



# SPONSOR PROSPECTUS

Join us in Henderson, NV 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 Lake Las Vegas Resort & Spa. 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.

## EXCLUSIVE TITANIUM & PLATINUM SPONSOR – RECEPTION SPACE OPPORTUNITY

Check out the special Tuesday night event space opportunities on Sponsor's Row available to Titanium & Platinum sponsors for your onsite party on Tuesday evening! Exciting possibilities!

## 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
<b>Foundational Benefits based on Sponsorship Level:</b>				
1. Registration lists with full contact information on a tiered distribution based on level, beginning 10/3/25/25 for Titanium & Platinum sponsors, 10/10/25 adding Gold; then weekly (Fridays) for all sponsors beginning 10/17/25. Final list will be distributed on 11/5/25 at the conclusion of conference.	✓	✓	✓	✓
2. PLMA 2025 Fall 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 (#Fall25PLMAflm) 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 LEVEL

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
Breakfast Sponsor (Tues or Wed – 2 available)	2 points/each
Lunch Sponsor (Mon, Tues, or Wed – 3 available)	2 points/each
Conference Refreshment Break Sponsor (includes all Mon, Tues/Wed breaks)	3 points
Sponsor Technology Advancement Roundtable (6 available)	2 points
Display Table in the Sponsor Lounge (12 available)	3 points
Breakout Track Sponsor (8 tracks available on Mon/Wed – <u>1,2,3,4,5,6,7,8</u> )	1 point/each
Monday Welcome Reception Marquee Lighting Sponsor	1 point
Airport Shuttle Transportation Sponsor (3 available)	1 point/each
Sunday Hoover Dam Bus Transportation Sponsor (2 available)	1 point/each

# TITANIUM, PLATINUM & GOLD PREMIUM SPONSOR LEVELS

Titanium Sponsor	Platinum Sponsor	Gold Sponsor
<b>Redeemable Conference Points = 15 Points</b> <b>Cost: \$20,000 or 3 Member Passes + \$15,000</b>	<b>Redeemable Conference Points = 10 Points</b> <b>Cost: \$15,000 or 3 Member Passes + \$10,000</b>	<b>Redeemable Conference Points = 6 Points</b> <b>Cost: \$10,000 or 3 Member Passes + \$5,000</b>

*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
Breakfast Sponsor (Tues or Wed – 2 available)	2 points/each
Lunch Sponsor (Mon, Tues, or Wed – 3 available)	2 points/each
Conference Refreshment Break Sponsor (Mon, 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
Breakout Track Sponsor (8 tracks available on Mon/Wed – 1,2,3,4,5,6,7,8)	1 point/each
Monday Welcome Reception Marquee Lightning Sponsor	1 point/each
Airport Shuttle Transportation Sponsor (3 available)	1 point/each
Sunday Hoover Dam Tour Bus Transportation Sponsor (2 available)	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)	3 points
General Session Sponsors (Mon AM – Session #1 & Mon PM #2; Mon PM– Session #3 & Tues AM Session#4; Wed – Closing)	2 points/each

Networking: Sunday Casual Event (2 available)	1 point/each
Networking: Monday Welcome Reception Rock & Roll! (3 available)	3 points/each
Networking: Monday Welcome Reception Rock & Roll! LED Microphones (PLMA co-branded giveaway to all attendees)	2 points
Networking: Monday Welcome Reception – Games Sponsor	2 points
Networking: Monday Welcome Reception Entertainment Sponsor (3 available)	1 point/each
Networking: Monday Welcome Reception – Opening Act & Photo-Op Sponsor	1 point
Networking: Tuesday Sponsor Networking Reception (2 available)	2 points/each
Networking: Wednesday Ice Cream Social	2 points

# SPECIAL FALL 2025 OPPORTUNITY

## TITANIUM & PLATINUM SPONSORS!

### PREMIUM TUESDAY EVENING EVENT SPACE TO HOST ONSITE EVENTS

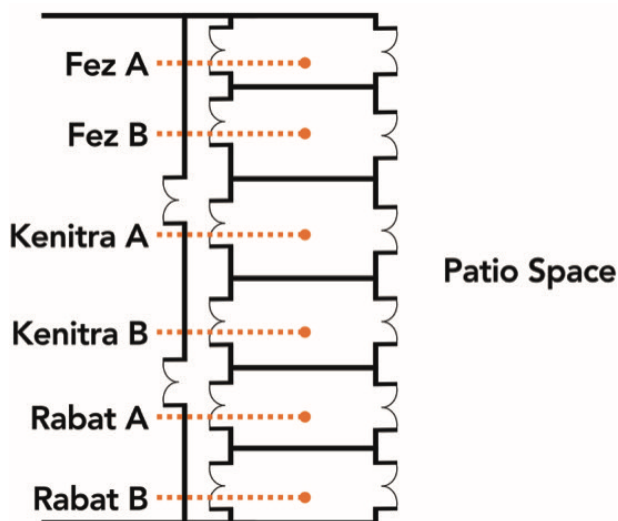
The Westin Lake Las Vegas is an enormous property and with that comes special opportunities for Titanium and Platinum Sponsors to acquire space to host their own event Tuesday evening on property! You will find listed below and on the following pages a few options to help you meet your networking goals while staying on property.

#### Baraka Room – 4 Conference Points

The Baraka Room is a large space with a built-in bar and can accommodate 500 people reception style, and 400 banquet style. The Baraka Room also opens to an outdoor patio area. This space will be home to the PLMA Sunday Casual Networking Event and is made available for sponsors looking to host an event. All Food and Beverage costs will be responsibility of the sponsor. Sandy Humenik is available to aid in the planning and execution of your event. Sponsors are reminded of our no-conflict policy as it relates to PLMA conference activities and are asked not to begin Tuesday events prior to 6:30 pm. Conference signage will be provided announcing your event.

#### Sponsor Row Tuesday Evening Event Space Opportunities

The Straits portion of the property, which we have dubbed Sponsors Row provides an opportunity for sponsors to host a reception or dinner, and to showcase large items such as an EV car (Kenitra AB space)! The rooms are spacious and open to a large, shared grass patio area for additional space. Event space is available on a first come, first serve basis. Below you will find a snapshot of the location of the spaces along with sizing information for reception style serving or a banquet dinner. Each sponsor room will be provided signage to promote your event. Please note that sponsors will be responsible for all food and beverage costs.



Room	Capacity	Points
<b>Fez A/B</b>	<b>120</b>	<b>3</b>
Fez A	50	2
Fez B	70	2
<b>Kenitra AB</b>	<b>160</b>	<b>3</b>
Kenitra A	80	2
Kenitra B	80	2
<b>Rabit A/B</b>	<b>110</b>	<b>3</b>
Rabit A	70	2
Rabit B	60	2

**Combine and Impress and Share the Cost!** If there is interest by a few sponsors to combine efforts into one common reception and share food and beverage costs within the patio area, Sandy Humenik can help organize food and beverage, and a DJ if desired. Event may begin at 6:30 pm and run until 10:00 pm. Conference signage will be provided announcing the combined event. Participating sponsors could then use the room space for additional networking and other activities.

# SPONSOR BENEFIT OPTION DESCRIPTIONS

## 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. There is a 12 person registration limit 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.

**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.

**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 (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.

**Conference Refreshment Break Sponsor (Mon+Tues+Wed): 3 points** – Your brand shines as attendees head for refreshments on their break on Monday, Tuesday and Wednesday (4 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 Breakout Sessions (Tracks 1 thru 8): 1 point each** – Unique opportunity to sponsor one of the tracks (or more) being held on Monday and Wednesday. Acknowledgement will be made by the session co-chairs, as well as in conference signage, the printed program and the conference 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.

**Airport Shuttle Transportation Shuttle: 1 point each (3 available)** – Put your brand in front of attendees as they arrive and depart from the airport. PLMA is helping to provide organized transportation for attendees as they make their way to and from the Westin Lake Las Vegas Resort and Spa. Acknowledgement will be made on the buses, in conference signage, print program, conference app as well as within announcements made during the general and closing session.

**Sunday Hoover Dam Tour Bus Transportation Sponsor: 1 Point (2 available)** – Let your brand ride along from the Westin Lake Las Vegas Resort to the Hoover Dam. Attendees will appreciate the comfortable ride you provide as the transportation sponsor. Your brand will be recognized on signage near the bus loading area, on the bus, as well as from the podium on Monday and Tuesday in welcoming remarks, as well as in the print program and conference mobile app.



## PREMIUM OPTIONS FOR TITANIUM, PLATINUM & GOLD SPONSORS

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

**Exhibit Space – 4 points (4 available)** Our exhibit spaces at the Fall 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 Medinas 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 brand with your custom splash ad visible as attendees open the conference app. 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.

**PLMA Room Key Sponsor at the Westin: 3 points** – Sponsorship of room keys for attendees staying at our host hotel, The Westin Lake Las Vegas Resort. Put your brand in the hands of attendees and receive acknowledgement in conference signage, the print program, conference app and from the podium.

**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: Monday Morning: Opening Session and General Session 2
  - Option 2: Monday Afternoon: General Session 3 and Tuesday Morning: General Session 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.

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

**Networking: Sunday Casual Networking Event: 1 point** – Sponsorship of a fun, casual get-together of food, drink, and comradery for those arriving early to Hendersonville. This early evening event being held on property in the Baraka Room, a former casino now a beautiful space with an adjacent patio. 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 Welcome Reception Rock & Roll Under the Stars: 3 points (3 available)** – Sponsorship of the largest reception event of the conference held Monday evening, November 4, from 6:30 pm – 10:00 pm on property on the amazing La Menzeh Canopy & Lawn where we will host dinner, music and dancing, and other fun activities. Sponsors may provide a giveaway for the attendees or add the branded LED Light 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 tower signage, the print program and the conference mobile app.

**Networking: Monday Welcome Reception LED Microphone Giveaway (includes PLMA co-branded microphone item): 2 points** – Sponsorship of a co-branded LED Microphone giveaway during Monday's Welcome Reception. Your brand will sparkle behind colorful lights as attendees flow through the reception! 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 Reception Game Sponsor: 2 points** – Sponsorship of large lawn games during the Reception will get you noticed on signage adjacent to the games as attendees wait their turn. Acknowledge also made during the Reception Welcome, in signage, the print program, conference app and from the podium on Tuesday am.

**Networking: Monday Welcome Entertainment Sponsor: 1 point (3 available)** – Sponsorship of PLMA's in-house band, The Shifters, at the Monday Welcome Reception, the largest reception during the conference. 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: Monday Welcome Reception – Opening Act & Photo-Op Sponsor: 1 point** – Sponsorship of a surprise opening act before our headliner group at the Monday Welcome Reception, along with photo-ops with our celebrity guest. Recognition will be made from the stage at the event, within event signage, the print program, conference mobile app, and within remarks 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.

**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.

**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@flexload.org](mailto:jknight@flexload.org) for more information.



**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.