



Sponsorship Prospectus

PLMA 2026 Summer Symposium

August 25-26, 2026
Renaissance Arlington
Capital View
Arlington, VA

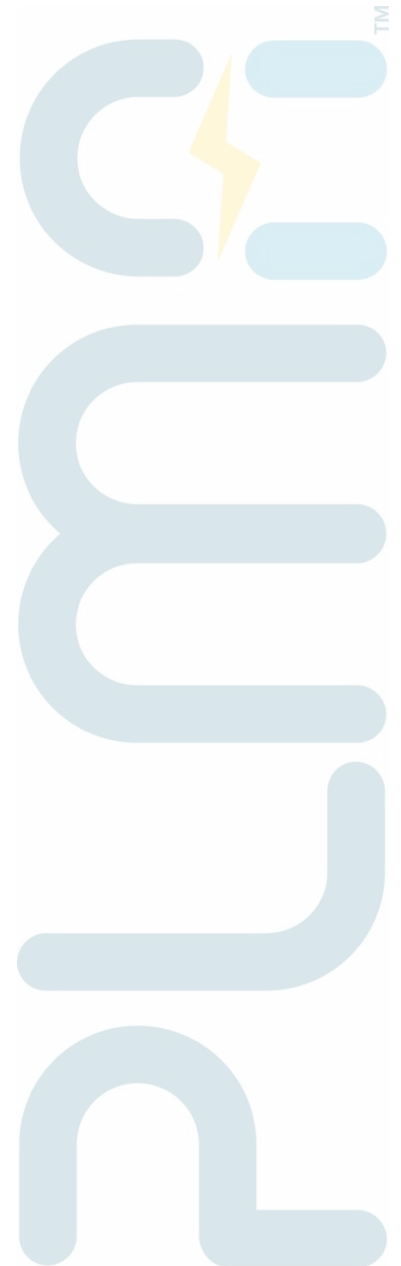


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1. About the Event

Join us August 25–27, 2026 at the Renaissance Arlington Capital View in Arlington, VA, where we will bring together 200+ professionals from utilities, auto OEMs, technology providers, data center organizations, academia, government, and non-profits from across North America.,

Highlights include:

- More than 20 Interactive Learning Sessions
- Three Concurrent EV-Focused Tracks Covering Managed Charging, V2G/V2X, and Grid Impacts
- One Dedicated Data Center Track Exploring Load Flexibility and Energization Strategies
- Live Q&A and Interactive Discussions
- Multiple Networking Opportunities with Industry Leaders and Peers
- Technology and Infrastructure Insights from Across the Energy Ecosystem
- A Collaborative and Welcoming Industry Community

We have created sponsorship opportunities to help organizations elevate brand visibility, showcase innovative products and services, and connect directly with utility leaders, OEMs, technology innovators, and other key stakeholders shaping the future of transportation electrification and large flexible loads.

Please Note: Sponsorship is restricted to PLMA Members.

2. Symposium Format

DAY ONE:

Exploring lessons learned, emerging technologies, and real-world experiences with EV managed charging, V2G/V2X integration, transportation electrification, and the growing impact of flexible load strategies for both EVs and data centers.

DAY TWO:

Addressing the challenges and opportunities associated with scaling large electrical loads, including widespread EV adoption, data center energization, grid reliability, load flexibility, and infrastructure strategies needed to support the evolving energy ecosystem.

Sponsorship registration will run from June 15-August 3, 2026, with a tiered early access schedule for previous 2026 Symposium sponsors.

3. Sponsorship Benefits

Sponsor Benefits	PREMIUM LEVEL	SELECT LEVEL
Foundational Benefits Based on Sponsor Level:		
1. Interim and final registration lists with full contact information on a tiered distribution based on level, beginning 7/31/26 for Premium Level Sponsors, then weekly (Fridays) for ALL Sponsors beginning 8/7/26. The final attendee list will be distributed on 8/28/26 following the Symposium.		
2. Brand recognition on the PLMA Summer Symposium website, App, signage, and printed program. Sponsor logos and company descriptions will be included in the App and printed program.	Logo, 75-word description	Logo, 50-word description
3. Symposium App inclusion of promotional documents, collateral, studies, and other key information.	Unlimited promotional materials	Up to two documents
4. Symposium App inclusion of a promotional video.		N/A
5. Symposium App scrolling banner ad.		N/A
6. Social media amplification of your posts related to your Symposium participation (#PLMASummer26), plus a PLMA thank you post.		
7. Ongoing Symposium updates and communications.		

4. Sponsorship Levels and Descriptions

Premium Level Sponsorship Opportunities provide you with two amazing options for product and brand awareness during the Symposium. Select from either the **Grand Dinner Reception**, or the **Technology Advancement Roundtable** – or both! These are limited opportunities with maximum visibility, so make your selection today!

Select Level Sponsorship Opportunities provide options for budget-conscious organizations. These include logo recognition and sponsorship acknowledgement throughout the Symposium. All sponsors are welcome to choose Select Sponsorship options to further customize your sponsorship.

Non-Utility companies are limited to 8 registrations inclusive of speaker and chairperson registrations.

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

Premium Level Sponsors select from the Base Benefit Options shown below combined with the Premium Benefit Options shown on page 8.

Select Sponsors select from Select Level Sponsorships Options only.

Base Benefit Options Available to Premium and Select Sponsor Levels*

Base Benefit Option	Investment
Mobile App Sponsor	\$3,000
Wi-Fi Sponsor	\$3,000
Registration Desk/Lanyard Sponsor	\$3,000
Sponsor Table (6 Available)	\$3,000
Breakfast and Lunch Sponsor	\$2,500
Break Sponsor	\$2,500
Plenary Session Sponsor	\$2,000
EV Grid Impacts Content Sponsor	\$1,500
Data Centers Xchange Content Sponsor	\$1,500
Audio Visual (AV) Sponsor	\$1,500
Grand Dinner Reception Marquee Lighting Sponsor	\$1,500
Bus Transportation Sponsor	\$1,500

Premium Benefit Options for Premium Sponsors

Premium Benefit Options	Investment
Grand Dinner Reception	\$5,000
Technology Advancement Roundtable (Limit 4, Day 1)	\$5,000

Select Sponsorship Opportunities

All Sponsors are welcome to choose Select Sponsorship options to customize your sponsorship.

Mobile App Sponsor	\$3,000
Sponsorship of the PLMA's Symposium App will position your logo within a scrolling banner acknowledgement, as well as within a logo icon treatment on the App home screen. This is a fantastic way to get eyeballs on your logo throughout the conference! Additional acknowledgement will be made during the Symposium and within the print program and signage.	
Wi-Fi Sponsor	\$3,000
Sponsorship of the Wi-Fi service for the Symposium is acknowledged throughout the duration of the Symposium within the print program and signage, Symposium App, and during sessions to remind attendees how to access the symposium network. Sponsor provides the Wi-Fi password to be used for access to the conference network.	
Registration Desk/Lanyard Sponsor	\$3,000
The Symposium's Registration Desk is the first place attendees will see your brand. Each attendee will receive a Symposium badge and a lanyard branded with your logo . You will also receive logo recognition in signage and other acknowledgements throughout the event.	
Sponsor Table (6 Available)	\$3,000
Your Sponsor Table will enable you to familiarize attendees with your brand and services. Your table will be prominently located in the foyer outside the general meeting rooms and where conference breaks will be held, putting you and your brand in the spotlight! You'll receive a 6' skirted table with 2 chairs. Displays are limited to tabletop displays, pop-up banners, or other items that fit behind the table. No large exhibit-hall-type pop-up backdrops (6'-10' wide) will be permitted.	
Breakfast and Lunch Sponsor	\$2,500
Become the Symposium Breakfast and Lunch Sponsor and receive acknowledgement in signage and from the podium during the Symposium. Attendees will see your brand whenever they reach for their favorite food item. Receive a bonus benefit by providing branded stickers for the to-go lunch boxes on Wednesday, putting your logo right in the hands of attendees!	
Break Sponsor	\$2,500
Attendees will see your brand whenever they stop for refreshments during the Symposium's 4 planned breaks . Your logo will be featured in the signage, and you'll also receive acknowledgement from the podium. Sponsor may also provide branded napkins for use at the food/beverage stations during the breaks.	
Combined Plenary Session Sponsor	\$2,000
Position your brand at the center of the Symposium by sponsoring the Combined Plenary Session , where attendees from both the EV and Data Center tracks come together to kick off the event. As one of the highest-attended sessions of the Symposium, this opening plenary provides exceptional visibility among utility leaders, auto OEMs, technology providers, data center stakeholders, and other industry professionals. Sponsor recognition will be featured in	

the Symposium print program, mobile app, event signage, and within remarks made by the session chairs as they welcome attendees and launch the event.	
EV Grid Impacts Content Sponsor	\$1,500
Take a leading role in supporting the Symposium's EV Grid Impacts Content , featuring three concurrent breakout sessions and plenary discussions focused on managed charging, V2X Pilots, affordability, grid impacts, and emerging industry trends. This sponsorship provides prominent visibility among utility professionals, auto OEMs, charging providers, technology companies, and other stakeholders driving the future of electrified transportation. Sponsor recognition will be included in session introductions by session co- chairs, signage, printed program, and the mobile app throughout the event.	
Data Centers XChange Content Sponsor	\$1,500
Position your brand at the forefront of one of the industry's fastest-growing conversations by sponsoring the Symposium's Data Center XChange Content . Featuring seven plenary sessions focused on utility and regulatory perspectives, BYOC frameworks, and developing opportunities for collaboration between utilities and data center operators, this track brings together key decision-makers shaping the future of large flexible loads. Sponsor recognition will be featured in acknowledgements from session co-chairs, signage, printed program, and the mobile app throughout the event.	
Audio Visual (AV) Sponsor	\$1,500
Sponsorship of the Audio Visual (AV) service for the Symposium is acknowledged throughout the duration of the Symposium within the print program and signage, and within the Symposium App. Additional acknowledgements will be made during the Symposium from the podium and in slideware.	
Grand Dinner Reception Marquee Lighting Sponsor	\$1,500
Get lit by sponsoring the special PLMA Marquee lights located prominently at the Grand Dinner Reception. Receive acknowledgement within signage, the print program, conference mobile app and a mention at the event itself.	
Bus Transportation Sponsor	\$1,500
Let your brand ride along from the Symposium hotel to the Grand Reception venue. Attendees will appreciate the comfortable and convenient transportation you provide as the Transportation Sponsor . Your brand will receive recognition on signage near the shuttle loading area, onboard transportation vehicles, and from the podium during welcoming remarks throughout the Symposium, as well as within the print program and Symposium mobile app.	

Premium Sponsorship Opportunities

Premium Sponsors may also book Select Level options to customize your sponsorship.

Grand Dinner Reception – Limit 6	\$5,000
Elevate your brand visibility by sponsoring the Symposium's premier networking event. The Grand Dinner Reception brings attendees together in a relaxed setting to connect with utility leaders, industry experts, and solution providers while continuing the conversations sparked throughout the day. This sponsorship provides exceptional opportunities for meaningful engagement, prominent brand recognition, and networking with key decision-makers. Included in your sponsorship: • One 36 x 84 double-sided banner sign that will be placed within the conference foyer area as well as at the Grand Dinner event with Sponsor provided graphics. • Option for a reserved table of 8 during the dinner event. • Logo recognition and acknowledgement throughout the Symposium on the event's signage, website, and App, as well as from the podium. • One Symposium registration included with up to 2 more at a 50% discount. • One Sponsor Table Display in the Symposium foyer at a discounted rate of \$1,500 (offered on a first-come, first-served basis with 6 available).	

Technology Advancement Roundtable – Limit 4 (Day 1)	\$5,000
Accelerate your brand visibility by participating in the Technology Advancement Roundtable. Sponsors will have 3 minutes to showcase new or enhanced product and service offerings that are addressing EV managed charging challenges or Data Center energization. Presentations will be followed by a short 15-minute roundtable discussion moderated by a PLMA Chair. • A 3-minute presentation on products/services available today or in the near-term future including go-to-market plans. • Two seed questions to be submitted in advance to the session moderator. • Logo recognition and acknowledgement throughout the Symposium on the event's signage, symposium website and App, as well as from the podium. • One Symposium registration included with up to 1 more at a 50% discount. • One Sponsor Table Display in the Symposium foyer at a discounted rate of \$1,500 (offered on a first-come, first-served basis with 6 available).	

5. Booking Contacts

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

- Monica Hammond, Senior Director of Operations and Membership
mhammond@flexload.org
- Cynthia Hunt Jaehne, PLMA Executive Director
cjaehne@flexload.org

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