

J.D. POWER

UTILITY
CLIENT CONFERENCE

**March 5-6, 2020
The Hutton Hotel
Nashville, TN**

Sponsorship Opportunities



EVENT INFORMATION



J.D. POWER ANNUAL UTILITY CLIENT CONFERENCE

J.D. Power will host its annual Utility Client Conference March 5-6 2020 at the Hutton Hotel in Nashville, Tennessee. The Utility Client Conference brings together J.D. Power clients, including electric, natural gas and water utilities. This jam-packed, two-day conference will feature keynote speakers, presentations by both J.D. Power experts and clients, and numerous networking opportunities! The availability of sponsorship opportunities is subject to change, with those listed in this brochure current as of August 23, 2019.

AGENDA (TENTATIVE)

THURSDAY, MARCH 5, 2020

7:00 A.M.	Breakfast Onsite
8:00 A.M.	General Session
12:00 P.M.	Lunch Onsite
1:00 P.M.	General Session
7:00 P.M.	Offsite Event

FRIDAY, MARCH 6, 2020

7:00 A.M.	Breakfast Onsite
8:00 A.M.	General Session
12:00 P.M.	Event Concludes

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

THE OBJECTIVE OF THE UTILITY CLIENT CONFERENCE

The Utility Client Conference goes beyond J.D. Power's Voice of the Customer research to provide attendees with valuable insights, including:

- Best practices employed by leading utilities
- Best practices from other industries
- Presentations from most-improved utilities
- Research on research
- Customer analytics

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

REACH YOUR TARGET AUDIENCE



The following is a partial list of the unique companies and representatives who have attended past Utility Client Conference events.

Ameren	DTE Energy	Liberty Utilities	PacifiCorp
American Electric Power	Duke Energy	KU Energy	PECO Energy
American Water	Duquesne Light Company	MDU Utilities Group	Pedernales Electric Cooperative
Aquarion Water Company	Entergy	MidAmerican Energy Company	Philadelphia Gas Works
Austin Energy	Eversource Energy	Minnesota Power	Pinellas County
Baltimore Gas & Electric	Exelon Utilities	National Grid	Public Service Company of New Mexico
Black Hill Energy	Farmers Electric Co-op	New Jersey Natural Gas	PPL Electric Utilities
California Water Service Co.	Florida Power & Light	New Mexico Gas Company	PSEG Long Island
Clark Public Utilities	Georgia Power	NiSource	Rappahannock Electric Cooperative
Cleco Power	GreyStone Power Corporation	NorthWestern Energy	SECO Energy
Cobb EMC	Gwinnett County Water Resources	NV Energy	Southern Company
Colorado Springs Utilities	Indianapolis Power & Light Company	Oklahoma Gas & Electric	Tampa Electric
ComEd	Inlet	Omaha Public Power District	TECO Services, Inc.
Connexus Energy	Jackson EMC	Orange & Rockland Utilities	UGI Utilities, Inc.
Consumers Energy	JEA	Orlando Utilities Commission	Xcel Energy
CoServ	LG&E	Otter Tail Power Company	

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

REACH YOUR TARGET AUDIENCE

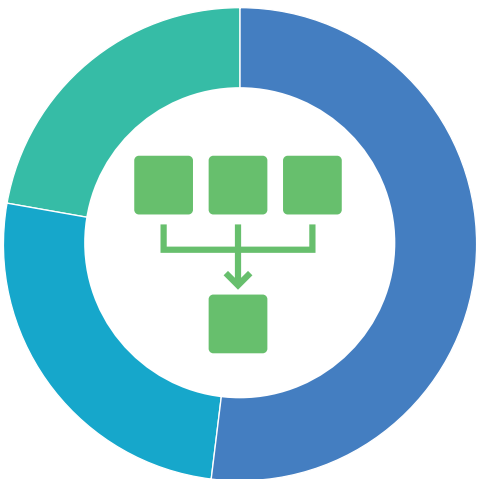
This The J.D. Power Utility Client Conference attracts senior executives from electric, natural gas and water utilities.

ATTENDEE INDUSTRY BREAKDOWN



63% Electric
24% Gas
13% Water

ATTENDEE JOB ROLE BREAKDOWN



52% Executive/Director, Manager
26% C-Level, SVP, VP
22% Supervisor, Analyst, Other

ATTENDEE JOB FUNCTION



40% Customer Experience/Engagement
21% Research
12% Marketing/Public Relations
11% Operations
8% Call Center
5% Sales
2% Consultant
1% Other

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

PRESENTING SPONSOR

\$35,000 | EXCLUSIVE



SPEAKING OPPORTUNITY

- One (1) 30-minute presentation. Topic and presentation must be pre-approved by J.D. Power. It must be educational and based on a case study or research findings.

ACCESS

- Three (3) event passes
- Invite to the Utility Executive Forum on Wednesday, March 4, 2020

ONSITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- Two (2) Pages Program Inclusion
- Promotional Piece provided to attendees during registration (sponsor company provides)
- Company logo included on event signage, First-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)

PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power-approved press release announcing their sponsorship prior to the event.
- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, First-Tier
- Company logo included in pre-event marketing email promotions, First-Tier

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

NETWORKING EVENT

\$20,000 | EXCLUSIVE



SPEAKING OPPORTUNITY

- One (1) 20-minute presentation. Topic and presentation must be pre-approved by J.D. Power. It must be educational and based on a case study or research findings.

ACCESS

- Two (2) event passes

ONSITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- One (1) Page Program Inclusion
- Promotional Piece provided to attendees during registration (sponsor company provides)
- Company logo included on event signage, Second-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- Onsite Branding during sponsored event

PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power-approved press release announcing their sponsorship prior to the event.
- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Second-Tier
- Company logo included in pre-event marketing email promotions, Second-Tier

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

BREAKFAST SPONSOR

\$15,000 | 2 AVAILABLE (Thursday & Friday)



ONSITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- One (1) Page Program Inclusion
- Company logo included on event signage, Third-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- Onsite Branding during sponsored event

PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power-approved press release announcing their sponsorship prior to the event.
- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Third-Tier
- Company logo included in pre-event marketing email promotions, Third-Tier

ACCESS

- Two (2) event passes



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

NETWORKING LUNCH SPONSOR

\$15,000 | EXCLUSIVE (Thursday)



ONSITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- One (1) Page Program Inclusion
- Company logo included on event signage, Third-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- Onsite Branding during sponsored event

PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power-approved press release announcing their sponsorship prior to the event.
- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Third-Tier
- Company logo included in pre-event marketing email promotions, Third-Tier

ACCESS

- Two (2) event passes



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

NETWORKING BREAK SPONSOR

\$10,000 | 3 AVAILABLE (Thursday AM & PM, Friday AM)



ONSITE PRESENCE

- Company logo included on event signage, Fourth-Tier
- Onsite Branding during sponsored event

PRE-EVENT MARKETING

- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Fourth-Tier

ACCESS

- One (1) event pass



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

SURVIVAL KIT SPONSOR

\$12,000 | EXCLUSIVE



ONSITE PRESENCE

- Co-branded survival kits provided to attendees at registration
- Company logo included on event signage, Third-Tier

PRE-EVENT MARKETING

- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Third-Tier
- Company logo included in pre-event marketing email promotions

ACCESS

- One (1) event pass



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

MOBILE APP SPONSOR

\$10,000 | EXCLUSIVE



ONSITE PRESENCE

- Company logo included on event signage, Third-Tier
- Company logo included in all mobile app mentions
- Company logo banner ad included on mobile app landing page

PRE-EVENT MARKETING

- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, listed as Mobile App Sponsor
- Company logo included in pre-event marketing email promotions, Third-Tier

ACCESS

- One (1) event pass



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

LANYARD SPONSOR

\$7,500 | EXCLUSIVE



ONSITE PRESENCE

- Company logo included in event signage, Fourth-Tier
- J.D. Power will provide co-branded lanyards

PRE-EVENT MARKETING

- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Fourth-Tier

ACCESS

- One (1) event pass



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

NOTEPADS & PENS SPONSOR

\$7,500 | EXCLUSIVE



ONSITE PRESENCE

- Company logo included on event signage, Fourth-Tier
- J.D. Power will provide co-branded notepads

PRE-EVENT MARKETING

- Company logo and link to your website on the J.D. Power Utility Client Conference Event Page www.jdpower.com/utility-client-conference, Fourth-Tier

ACCESS

- One (1) event pass



For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com

MEET OUR TEAM



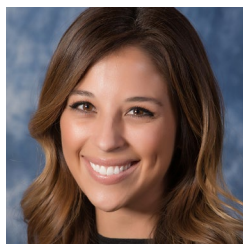
Andrew Heath
Managing Director,
Utilities Intelligence
J.D. Power



Adrian Chung
Director,
Utilities Intelligence
J.D. Power



Stephanie O'Neill
Marketing Manager
J.D. Power



Shawn Slater
Senior Manager,
Conferences & Events
J.D. Power



Angelica Crosswhite
Specialist,
Conferences & Events
J.D. Power

TIMELINE

AUG 1

Start Accepting
Sponsorship
Agreements

JAN 27

Video Content
for Event Due

JAN 27

Program Materials
Due

FEB 7

Confirm Use of
Exhibit Table

MAR 2

Shipped Materials
Arrive at Hotel

MAR 5-6

Utility Client
Conference

For more information, contact:

Adrian Chung, Director, Utilities Intelligence, 647-946-3441, adrian.chung@jdpa.com

Andrew Heath, Managing Director, Utilities Intelligence, 720-352-9471, andrew.heath@jdpa.com