

**48<sup>TH</sup> PLMA<sup>TM</sup>**  
Load Management Leadership  
**CONFERENCE**  
Nov. 6-8, 2023  
Charlotte, NC



Westin Charlotte  
November 6-8, 2023

## SPONSOR PROSPECTUS

### 48<sup>th</sup> PLMA Conference Highlights

We are anticipating 375+ DR/DER energy practitioners from utilities, vendors, academia, govt, and nonprofits across North America to attend this conference.

**~ 30 Interactive Learning Sessions**

**Live Q&A Discussions**

**Multiple Networking Opportunities**

**Affinity and Interest Groups**

**Strategic DER Initiatives**

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

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## Sponsor Benefits Based on Sponsorship Level

Sponsor Benefits	Platinum \$15,000 or 3 MP + \$10,000	Gold \$10,000 or 3 MP + \$5,000	Silver \$6,000 or 3 MP
<b>Conference Points</b>	<b>10</b>	<b>6</b>	<b>3</b>
<b>Foundational Benefits based on Sponsorship Level:</b>			
1. Interim and final registration lists with full contact information on a tiered distribution based on level, beginning 10/06/23 with Platinum sponsors, 10/13/23 for Platinum & Gold; then weekly (Fridays) for all sponsors beginning 10/20/23. Final list will be distributed on 11/8/23 after conclusion of conference.	✓	✓	✓
2. 48 <sup>th</sup> PLMA website, conference app, and printed program brand recognition. Platinum and Gold sponsor logos and company descriptions will be included in printed program. Silver sponsors will receive logo recognition only.	Logo, 75-word description	Logo, 50-word description	Logo only
3. Conference app inclusion of promotional documents, collateral, studies, and other key information.	Unlimited promotional materials	Unlimited promotional materials	Logo, website link only
4. Conference app inclusion of promotional video.	✓	✓	n/a
5. Conference app scrolling banner ad.	✓	n/a	n/a
6. Social media amplification of your posts related to your conference participation (#48PLMA Dr), plus a PLMA thank you post.	✓	✓	✓
7. Ongoing conference updates and communications.	✓	✓	✓
8. Utility Dive special 15% discount on paid distribution opportunities via UD's "sponsor content" channel for your content (white papers, case studies, research, etc.).	✓	✓	n/a

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## Silver Sponsor:

Redeemable Conference Points: **3 Points**

Cost: \$6,000 OR 3 Member Passes

Redeemable conference points may be used in any combination.  
***NEW: Conference point registrations are now limited to 3 individuals.***

Silver Sponsors may select from the following base options

### BASE SPONSORSHIP OPTIONS:

Registration Tickets – Limited to 3 individuals	1 point each
Monday Food and Beverage Sponsor (Breakfast, Lunch, Afternoon Break)	2 points
Breakfast Sponsor (Tues, or Wed – 2 available)	2 points each
Lunch Sponsor (Tues, or Wed – 2 available)	2 points each
Conference Refreshment Break Sponsor (Tues/Wed breaks – 3 total)	3 points
Sponsor Showcase Lightning Round (9 available)	2 points
Display Table in the Sponsor Lounge (12 available)	3 points

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Gold Sponsor	Platinum Sponsor
Redeemable Conference Points = <b>6 Points</b> Cost: \$10,000 or 3 Member Passes + \$5,000	Redeemable Conference Points = <b>10 Points</b> Cost: \$15,000 or 3 Member Passes + \$10,000

Redeemable conference points may be used in any combination.

**NEW: Conference point registrations are now limited to 3 individuals.**

### BASE SPONSORSHIP OPTIONS:

Registration Tickets – Limited to 3 individuals	1 point each
Monday Food and Beverage Sponsor (Breakfast, Lunch, Afternoon Break)	2 points
Breakfast Sponsor (Tues, or Wed – 2 available)	2 points each
Lunch Sponsor (Tues, or Wed – 2 available)	2 points each
Conference Refreshment Break Sponsor (Tues/Wed breaks – 3 total)	3 points
Sponsor Showcase Lightning Round (9 available)	2 points
Display Table in the Sponsor Lounge (12 available)	3 points

### PREMIUM SPONSORSHIP OPTIONS FOR PLATINUM AND GOLD SPONSORS:

Connectivity Sponsor - Wi-Fi	3 points
Connectivity Sponsor - Power Alley	3 points
Connectivity Sponsor - Mobile App	3 points
Connectivity Sponsor - AV	3 points
Connectivity Sponsor – Phone Charging Stations (2 available)	2 points/each
Registration Desk Sponsor (includes branded lanyards)	3 points
Networking: Sunday Casual Event w/PLMA Executive Committee	1 point
Networking - Monday Meetup	2 points
Networking - Monday Welcome Reception (2 available)	3 points/each
Networking – Monday Welcome Reception Solution Expo (5 available)	1 point/each
Networking – Monday Welcome Reception Entertainment Sponsor (3 available)	1 points/each
Networking - Tuesday Sponsors Reception (2 available)	2 points/each
Networking: Wednesday Ice Cream Social	2 points
General Session Sponsors (Tues – 1/AM & 1/PM; 1 Sponsor for Wed)	2 points/each
Track Sponsor (8 out of 8 tracks available on Wed – A,B,C,D,E,F,G,H)	1 point/track

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## BASE SPONSORSHIP OPTIONS – AVAILABLE TO ALL SPONSORS:

**Registration Tickets: 1 point each** – Conference points provided with sponsorship can be converted into conference registrations utilizing 1 point for each registrant. *Please note conference point registrations are now limited to 3 individuals.*

**Sponsor Lounge Display Table: 3 points (12 available)** – Provides for 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, and large pieces of equipment are prohibited due to space limitations and in consideration to other vendors within the limited space.

**Sponsor Showcase Lightning Round: 2 points (9 available)** – 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!

**Monday Food and Beverage Sponsor (Breakfast, Lunch and Afternoon Break: 2 points)** - Get an early jump on your branding efforts by becoming the Food and Beverage Sponsor on Monday! Monday's agenda is home to the DR to DER Evolution Training, as well as the well-attended Interest Group sessions. The day will start out with roughly 120 attendees and currently looks to grow to 220+ members in attendance by the afternoon break. Your logo will be displayed on signage for each meal and the break, and you will receive acknowledgement within the printed agenda, conference mobile app, as well as a thank by Monday's conference co-chairs and instructors.

**Breakfast Sponsor (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, the conference mobile app, and a thank you at the start of the morning session by conference co-chairs.

**Lunch Sponsor (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.

**Conference Refreshment Break Sponsor (Tues/Wed): 3 points** – Your brand shines as attendees head for refreshments on their break on Tuesday and Wednesday (3 breaks over two days!). 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 throughout the conference days. One sponsor for all conference breaks.

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## PREMIUM OPTIONS FOR PLATINUM & GOLD SPONSORS

The following options are available to Platinum and Gold Sponsors:

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

**Connectivity Sponsor - 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 logo brand recognition. Additional acknowledgement will be made during the General Sessions and in conference signage. Sponsor may also place one promotional item at each seat within the Power Alley rows.

**Connectivity Sponsor – Mobile App: 3 points** – Sponsorship of the official conference app of the PLMA will position your logo within a scrolling banner acknowledgement on the conference app home screen. This is a fantastic way to get eyeballs on your logo throughout the conference! Additional acknowledgement will be made during the General Sessions and in conference signage.

**Connectivity Sponsor - AV (Audio Visual): 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 Sessions and in conference signage.

**Connectivity Sponsor – Charging Station (2 available): 2 points** – Sponsorship of charging stations which will be in the Sponsor Lounge and/or Foyer during the entire event. Each charging station will reflect your brand. Additional acknowledgement will be made within the print program, conference mobile app, and during General Sessions.

**Registration Desk Sponsor: 3 points** – Sponsorship of conference registration desk provides brand recognition with every conference attendee as name badges will come with a lanyard branded with your logo. Additional acknowledgement will be made during the General Sessions and in conference signage.

**Networking – Sunday Casual Networking Event: 1 point** – Sponsorship of a fun, casual get-together of food, drink, and comradery for those arriving early to Charlotte. This late afternoon/early evening event will also be attended by the PLMA Executive Committee giving you an opportunity to mingle with these and other utility members. Sponsor will have the option to also provide a small item for participants as a branding opportunity. Acknowledgement will be made within event signage, print program, conference mobile app, as well as in welcome information for those participating in the event. Event details are being finalized.

**Networking – 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 Meetup as well.

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**Networking – Monday Welcome Reception at the Mint Museum: 3 points (2 available)** – Sponsorship of the largest reception event of the conference held from 8:00 pm – 10:00 pm where attendees will enjoy music, refreshments (beer, wine, cocktails and light hors d’oeuvres) at the Mint Museum Uptown in downtown Charlotte. Mint Museum Uptown houses an internationally renowned Craft + Design Collection, as well as outstanding collections of American, Modern & Contemporary, and European art. Your brand will be visible on event signage and recognition will be made from the stage. Additionally, acknowledgement will be made within remarks made by the session co-chairs during the day on Tuesday, and within the print program and the conference mobile app.

**New! Networking - Monday Welcome Reception Solution Expo: 1 point/5 available** – The Monday Welcome Reception Solutions Expo is an opportunity to showcase your new, innovative products and solutions to attendees of the Welcome Reception. The Mint Museum, located within walking distance and home to Monday’s Welcome Reception, has a spectacular **four-story** Forager exhibit within their Atrium space that will serve as a backdrop to this exhibit space, providing a myriad of vibrant panels giving the illusion of stained glass. Each exhibitor will have a 20’ long x 12’ wide space; large enough to showcase your EV vehicle partnership or a large exhibit display (up to 15 feet long). Freight elevator dimensions are 11.5’ W x 17’ L, with a 20,000-pound maximum weight. Attendees of the Welcome Reception will be directed to the Solution Expo to visit the various exhibit spaces and pick up a raffle ticket from you. A drawing will be held at 9:45 pm just prior to the closing of the Welcome Reception. Your brand will be visible on event signage in the Atrium as well as within the reception space, and recognition will be made from the stage. Additionally, acknowledgement will be made within remarks made by the session co-chairs during the day on Tuesday, and within the print program and the conference mobile app. Pre-conference communications and messaging through the conference mobile app from the PLMA will also highlight the Expo. You can also take advantage of the registration list you will be receiving, to do your own target marketing to drive attendees to visit your exhibit. Exhibitors will be required to have equipment scheduled to arrive early morning/afternoon on Monday, November 6<sup>th</sup>, as there is no storage available prior to our event. More logistical details will be provided upon registration. **Registration for this exhibit space (non-refundable) must be made no later than October 6, 2023. Space selection will be on a first-come, first-serve basis. Limit: 5 Exhibitors**

**New! Networking – Monday Welcome Entertainment Sponsor: 1 point (3 available)** – Sponsorship of the entertainment at the Monday Welcome Reception, the largest reception during the conference, held from 8:00 – 10:00 pm. Recognition will be made from the stage at the event, within event signage, the print program, conference mobile app, and within remarks made by the session co-chairs during the day on Tuesday.

**Networking – Tuesday Sponsor Reception: 2 points (2 available)** – 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 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.

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**Networking – Wednesday Ice Cream Social: 2 points** – Sponsorship of this very popular social serves as the official closing of the PLMA Conference and as a gathering place of utility members as they prepare to step into their ULME meeting shortly following the social, giving the sponsor 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 Closing Remarks for the conference.

**General Session Sponsorships (3 available): 2 points each** – Sponsorship of the conference General Sessions puts your logo front and center for your selection for one of two Tuesday options, or sponsorship of Wednesday’s agenda.

*Available Options:*

Option 1: Tuesday Morning: Opening Session and General Session 2

Option 2: Tuesday Afternoon: General Sessions 3, 2, and 4;

Option 3: Wednesday: Closing Session.

Recognition will be made within the print program, conference mobile app, conference signage, and within remarks made by the session co-chairs during the day.

**Track Sponsorship for Wednesday Breakout Sessions (Tracks A thru H): 1 point each** – Unique opportunity to sponsor one of the tracks (or more) from the Wednesday agenda. Acknowledgement will be made by the session co-chairs, as well as on conference signage, within the printed program and mobile app.

**Special Benefit from Utility Dive for Platinum & Gold Sponsors!** Platinum and Gold sponsors can take advantage a 15% discount on paid distribution opportunities within Utility Dive’s “sponsored content” channel reaching over 25,000 subscribers. This generous discount is offered exclusively to Platinum and Gold sponsors who are also first-time Utility Dive/Industry Dive clients. ***This is an awesome opportunity for you to pass on to your marketing team to broaden your visibility within the Utility Dive subscriber community, at a budget friendly rate. Please contact Judy Knight, [jknight@peakload.org](mailto:jknight@peakload.org) for more information.***



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

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For the most current list of available sponsorship options,  
please visit the [Sponsors Opportunities page](#) on the  
conference website.