

Sponsorship Prospectus

PLMA Fall 2026 Conference

November 9-11, 2026
The Westin Seattle
Seattle, WA



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1. About the Event

Join us November 9-11, 2026 at The Westin Seattle in downtown Seattle, WA, 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 August 3 - October 21, 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				
Registration lists with full contact information distributed as follows: Titanium & Platinum sponsors 10/9/26, Adding Gold 10/16/26; then weekly for all sponsors beginning 10/23/26. Final list will be distributed on 11/13/26.	✓	✓	✓	✓
Brand recognition in the PLMA Fall 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
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
Conference app inclusion of promotional video.	✓	✓	✓	n/a
Conference app scrolling banner ad.	✓	✓	n/a	n/a
Social media amplification of your posts related to your conference participation (#Fall26PLMAflm) plus a PLMA thank you post.	✓	✓	✓	✓
Ongoing conference updates and communications.	✓	✓	✓	✓
Utility Dive special 15% discount on paid distribution opportunities via UD's "sponsor content" channel for your content (white	✓	✓	✓	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
Breakfast Sponsor – Monday, Tuesday, or Wednesday	2 points each
Lunch Sponsor – Monday, Tuesday, or Wednesday	2 points each
Conference Refreshment Break Sponsor – All Breaks Mon, Tues, and Weds	3 points
Conference Hydration Station Sponsor – All Day Beverages Mon, Tues, and Weds	3 points
Sponsor Technology Advancement Roundtable (6 available)	2 points
Display Table in the Sponsor Lounge (10 available)	3 points
Breakout Session Sponsor (18 Sessions Available Tuesday and Wednesday)	1 point for 2 sessions
Monday Welcome Reception Marquee Lighting	1 point
Monday Welcome Reception: Transportation Sponsor (2 available)	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 – 10 x 10 display or other small items (6 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 The Westin Seattle (Branded)	3 points
General Session Sponsors: Mon AM; Tues AM (2); Wednesday PM (4 available)	2 points each
Private Networking Suite (Rooms for Titanium and Platinum Sponsors (3 available)	3 points each
Networking: Sunday Casual Event (2 available)	1 point each
Networking: Sunday Casual Event Game Sponsor	2 points
Networking: Monday Seattle Sound Welcome Reception (3 available)	3 points each
Networking: Monday Seattle Sound Welcome Reception Luminous Coaster Giveaway	2 points
Networking: Monday Seattle Sound Welcome Reception “Amplify Your Moment” Photo Ops	2 points
Networking: Monday Seattle Sound Welcome Reception Entertainment (3 available)	2 points each
Networking: Tuesday Sponsor Networking Reception (2 available)	2 points each
Networking: Wednesday Nitro and Networking 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.
- **Breakfast Sponsor (Mon, 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 (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 print program and conference mobile app, as well as a mention prior to the lunch break each day.
- **Conference Refreshment Break Sponsor (All Breaks Mon, Tues, Wed) 3 points** – Your brand shines as attendees head for refreshments on their break throughout the conference (5 breaks over three days!). Your logo will be displayed on signage adjacent to the refreshment display in the high-traffic sponsor lounge 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.
- **Conference Hydration Station Sponsor (All Day Mon, Tues, Wed) 3 points** – Keep attendees refreshed throughout the conference by sponsoring with a selection of infused waters, freshly brewed coffee, lemonade, and tea. This all-day refreshment destination will serve as a natural gathering place between sessions, providing exceptional visibility for your brand. Your logo will be prominently displayed at the Hydration Station throughout the conference, with additional recognition in the printed conference program, the conference mobile app, and from the podium during the conference. One exclusive sponsor for the Hydration Station.
- **Breakout Session Sponsor for Tuesday and/or Wednesday: 1 point for 2 sessions** – Showcase your brand by sponsoring two breakout sessions of your choice from the Tuesday and Wednesday Conference agenda. Select the sessions that best align with your organization's expertise and target audience to maximize visibility among attendees most interested in your solutions. Sponsor recognition will be provided by the session moderator, as well as in conference signage, website, printed program, and 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.
- **Monday Welcome Reception Transportation Sponsor: 1 Point (2 available)** - Let your brand ride along from The Westin Seattle to the Museum of Pop Culture. Attendees will appreciate the comfortable ride you provide as the transportation sponsor. Your brand will be recognized on signage near the loading area, in transit, as well as from the podium on Monday and Tuesday in welcoming remarks, the print program, and conference mobile app.

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

- **Exhibit Space – 4 points (6 available)** Our exhibit spaces at the Fall 2026 Conference will provide an approximately 10 x10 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 room and Sponsor Lounge where all meals, breaks and Tuesday's Sponsor Networking Reception will be held. Offered only to Titanium, Platinum and Gold Sponsors. Only 6 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 Fall 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 Westin Seattle: 3 points** – Sponsorship of room keys for attendees staying at our host hotel, The Westin Seattle. Put your brand in the hands of attendees staying at the Westin. Acknowledgement made in conference signage, the print program, conference app and from the podium.
- **Private Networking Suite: Meeting Rooms for Titanium/Platinum Sponsors Only: 3 points(3 available)** – Create a dedicated space for networking or meetings throughout the conference. Host prospective customers, existing clients, or internal strategy discussions. Personalize the room with company branding and provide light refreshments for invited guests. Please note that sponsors will be responsible for all food and beverage costs.
- **Networking – Sunday Casual Networking Event: 1 point (2 available)** – Sponsor a relaxed evening of networking and hospitality at The Westin Seattle. Sponsors may provide a giveaway for the attendees or sponsor giant games (1 available) for full visibility! Acknowledgement will be made at the event, within the conference program, conference mobile app, and event signage.
- **Networking – Sunday Casual Networking Event Game Sponsor: 2 points** – Sponsorship of giant 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, print program, conference app and from the podium on Tuesday am.

- **Networking – Monday's The Seattle Sound Welcome Reception: 3 points (3 available)** – Join conference attendees for the premier networking event of the conference on Monday evening from 6:00 – 9:00 p.m. at Seattle's iconic Museum of Pop Culture Sky Lounge. Inspired by Seattle's legendary music scene, this unforgettable evening will feature dinner, drinks, entertainment, and interactive experiences while attendees reconnect with colleagues, meet new industry peers, and enjoy one of the city's most unique venues. Sponsors may provide a giveaway for the attendees or add the branded Luminous Coaster 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 Seattle Sound Welcome Reception Luminous Coaster Giveaway: 2 points** – Inspired by Seattle's iconic music scene, sponsorship of these glowing keepsakes will light up networking conversations while providing lasting visibility for your brand. 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 Seattle Sound Welcome Entertainment Sponsor: 2 points (3 available)** – Sponsor the immersive entertainment experience at The Monday Welcome Reception, the conference's signature networking event, held from 6:00–9:00 p.m. in the **Sky Lounge at Seattle's Museum of Pop Culture**. Set against a backdrop of music-inspired visuals and a vibrant atmosphere, sponsor recognition includes branding within the visual entertainment experience, event signage, printed conference program, conference mobile app, acknowledgement during the Reception Welcome, and recognition by the session co-chairs during Tuesday's programming.
- **Networking: Monday Seattle Sound Welcome Reception "Amplify Your Moment" Photo Ops: 2 points** – Sponsor an interactive 360° photo booth experience at *The Seattle Sound Welcome Reception*. Attendees can **Amplify Your Moment** by stepping into the spotlight to capture dynamic, share-worthy videos inspired by Seattle's legendary music scene. This engaging activation gives attendees a chance to create lasting memories while networking with industry peers, and places your brand at the center of one of the evening's most popular experiences. Sponsorship includes co-branding at the activation and recognition throughout the event.
- **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 Nitro and Networking Social: 2 points** – Sponsor the conference's closing networking social featuring refreshing nitro coffee and Seattle's iconic donuts. As attendees gather for one last opportunity to connect before departing for the ULME meeting, your brand will be showcased at one of the conference's final touchpoints. Sponsorship includes recognition on event signage, in the printed conference program, the conference mobile app, and during the conference Closing Remarks.
- **General Session Sponsorships (4 available): 2 points each** – Sponsorship of the conference General Sessions puts your logo front and center for the Monday AM, Tuesday AM, 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
- Cynthia Hunt Jaehne, PLMA Executive Director
202-744-1526; cjaehne@flexload.org

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