



# 2026 NRECA PowerXchange & TechAdvantage

## SPONSORSHIP OPPORTUNITIES

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March 6-11, 2026 | Nashville, Tennessee | Music City Center

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### 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](https://cooperative.com/theexpo) for more information



# NETWORKING EVENTS

## EXPO GRAND OPENING RECEPTION

\$20,000 for members; \$24,000 for non-members (Five available)

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

## CEO LOUNGE

\$15,000; Exclusive to NRECA Service Members only

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

## EXPO LUNCH ON TUESDAY

\$12,500 for members; \$15,000 for non-members (Five available)

Fuel 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 (EXCLUSIVE)

\$12,000; available to NRECA Members only

Show your support of leaders who are championing diversity, equity and inclusion in the electric cooperative industry as the exclusive sponsor of this popular event.

## TECHADVANTAGE AND ASSOCIATE MEMBER RECEPTION

\$12,000 for members; \$14,400 for non-members; Seven available or exclusive buy-out option for \$80,000 (member or non-member price)

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

## TECHADVANTAGE SESSION REFRESHMENT BREAKS

\$7,500 for members; \$9,375 for non-members (Three available; Monday AM and PM, Tuesday AM)

Give TechAdvantage attendees a boost between sessions with a morning or afternoon coffee or refreshment break featuring your brand.

## EXHIBITOR AFTERNOON SNACK BREAK

\$7,500 for members; \$9,375 for non-members (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 for members; \$9,375 for non-members (Five available)

Give attendees a caffeine 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.

## EXHIBITOR BEER & WINE BAR

**\*NEW IN 2026\***

\$7,500 for members; \$9,375 for non-members (Five available)

Elevate your booth presence with a hosted beer and wine bar, offering attendees a relaxed and inviting atmosphere to network, unwind and engage with your company.

## TECHADVANTAGE GRAND PRIZE CONTEST

\$3,500 for members; \$4,375 for non-members (Eighteen available)

Bring conference attendees directly to your booth by sponsoring the grand prize drawing. 2025 prizes included: a \$5000 vacation package, a Yeti cooler & ice packs, an Apple Watch Series 10, Bose Headphones, a \$200 REI gift card and more.

## NRECA BROADBAND RECEPTION

\$2,000 (Exclusive to NRECA Broadband Associate Member Participants; Multiple available)

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





# THOUGHT LEADERSHIP

## **TECHADVANTAGE OPENING GENERAL SESSION (EXCLUSIVE)**

\$30,000 for members; \$36,000 for non-members

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 (EXCLUSIVE)**

\$18,000 for members; \$21,600 for non-members

Show your support of female leadership at America’s electric co-ops as they network and hear from a specially selected keynote speaker. This event has recently drawn over 500 attendees.

## **POWERXCHANGE AND TECHADVANTAGE PRE-CONFERENCE CEO & STAFF EDUCATION (EXCLUSIVE)**

\$15,000 for members; \$18,000 for non-members

Support the professional development of leaders in the industry by sponsoring the pre-conference education session on Sunday. The sponsorship will spotlight your brand to over 100 co-op CEOs and staff as they network and learn.

## **POWERXCHANGE AND TECHADVANTAGE 30-MINUTE “TECH TALK” SESSION**

\$8,000 for members; \$10,000 for non-members (Sixteen available)

Tech Talk sessions are designed to be a shorter version of our conference technical sessions. Sponsors will plan and present one (1) thirty-minute Tech Talk session. Session content should be educational with no commercial representation. Attendees should be invited to sponsor’s booth for Q&A.



# BRANDING

## **POWERXCHANGE AND TECHADVANTAGE ATTENDEE REGISTRATION (EXCLUSIVE)**

\$30,000 for members; \$36,000 for non-members

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

## **POWERXCHANGE AND TECHADVANTAGE ATTENDEE LANYARDS (EXCLUSIVE)**

\$25,000 for members; \$30,000 for non-members

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

## **POWERXCHANGE, TECHADVANTAGE AND EXPO MOBILE APP (EXCLUSIVE)**

\$20,000 for members; \$24,000 for non-members

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

## **POWERXCHANGE AND TECHADVANTAGE HOTEL KEYCARDS (EXCLUSIVE)**

\$17,000 for members; \$20,400 for non-members

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.

## **TECHADVANTAGE ATTENDEE BAG (EXCLUSIVE)**

\$12,500 for members; \$15,000 for non-members

With your logo on the TechAdvantage tote bags, attendees will carry your brand around the convention center and through hotels. 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.

## **TECHADVANTAGE ATTENDEE NOTEBOOK (EXCLUSIVE)**

\$12,500 for members; \$15,000 for non-members

Spotlight your logo on this popular giveaway that provides 1,000+ TechAdvantage attendees with a much-needed item during and long after the conference.

## **TECHADVANTAGE ATTENDEE GIFTS (EXCLUSIVE)**

\$12,500 for members; \$15,000 for non-members

Sponsor the attendee gifts and put your brand in the hands of more than 1000 attendees.

## **POWERXCHANGE AND TECHADVANTAGE BUS BANNER**

\$10,000 for members; \$12,000 for non-members  
(Three available)

Make a big impression all around town with 2' x 35' custom bus banner placed on two (2) buses.

## **ESCALATOR GLASS PANEL CLING**

\$9,000 for members; \$11,250 for non-members  
(Four available)

Place your company's custom graphics on glass panels in high visibility location at convention center. Contact your Account Manager for dimensions and exact locations.

## **CHARGING STATIONS**

\$8,500 for members; \$10,625 for non-members  
(Three available)

Always in demand, 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.

## **POWERXCHANGE AND TECHADVANTAGE PENS (EXCLUSIVE)**

\$6,500 for members; \$8,125 for non-members

Note-taking made easy! Provide branded pens for conference attendees. Pens will be made available in PowerXchange and TechAdvantage pre-conference and breakout session rooms and will be stuffed inside the TechAdvantage attendee bags.

## **TECHADVANTAGE TECHPARK EARBUDS (EXCLUSIVE)**

\$6,500 for members; \$8,125 for non-members

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

## **EXPO STARTUP ALLEY**

**\*NEW IN 2026\***

\$5,000; NRECA Member-only Opportunity  
(Five available)

Take part in an exciting new opportunity that promotes innovation from early-stage start-up companies that have products and services that are offered to electric utilities/co-ops. The StartUp Alley provides a space for start-ups to connect with potential customers and partners, and offers a cost-effective way to market their products and services to a variety of stakeholders

# SIGNAGE

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.

## **POWERXCHANGE AND TECHADVANTAGE CORNER WRAP DIGITAL DISPLAY**

\$6,500 for members; \$8,125 for non-members  
(Six available)

Corner wrap digital displays are located just outside expo Halls B and C on level 3 of Nashville's Music City Center. Visible from both directions, corner wraps provide high visibility for your company's message to be seen by attendees. Sponsor provided messaging (logo, text, images, etc.) will be displayed on a continuous loop rotating every 15 seconds, along with NRECA event messaging throughout the event.

## **POWERXCHANGE AND TECHADVANTAGE 4-PANEL VIDEO WALL**

\$6,500 for members; \$8,125 for non-members  
(Six available)

These impressive displays are located on Level 2 of the convention center with high visibility just inside the drop off location for the shuttle buses and on the way to the on-site registration area. Capable of handling all types of media, including video, these displays make a strong visual impact. Sponsor video of up to 15 seconds will be displayed on a continuous loop rotating every 15 seconds, along with NRECA event messaging throughout the event.

## **EXPO FLOOR INTERSECTION CLING**

\$5,000 for members; \$6,250 for non-members  
(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" x 40" carpet overlays to be placed as determined by sponsoring company and Expo event management.

## **EXPO FLOOR FOOTPATH**

\$5,000 for members; \$6,250 for non-members  
(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

### **POWERXCHANGE AND TECHADVANTAGE 30-MINUTE "TECH TALK" SESSION ON WEDNESDAY**

\$4,000 for members; \$5,000 for non-members (Three available)

Tech Talk 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 Tech Talk 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 for members; \$3,125 for non-members (Four available)

Make sure attendees are well equipped by providing them with a custom branded item in their attendee bag. Available as an add-on to an existing sponsorship package only. Literature, mints, sponsor choice x 2

# 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

	<b>Partner</b> \$75,000+	<b>Premier+</b> \$74,999 - \$50,000	<b>Premier</b> \$49,999 - \$25,000	<b>Signature</b> \$24,999 - \$10,000	<b>Supporting</b> 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.*



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Annual  
eting  
0 p.m.

# 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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