

# 49<sup>TH</sup> PLMA<sup>TM</sup> Load Management Leadership CONFERENCE

May 6-8, 2024  
Portland, OR



Hilton Portland Downtown  
May 6-8, 2024

## SPONSOR PROSPECTUS

### 49<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 04/05/24 with Platinum sponsors, 04/12/24 for Platinum & Gold; then weekly (Fridays) for all sponsors beginning 04/19/24. Final list will be distributed on 05/08/24 after conclusion of conference.	✓	✓	✓
2. 49 <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 (#49PLMA 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.

***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 (includes all Tues/Wed breaks)	3 points
Sponsor Showcase Lightning Round (9 available)	2 points
Display Table in the Sponsor Lounge (12 available)	3 points

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

Redeemable conference points may be used in any combination.

***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:

<b>NEW!</b> Exhibit Space – 8 x 8 Display or other small items (4 available)	4 points/each
Connectivity Sponsor - Wi-Fi	3 points
Connectivity Sponsor - Power Alley	3 points
Connectivity Sponsor - Mobile App	3 points
Connectivity Sponsor - AV	3 points
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 Entertainment Sponsor (3 available)	1 point/each
Networking - Tuesday Sponsor Networking 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 – <u>A,B,C,D,E,F,G,H</u> )	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 Only:**

**NEW! Exhibit Space – 4 points (4 available)** New to the PLMA Conference, our exhibit spaces at the 49<sup>th</sup> Conference will provide space for a smaller 8 x 8 pop-up exhibit display, or small equipment displays. This space is slightly smaller than a traditional 10 x 10 exhibit space thus a 10 x 10 exhibit property will not fit. Spaces will be marked to define 'lot' lines. This space will allow you to really showcase your latest technology or service. Spaces will be located in the large foyer area outside but adjacent to the Sponsor Lounge where all meals, breaks and Tuesday's Sponsor Networking Reception will be held. Offered only to Platinum and Gold Sponsors. Platinum sponsors may purchase up to 3 additional conference points if needed to add the exhibit to your conference package. Only 4 are available so book early!

**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.

**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 Portland. This late 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 – but spoiler alert – this will be a super cool event!

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**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.

**Networking – Monday Welcome Reception at the Portland Art Museum: 3 points (2 available)** – Sponsorship of the largest reception event of the conference held Monday evening, May 6, from 8:00 pm – 10:00 pm where attendees will enjoy music, refreshments (beer, wine, cocktails and light hors d'oeuvres) at the Portland Art Museum in downtown Portland near our hotel. The Portland Art Museum (PAM) is the oldest art museum in the Pacific Northwest founded in 1892 with a goal to create a first-class art museum that would be accessible to all citizens. Our event will be in the historic Mark Building in the Sunken Ballroom. Your brand will be visible on event signage and recognition will be made from the stage. And, once we announce our theme, you'll want to provide a giveaway as well! 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.

**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.

**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 (AM) includes Opening Session and General Session 2

Option 2: Tuesday Afternoon (PM) includes General Sessions 3, and 4;

Option 3: Wednesday (PM) includes 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.



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*Available Options:*

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

Option 2: Tuesday Afternoon: General Sessions 3, 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.