



STAND OUT FROM THE CROWD



Become an
APPA corporate
associate
member today.



Public power decision-makers perceive companies who support APPA as more supportive of their profession than those who don't. There's **no better way to connect with those making crucial decisions** on investments for their utilities than by becoming an APPA corporate associate member. **Join today!**

WHAT IS APPA?

The American Public Power Association represents not-for-profit, community-owned electric utilities that power homes, businesses and streets in nearly 2,000 towns and cities, serving 47 million Americans. With no divided loyalties, these utilities focus on a single mission—providing reliable electricity at a reasonable price, while caring for the environment. These public power utilities generate, or buy, electricity from diverse sources. You can learn more about APPA at www.PublicPower.org.

WHY SHOULD I CARE ABOUT PUBLIC POWER UTILITIES?

If you're not concentrating on the municipal market, you're missing a golden opportunity to expand your business. Public power utilities comprise 61% of electricity providers in the U.S. In addition:

- public power utilities account for almost 15% of the electric utility industry's revenues
- public power entities serve 47 million people and 2.8 million commercial and industrial customers
- public power utilities sell almost 571 million megawatt hours (MWh) of electricity, about 15.4% of the 3.7 billion MWh sold total
- public power entities own more than 120,000 megawatts of generation capacity, almost 10% of the total of MWh in the entire U.S.
- ninety-seven of the nation's 100 largest public power utilities are APPA members
- forty-nine states have public power utilities (only Hawaii does not)



WHY SHOULD MY COMPANY BECOME A CORPORATE ASSOCIATE MEMBER?

As a corporate associate member, your company has visibility with and access to a significant portion of the nation's \$250 billion electric utility industry and enjoys many benefits designed to expand your share of the municipal electric market, including:

Marketing and Advertising Opportunities

- Exclusive opportunities to submit content for potential use in APPA's Experts Blog, *Public Power Daily/Weekly* e-newsletters, and *Public Power* magazine.
- Exclusive opportunities to share innovative partnership project ideas with nearly 900 utilities that participate in APPA's Demonstration of Energy & Efficiency Developments (DEED) research and grant program.
- Complimentary basic listing in the APPA *Online Suppliers Guide*, the gateway to products and services that public power utilities need.
- Exclusive opportunities to post content-rich articles on APPA Suppliers NewsCentral on the APPA *Online Suppliers Guide*. State associations and Joint Action Agencies are reminded on a monthly basis to review the articles and use them when they need content for their member communications.
- Exclusive opportunities to post press releases and white papers on APPA Suppliers NewsCentral, featured on the APPA *Online Suppliers Guide*.
- Complimentary listing in the Business Resource Section of APPA's Annual Directory & Statistical Report.
- Discounts on advertising in *Public Power Daily* and *Public Power Weekly* newsletters.
- Discounts on banner ads on www.PublicPower.org.



- Discounts on sponsorship and vendor expo fees at APPA Academy events.
- Discounts on advertising in *Public Power* magazine.
- Use of the APPA Corporate Associate Logo.
- One complimentary electronic APPA mailing list (primary utility contact, U.S. postal address) per year. Customized lists are available for purchase by members only at \$.05 per name.

Periodicals

- Unlimited number of subscriptions to *Public Power Daily* newsletter.
- Unlimited number of subscriptions to *Public Power Weekly* newsletter.
- Unlimited number of subscriptions to *Public Power* magazine, in either print or emagazine format.
- Unlimited number of copies of APPA's *Annual Directory & Statistical Report*.

Education and Information

- Ability to purchase APPA Product Store items at the member rate.
- Opportunities to participate in networking and professional development at APPA Academy conferences, workshops, and seminars at the member rate.
- Access to APPA's Public Power Directory on PublicPower.org.
- Access to APPA's professional staff.
- Access to "members-only" resources on PublicPower.org, including white papers and statistical analysis.

HOW MUCH ARE CORPORATE ASSOCIATE DUES?

Annual dues are \$3,000. Companies that meet small business eligibility requirements under federal Small Business Administration guidelines are eligible for a 50% discount (\$1,500 annually). Applicants in the small business category are responsible for determining and proving eligibility according to federal Small Business Administration standards (sba.gov) and must provide the NAISC or SIC code under which they're claiming eligibility on the corporate associate membership application.

WHOM SHOULD I CONTACT FOR MORE INFORMATION?

Pamela Cowen, Director, Membership & Marketing,
pcowen@PublicPower.org, 202.467.2903.



APPA Corporate Associate Membership Application

Membership begins on the first day of the first month following receipt of your dues payment.

Primary Contact Information

The primary contact should be the person at your company to whom APPA communicates information about membership benefits, updates, invoices, etc.

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Telephone _____ Fax _____

Email _____

Yes, we qualify for SBA dues. Our NAISC or SIC code

is _____ .

Is your company:

a minority-owned business? Yes No

a women-owned business? Yes No

U.S.-based? Yes No

APPA Directory Contact Information

The directory contact should be the person at your company whom public power buyers should contact about your products and services.

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Telephone _____ Fax _____

Email _____

Website _____



APPA Corporate Associate Membership Application

Please select one category that your company will be listed under in APPA's online and print directories. If you want to be listed under more than one category, please contact APPA about purchasing up-graded listings.

- Advertising / Marketing
- Broadband / Communications Equipment & Services
- CIS / Billing Equipment and Services
- Communication Equipment and Services
- Community / Economic Development Services
- Computer Services
- Customer Satisfaction Research & Benchmarking
- Data Management Systems
- Distributed Generation
- Energy Efficiency Products and Services
- Energy Storage Equipment and Services
- Engineering Services
- Environmental Compliance Products and Services
- Financial Services
- Human Resources
- Insurance and Risk Management
- Interactive Voice Response (IVR)
- IT Services
- Law Firms / Legal / Government Relations Services
- Lighting & Accessories
- Management Consulting
- Manufacturers / Equipment Distributors
- Mapping, GIS
- Metering Equipment and Services
- Mobile Workforce Management
- NERC Compliance
- Nonprofit Organizations
- Outage Management Equipment and Services
- Power Generation Equipment and Services
- Power Marketing
- Power Quality
- Power Supply
- Prepaid Solutions Provider
- Public Outreach and Consumer Education
- Recruiting and Talent Management
- Reliability Products and Services
- Renewable Energy Products and Services
- Safety Equipment and Services
- SCADA
- Security Equipment and Services, Cyber
- Security Equipment and Services, Physical
- Signs / Tags / Markers
- Smart Grid Solutions
- Substation Equipment and Services
- Test Equipment
- Training
- Transformer Equipment and Maintenance
- Transmission and Distribution Equipment and Services
- Utility Construction
- Utility Equipment Sales and Rentals
- Vegetation Management

APPA Corporate Associate Membership Application

Agreement

In order to become an associate member of APPA, applicants must sign the following statement of support:

I confirm that this organization supports the rights of communities to establish and operate local, government-owned public power utilities and recognizes the significant and positive role public power plays in the electric utility industry today and will play in the future. I also understand that by providing the above fax number, e-mail address, and contact information for my company, I am authorizing APPA to send notices to my organization about programs and services by these means.

Primary Contact

Signature

Date

Payment Information

All fees to be paid in U.S. funds.

- Enclosed is a check payable to American Public Power Association.
- Please charge my:
- Visa MasterCard American Express Discover

\$ Amount to Charge to Card

Card Number

Exp. Date

Name As It Appears on Card

Cardholder Signature

If you are paying via credit card, please email (membership@PublicPower.org) **or fax** (202.495.7503) **the completed application form.**

If you are paying via check, please mail a copy of the completed application form with your payment to American Public Power Association · P.O. Box 418617 · Boston, MA 02241-8617.

For More Information

Pamela Cowen, Director, Membership & Marketing
202.467.2903; pcowen@PublicPower.org

Contributions or gifts made to this association are not deductible as charitable contributions for federal income tax purposes.



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