

Sponsorship Prospectus

PLMA Spring 2026 Conference

May 11-13, 2026
JW Marriott
Indianapolis, IN



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1. About the Event

Join us May 11-13, 2026 at the JW Marriott in downtown Indianapolis, IN, where we will gather 400+ DR/DER energy practitioners from utilities, service providers, academia, government and non-profits across North America, and some internationally,

Highlights include:

- ~30 Interactive Learning Sessions
- Live Q&A Discussions
- Multiple Networking Opportunities
- Affinity and Interest Groups
- A Supportive, Welcoming DR/DER Community

We have created sponsorship opportunities to enable our non-utility members to raise awareness of products and services, while connecting with utility and other members of our community.

2. Customizable Approach to Sponsoring

Sponsorship is open to only active PLMA Members.

PLMA's tiered approach to sponsorship provides opportunities designed to fit multiple budget levels while meeting your conference goals. Each level delivers a standard baseline of benefits that can be further expanded by adding additional benefit options acquired using your conference points.

Begin by using 3 of your Member Passes toward one of the sponsor levels (plus cash depending upon the level of sponsorship you choose) and then customize your sponsor bundle by selecting from the many benefit options using your conference points allowed for your level. Sponsorships may also be purchased on a cash basis if no Member Passes are to be used.

Sponsoring companies may send up to 13 staff members to the conference. This number includes all registrants including speakers and various chair/co-chair roles for the conference.

Sponsorship registration will run from February 11-April 10, 2026, with a tiered early access schedule for previous Titanium, Platinum and Gold sponsors.

3. Sponsorship Baseline Benefits

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
Baseline Benefits Defined by Sponsorship Level				
<ul style="list-style-type: none"> Registration lists with full contact information distributed as follows: Titanium & Platinum sponsors 4/10/26, Adding Gold 4/17/26; then weekly for all sponsors beginning 4/24/26. Final list will be distributed on 5/13/26. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Brand recognition in the PLMA Spring 2026 Conference website, conference app, and printed program. Titanium, Platinum and Gold sponsor logos and company descriptions will be listed. Silver sponsors will receive logo recognition only. 	Logo, 75-word description	Logo, 75-word description	Logo, 50-word description	Logo only
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Conference app inclusion of promotional video. 	✓	✓	✓	n/a
<ul style="list-style-type: none"> Conference app scrolling banner ad. 	✓	✓	n/a	n/a
<ul style="list-style-type: none"> Social media amplification of your posts related to your conference participation (#Spring26PLMAfilm) plus a PLMA thank you post. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Ongoing conference updates and communications. 	✓	✓	✓	✓
<ul style="list-style-type: none"> 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

4. Sponsorship Levels and Conference Points

PLMA offers 4 levels of sponsorships to help our technology and services members reach their conference goals. Each sponsorship level provides conference points used to select benefit options to create a customized sponsor package. Redeemable conference points may be used in any combination.

Conference point registrations are limited to 6 for Titanium Sponsors, and 3 for all other levels. Non-Utility companies are limited to 13 registrations inclusive of speaker and chairperson registrations.

Titanium	Platinum	Gold	Silver
15 Points	10 Points	6 Points	3 Points
Cost: \$20,000 or 3 Member Passes + \$15,000	Cost: \$15,000 or 3 Member Passes + \$10,000	Cost: \$10,000 or 3 Member Passes + \$5,000	Cost: \$6,000 or 3 Member Passes

Please refer to the matrix on page 4 which describes the baseline benefits for each sponsor tier.

Titanium, Platinum and Gold Sponsors select from the Base Benefit Options shown below combined with the Premium Benefit Options shown on page 6.

Silver Sponsors select from the Base Benefit Options only.

Base Benefit Options Available to All Sponsor Levels*

Base Benefit Option	Conference Points
Registrations – Limited to 6 for Titanium Sponsors; 3 for all other levels	1 point each
Monday Food & Beverage Sponsor (breakfast, lunch and breaks)	2 points
Breakfast Sponsor – Tuesday or Wednesday	2 points each
Lunch Sponsor – Tuesday or Wednesday	2 points each
Conference Refreshment Break Sponsor – All breaks Tues & Wed	3 points
Sponsor Technology Advancement Roundtable (6 available)	2 points
Display Table in the Sponsor Lounge (10 available)	3 points
Breakout Track Sponsor (8 tracks available on Wednesday)	1 point each
Monday Welcome Reception Marquee Lighting	1 point
Professional Headshot Photography	1 point

*Additional Premium Sponsorship Options are listed on page 6

Additional Premium Benefit Options for Titanium, Platinum and Gold Sponsors

Premium Benefit Options	Conference Points
Exhibit Space – 8 x 10 display or other small items (4 available)	4 points each
Connectivity Sponsor – WiFi	3 points
Connectivity Sponsor – Power Alley	3 points
Connectivity Sponsor – Conference Mobile App	3 points
Connectivity Sponsor – Audio Visual	2 points
Connectivity Sponsor – Charging Stations (branded – 2 available)	2 points each
Registration Desk and Lanyard Sponsor	3 points
Room Key Sponsor at JW Marriott (branded)	3 points
General Session Sponsors: Tuesday AM; Tuesday PM; Wednesday (3 available)	2 points each
Networking: Sunday Casual Event (2 available)	1 point each
Networking: Monday Member Meet Up (2 available)	1 point each
Networking: Monday Start Your Engines Welcome Reception (3 available)	3 points each
Networking: Monday Start Your Engines Welcome Reception Indy Car Giveaway	2 points
Networking: Monday Start Your Engines Welcome Reception "Pit Row" Photo Ops	2 points
Networking: Monday Start Your Engines Welcome Reception Entertainment (3 available)	1 point each
Networking: Tuesday Sponsor Networking Reception (2 available)	2 points each
Networking: Wednesday Ice Cream Social	2 points

5. Base Benefit Option Descriptions (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 13 registrations for non-utility entities.***
- **Sponsor Lounge Display Table: 3 points (10 available)** – Provides for a 6' skirted table with 2 chairs along with access to power. This space is limited to tabletop displays, large screen monitors, and pop-up banners. 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 (with case study data) 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 Networking 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 Breaks: 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 Flexible Load Fundamentals Class and the well-attended Interest Group and Workshop sessions. The day will start out with roughly 120 attendees and currently looks to grow to 200+ 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 print program, 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 print program, 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 print program and conference mobile app, as well as a mention prior to the lunch break each day.
- **Conference Refreshment Break Sponsor (All breaks 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 print program, 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 and website, the print 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 program, conference mobile app and a mention at the event itself.
- **Professional Headshot Photography: 1 Point** - A conference attendee favorite, your brand will welcome attendees wishing to get a new headshot. Acknowledgement provided within signage, the print program, conference mobile app and within reminders to attendees.

6. Premium Benefit Option Descriptions for Titanium, Platinum and Gold Sponsors

- **Exhibit Space – 4 points (4 available)** Our exhibit spaces at the Spring 2026 Conference will provide an approximately 9x12 space. Sponsors are reminded that large inbound equipment must be coordinated such that large pieces are moved-in and out by sponsoring staff or outside vendors, and approved by the hotel. Hotels are not drayage companies and cannot accommodate nor store large pieces. Spaces will be marked with stanchions and rope and will be located in the large foyer area outside of 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 4 are available so book early!
- **Connectivity Sponsor - Wi-Fi: 3 points** – Sponsorship of Wi-Fi service for the entire conference is acknowledged from the podium and remarks in the General Sessions, the print program, conference app and signage. Sponsor provides their preferred Wi-Fi password.
- **Connectivity Sponsor - Power Alley: 3 points** – Sponsorship of the complimentary power rows in the main General Session room. Acknowledgement made within the print program and our conference app giving logo brand recognition. Additional acknowledgement will be made during the General Session remarks, within the print program, conference mobile app 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 Spring 2026 conference 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, print program and in conference signage.
- **Connectivity Sponsor - AV (Audio Visual): 2 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 branded charging station located in the Sponsor Lounge and/or Foyer area during the entire event. The charging station wrapped with your logo design will be front and center as 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 as name badges will come with a lanyard branded with your logo. Additional acknowledgement will be made during the General Sessions, print program, conference app and signage.
- **PLMA Room Key Sponsor at the JW Marriott: 3 points** – Sponsorship of room keys for attendees staying at our host hotel, the JW Marriott. Put your brand in the hands of attendees staying at the JW. Acknowledgement made in conference signage, the print program, conference app and from the podium.
- **Networking – Sunday Casual Networking Event: 1 point (2 available)** – Sponsorship of a fun, casual get-together of food, drink, and comradery for those arriving early to Indianapolis. This early evening event being held at the NCAA Hall of Champions providing a fun, interactive evening. Acknowledgement will be made at the event, within the conference program, conference mobile app, and event signage. Sponsor may also provide t-shirts for a unique sculpture of athletes welcoming attendees.
- **Networking – Monday Meet Up: 1 point (2 available)** - 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 Start Your Engines Welcome Reception: 3 points (3 available)** – Sponsorship of the largest reception event of the conference held Monday evening, May 11, from 8:00 pm – 10:00 pm where we will start the conference Indy style! Attendees will enjoy music, refreshments (cocktails and light hors d'oeuvres) at the Indiana State Museum, with indoor and outdoor spaces to enjoy the night. Sponsors may provide a giveaway for the attendees or add the branded Indy Car giveaway (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.
- **Networking – Monday Start Your Engines Welcome Reception Indy Car Giveaway: 2 points** – Sponsorship of a branded race car stress reliever giveaway during the Indy Starting Line themed Monday Welcome Reception. Your brand will be in the hands of attendees with an Indy Car in honor of the upcoming Indy 500. Acknowledgement will be made during the Reception Welcome by PLMA Chair Robin Maslowski, in signage, the print program, conference app and from the podium.
- **Networking – Monday Start Your Engines 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: Monday Start Your Engines Welcome Reception “Pit Row” Photo Ops: 2 points** – Sponsorship of our own Pit Row - PLMA style. Attendees will enjoy photographs with a surprise or two, taken by a professional photographer against the PLMA backdrop.
- **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 PLMA staff 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 the Tuesday AM, Tuesday PM or Wednesday's closing agenda. 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@flexload.org, for more information.***

7. Booking Contacts

For more information or to book your sponsorship, please contact us:

- Monica Hammond, Sr. Director, Operations
737-224-1406; mhammond@flexload.org
- Rich Philip, PLMA Executive Director
317-691-8443; rphilip@flexload.org

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