegates have participated in this competition. Delegates must be present to win.

BRAND RECOGNITION:

- Company logo on the ELECTRIC POWER web site with reciprocal hyperlink to your web site
- Your company will be recognized in the Official Show Guide
- Custom signage in the conference area and at your booth advertising your company as a \$5K a Day Giveaway Sponsor
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company

BAG INSERT SPONSOR

\$1,500 + COST OF ITEMS

**NON EXHIBITING COMPANY—
\$3,000 + COST OF ITEMS**

BRAND RECOGNITION:

- Your company literature, an invitation, a special notice, or a "give-away item", will be placed in the bag each attendee receives when registering onsite
- Corporate logo on the ELECTRIC POWER website with reciprocal hyperlink to your website
- Your company will be recognized as a Delegate Bag Insert Sponsor in the Official Show Guide
- Your staff attending the ELECTRIC POWER 2020 Conference and Exhibition will be provided with ribbons identifying them as members of a Sponsor Company