



2025 NRECA PowerXchange & TechAdvantage

SPONSORSHIP OPPORTUNITIES

March 7-12, 2025 | Atlanta, Georgia | Georgia World Congress Center

STAND APART FROM THE CROWD...

Sponsorship packages offer a variety of opportunities to help extend your company's presence beyond the booth. Contact your account manager to discuss and secure the right type of exposure for your company.

Visit cooperative.com/theexpo for more information



NETWORKING EVENTS

EXPO GRAND OPENING RECEPTION

\$20,000; Five available

Reserve this high-impact sponsorship to generously support and welcome attendees to the Expo Grand Opening reception held on the show floor where attendees will come together to network and mingle.

EXPO LUNCH ON TUESDAY

\$15,000; Five available

Feed and energize our attendees by providing lunches on the expo floor. Food and drink stations will be set up near sponsor booth/s during lunch.

DIVERSITY CHAMPION AWARD RECEPTION AT POWERXCHANGE AND TECHADVANTAGE

\$15,000; EXCLUSIVE (FB and AV costs included)

Show your support of leaders who are championing diversity, equity and inclusion in the electric cooperative industry.

CEO LOUNGE

\$15,000 per participating member;

Exclusive to NRECA Service Members

Connect with CEOs at PowerXchange and TechAdvantage in the exclusive lounge at the convention center on Monday and Tuesday. Your sponsorship will provide coffee and refreshments in an environment designed exclusively for CEOs to have a private conversation and recharge while in Atlanta.

TECHADVANTAGE AND ASSOCIATE MEMBER RECEPTION

\$12,000; Seven available

Carve out time with senior level co-op engineering, operations, and IT staff as the host of the TechAdvantage and Associate Member reception at the exciting College Football Hall of Fame in Atlanta! This reception is an annual event and is very popular with the 1,000+ technical staff attending the TechAdvantage Conference.

**Sponsorship is subject to approval from the College Football Hall of Fame*

EXHIBITOR AFTERNOON SNACK BREAK

\$7,500; Five available

Keep attendees going on the show floor on Tuesday afternoon with a snack break featuring your brand. The food station *must be placed inside* the sponsor's booth.

EXHIBITOR COFFEE BREAK

\$7,500; Five available

Give attendees a caffeinated boost on the show floor with a Tuesday morning coffee break featuring your brand. The coffee station *must be placed inside* the sponsor's booth.

TECHADVANTAGE GRAND PRIZE CONTEST

\$3,500; Eighteen available

Bring conference attendees directly to your booth by sponsoring the grand prize drawing. TechAdvantage attendees participating in the contest will visit each sponsor's booth to receive a special stamp in order to be eligible to win really cool prizes! In 2024, we gave away a vacation package valued at \$6,000, PlayStation 5 Console, Meta Quest 3 VR Goggle, Bose Headphones, Vitamix 5200 Blender and more.

NRECA BROADBAND RECEPTION (EXCLUSIVE TO NRECA BROADBAND ASSOCIATE MEMBER PARTICIPANTS)

\$2,000; Multiple available

Engage with NRECA and our NRECA Broadband participants face-to-face at this reception. This exclusive sponsorship allows you to interact with decision-makers, gain visibility in the cooperative marketplace, generate awareness and build your brand.



THOUGHT LEADERSHIP

TECHADVANTAGE OPENING GENERAL SESSION

\$30,000; EXCLUSIVE

A unique opportunity to speak on stage in front of over 1,000 TechAdvantage attendees — introduce your company, kick off the conference, and welcome the opening general session keynote speaker.

POWERXCHANGE AND TECHADVANTAGE WOMEN IN POWER EDUCATION SESSION AND HAPPY HOUR

\$18,000; EXCLUSIVE

Show your support of female leadership at America's electric co-ops as they network and hear from a specially selected keynote speaker. In 2024, the Women in Power education session and happy hour had over 500 attendees.

POWERXCHANGE AND TECHADVANTAGE PRE- CONFERENCE CEO & STAFF EDUCATION

\$15,000; EXCLUSIVE

Support the professional development of leaders in the industry by sponsoring the pre-conference education session on Sunday. The sponsorship will spotlight you in front of approximately 100 co-op CEOs and staff as they network and hear from a specially selected speaker.

POWERXCHANGE AND TECHADVANTAGE 30-MINUTE “TECHTALK” SESSION

\$8,000; Sixteen available

TechTalk sessions are designed to be a shorter version of our conference technical sessions and will focus on a variety of topics in the industry. Sponsor will plan and present one (1) thirty-minute TechTalk session. Session content should be educational with no commercial representation. Attendees should be invited to sponsor's booth for Q&A.



BRANDING

ATTENDEE REGISTRATION

\$30,000 EXCLUSIVE

Secure premier exposure as the sponsor of PowerXchange and TechAdvantage registration. You'll receive branding in the official online registration page and registration confirmation e-mails sent to all pre-registered attendees.

ATTENDEE LANYARDS

\$25,000 EXCLUSIVE

This sponsorship opportunity offers high impact and visibility! As the exclusive lanyard sponsor, your company's logo will be printed along with the event logo on up to 10,000 lanyards for PowerXchange and TechAdvantage attendees.

MOBILE APP

\$20,000 EXCLUSIVE

The one-stop shop for attendees to access all information about schedule, sessions, speakers, and exhibitors – before and after the event. Your company's logo will be seen on the welcome splash page every time an attendee opens the mobile app.

HOTEL KEYCARDS

\$17,000, EXCLUSIVE

Thousands of attendees will see your brand every time they enter their hotel rooms. Custom designed keys will be distributed at PowerXchange and TechAdvantage headquarters hotels.

ATTENDEE TOTE BAG

\$12,500; EXCLUSIVE

Attendees carry your brand around the convention center and through hotels if you take advantage of this opportunity to place your logo on the TechAdvantage attendee tote bag. Tote bags will be distributed throughout the event in the TechAdvantage general session or breakout area, and at sponsor's booth on the expo floor.

ATTENDEE NOTEBOOK

\$12,500; EXCLUSIVE

Spotlight your logo on this popular giveaway that provides 1,000+ TechAdvantage attendees with a much-needed item during, and long after, the conference. Notebook with sponsor's logo will be placed in attendee bags for TechAdvantage conference attendees.

ATTENDEE GIFT

\$12,500 EXCLUSIVE

Get your brand directly in the attendees' hands with this opportunity to provide the TechAdvantage attendee gifts to be stuffed inside the attendee tote bag.



BUS BANNER

\$10,000; Three available

Make a big impression all around town with 2' x 35' custom bus banner placed on two (2) buses. Sponsorship also includes single-sided logoed headrest covers for each bus seat.

CHARGING STATIONS

\$8,500; Three available

Always crowded and constantly being used by attendees, charging stations provide maximum visibility throughout the convention center. Sponsors receive two branded standalone charging stations to be placed in a high traffic area of the convention center, placement to be determined by expo staff.

ATTENDEE PENS

\$8,000; EXCLUSIVE

Make sure attendees are well equipped by providing them with custom branded pens they'll need while attending the conference. Pens will be made available in PowerXchange and TechAdvantage pre-conference and breakout session rooms and will be stuffed inside the TechAdvantage attendee bags.

TECHPARK EARBUDS

\$6,500; EXCLUSIVE

Make sure the TechTalk attendees are well equipped by providing them with custom branded earbuds they can use during TechTalk sessions.

EXPO

If you don't see what you're looking for below, call your Account Manager to customize your message to attendees. All sponsorship costs include production and labor. You provide the graphics.

ESCALATOR RUNNER/BANNERS

\$9,000; Four available

Place your company's custom graphics on escalator runners or banner/s in a high visibility location at the convention center. Contact your Account Manager for dimensions and exact locations.

EXPO FLOOR INTERSECTION CLING

\$5,000; Five available

Increase your branding presence and spread your message with a fully custom floor cling at two aisle intersections. Two (2) custom designed 40"x40" carpet overlays to be placed as determined by Expo event management.

EXPO FLOOR FOOTPATH

\$5,000; Five available

Drive traffic to your booth with these prominent footprints strategically placed from the front of the expo hall leading to your booth. Approximately 22" x 9" carpet overlays will be placed as determined by Expo event management.



Add-On Items

NEW! POWERXCHANGE AND TECHADVANTAGE 30-MINUTE TECHTALK SESSION ON WEDNESDAY | \$4,000; Four available

TechTalk sessions are designed to be a shorter version of our conference technical sessions and will focus on a variety of topics in the industry. Sponsor will plan and present one (1) thirty-minute TechTalk session. Session content should be educational with no commercial representation. Attendees should be invited to sponsor's booth for Q&A. *A Wednesday session is available as an add-on to an existing sponsorship package only.*

TECHADVANTAGE ATTENDEE BAG ITEM | \$2,500, Four available

Literature, mints, sponsor choice x 2

Make sure attendees are well equipped by providing them with a custom branded item they've requested in their attendee bag. Available as an add-on to an existing sponsorship package only.

SPONSORSHIP LEVELS

Customize your exposure by combining sponsorships from the Prospectus and earn even more benefits at one of the recognized Sponsor Levels below.



Non-member rate:

20% upcharge for \$10,000+ sponsorships

25% upcharge for up to \$9,999 sponsorships

	Partner \$75,000+	Premier+ \$74,999 - \$50,000	Premier \$49,999 - \$25,000	Signature \$24,999 - \$10,000	Supporting up to \$9,999
Priority Points for booth space selection order	150	100	60	40	10
Permanent Priority Points for booth space selection order	4	3	2		
Tickets to Entertainment Night	8	6	4	2	
Additional Expo registrations	5	4	3	2	1
VIP hotel room block	●	●			
Logo in Expo on-line floorplan (booths 20 x 30 or larger - \$950 value)	●	●			
Rotating banner ad in Expo on-line floorplan (200 x 605)	●				
Full page ad in the PowerXchange and TechAdvantage Program Guide (\$4,800 value)	●	●			
Logo in the PowerXchange and TechAdvantage Program Guide	●	●	●	●	●
List of conference attendees three weeks prior to event (includes name, title and organization)	●	●	●	●	●
Sponsor logo for use on promotional materials and emails	●	●	●	●	●
Floor decals designating sponsor level outside the sponsor booth	●	●	●	●	●

***Booth space is not included as part of your overall spend in sponsorship dollars.*

Contact us today!

Reach out to your Account Manager to customize a sponsorship package that will maximize your exposure, fit your marketing plan, and stay within your budget.



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