

**46<sup>TH</sup> PLMA<sup>TM</sup>**  
Load Management Leadership  
**CONFERENCE**  
November 14-16, 2022  
Phoenix, AZ



# SPONSOR PROSPECTUS

## #46PLMAAdr

### **46<sup>th</sup> PLMA Conference Highlights**

Attendees include ~300 DR/DER energy practitioners from utilities, vendors, academia, gov't, and nonprofits across North America

**Keynote by Jacob Tetlow, EVP, Arizona Public Service**

**19 Interactive Learning Sessions**

**Live Q&A Discussions**

**Multiple Networking Opportunities**

**Interest Groups**

**Strategic DER Initiatives**

**A Supportive, Welcoming DR/DER Community**



## All Sponsors Receive the Following Foundational Benefits:

Sponsor Benefits	Platinum \$14,000  (10 points)	Gold \$10,000  (6 points)	Silver \$6,000  (3 points)
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**ALL SPONSORS RECEIVE THESE 6 FOUNDATIONAL BENEFITS:**

[Read More](#)

A. Interim and final registration lists with full contact information	✓	✓	✓
B. Logo and word description on the conference app and webpage  <i>(NOTE: all sponsors' logos and word descriptions will be included in the printed program which we will distribute in Baltimore)</i>	Logo, 1-Paragraph Description, and Conference App Branding	Logo, 2-Sentence Description	Logo Only
C. Online promotional video	✓	✓	
D. In the PLMA Conference App: Include your promotional documents, marketing collateral, studies, key contacts, and more	Unlimited promotional materials	Unlimited promotional materials	Include up to two promotional documents
E. Social media amplification of your posts about your conference participation (#46PLMA Dr), plus a PLMA thank you post	✓	✓	✓
F. Ongoing conference updates and communications	✓	✓	✓



## Silver Sponsor:

Purchasing Power: **3 Points**

Cost: \$6,000 **OR** 3 Member Passes

Registration Tickets	1 point each
Display Table in the Sponsor Lounge (3 of 12 avail.)	2 points
Sponsor Showcase Lightning Round (3 of 9 avail.)	2 points
Breakfast Sponsor (Mon, Tues, or Wed)	2 points each
Lunch Sponsor (Mon, Tues, or Wed)	2 points each
Refreshment Break Sponsor (Mon, Tues (2), or Wed)	2 points each
Networking: Sunday TopGolf Event	1 point





## Gold Sponsor

**Purchasing Power: 6 Points**

**Cost: \$10,000 OR 3 Member Passes + \$4,000**

Registration Tickets	1 point each
Display Table in the Sponsor Lounge (3 of 12 avail.)	2 points
Sponsor Showcase Lightning Round (0 of 9 avail.)	2 points
Breakfast Sponsor (Mon, Tues, or Wed)	2 points each
Lunch Sponsor (Mon, Tues, or Wed)	2 points each
Refreshment Break Sponsor (Mon, Tues (2), or Wed)	2 points each
Networking: Sunday TopGolf Event	1 point

### BONUS SPONSORSHIP OPTIONS:

Print Program Sponsor	2 points
Connectivity Sponsor: AV	2 points
Connectivity Sponsor: Wifi	3 points
Connectivity Sponsor: Power Alley	3 points
Connectivity Sponsor: Mobile App	3 points
Registration Desk Sponsor	3 points
Track Sponsor (5 out of 6 tracks available on Wed)	2 points / track
Networking: Monday Meetup	2 points
Networking: Tuesday Sponsors Reception	2 points
Networking: Tuesday "Evening at the Oasis"	2 points
Networking: Wednesday Ice Cream Social	2 points
Networking: Monday Welcome Reception	2 points
Evolution Training Sponsor (Monday)	3 points
General Session Sponsor (Tues)	3 points

**\*\*\* Bonus Sponsorship Options are available exclusively for Gold and Platinum sponsors.**



## Platinum Sponsor

**Purchasing Power: 10 Points**

**Cost: \$14,000 OR 3 Member Passes + \$8,000**

Registration Tickets	1 point each
Display Table in the Sponsor Lounge (3 of 12 avail.)	2 points
Sponsor Showcase Lightning Round (0 of 9 avail.)	2 points
Breakfast Sponsor (Mon, Tues, or Wed)	2 points each
Lunch Sponsor (Mon, Tues, or Wed)	2 points each
Refreshment Break Sponsor (Mon, Tues (2), or Wed)	2 points each
Networking: Sunday TopGolf Event	1 point

### BONUS SPONSORSHIP OPTIONS:

Print Program Sponsor	2 points
Connectivity Sponsor: AV	2 points
Connectivity Sponsor: Wifi	3 points
Connectivity Sponsor: Power Alley	3 points
Connectivity Sponsor: Mobile App	3 points
Registration Desk Sponsor	3 points
Track Sponsor (5 out of 6 tracks available on Wed)	2 points / track
Networking: Monday Meetup	2 points
Networking: Tuesday Sponsors Reception	2 points
Networking: Tuesday "Evening at the Oasis"	2 points
Networking: Wednesday Ice Cream Social	2 points
Networking: Monday Welcome Reception	2 points
Evolution Training Sponsor (Monday)	3 points
General Session Sponsor (Tues)	3 points

**\*\*\* Bonus Sponsorship Options are available exclusively for Gold and Platinum sponsors.**



## Silver Sponsor Options\*

**Registration Tickets: 1 point each** – Conference points awarded with sponsorship can be converted into conference registrations utilizing 1 point for each registrant.

**Sponsor Lounge Display Table: 2 points** – Provides a 6' skirted table with 2 chairs placed behind the table, along with access to power. This space is limited to tabletop displays and is suitable for large screen monitors as well to share looping presentations. Please note this space is not intended to be an exhibit booth, therefore large backdrop displays are prohibited due to space limitations and in consideration to other vendors within the limited space. Please contact Sandy Humenik, [shumenik@peakload.org](mailto:shumenik@peakload.org) with any questions.

**Sponsor Showcase Lightning Round: 2 points** – Provides an opportunity to showcase your company's technology and success stories with the audience in a short 3-minute timed presentation. This session has evolved to include very creative and entertaining presentations to keep the audience engaged after a long day of sessions. Include a Secret Word of your choice at the end of your presentation – the audience will be listening as they fill out their Secret Word Ballot to be used for prize drawings at the Sponsor Reception directly following the Lightning Round. The 3-minute limit is strictly enforced so carefully practice your presentation, so you don't get 'gonged' and asked to leave the stage!

**Breakfast Sponsor (Mon, Tues, or Wed): 2 points each** – Start the conference day off with brand recognition when you sponsor breakfast! Your logo will be prominently displayed on signage adjacent to the breakfast buffet and you will also receive acknowledgement within the printed agenda and conference mobile app as well as a thank you at the start of the sessions.

**Lunch Sponsor (Mon, Tues, or Wed): 2 points each** – Conference attendees will thank you for providing lunch when you choose this option! Your logo will be prominently displayed on signage adjacent to the lunch buffet and you will also receive acknowledgement within the printed agenda and conference mobile app as well as a mention prior to the lunch break each day.

**Refreshment Break Sponsor (Monday, Tues (2) or Wed): 2 points each** – Your brand shine as attendees head for refreshments on their break! Your logo will be prominently displayed on signage adjacent to the refreshment display and you will also receive acknowledgement within the printed agenda and conference mobile app as well as a mention prior to your selected break.

**Sunday TopGolf Event (NEW): 1 point** – Sponsorship of a fun golf networking event. Sponsor will have the option to also provide a small item for participants as a branding opportunity. Acknowledgement will be made within the print program, conference mobile app, as well as in the welcome information for those participating in the event.

**\*All Silver Sponsor Options are also available to both Gold and Platinum Sponsors.**





## Gold/Platinum Sponsorship Option Descriptions

In addition to the options offered our Silver Sponsors, Gold and Platinum Sponsors have the following additional sponsorship opportunities:

**Print Program (NEW): 2 points** – Sponsorship of our print program will be acknowledged within the print program and our conference app giving brand recognition with your logo. Additional acknowledgement will be made during the General Session.

**Connectivity: AV (Audio Visual NEW): 3 points** – Sponsorship of the audio visual for the conference will be acknowledged within the print program and within the conference app. Additional acknowledgement will be made during the General Session.

**Connectivity: WiFi: 3 points** – Sponsorship of WiFi service for the entire conference is acknowledged throughout the conference within the print program, conference app and during the General Session to remind attendees how to access the conference network. Sponsor selects the WiFi password to be used for access to the conference network.

**Connectivity: Power Alley: 3 points** – Sponsorship of the complimentary power rows in the main General Session room during the conference will be acknowledged within the print program and our conference app giving brand recognition with your logo. Additional acknowledgement will be made during the General Session. Sponsor will also be able to place one promotional item at each seat within the Power Alley rows.

**Mobile App (NEW): 3 points** – Sponsorship of the official conference app of the PLMA will position your logo in the bottom section of the app pages. This is a fantastic way to get eyeballs on your logo throughout the conference! Additional acknowledgement will be made during the General Session.

**Registration Desk Sponsor (NEW): 3 points** – Sponsorship of conference Registration Desk provides brand recognition with every conference attendee as name badges will come with a lanyard branded with the sponsor's logo. Additional acknowledgement will be made during the General Session.

**Track Sponsorship from Wednesday's Agenda (Tracks A thru F) (NEW): 2 points each** – Unique opportunity to sponsor one of the tracks (or more) from the Wednesday agenda. Acknowledgement will be made by the Track Co-Chairs, as well as on conference signage, within the printed program and mobile app.

**Monday Meetup: 2 points** - Sponsorship of a casual networking event for participants of the Training and Interest Group sessions to celebrate the day's learnings and the conference sessions ahead! Acknowledgement in the printed agenda, conference agenda signage and at the meeting up as well.

**Tuesday Sponsor Reception: 2 points** – Sponsorship of the networking reception held in the Sponsor Lounge immediately following the conclusion of Tuesday's General Session from 5:00 pm-6:30 pm. This heavily attended event is where attendees enjoy a beverage, a few hors d'oeuvres, a chance to network and even win a door prize. A member of the sponsor team will also be invited to assist the PLMA in drawing names for PLMA provided door prizes. Acknowledgement will be made during the General Session, at the Sponsor Reception, as well as within the print agenda, conference signage and conference mobile app.

**Tuesday “Evening at the Oasis” (NEW): 2 points** – Sponsorship of a casual gathering to be held from 8:00 pm – 10:00 pm on Tuesday evening featuring music (Tom Hines’ band will be playing with Rich Barone on guest vocals, and other potential surprises), some games and continued networking/conversation. This event will be located at the hotel property with an outdoor space for the band and ample foyer area for others to gather and interact. Acknowledgement will be made within the print program, conference mobile app, signage, during the General Session, and also at the Sponsor Reception as a reminder.

**Wednesday Ice Cream Social: 2 points** – Sponsorship of this very popular event which serves as the official closing of the PLMA Conference and a gathering place for utility members as they prepare to step into their ULME meeting shortly following the Social, giving the sponsor an opportunity for further brand recognition at the end of the conference. Acknowledgement will be made within the print program, conference mobile app, signage, and during the conference’s closing remarks.

**Monday Evolution of DR Training Sponsor (NEW): 2 points** – Sponsorship of this ever-popular course attended by utility and technology members puts your brand front and center during the day preceding the General Session. Acknowledgement will be made within the print program, conference mobile app, session signage and during Opening Session remarks on Tuesday.

**Tuesday General Session (NEW): 3 points** – Sponsorship of the conference General Session puts your logo front and center throughout the official opening day of the conference. Acknowledgement will be made within the print program, conference mobile app, conference signage, and within the remarks made by the Chair and Conference Co-Chairs during the day.

**Monday Welcome Reception at the Arizona Science Center: 2 points** – Sponsorship of the largest reception event of the conference held from 8:00 pm – 10:00 pm where attendees will enjoy refreshments (beer, wine, cocktails, and light hors d’oeuvres) in a casual but classing atmosphere under the stars during a beautiful fall evening in Phoenix. There will also be a few exhibits open for attendees to experience as part of the evening. Brand recognition will be visible from event signage as well as podium recognition before and after the reception. Acknowledgement also will be made within the print program and the conference mobile app.





**For More Information About Sponsorship, please contact us:**

**Sandy Humenik**  
**PLMA Sponsorship Manager**  
**240-432-7295**  
[shumenik@peakload.org](mailto:shumenik@peakload.org)

**Rich Philip**  
**PLMA Executive Director**  
**317-691-8443**  
[rphilip@peakload.org](mailto:rphilip@peakload.org)

For the most current list of available sponsorship options, go to <https://bit.ly/SponsorFall2022>