PLMA

SPRING CONFERENCE
A FLEXIBLE LOAD MANAGEMENT COMMUNITY™

KANSAS CITY, MO | MAY 5-7, 2025

SPONSOR PROSPECTUS

Join us in Kansas City where we will gather 400+ DR/DER energy practitioners from utilities, service providers, academia, government and non-profits across North America, and some internationally, at the Westin Crown Center. Highlights include:

~ 30 Interactive Learning Sessions

Live Q&A Discussions

Multiple Networking Opportunities

Affinity and Interest Groups

A Supportive, Welcoming DR/DER Community

INCREASE BRAND AWARENESS WITH ONE OF OUR SPONSORSHIPS

PLMA's tiered approach to sponsorship provides opportunities designed to fit multiple budget levels to meet your conference goals. Use 3 of your Member Passes toward one of the sponsor levels (plus cash depending upon your sponsorship choice) and then customize your sponsor bundle by selecting from the many benefit options.

We recently increased the allowed number of registrants for our non-utility company members to 12 as our attendee levels have increased.

Sponsor Benefits Based on Sponsorship Level

Sponsor Benefits	Titanium $20,000 or 3 MP + $15,000	Platinum $15,000 or 3 MP + $10,000	Gold $10,000 or 3 MP + $5,000	Silver $6,000 or 3 MP
Conference Points	**15**	**10**	**6**	**3**
Foundational Benefits based on Sponsorship Level:				
1. Interim and final registration lists with full contact information on a tiered distribution based on level, beginning 4/4/25/24 for Titanium & Platinum sponsors, 4/11/25 adding Gold; then weekly (Fridays) for all sponsors beginning 4/18/25. Final list will be distributed on 5/7/25 after conclusion of conference.	✓	✓	✓	✓
2. PLMA 2025 Spring Conference website, conference app, and printed program brand recognition. Titanium, 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, 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	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 (#Spring25PLMAflm) 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

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 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 Technology Advancement Roundtable (6 available)	2 points
Display Table in the Sponsor Lounge (12 available)	3 points
Track Sponsor (8 tracks available on Wed – A,B,C,D,E,F,G,H)	1 point each
Monday Welcome Reception Marquee Lighting Sponsor	1 point each

Titanium Sponsor	Platinum Sponsor	Gold Sponsor
Redeemable Conference Points = **15 Points** Cost: $20,000 or 3 Member Passes + $15,000	Redeemable Conference Points = **10 Points** Cost: $15,000 or 3 Member Passes + $10,000	Redeemable Conference Points = **6 Points** Cost: $10,000 or 3 Member Passes + $5,000

Redeemable conference points may be used in any combination.

Conference point registrations are limited to 6 for Titanium Sponsors; 3 for Platinum and Gold. Non-Utility Companies Limited to 12 Registrations.

BASE SPONSORSHIP OPTIONS:

Registration Tickets – Limited to 3 individuals; Titanium 6 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 Technology Advancement Roundtable (6 available)	2 points
Display Table in the Sponsor Lounge (12 available)	3 points
Track Sponsor (8 out of 8 tracks available on Wed – A,B,C,D,E,F,G,H)	1 point each
Monday Welcome Reception Marquee Lightning Sponsor	1 point each

PREMIUM SPONSORSHIP OPTIONS FOR TITANIUM, PLATINUM AND GOLD SPONSORS:

Exhibit Space – 8 x 8 Display or other small items (2 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
Connectivity Sponsor – Charging Stations (Branded) - 2 available	2 points/each
Registration Desk Sponsor (includes branded lanyards)	3 points
PLMA Room Key Sponsor at the Westin (branding opportunity)	2 points

PREMIUM SPONSORSHIP OPTIONS FOR TITANIUM, PLATINUM AND GOLD SPONSORS (continued):

Networking: Sunday Casual Event w/PLMA Executive Committee	1 point
Networking - Monday Meetup	2 points
Networking - Monday Welcome Reception Cinco de Mayo! (2 available)	3 points/each
NEW! Networking – Monday Welcome Reception Cinco de Mayo Maracas Sponsor (PLMA co-branded giveaway to all attendees)	2 points
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

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 limited to 6 individuals for Titanium sponsors and 3 for Platinum, Gold and Silver; with a limit of 12 registrations for non-utility entities.***

Sponsor Lounge Display Table: 3 points (12 available) – Provides for a 6' skirted table with 2 chairs along with access to power. This space is limited to tabletop displays and is also suitable for large screen monitors. Please note large backdrop displays, and large pieces of equipment are prohibited due to space limitations.

***NEW* Sponsor Technology Advancement Roundtable: 2 points (6 available) –** Accelerate your brand visibility by participating in this roundtable where presenters will have 3 minutes to showcase new or enhanced product/service offerings that are addressing today's load management challenges. Presentations will provide a Secret Word for the audience to list on their Secret Word Ballot used for prize drawings at the Sponsor Reception. Following each presentation, the moderator will ask the presenter a pre-submitted question and the presenter will have 1 minute to answer. The time limits are strictly enforced with a "gong" for those who overrun their presentation or answer time.

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 and 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 at the food/break stations, and you will receive acknowledgement in the printed agenda, conference mobile app, and from the podium 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 displayed on signage adjacent to the refreshment display and you will also receive acknowledgement in the printed agenda, conference mobile app and from the podium during the conference. One sponsor for all conference breaks.

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 in conference signage, the printed program and the mobile app.

Monday Welcome Reception Marquee Lighting Sponsor: 1 Point - Get lit by sponsoring the special PLMA Marquee lights located stage-side at the Monday Reception. Receive acknowledgement within signage, the print agenda, conference mobile app and a mention at the event itself.

PREMIUM OPTIONS FOR TITANIUM, PLATINUM & GOLD SPONSORS

The following options are available to Titanium, Platinum and Gold Sponsors Only:

Exhibit Space – 4 points (2 available) Our exhibit spaces at the Spring 2025 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 General Session rooms and the Sponsor Lounge where all meals, breaks and Tuesday's Sponsor Networking Reception will be held. Offered only to Titanium, Platinum and Gold Sponsors. Only 2 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.

Connectivity Sponsor – Charging Station: 2 points (2 available) – Sponsorship of a charging station located in the Sponsor Lounge and/or Foyer area during the entire event. The charging station will put your brand front and center as stand attendees visit to charge-up! Acknowledgement will be made in signage, print agenda, conference app and from the podium during the conference.

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.

PREMIUM OPTIONS FOR TITANIUM, PLATINUM & GOLD SPONSORS (cont'd)

PLMA Room Key Sponsor at the Westin: 2 points – Sponsorship of room keys for attendees staying at our host hotel, The Westin at Crown Center. Put your brand in the hands of attendees and receive acknowledgement in conference signage, the print program, conference app and from the podium.

Networking – Sunday Casual Networking Event: 1 point – Sponsorship of a fun, casual get-together of food, drink, and comradery for those arriving early to Kansas City. This early evening event being held at Harry's at Union Square providing interior views of the historic Union Center. Acknowledgement will be made by in the conference program, conference mobile app, conference acknowledgement slides as well as in welcome information provided to attendees.

Networking – Monday Meet Up: 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 during the Monday's sessions, in the printed agenda, conference agenda signage and at the Meet Up as well.

Networking – Monday Welcome Reception Celebrating Cinco de Mayo: 3 points (2 available) – Sponsorship of the largest reception event of the conference held Monday evening, May 5, from 8:00 pm – 10:00 pm where we will be celebrating Cinco de Mayo! Attendees will enjoy music, refreshments (beer, wine, cocktails and light hors d'oeuvres) at Lidia's, a Kansas City gem, with indoor and outdoor spaces to enjoy the night. Sponsors may provide a giveaway for the attendees or add the branded Maraca Giveaway Sponsorship (1 available) for full visibility! Acknowledgement will be made within the welcome remarks at the event as well as by the session co-chairs during the day on Monday and Tuesday, and within signage, the print program and the conference mobile app.

NEW! **Networking – Monday Welcome Reception Maraca Giveaway (includes PLMA co-branded maraca giveaway): 2 points** – Sponsorship of a co-branded maraca giveaway during the Cinco de Mayo themed Monday Welcome Reception. Your brand will be in the hands of attendees with a festive dual branded maraca! Acknowledgement will be made during the Reception Welcome by PLMA Chair Rich Barone, in signage, the print program, conference app and from the podium.

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. 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.

PREMIUM OPTIONS FOR TITANIUM, PLATINUM & GOLD SPONSORS (cont'd)

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: 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.

Special Benefit from Utility Dive for Titanium, Platinum & Gold Sponsors! Titanium, 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 Titanium, 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 for more information.***

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KANSAS CITY, MO | MAY 5-7, 2025

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.